

AC: 29/06/2024

Item No:1.1.6



SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

Sr. No.	Heading	Particulars
1	Title of the course	BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	40%
4	Semesters	I and II
5	Level	UG
6	Pattern	03 years & 06 semesters CBGS
7	To be implemented from	From Academic year 2024-25 in a progressive manner

DATE: 29th June, 2024

Signature: *Koel*

Dr. Koel Roychoudhury
AC Chairperson



Mithun Pillai
Mr. Mithun Pillai
HOD



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)
(Affiliated to University of Mumbai)**

RE-ACCREDITED GRADE "A" BY NAAC (3rd CYCLE)

BOARD OF STUDIES

SYLLABUS FOR

**B.A.M.M.C (BACHELOR OF ARTS IN MULTIMEDIA AND MASS
COMMUNICATION)**

(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)

OBJECTIVES OF THE PROGRAMME:

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Students should acquire Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.



Program Outcomes

1. The learners should develop critical thinking skills, professional writing skills and effective oral communication skills.
 2. The students should develop an awareness of current events and gain understanding of constitutional values and Indian political system.
 3. The students should develop skills in enabling them to work in a digital interconnected society.
 4. The learners will gain skills in designing and visual communication enabling them to creatively work in the advertising industry.
 5. The learners will gain awareness of Indian Knowledge systems including gaining insight into roots of Indian culture and Society.
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SCHEME OF MODULES

SEMESTER I			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U24MMC1MJ01	04	Introduction to Mass Communication
1	U24MMC1MJ01	02	Media Literacy
III	Open Electives(OE)/ Generic Electives		
1	U24ITE01	04	Introduction to Computers
IV	VOCATIONAL COURSE (VC) & SKILL ENHANCEMENT COURSE (SEC)		
1	U24MMC1VSC01	02	Communication Design
2	U24MMC1SEC01	02	Visual Communication
V	ABILITY ENHANCEMENT COURSE(AEC)/ VALUE EDUCATION COURSE (VEC) / INDIAN KNOWLEDGE SYSTEM (IKS)		
1	U24MMC1AEC01	02	Effective Communication Skills - I
2	U24MMC1VEC01	02	Understanding Indian Society and Constitutional values
3	U24MMC1IKS01	02	Ancient India: History and Society
VI		Co-Curricular	
1	U24CC1CA01	02	Current Affairs
TOTAL CREDITS		22	



INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: U24MMC1MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- Students will be introduced to the history, evolution and the development of Mass Communication in the world with special reference to India.
- To study the evolution of Mass Media as an important social institution.
- To understand the development of Mass Communication models.
- To develop a critical understanding of Mass Media.
- To understand the concept of New Media, Media Convergence and its implications.

Course Outcomes:

- The learner will be able to identify the various forms of mass communication and understand it's impact on the society.
- The learner will be able to understand the evolution of mass media and its impact on the mass media industry.
- The learner will be able to analyse the importance of various models of communication which will further help them in understanding how communication works
- The learner should be able to analyse the impact of social, economic, political and technological factors on the media industry.

Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Introduction and overview</p> <p>Meaning and importance of Mass Communication. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital 3. Communication etc.</p> <p>4. Theories and Models of Communication: Lasswell, Shannon and Weaver, Sociological Model, Gatekeeping Model, Hub Model, Sadharanikaran. Mass Society Theory.</p>	15



02	<p>Module-2 - History of Mass communication</p> <p>From oral to communication, From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape</p> <p>Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet</p>	15
03	<p>Module-3 - Impact of Mass Media on Society</p> <p>A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass communication) IV. Developmental Impact (With how the government has successfully used mass communication)</p> <p>B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.</p>	15
04	<p>Module-4 - New Media and media convergence</p> <p>Elements and features of new media, Technologies used in new media, Major challenges to new media acquisition-personal, social and national. Future prospects.</p>	15

References:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication in India: Keval J Kumar
3. Mass Communication: Rowland Lorimer
4. Baran J Stanley & Davis K Dennis(2002) (2nd edition) Mass Communication Theory: Foundations, Ferment, and Future, Thomason Asia Pte Ltd: Singapore
5. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
6. Communication Technology & Development: I P Tiwari
7. The Process of Communication: David K Berlo
8. Cinema & Television: Jacques Hermabon & Kumar Shahan.
9. Mass Media Today: Subir Ghosh
10. Mass Culture, Language & arts in India: Mahadev L Apte
11. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
12. India's Communication Revolution: Arvind Singhal and Everett Rogers.
13. The Myth of Mass Culture: Alan Swing wood
14. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
15. Communication-concepts &Process: Joseph A Devito
16. Lectures on Mass Communication: S Ganesh.



SCHEME OF EXAMINATION (4 credits) 100 marks

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
 - Semester end examination 60% i.e. 60 marks
- (A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks(Short notes Any 3 out of 5) (5 Marks each)	15
Total	60
Note: 1. Q.1, 2 and 3 - 15 marks question may be divided into sub questions if required.	



Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

MEDIA LITERACY

COURSE CODE: U24MMC1MJ01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To make students adept about the various media formats
- To help students understand media and its impact on audience
- To introduce students to various types of media and their uses.

Course Outcomes

- The learner will get a clear understanding of all media platforms.
- The learner will understand various aspects of media and its uses.
- The learner will be able to identify types of media, its importance and uses.

Module-1 Print Media and Electronic Media		(Total 10 Lectures)
1	Role of newspapers, Types of Print Media, Introduction to political system	05
2	Introduction to Electronic or Broadcast Media, Introduction to Radio, Introduction to Television, Digital impact on electronic media.	05
Module-2. - Journalism and Advertising		(Total 10 Lectures)
1	Principles of Journalism, Impact and role of journalists.	05
2	Introduction to Advertising ,Objectives of Advertising, Role of Advertising, Types of Advertising	05
Module-3. Film Communication		(Total 10 Lectures)
1	<ul style="list-style-type: none">• Film appreciation: Introduction to commercial and parallel cinema in India• Hindi film industry; journey through the years.• Regional cinema in India- Introduction to Marathi, Bengali, Malayalam, Telegu, Tamil and Kannada films.	05

2	<ul style="list-style-type: none"> ● Influential Indian filmmakers- Dadasaheb Phalke, Satyajit Ray, Bimal Roy. ● Introduction to international cinema- American, Japanese and Irani Cinema. ● New themes in Indian cinema 	05
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References

- Baran, Stanley J. Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw Hill, 2002. Print.
- Briggs, Asa, and Peter Burke. A Social History of the Media: From Gutenberg to the Internet. Cambridge: Polity, 2009.
- Potter, W. James. (1998). Media Literacy. Thousand Oaks, CA: Sage."
- McQuail, Denis. (1994). Mass Communication: An Introduction
- Mass Communication in India, Fifth Edition Keval J. Kumar
- The Sage handbook of digital journalism, Tamara Witschge
- Advertising and Society: An Introduction" by Carol J Pardun



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	



Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.

INTRODUCTION TO COMPUTERS

COURSE CODE : U24ITE01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To understand the basics of Computer System.
- To study MS-Office basics.
- To study basics of Internet and Security
- Understand basic Web page designing using HTML.

Course Outcomes

- To help learners be industry ready and will help learners to be aware of the minimum requirement of the software when stepping out in industry and it also helps them choose their field.
- To introduce the basic softwares and also the importance of privacy threats, concepts to make the learner understand what goes behind the scene
- To help learners work on small website designing projects during the academic period.

Sr. No	Syllabus	No. of lectures
01	Module -1- Introduction to Basics of Computers Basic structure of a PC, Functionalities of a computer Computer Components : HARDWARE AND SOFTWARE. Classification of Computers, Input/ output devices, Printers, Types of Printers, Use of Printer, Scanner, microphone speaker. Memory, storage, storage devices, RAM, ROM, Processor, Hard Disk and RAM. Operating Systems, Windows Operating System, Windows basics. Networking Basics -Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Topologies	15



02	<p>Module -2- MS Office2010 -Word, Excel, Powerpoint</p> <p>Word 2010-Creating, Saving documents, Editing documents- Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index) Language Tools (spelling, grammar thesaurus) Inserting images, cut, copy, paste Creating Tables Mail merge, Use Templates- Using Existing Template, Create New Template, Use Graphics- Adding Picture, WordArt in Document</p> <p>Excel 2010- Introduction to spreadsheet, rows, columns, cell address,</p> <p>Workbook, worksheet Entering data, Formulae, functions, Editing sheets, Formatting. Finding, replacing and filling data</p> <p>Powerpoint 2010- Introduction to presentations, create, save</p> <p>Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds,</p>	15
03	<p>Module-3 – Introduction to Internet and Threats</p> <p>Using the Internet -Surfing the net, Researching on the net, Domain names, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals .Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges – copyright issues, technology issues, political issues, social issues; economic issues – ethical issues Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet: advantages, limitations.</p> <p>Internet Ethics and Safety Judging Information Value-Plagiarism, Security and Privacy Threats and Types of threats --Virus , Phishing ,Spyware, Spam</p>	15
04	<p>Module-4 – Introduction to HTML and Elements of HTML</p> <p>What is HTML? HTML Documents Basic structure of an HTML document, Creating an HTML document, Mark up Tags Heading-Paragraphs, HTML Tags.</p> <p>Introduction to elements of HTML .Working with Text Working with Lists and Tables ,Working with Hyperlinks, Images</p>	15



References:

1. MS-Office S.S.Shrivastava
2. MS-OFFICE 2010 Training Guide Prof. Satish Jain, M. Geetha, Kratika BPB Publications.
3. Teach Yourself Microsoft Office 2000 in 24 Hours by Perry Greg M.
4. Web Design The Complete Reference Thomas Powell Tata McGraw Hill
5. Computer Basics Absolute Beginner's Guide By Michael Miller and Mike Miller
6. P.Mohan computer fundamentals- Himalya Publications



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	20
Q.1 Multiple choice Questions/True or False - 10 Marks	
Q.2. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 12 marks OR 12 marks	12
Q.2 12 marks OR 12 marks	12
Q.3 12 marks OR 12 marks	12
Q.4 12 marks OR 12 marks	12
Q.5 12 marks OR 12 marks-Three short notes of 4 marks each or Case study	12
Total	60
Note:Q.1, 2, 3 and 4 - 12 marks question may be divided into sub questions if required.	
1. Q.5 May include theory (short notes) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

COMMUNICATION DESIGN

COURSE CODE: U24MMC1VSC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes


Course Objectives:

- To provide learners with overview on communication design in various fields.
- To generate interest among the learners about use of design in mass media
- To equip them with basic understanding and presentation of design.

Course Outcomes.

- Learners will learn about the application of design for communication in various fields.
- Learners will develop an interest about use of design to create mass media specific designs
- Learners will be able to create and present their own design.

UNIT	TOPICS	LECTURES
Unit-I INTRODUCTION TO COMMUNICATIO N DESIGN	<ol style="list-style-type: none">1. Elements of Design Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space2. Principles of Design Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity3. Rules of Design Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc4. Optical illusions Visual Influence: Shapes & proportions. Tones & contrast, Lines & length5. Typography Type as Design element: Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc. Word Expression, Meaning expressed by appearance	10



<p>Unit-II</p> <p>LAYOUT: THE BLUE PRINT</p>	<ol style="list-style-type: none"> 1. Types of Layout: Mondrian, Picture window, Split, Big type, All text, All art, Circus etc. 2. Stages of Layout: Thumbnail sketches, Rough layout, Finished layout, Comprehensive 3. Choosing Picture: Strong visual capable of selecting Target Group, Suitable with headline, Trial close 4. Choosing Typo: Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc. 5. Putting all Together: Choosing canvas size, Trying formats, orientations, Various proportions of verbal & visual 	<p>10</p>
<p>Unit-III</p> <p>PRACTICAL DESIGN</p>	<ol style="list-style-type: none"> 1. Logo Design, Deciding color scheme, Modifying Typo, Using glyphs, Considering shape as identity 2. Using finalized layout for creating series of ads 3. Creating a layout of a newspaper front page 	<p>10</p>

References-

1. **Visual Journalism: Rajesh Pandey, Adhyan Publication.**
2. **Newspaper Layout and Design: Daryl Moen, Surjeet Publication.**
3. **Art & Ideas: G. S. Rege**
4. **Art & Production: N. N. Sarkar**
5. **Advertising by Design Robin Landa**
6. **Elements of Graphic Design Alexander White**
7. **Ogilvy on Advertising David Ogilvy**

SCHEME OF EXAMINATION (for 50 marks 2 credits

Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks



PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination

VISUAL COMMUNICATION

COURSE CODE: U24MMC1SEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To provide learners with overview on visual communication in various fields.
- To generate interest among the learners about use of visuals in mass media
- To equip them with basic understanding and presentation of visual elements.

Course Outcomes:

- The learners will learn about the use of communication with visuals in various fields.
- The Learners will develop an interest about the application of visuals in mass media
- The Learners will be able to create and present visual elements to communicate a particular message.

UNIT	TOPICS	LECTURES
Unit-I INTRODUCTION TO VISUAL COMMUNICATION	<ul style="list-style-type: none">• History and development of Visuals (1)• Need and importance of Visual Communication (2)• Visual Communication as a process and as an expression, Language and visual communication (2)	5
Unit-II IMPACT OF COLORS	<p>Colors and Design in Visual Communication</p> <ul style="list-style-type: none">• Color theory (2)• Psychological implications of color (2)• Colors and visual pleasure (2)• Elements of Design (2)• Creating patterns and designs (2)	10

Unit-III CHANNELS OF VISUAL COMMUNICATION	Tools/Mediums of Visual communication <ul style="list-style-type: none"> • Painting & Photography (2) • Film & Television, Documentaries, Script writing & visualization (2) • Comics & Cartoons, Digital Images, Animation & VFX (2) • News Papers, Advertisements, PhotoJournalism (2) • Folk & Performing Arts , Theatre (2) 	10
Unit-IV LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA	Visual communication in the age of social media <ul style="list-style-type: none"> • Ethics (1) • Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) (1) • Audience Behavior (1) • Citizen Journalism, Going Viral (1) • Visual stereotyping in social media (1) 	5



References-

1. HANDBOOK OF VISUAL COMMUNICATION EDITED BY KEN SMITH/SANDRA MORIARTY/GRETCHEN BARBATSIS & KEITH KENNY
2. VISUAL COMMUNICATION THEORY AND RESEARCH BY SHAHIRA FAHMY, MARY ANGELA BOCK & WAYNE WANTA
3. VISUAL COMMUNICATION BY RALPH E WILEMAN

SCHEME OF EXAMINATION (for 50 marks 2 credits

Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN



Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination

EFFECTIVE COMMUNICATION SKILLS – I

COURSE CODE: U24MMC1AEC01

: COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To make the students aware of functional and operational use of language in media.
- To equip or enhance students with structural and analytical reading, writing and thinking skills.
- To introduce key concepts of communications.

Course Outcomes:

- The Learner will be able to analyze functional and operational use of languages
- The Learner will gain clarity about various concepts of communication.
- The Learner will learn creative writing and thinking skills.
- The Learner will have enhanced structural and analytical skills useful in making presentations.

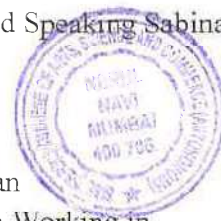
Module-1 Introduction to Communication Lectures)		(Total 10
1	<p>The concept of communication: Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barrier to Communication; Measures to Overcome the Barriers to Communication.</p>	03
2	<p>Types of Communication: Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.</p>	03
3	<p>Oral communication and media: Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion</p>	02
4	<p>Listening Skills: Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Workplace.</p>	02



Module-2. Reading -English, Hindi OR Marathi		(Total 10 lectures)
1	Types of Reading: Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling	04
2	Various aspects of Language: Recognizing various aspects of language particularly related to media , Vocabulary 100 media words.	03
3	Grammar & Usage: Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc	03
Module-3.Thinking and Presentation		(Total 10 Lectures)
1	Thinking: Types of thinking (rational ,logical, critical ,lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	05
2	Presentation: Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation.	05

References:

- Sanghita Sen, Alanrita Mahenda, Priyadarshini Patnaik - Communication and Language Skills- Cambridge University Press
- V. Sasikumar, P. Kiranmayi Dutt, Geetha Rajeevan - Listening and Speaking Sabina Pillai - Spoken English for My World - Oxford University Press
- GeethaRajeevan - Write Rightly- Foundation Books
- Business Communication, Raman-Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan Raman Prakash, Business Communication, Oxford.



SCHEME OF EXAMINATION (for 50 marks 2 credits

Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN



Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination

UNDERSTANDING INDIAN SOCIETY AND CONSTITUTIONAL VALUES

COURSE CODE: U24MMC1VEC01

COURSE CREDIT: 02

1 credit - 15 lectures


1 lecture is 60 minutes

Course Objectives:

- To introduce students to the overview of the Indian Society.
- To help them understand the constitution of India.
- To acquaint them with the socio-political problems of India.
- To introduce students to a basic understanding of the Indian Political System.

Course Outcomes:

- Students will understand Indian Social conditions.
- Students will be acquainted with features of Indian Constitutions.
- Learners will be aware of the measures to tackle societal problems
- Learners will understand the intricacies of Indian political system.

UNIT	TOPICS	LECTURES
Unit-I <u>Salient features of Indian Society</u>	<ul style="list-style-type: none"> • Understand the multi-cultural diversity of Indian society through its demographic composition: Population distribution according to religion, caste, geographical location and gender and age. (3) • Co-existence of traditionalism and Modernism in Indian Society (1) • Values emerging from the diversity in Indian Society (1) 	5 Lectures 
Unit-II <u>Challenges of Diversity to Unity</u>	Disparity Arising out of- <ul style="list-style-type: none"> • Regionalism and Linguism-Meaning, causes and Impact (2) • Casteism and Communalism - Meaning, History, measures to solve these problems. (2) • Social Inequalities: Meaning, Causes and Effects, (1) 	10 Lectures

	<ul style="list-style-type: none"> ● Gender Inequalities- Treatment and exclusiveness of Women and Other Genders in the society (2) ● Economic/ Wealth Inequalities-Class System and Economic Segregation of the Society (2) ● Measures to improve Equality and Social Justice in the society (1) 	
Unit-III <u>Constitutional Values</u>	<ul style="list-style-type: none"> ● Philosophy of the Constitution as set out in the Preamble (2) ● Features of the Constitution (2) ● Fundamental Rights (2) ● Fundamental Duties (1) ● Directive Principles of State Policy (1) ● Federal structure (2) 	10 Lectures
Unit-IV <u>Significant Aspects of Political Processes</u>	<ul style="list-style-type: none"> ● The party system in Indian politics; (2) ● Local self -government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics (2) ● Role and significance of women in politics (1) 	5 Lectures

References-

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub (2011)
- Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
- Urbanization in India: Challenges, Opportunities & the way forward, I J Ahluwalia, Ravi Kanpur, P K Mohanty, SAGE Pub (2014)
- Regional Inequalities in India Bhat L SSSRD- New Delhi
- The Problems of Linguistic States in India, Krishna Kodesia Sterling Pub
- Problems of Communalism in india, Ravindra Kumar Mittal Pub
- Combating Communalism in India: Key to National Integration, Kawal Kishor Bhardwaj, Mittal Pub
- Khare, R. S. (1998). Cultural diversity and social discontent: Anthropological studies on contemporary India.
- Ganesh, K., & Thakkar, U. (Eds.). (2005). Culture and the making of identity in contemporary India. SAGE Publications India.
- Das, B., & Khawas, V. (2009). Gender issues in development: concerns for the 21st century. (No Title).
- Mandal, B. P. (2011). Cultural Sociology. Centrum Press.
- Rapport, N. (2014). Social and cultural anthropology: The key concepts. Routle
- Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press
- Politics, 2nd Edition, Andrew Heywood, Ane Books.
- Dictionary of Politics, D. Robertson, Penguin Books India.



- An Introduction to Political Theory, Gauba, O. P., Macmillan
- Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills
- Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills
- Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongola – Ntalaja Georges Stallings Barbara B. Weir Margaret, Oxford University Press New York.
- Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.
- Introduction to the Indian Constitution, Basu D.D., Wadhwa Publications.
- An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.
- Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.
- Our Constitution Kashyap Subhash, National Book Trust.
- Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.
- Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.
- Introduction to Media and Politics, Sarah Oates, Sage publishers.
- Principles of Modern Political Science, J.C. Johari, Sterling publishers

SCHEME OF EXAMINATION (for 50 marks 2 credits

Theory)

The scheme of examination shall be divided into two parts:

B) Internal assessment 40% i.e., 20 marks

- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20



B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in internal (08 out of 20) and 40% (12 out of 30) in semester

end examination



Ancient India: History and Society

COURSE CODE: U24MMC1IKS01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes


Course Objectives:

1. To acquaint the students with different sources of Ancient Indian History.
2. To enable the students to understand the political, developments in the period of study.
3. To enable the students to understand the socio economic and cultural developments in the period under study and appreciate the rich cultural heritage in India.

Course Outcomes:

1. students will be aware of ancient Indian history.
2. Learners will be acquainted with rich Indian Heritage
3. students will be able to practise indian values and ethos in the present world.

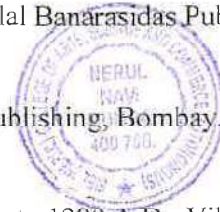
S N	Syllabus	No. of lectures
0 1	Indus Valley Civilization (a) Social and Economic Life (b) Religious Life (c) Town Planning and Decline of the Civilization Vedic Age (a) Janapada (b) Social and Economic Life (c) Religion	1 0
0 2	India in the 6th century B.C 1. Age of Janapadas; Persian & Greek Invasions, 2. Jainism & Buddhism : Teaching & Impact	1 0



0 3	Mauryan & Post Mauryan Period (322 B.C.-320 A.D.) 1. Chandragupta Maurya, Ashoka & Mauryan administration 2. Post Mauryan Dynasties– Sungas, Kushanas & Satvahanas	1 0
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References:

1. Agarwal D.P., The Archaeology of India, (Delhi Select Book Services) Syndicate, 1984.
2. Allichin–B-Zidget and F. Raymond, Origin of a Civilization– The History and early Archaeology of South Asia, (Delhi Oxford and IBH), 1994.
3. Basham A.L., The Wonder that was India, Rupa & Co., 1998.
4. Bhattacharya N.N., Ancient Indian Rituals and their Social Contents, Manohar Publications, Delhi, 199.
5. Chakravarty Uma, The Social Dimensions of Early Buddhism, Munshiram Manoharlal, Delhi, 1996.
6. Jha, D.N, Ancient India in Historical Outline, Motilal Banarasidas, NewDelhi, 1974
7. Kautilya ,The Arthashastra, Penguin Books, 1987. .
8. Luniya B.N., Life and Culture in Ancient India, Lakshmi Narain Agarwal, Agra, 1994.
9. Majumdar R.C. and Altekar A.S. ed, The Vakataka- Gupta age, Motilal Banarsidas, Delhi, 1967.
10. Mookerjee, R.K.,Ancient India, Allahabad, Indian Press, 1956.
11. Mukherjee, B.N., Rise and Fall of the Kushan Empire, (Kolkata Firma,KLM), 1988.
12. Nandi R.N., Social Roots of Religion in Ancient India, (Kolkata K.B. Bagchi), 1986.
13. Nilkantha Shastri, A History of South India, Madras, 1979
14. Pannikar K.M., Harsha and His Times, D.B. Taraporewalla Sons and Co. Bombay,1922.
15. Pargitar, F.E.: Ancient Indian Historical Tradition, Motilal Banarasidas Publishers Pvt. Ltd. New Delh 1962.
16. Pathak, V.S., Historians of India (Ancient India), Asia Publishing, Bombay, 1966. · PossellG.L.ed., Ancient Cities of the Indus, Vikas, Delhi, 1979.
17. Sharma, L.P., Ancient History of India, Pre- Historic Age to 1200 A.D., Vikas Publishing House, New Delhi, 1981.
18. Thapar Romila, Ashoka and decline Mauryas, Oxford University Press, London, 1961.
19. Tripathi R.S. History of Ancient India- Motilal, Banarasidas Varanasi- 198 Marathi Books:



SCHEME OF EXAMINATION (for 50 marks 2 credits

Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN



Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination

Co –Curricular Course in Departmental Activities

Course Code: U24CC1CA01

Course Type: Co-curricular
Semester 1

Credits: 2

CURRENT AFFAIRS

Course Objectives:

- To provide learners with overview on current developments in various fields.
- To generate interest among the learners about burning issues covered in the media
- To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
- Twenty minutes of newspaper reading and discussion mandatory in every lecture

Course Outcomes:

1. Students will Stay informed about major national and international events, trends, and issues across politics, economics, society, and culture.
2. Understand the **background, context, and significance** of current affairs in a **global** and local setting.

Unit No.	Topic	No. of Lectures required
Unit-I	Lectures; Current National stories 1. Three political stories of national importance. 2. Political leaders : news makers of the season (Brief profile of any three) 3. One dominating economic /business news 4. One dominating environment news story Polity and governance 1. Ministries of Government of India Autonomous government bodies 2. Review of any three Central Government projects and policies 3. An update on the current political dynamics of Maharashtra.	20
Unit-II	Project: One story of current importance. (Presentation or report writing). 4. Assignments: Report on any 2 on-going state projects.	10
	TOTAL (HOURS)	30
		Semester – I



	Course Name: CC in Departmental Activities	CourseCode: : U24CC1C A01
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Focuses on	Skill Development
Caters to	Local
Total Lectures per week (1 Period is 60 minutes)	1
Credits	2

The scheme of Examination shall be divided as follows.

• **Continuous Evaluation Pattern**

Description	Marks
Activity related work such as <ul style="list-style-type: none"> • Attending lectures • Practical sessions • Project and presentation • Newspaper and magazine reading 	10 10 10
Maintenance of work records and submission of activity report	10
Presentations /Viva-voce by faculty in charge	10
Total	50

References:

1. Manorma Yearbook published by Malayala Manorama
2. Competition Success Review
3. Competition Master
4. Yojana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal
7. 70 years in Indian politics and policy <https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htm#market/#7e8eddbd55b>.
8. A Reflection on the Role of the United Nations in Ensuring a Secure, Prosperous and Equitable World United Nations
9. <https://www.foreignaffairs.com/articles/world/2021-03-18/world-still-needs-un?gad=1&gclid=Cj0KCQjwtmlBhD3ARIsAARoaEwV0dgrl3JXanMNyr07OkygNq0CfsL0dkGqPC>



Media Literacy (Offered to other departments as Open Elective)

**COURSECODE : U24MMC1E01
02**

COURSECREDIT:

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To equip students with resources for successful knowledge of massmedia.
- To introduce students to forms, roles and importance of massmedia

Unit	Details	Lectures
I	Introduction and overview 1. Meaning and importance of Mass Media Impact of Mass Media on Society A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass communication) IV. Developmental Impact (With how the government has successfully used mass communication) B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.	15
II	Major forms of mass media: Role and function 1. Traditional & Folk Media 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet	15



References:

1. **Mass Communication in India: Keval J Kumar**
2. **Mass Communication Journalism in India: D S Mehta**
3. **The Story of Mass Communication: Gurmeet Singh**
4. **Communication Technology & Development: I P Tiwari**
5. **The Process of Communication: David K Berlo**
6. **Cinema & Television: Jacques Hermabon & Kumar Shahan.**
7. **Mass Media Today: Subir Ghosh**
8. **Mass Culture, Language & arts in India: Mahadev L Apte**
9. **Communication Facts & Ideas in Business: L. Brown (Prentice Hall).**
10. **India's Communication Revolution: ArvindSinghal and Everett Rogers.**
11. **The Myth of Mass Culture: Alan Swing wood**
12. **Lectures on Mass Communication: S Ganesh.**

Content Writing (Offered to other departments as Open Elective)

COURSECODE : U24MMC1E02

COURSECREDITS02

1 credit - 15 lectures

1 lecture is 60 minutes

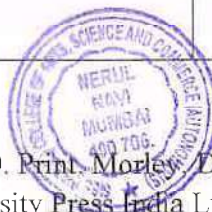
Course Objectives:

- To equip students with resources for successful communication.
- Recognizing clear writing as a communication skill
- To introduce students to basic writing, editing and publishing techniques

Unit	Details	Lectures
I	The concept of content writing and its applicability Importance of content Print and web content writers' roles and responsibilities. Types of Content writing and its scope Editing redundant words/ phases and replacing wrong words/punctuation/grammatical errors. Understanding the basics of social media, Understanding social media content writing.	15
II	Getting the brief, ideating, researching, organizing Editing and proofreading Non-fiction (essays, reports), advertising, and newspaper writing styles Writing blogs Corporate Communications: Focus on language, vocabulary, writing style, target audience, formal and casual language while writing for business-to-business (B2B), business-to-consumer (B2C), press releases, and newsletters. How to do a plagiarism check, and Paraphrasing.	15

References:

- Technical writing process, Kieran Morgan
- Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print.
- Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print.
- Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008. Print.
- Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009. Print.
- Earnshaw, Steven (Ed). The Handbook of Creative Writing. Edinburgh: EUP, 2007
- Field, Syd. The Screen Writer's Problem Solver. New York: Random House Publishing, 1998. Print.
- Kundera, Milan. The Art of the Novel. London: Harper Perennial Modern Classics, 2003.
- Spiro, Jane. Creative Writing Poetry. USA: Oxford University Press, 2004. Print.



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

C) Internal assessment 40% i.e., 20 marks

- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in internal (08 out of 20) and 40% (12 out of 30) in semester end examination

Content Writing -FY BSC IT

COURSECODE: U23IT1E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To equip students with resources for successful communication.
- Recognizing clear writing as a communication skill
- To introduce students to basic writing, editing and publishing techniques.

Course Outcomes:

- Students will be able to understand basics of communication skills.
- Students will improve their writing skills.
- Students will understand basic editing skills.

Unit	Details	Lectures
I	The concept of content writing and its applicability. Importance of content. Print and web content writers' roles and responsibilities. Types of Content writing and its scope. Editing redundant words/ phases and replacing wrong words/punctuation/grammatical errors. Understanding the basics of social media, Understanding social media content writing.	15
II	Getting the brief, ideating, researching, and organizing. Editing and proofreading. Non-fiction (essays, reports), advertising, and newspaper writing styles Writing blogs. Corporate Communications: Focus on language, vocabulary, writing style, target audience, formal and casual language while writing for business-to-business (B2B), business-to-consumer (B2C), press releases, and newsletters. How to do a plagiarism check, and Paraphrasing.	15

References:

- Technical writing process, Kieran Morgan
- Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge
- Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print.
- Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008. Print.
- Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009. Print.
- Earnshaw, Steven (Ed). The Handbook of Creative Writing. Edinburgh: EUP, 2007
- Field, Syd. The Screen Writer's Problem Solver. New York: Random House Publishing, 1998. Print.



The scheme of examination shall be divided into two parts:

D) Internal assessment 40% i.e., 20 marks

- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in internal (08 out of 20) and 40% (12 out of 30) in semester end examination

Media Literacy -FY BSC IT

COURSECODE:U23IT1E02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes


Course Objectives:

- To equip students with resources for successful knowledge of mass media.
- To introduce students to forms, roles and importance of mass media

Course Outcomes:

- The Learner will get a clear understanding of all media platforms.
- The learner will understand various aspects of media and its uses.
- The Learner will be able to identify types of media, its importance and uses.

Unit	Details	Lectures
I	<p>Introduction and overview</p> <p>1. Meaning and importance of Mass Media Impact of Mass Media on Society</p> <p>A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass communication) IV. Developmental Impact (With how the government has successfully used mass communication)</p> <p>B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.</p>	15
II	<p>Major forms of mass media: Role and function</p> <p>1. Traditional & Folk Media</p> <p>2. Print: Books, Newspapers, Magazines</p> <p>3. Broadcast: Television, Radio</p> <p>4. Films</p> <p>5. Internet</p>	15



References:

1. Mass Communication in India: Keval J Kumar
2. Mass Communication Journalism in India: D S Mehta
3. The Story of Mass Communication: Gurmeet Singh
4. Communication Technology & Development: I P Tiwari
5. The Process of Communication: David K Berlo
6. Cinema & Television: Jacques Hermabon & Kumar Shahan.
7. Mass Media Today: Subir Ghosh
8. Mass Culture, Language & arts in India: Mahadev L Apte
9. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
10. India's Communication Revolution: ArvindSinghal and Everett Rogers.
11. The Myth of Mass Culture: Alan Swing wood
12. Lectures on Mass Communication: S Ganesh.



SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

F) Internal assessment 40% i.e., 20 marks

- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	



Passing criteria: Minimum 40% in internal (08 out of 20) and 40% (12 out of 30) in semester end examination

Short Term Courses

Department of Multimedia and Mass Communication

Short Term Course in “Media Literacy”

For Academic year 2023-24

ABOUT THE COURSE

Media Literacy Course will help students understand the world of media. It will help them analyse the media types and the content created in it. Media Literacy Course will improve the knowledge of students about mass media and the impact it can create on public. Various media format and tools will be introduced which can help students in developing their own content.

Course Outcomes

The content and learning activities in this course are designed to help students achieve the following objectives:

- Help in identifying and analysing the role of media in our culture
- Build critical thinking skills, that is, it will help students identify the context and content of the messages put across the media.
- It will help students create content and messages in various media formats

Course objective

- To make students adept about the various media formats.
- To help them understand media and its impact on audience



Department of Multimedia and Mass Communication

Short Term Course in “Media Literacy”

For Academic year 2023-24

Course Structure

Code	Name of the course	Duration in hrs
ML01	Print Journalism	6
ML02	Electronic Media	6
ML03	Advertising	6
ML04	Film communication	6
ML05	Practical / Project work	6
	Total	30

Exam pattern

External - Theory - 60 Marks

Internal - Project - 40 Marks

Course Curriculum

ML01- Journalism

1. Introduction to political system
2. Fundamental Rights
3. Role of newspapers
4. Principles of Journalism

ML02- Electronic Media

1. Introduction to Electronic or Broadcast Media
2. Introduction to Radio
3. Introduction to Television
4. Digital impact on electronic media

ML03- Advertising

1. Introduction to Advertising
2. Objectives of Advertising
3. Role of Advertising
4. Types of Advertising

ML04- Film communication

- A) Pre production: Writing a script and screenplay
1. Characterisation



2. Setting
3. Plot
4. Conflict
5. Resolution
6. Writing dialogues

B) Production: Using the camera

1. Camera shots
2. Camera angles
3. Camera movements

C) Post production

1. Sound engineering and effect
2. VFX
3. Colourisation

ML05- Practical / Project work

Students can opt for a project work in relation to any one of the modules and submit their final project.



“Photography: An art and science”

For Academic year 23-24

ABOUT THE COURSE

Photography since the invention of the camera has been exploited for both formal and casual activities. The application of photography in media and other industries has been tremendous and continues to gain further importance since the booming growth in the use of social media and digital marketing. Photography has also gained wide and easy access since any affordable cellular phone has a functional camera that can deliver a professional image. However, one has to learn and master both the technology and technique of using the camera to build professional acumen to capture an image that can be commercially sold.

Course Outcomes:

- The content and learning activities in this course are designed to help students achieve the following objectives:
- Apply practical skills for professionally handling a camera and making a picture that can be used for commercial purpose
- Analyze the quality and difference between multiple photographs to suit their need / purpose of photography
- Obtain a sense of understanding about the different applications of photography as per the assignment / requirement
- Identify best practices for the delivery of successful photography assignment in any type of event as per the purpose and requirement set by the external agency.



Department of Multimedia and Mass Communication
2023-24
Short Term Course in “Photography”

Course Structure

Code	Name of the course	Duration in hours
PC 01	Camera: Functioning and types	6
PC 02	Lens: Types and uses	6
PC 03	Light: The essential raw material	6
PC 04	Composition: Way of portraying a subject	6
PC 05	Digital Imaging: Electronic format	4
PC 06	Care and Maintenance of the camera & equipment	2
	Total lectures	30

Exam pattern

External - Theory - 60 Marks

Internal - Project - 40 Marks



Course Curriculum

PC 01 –Camera: Functioning and types

Session 1- What is photography

Session 2- Camera and its parts

Session 3- Different types of camera - Current and Old

PC 02 - Lens: Types and uses

Session 1 - Understanding the lens as an important part with its function

Session 2 - Types of lens - Depth of field and Focus

Session 3 - Using different lenses with their capacity and delivery

PC 03 - Light: The essential raw material

Session 1 - Understanding light for photography, consideration for exposure

Session 2- Understanding natural light and artificial light, Introduction to basic studio lighting

Session 3 - Understanding the quality of light and using light modifiers

PC 04 - Composition: Way of portraying a subject

Session 1 - Introduction to composition

Session 2- Types of composition

Session 3 – Creativity of composition

PC 05- Digital Imaging: Electronic format

Session 1- Understanding digital imaging

Session 2 - Digital file formats and their application

PC 06- Care and Maintenance of the camera & equipment

Session 1 - Protection of the camera and equipment against different situations



SCHEME OF MODULES

SEMESTER II			
Serial No	Course code	Credits	Course Name
I	MAJOR DEPARTMENT SPECIFIC COURSE (DSC)		
1	U24MMC2MJ01	04	Introduction to Journalism
2	U24MMC2MJ02	02	History of Media
II	MINOR DEPARTMENT SPECIFIC COURSE		
1	U24MMC2M101	02	Introduction to Advertising
III	OPEN ELECTIVES(OE)/ GENERIC ELECTIVES		
1	U24MS2E01	02	Personality Development
2	U24AF2E01	02	Introduction to Entrepreneurship
3	U24IT2E01	02	E-Commerce
IV	VOCATIONAL SKILL COURSE (VSC) & SKILL ENHANCEMENT COURSE (SEC)		
1	U24MMC2VS01	02	Principles of Marketing
2	U24MMC2SEC01	02	Gender Studies
V	ABILITY ENHANCEMENT COURSE(AEC)/VALUE EDUCATION COURSE (VEC) / INDIAN KNOWLEDGE SYSTEM (IKS)		
1	U24MMC2AEC01	02	Effective Communication Skills II
2	U24MMC2VEC01	02	Environment and Sustainable Development
3	CO-CURRICULAR COURSES-CC	02	CC- NSS, DLLE, Sports, Cultural, Department (Any one from the following)
TOTAL CREDITS		22	



INTRODUCTION TO JOURNALISM

COURSE CODE: U24MMC2MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
2. To be aware of the history of journalism and its implications for the present age.
3. To understand the basic tenets of news journalism.
4. To develop critical thinking on present challenges in the profession of journalism.

Course Outcomes

1. Students will be able to understand the medium of Journalism.
2. Students will be able to interpret news journalism and its impact on Public opinion.
3. Students will develop critical thinking skills.
4. Students will analyze the relationship between media and society.

Sr. No	Syllabus	No. of lectures
01	Evolution of Journalism-Changing face of journalism from Guttenberg to new media. 3 Phases of Journalism in India-Earliest publications, The rise of nationalist press, Post 1947 4 The emergency 1975, Post Emergency, Post liberalization of the economy. 4 New media with special reference to the rise of Citizen Journalism. 2 How technological advancements have helped the media? 2	15
02	Definition of News; Hard News / Soft News and blend of the two. 2 Criteria for newsworthiness-news values 2 News Reports; Features; Editorials, Columns. 2 Organizational Structure of Newspaper and magazines, Television Channels 4 Latest trends and issues in journalism. 2 The Challenge of Fake news and Misinformation. 3	15
03	The news process from the event to the reader. 4 Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc. 6 Components of a news story 2 Finding a news angle, Writing a lead, Types of leads, Inverted Pyramid format. 3	15

04	Role and Functions of Journalism	2	15
	Principles of Journalism- Accuracy, Attribution, Balance, Objectivity, Fairness, Independence.	4	
	Career in journalism- Reporter, Feature Writer, Mobile Journalism, Data journalist, Investigative journalist, Rural journalist, Editors, Lifestyle journalist, PR professionals, Script writers and Filmmakers.	4	
	Press Council of India, Audit Bureau of Circulation.	3	
	Media Literacy and Fact Checking. AI and Journalism	2	

References:

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publications
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: „Behind the by-line“ journalist“s Handbook, Professional Journalism.
5. Introduction to Journalism: Essential Technique Richard Rudin
6. Introduction to Journalism: Carole Fleming
7. Introduction to Journalism: James Glen Stowal

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40



B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15

Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

HISTORY OF MEDIA

COURSE CODE: U24MMC2MJ02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. Learner will be able to understand Media history through key events in the cultural history
2. To enable the learner to understand the major developments in media history.
3. To understand the history and role of professionals in shaping communication.
4. To understand the values that shaped and continues to influence Indian mass media.
5. Learners will develop the ability to think and analyze about media.

Course Outcomes

1. Learner will be able to understand Media history through key events in the cultural history
2. Learner will understand the major developments in media history.
3. Learners will analyze the values that shaped and continue to influence Indian mass media.

Sr. No	Syllabus	No. of lectures
01	Module -1- EVOLUTION OF PRESS IN INDIA a. Early publications and social reforms in India. 2 b. India's Freedom Struggle and Role of Media. 2 c. Independence and rise of Newspapers. 2 d. Press during the Emergency Period. 1 e. Rise of language press post Emergency. 2 f. Media Icons Gandhi and Ambedkar. 1	10
02	Module-2 - HISTORY OF DOCUMENTARIES AND FILMS a. Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzala, The Vanishing Tribe) 2 b. Role of Documentarians – P. V. Pathy, D. G. Tendulkar, H. S. Hirlekar, Paul Zils and Fali Billimoria Anand Patwardhan. 2 c. Evolution of film making in India - Brief history, Photography to moving films 2 d. Origin of Hindi cinema 1 e. Origin of Short films to what it is today, role of you tube and WhatsApp 1 f. Great masters of world cinema 2	10



03	Module-3 HISTORY OF RADIO AND TELEVISION	10
	a. Radio & Television as Mass Media	2
	b. Radio and Television Broadcasting	2
	c. Satellite Television & Privatization in Broadcasting	2
	d. Advertising in India	2
	e. Digital media and Convergence	2

References:

1. **Mass Communication In India Paperback – By Keval J. Kumar**
2. **Journalism In India: History, Growth, Development K. C. Sharma**
3. **Media’s Shifting Terrain: Five Years That Transformed The Way India Communicates By Pamela Philipose**
4. **Indian News Media: From Observer to Participant Usha M. Rodrigues & Maya Ranganathan**
5. **Documentary Films And Indian Awakening By Jagmohan, Publications Divisions Ministry Of Broadcasting And Information, Government Of India**
6. **History Of Indian Cinema Paperback – 1 Jan 2012 By Renu Saran**
7. **History Of Broadcasting In India By Dr. P. Thangamani**
8. **India On Television By Nalin Mehta(Harper Collins Publishers)**
9. **Press In India: New History Hardcover – 1 Aug 1995 By G.S.C. Raguavan**
10. **Communication In History: Stone Age Symbols To Social Media By David Crowley (Author), Peter Urquhart (Author), Paul Heyer (Author)**
11. **Natrajan, S, A History of the Press in India. 1962.**
12. **Bipan Chandra, India After Independence 1947-2000.**
13. **Robin Jeffrey, India’s Newspaper Revolution.**
14. **Rangaswami Parthasarathy, Journalism in India 1997.**



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



INTRODUCTION TO ADVERTISING

COURSE CODE: U24MMC2M101 : COURSE CREDIT: 02
1 credit - 15 lectures
1 lecture is 60 minutes

Course Objectives:

- The students will be introduced to advertising as an effective tool of promotion
- To study the evolution of advertising
- To study the process, tools and channels of advertising
- To understand the practical functioning of an advertising agency

Course Outcomes:

- Learners will be able to understand the evolution of advertising
- Learners should be able to identify and understand the process, working, tools and channel of various advertising media.
- Learners should be able to demonstrate an understanding of the overall role advertising plays in the business world

Module-1. Introduction to Advertising		(Total 10 Lectures)
1.	Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising Types of Advertising: Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy	4
2.	Ethics and Laws in Advertising: Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	4
3.	Social, Cultural and Economic impact of Advertising Social, Cultural and Economic impact Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture and advertising	2
Module-2. - Tools of Advertising		(Total 10 Lectures)
1.	Print Media and Out-of Home Media - Basic concepts, Types of Newspapers advertising , advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising / Broadcast Media - Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement -Advantages and Disadvantages	6



2.	Public Relation - Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity / Sales Promotion and Direct marketing - Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	4
Module-3. Creativity in Advertising and Advertising Agencies		(Total 10 Lectures)
1.	Introduction to Creativity - Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	4



2.	Types of advertising agency - Full service, Creative boutique, Media buying agency, In-house agency, Specialized Agencies and others	4
3.	Various departments in an agency -Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	2

References

- Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty
- Adland: Global History of advertising by mark Tungate
- Copy paste: How advertising recycle ideas by Joe La Pompe
- Indian Advertising: Laughter & Tears by Arun Chaudhari
- Adkatha The Story Of Indian Advertising by Halve Anand
- Pandeymonium by Piyush Pandey
- Introduction to Advertising – Amita Shankar
- Contemporary Advertising – Loudon & Britta
- Advertising – Pearson Education
- www.afaqs.com
- www.exchange4media.com
- www.adweek.com



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



OPEN ELECTIVES:

**PERSONALITY DEVELOPMENT
– ACHIEVING PERSONAL AND PROFESSIONAL SUCCESS**

COURSE CODE: U24MS2E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- › The course aims to train students on the importance of self-awareness, personal growth, soft skills, and life skills.
- › The course facilitates the participants to understand the skill of influencing, being an effective team member and understanding self-motivation.
- › The course aims to foster talent and facilitate employability, empowering the participant to thrive in the **fiercely competitive corporate** world.

Sr. No	Syllabus	No. of lectures
01	Concept of Self Introduction to Personality Development: Personality traits and theories, MBTI, Self-Image and Self-Concept, Locus of Control, Managing Oneself. Concept, Emotional Intelligence , Importance of Emotional Intelligence and Role of Emotional Intelligence in developing effective personality , Positive Attitude, Self-esteem, Self- confidence	15
02	Understanding Self in Relation with others Concept of Influencing , Art of Influencing , Johari Window , FIRO – B , Interpersonal Relations, Communication in organizations, Personal Branding, Leadership Skills, Presentation Skills, Personal skills- Stress Management, Negotiation skills, Conflict Management, Time Management and Anger Management.	15

References:

- › Organizational Behavior by Fred Luthans
- › Organization Behavior by Neharika Vohra Stephen P. Robbins, Timothy A. Judge
- › The 7 Habits of Highly Effective People by Stephen Covey
- › The Art and Science of Personality Development Dan P. McAdams



SCHEME OF EXAMINATION

The scheme of examination shall be divided as follows;

- Comprehensive Internal assessment 100% i.e. 50 marks

Description	Marks
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Practical Assignment/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Project	20
Class Test/ Open Book Test/ Quiz	10
Class Participation	5
Total	50

Passing criteria: Minimum 40% (20 out of 50) in Comprehensive Internal Assessment.



Introduction to Entrepreneurship

COURSE CODE :U24AF2E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

OBJECTIVES OF THE PROGRAMME:

- To help learners understand and appreciate the implications of Accounting and Finance on the dynamic business environment.
- To help learners acquire in-depth knowledge regarding the inter-relationship between Money, taxation, management skills and legal framework
- To encourage the learners to imbibe values and become ethical businessmen/entrepreneurs/managers/consultants.
- To develop a personality relevant to technology-driven business.
- To help learners pursue research in the field of Accountancy, Commerce and Finance.

Course Objectives:

- Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.
- To develop entrepreneurs & to prepare students to take the responsibility of the full line of management function of a company.

Course Outcome: After completion of this course students will be able to:-

- To identify the importance of Entrepreneurship
- To identify the mechanisms available to evaluate and analyze the external environment which affects entrepreneurship.

The learners will be able to understand venture capital, its sources and problems faced during raising funds.



Sr. No	Syllabus	No. of lectures
1	Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur • Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen • External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.	10
2	Entrepreneur Project Development Innovation, Invention, Creativity, Business Idea, Opportunities through change. • Idea generation– Sources-Development of product /idea, • Environmental scanning and SWOT analysis • Creating Entrepreneurial Venture-Entrepreneurship Development Cycle •	10
3	Venture Development Steps involved in starting of Venture • Institutional support to an Entrepreneur • Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects	10

References:

1. Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House.
2. Entrepreneurial Development - S.S. Khanna
3. Entrepreneurship & Small Business Management - CL Bansal, Haranand Publication
4. Entrepreneurial Development in India - Sami Uddin, Mittal Publication
5. Entrepreneur Vs Entrepreneurship- Human Diagno

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30marks

(A) Internal Assessment 20 marks



Description	Marks
Internal tests of 10 marks each	10
Q.1 Multiple choice Questions/True or False - 5 Marks	
Q.2. Attempt 1 Question out of 2 Questions 5 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 Hour	
Total Marks: 30	
Q.1 10 Marks OR 10 Marks	10
Q.2 10 Marks OR 10 Marks	10
Q.3 10 Marks OR 10 Marks	10
Total	30
Note: 10 marks question may be divided into sub questions of 5 Marks each if required.	

Passing criteria:

Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.



E-Commerce

COURSE CODE: U24IT1E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objective:

- To provide students with an overview and understanding of e-commerce with a specific emphasis on processes of developing and implementing information systems.
- To explore the major issues associated with e-commerce-security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities.

Learner Outcomes:

- Obtain a general understanding of basic business management concepts. Have complete knowledge about basic technical concepts relating to E-Commerce. Obtain thorough understanding about the security issues, threats and challenges of E-Commerce.

Course Outcomes:

- Obtain a general understanding of basic business management concepts.
- Have complete knowledge about basic technical concepts relating to E-Commerce.
- Obtain thorough understanding about the security issues, threats and challenges of E-Commerce.

Mod ule	Topics	Lect ures
I	<p>Introduction, History of Electronic Commerce and Business Information Exchange , A framework for electronic commerce,Impact of Internet on Commerce , Impact of E Commerce, E-Commerce advantage to stakeholders , E-Commerce disadvantages and Electronic Data Interchange.</p> <p>Business Models for E-commerce: The Birth of Portals – E-Business Models – Business-toConsumer (B2C) – Business-to-Business (B2B) – Consumer-to Consumer (C2C) – Consumer To-Business (C2B) – Brokerage Model – Value Chain Model – Advertising Model.</p> <p>E-marketing – Traditional Marketing Vs.E-Marketing – Impact of E-commerce on markets.</p> <p>India's Readiness for E Commerce,E Commerce Opportunities for Industries</p>	15



II

Customer Effective Web -Designs and strategies for Website Development.

Enabling Technologies for Web , Telnet, FTP, DNS, IPv6,ISP , Search Engine and its Working .Emarketing .

E-Security: Security for E-commerce – Security Design – Analyzing risk – E-Banks and Security – Safety of E-Commerce – Secure Online Shopping – Firewalls– Virus Protection and Protection from intruders.

E-payment Systems -Digital Tokens, Electronic Cash and Digital Signature

Case Studies on rise of ECommerce in India

References:

1. Joseph P. T., E - Commerce – An Indian Perspective
2. David Whiteley , “E-Commerce Strategy, Technologies and Applications”, Tata McGraw Hill 2001. 2. Ravi Kalakota, Andrew B Whinston, “Frontiers of Electronic Commerce”, Pearson 2001. 12th Impression.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30marks

(A) Internal Assessment 20 marks



Description	Marks
Internal tests of 10 marks each	10
Q.1 Multiple choice Questions/True or False - 5 Marks	
Q.2. Attempt 1 Question out of 2 Questions 5 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 Hour	
Total Marks: 30	
Q.1 10 Marks OR 10 Marks	10
Q.2 10 Marks OR 10 Marks	10
Q.3 10 Marks OR 10 Marks	10
Total	30
Note: 10 marks question may be divided into sub questions of 5 Marks each if required.	

Passing criteria:

Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.



PRINCIPLES OF MARKETING

COURSE CODE: U24MMC2VS01

COURSE

CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To introduce key concepts, principles, tools and techniques of marketing to students.
- To make the students aware of the marketing environment in which organisations operate.
- Students should be able to analyse the basis of segmenting a market, components in a marketing mix and apply the knowledge in making marketing decisions.

Course Outcomes:

- Learner will be able to understanding basic concepts of marketing and its significance.
- Learners will be able to apply key marketing theories, frameworks and tools to solve Marketi problems
- Learners will be able to analyse global business opportunities and its implications on a firm's product and branding strategy.

Sr. No	Syllabus	No. of lectures
	Module 1- Introduction to Marketing	(Total-10 Lectures)
1.	Introduction- Scope, nature, definition, core marketing concepts, Marketing environment, and recent trends in marketing in India.	03
2.	Developing the concept of marketing mix, managing the product – types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packaging decisions.	04
3.	New product strategies – Innovation, Market entry, Product line extension, Pricing of products: Pricing considerations and approaches, strategies and methods.	03
	Module-2. Managing product channels, distribution and Communication	(Total-10 Lectures)



1.	Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.	04
2.	Integrated Marketing Communications: Factors contributing to the growth of IMC, Marketing Communications and Promotions, The	06
	Marketing communication Process, The Promotion Mix. IMC planning Process and Tools	
	Module-3. Types of Consumers, Target Audience and Marketing Segmentation and Types of Marketing.	(Total-10 Lectures)
1.	Market Segmentation -- Bases for market segmentation of consumer goods, industrial goods and services -- Market Targeting and positioning strategies.	06
2.	Types of Marketing: TeleMarketing, E-Marketing, Service Marketing, Marketing through Social Networking, Rural Marketing- feature and importance suggestion for improvement of Rural Marketing. Concept & components of a Marketing Information System. Service Marketing.	04

References

1. Marketing Management – Kotler, Philip; Prentice Hall of India Publications, New Delhi.
2. Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.
3. Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons.
4. Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and
40% (12 out of 30) in semester end examination.**



GENDER STUDIES

COURSE CODE: U24MMC2SEC01

COURSE

CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To help students with a Critical Understanding of Gender Concepts.
- To make students understand the different aspects of gender and their impact on society.
- To make students critically analyze the impact of media on shaping and perpetuating gender stereotypes.

Course Outcomes:

- Define and critically examine the concept of gender
- articulate informed opinions on gender issues
- Have an understanding of gender as a social, cultural, and political phenomenon, while also fostering critical thinking, awareness, and advocacy for gender equality

Module-1 Introduction to Gender studies		(Total 10 Lectures)
1.	Gender studies-origin and growth, need for gender studies-objectives, role and scope, Meaning and definition of gender and sex. Difference between gender and sex.	05
2.	Social Construction of Femininity, Social Construction of Masculinity. Patriarchy & Matriarchy: Ideology and Practices. Race, Class and Gender Issues Gender, society and culture.	05
Module-2. - Gender and society		(Total 10 Lectures)
1.	Social Dynamics of Gender Gender Roles Division of Labour Gender Stratification Gender discrimination-meaning & forms. Gender stereotypes Gender bias	05



2	Concept of Gender equality Feminism: Concept and Relevance Feminist movements Relevance of gender studies in the Indian context.	05
Module-3. Gender and Media		
1.	Representation of Gender in Media Role of the media in gender equality. Media and Body Image. Gender portrayal in Cinema, advertisements and TV soaps.	05
2	Gender Stereotyping in Media Gender and Electronic Media New media and gender.	05

References

- **Encyclopedia of Gender and Society** by Jodi O'Brien ISBN: 9781412909167.
Publication Date: 2008. 2009 RUSA
- hooks, b. (1984). *Feminist Theory: From Margin to Center*. South End Press.
- Mohanty, C. T. (2003). *Feminism without Borders: Decolonizing Theory, Practicing Solidarity*. Duke University Press.
- Chakravarti, U. (1993). *Conceptualising Brahmanical Patriarchy in Early India: Gender, Caste, Class and State*. Economic and Political Weekly, 28(14/15), WS19-WS26.
- Anway, C. D. (2009). *Global Issues in Gender and Sexuality Education: Crossing Boundaries and Bridging Cultures*. Routledge.
- Chakraborty, P., & Basu, S. (Eds.). (2014). *Gender, Development and Disasters*. Sage Publications India.



SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

(A) Internal Assessment- 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



EFFECTIVE COMMUNICATION SKILLS II

COURSE CODE: U24MMC2AEC01 COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To introduce key concepts of communications.
2. To make the students aware of use of language in media and organization.
3. The students will be introduced to writing, editing and translation as an effective tool of communication

Course Outcomes:

- The Learner will learn creative writing and thinking skills.
- The Learner will gain clarity about various writing and editing styles in communication.
- The Learner will be able to apply their language and translation skills in media and organization.

Module-1 . Writing		(Total 10 Lectures)
1.	Report writing Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of reports	4
2.	Organizational writing Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stakeholder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor. AI and writing.	4
3.	Writing for Publicity materials Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	2
Module-2. - Editing		(Total 10 Lectures)
1.	Editing: Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, newspaper editing and magazine editing.	6
2.	Paraphrasing and Summarizing Meaning , how to use paraphrase in communication, Paraphrase in plagiarism, Translation Summarizing content , the points and sub- points and the logical connection between the points 4	4

Module-3. Interpret technical data		(Total 10 Lectures)
1.	Introduction to various types of data, Need for interpretation, Read graphs, maps, charts,	4
2.	How to interpret data from the provided material.	4
3.	Exercise on interpreting various forms of data	2

References

- **Business Communication - Rhoda A. Doctor and Aspi H. Doctor Communication Skills in English – Aspi Doctor**
- **Teaching Thinking - Edward De Bono De Bono"s Thinking Course – Edward De Bono Serious Creativity –**
- **Edward De Bono The Mind Map Book – Buzan Tony**
- **Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson**
- **A Textbook of Translation - by Peter Newmark, Newmark**



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 2. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



Environment and Sustainable Development

COURSE CODE: U24MMC2VEC01

ABOUT THE COURSE

Course objective

- To develop knowledge and understanding of strategies for Sustainable Economic development
- To facilitate learners about Innovative Practices for Sustainable Development

Course Outcomes

At the end of the course, students will be able to

- Implement knowledge of sustainability for industrial development
- Apply knowledge of Innovative Practices for Sustainable Governance and Economy

Sr. No	Syllabus	No. of lectures
01	Unit I: Environmental Sustainability Interrelationship between Environment, Society, and Development. Environmental Management: Concept, need, and relevance; Concept of ISO 14000, Environmental Impact Assessment, Ecological Footprint; Environment Protection Acts; Concept and components of Geospatial Technology- Applications of GST in Environmental Management. Sustainable Agriculture Practices, Sustainable Industrial Practices – Sustainable Business and Sustainable Consumerism. Sustainable Waste Management Practices	15
02	Unit II: Innovative Practices for Sustainable Development UN Sustainable Development Goals, The United Nations and Global Sustainability, Concept of Smart and Sustainable Cities. Life Cycle Overview and LCA Application. The Challenges of Sustainable Supply Chain Management., Corporate Social Responsibility, Sustainable products and services, Corporations and Ecological Sustainability. Introductions to ESG, Overview of recent ESG. SEBI - Framework for Business Responsibility and Sustainability Report (BRSR). Green Growth Programme of India.	15



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two

parts: Internal assessment 40% i.e. 20 marks

Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks	10
One Project based on tourism development	05
Attendance and Class behavior	05
Total	20

B) Semester end examination 30 marks PAPER PATTERN

Duration: 1 hours	
Total Marks: 30	
Q.1 Write a short note on any 2 out of three OR Q.1 Long answer. essay	10 10
Q.2 Write a short note on any 2 out of three OR Q.2 Long answer essay	10 10
Q.3 Explain the term/ Define the term (any five out of 7) a. b. c. d. e. f. g.	10

Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in the semester-end examination.



CC in Departmental Activities

MEDIA SUMMIT Organising a media conference

Course Type: Co-curricular

Credits: 2

Course Code:

Course Objectives:

The syllabus is aimed to achieve the following objectives:

1. To train students in skills to plan, manage and implement various types of events.
2. To take on leadership roles and responsibilities, helping students develop confidence and management skills.
3. To interact with journalists, industry professionals for valuable networking opportunities that can be beneficial for future careers.

Learning Outcome:

The learners will be able to:

1. Learner will be able to solve problems utilizing various concepts, solutions etc.
2. Learner will gain exposure to in organising a conference.
3. Learner will be able to learn to plan, organize, and execute a large event, developing skills in scheduling, budgeting, and resource allocation.

Unit No.	Topic	No. of Lectures required
Unit-I	Lectures: 1. Communication & Presentation Skills. 2. Research & Planning 3. Fundraisings 4. Event Marketing, Advertising & PR 5. Event Logistics	5
Unit-II	Practical Sessions: 1. Communication & Presentation Skills, 2. Research & Planning 3. Fundraisings 4. Event Marketing, Advertising & PR 5. Event Logistics	5
	Department level activities/Finalizing panelists	15
	Report Writing / Marketing and social media promotions	05
	TOTAL (HOURS)	30



	Semester – II
Course Name: CC in Departmental Activities	Course Code:
Course Type	Co-curricular
Focuses on	Skill Development
Caters to	Local
Total Lectures per week (1 Period is 60 minutes)	1
Credits	2

The scheme of Examination shall be divided as follows.

• **Continuous Evaluation Pattern**

Description	Marks
Activity related work such as <ul style="list-style-type: none"> • Attending lectures • Practical sessions • Seminars, Conference 	10 10 10
Maintenance of work records and submission of activity report	10
Discussion/ Presentations /Viva-voce by faculty in charge	10
Total	50

References:

1. Event Planning and Management, Ruth Dowson, David Bassett
2. Successful Event Management By Anton Shone & Bryn Parry
3. Event management, a professional approach By Ashutosh Chaturvedi
4. Event Management & Public Relations, Dr Savita Mohan



FRAMES Film Festival

Co –Co-Curricular Course in Cultural Activities

Course Type: Co-curricular

Semester 2

Course Code:

Credits: 2

Course Objectives:

The syllabus is aimed to achieve the following objectives:

1. To train students in skills to plan, manage and implement various types of events.
2. To take on leadership roles and responsibilities, helping students develop confidence and management skills.
3. To interact with filmmakers, industry professionals for valuable networking opportunities that can be beneficial in future careers.

Learning Outcome:

The learners will be able to:

1. Learner will be able to solve problems utilizing various concepts, solutions etc.
2. Learner will gain exposure to films from different cultures and perspectives.
3. Learner will be able to learn to plan, organize, and execute a large event, developing skills in scheduling, budgeting, and resource allocation.

Unit No.	Topic	No. of Lectures required
Unit-I	Lectures: 1. Event Communication & Presentation Skills. 2. Research & Planning 3. Sponsorship and networking 4. Event Marketing, Advertising & PR 5. Event Production & Logistics	5
Unit-II	Practical Sessions: 1. Event Communication & Presentation Skills. 2. Special Events, Research & Planning 3. Sponsorship and networking 4. Event Marketing, Advertising & PR 5. Event Production & Logistics	5
	Department level Cultural activities/Performances/ Selecting films to be screened.	15
	Report Writing / Operations and Marketing/ Finalising panellists judges and film makers.	05
TOTAL (HOURS)		30

	Semester – II
Course Name: CC in Cultural Activities	Course Code: U23CA2CC01
Course Type	Co-curricular
Focuses on	Skill Development



Caters to	Local
Total Lectures per week (1 Period is 60 minutes)	1
Credits	2

The scheme of Examination shall be divided as follows.

- **Continuous Evaluation Pattern**

Description	Marks
Activity related work such as <ul style="list-style-type: none"> • Attending lectures • Practical sessions • Screening of films 	10
Maintenance of work records and submission of activity report	10
Test/ Discussion/ Presentations /Viva-voce by faculty in charge	10
Total	50

References:

1. Event Planning and Management, Ruth Dowson, David Bassett
2. The Film Festival Guide For Filmmakers, Film Buffs, and Industry Professionals, Adam Langer
3. Successful Event Management By Anton Shone & Bryn Parry
4. Event management, a professional approach By Ashutosh Chaturvedi
5. Event Management & Public Relations, Dr Savita Mohan



FILM APPRECIATION (offered to other departments as Open Elective)

COURSE CODE: U24MMC2E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes Course

Objectives:

- To introduce students to the basic concepts of cinema.
- To help students identify different genres and aspects of films.
- To help students understand technical aspects regarding making of films.

Unit	Details	Lectures
I	Introduction to Film as an Art Form, History of films, Evolution of Cinema - Silent Era to Talkies, Golden Age of Hollywood, Commercial films, History and evolution of the Indian film industry, Silent era, golden era of Bollywood.	10
II	Basic Elements of Film - Shot, Scene, Sequence, and Frame Composition. Understanding Film Genres - Comedy, Drama, Action, and Documentary. Cinematography - Camera Angles, Movement, and Lighting. Sound Design and Music in Film. Editing Techniques and Their Impact on Storytelling.	10
III	Themes and Symbolism in Film. Stages in filmmaking: pre production, production and post production. , Impact of Technological Advances on Film. Cultural influence of films. Introduction to regional cinema; Marathi, Bengali, Tamil, Malyali, Telugu, Kannada.	10

References:

- Bordwell, D., & Thompson, K. (2016). Film Art: An Introduction. McGraw Hill
- Giannetti, L. . Understanding Movies. Pearson; 13th edition (26 June 2013)
- Nowell-Smith, G. (Ed.). The Oxford History of World Cinema. Oxford University Press.
- Sharff, S. (1982). The Elements of Cinema.
- Ganti, T. (2004). Bollywood: A Guidebook to Popular Hindi Cinema. Psychology Press, 2004
- Rajadhyaksha, A., & Willemen, P. (2022). A Short History of Indian Cinema. Routledge.



National Service Scheme (NSS) Studies Paper-I**Course Code: U24CC2NSS02****Course Type: Co-curricular****Total Lectures per week:2****Credits: 2****Course Objectives:**

The syllabus is aimed to achieve the following objectives:

1. To understand the Working, Framework and Contribution of NSS.
2. To Concept of Social Justice and its Importance
3. To understand themselves in relation to their community.
4. To identify the needs and problems of the community and involve them in problem-solving
5. To develop among themselves a sense of social and civic responsibility.
6. To utilize their knowledge in finding practical solutions to individual and community problems.

Learning Outcome:

The learners will be able to:

1. To understand Structural framework of NSS from National Level to College Level
2. Define Social Justice and how it helps the community
3. Enabling the students to contribute towards development of Community
4. Get involved in community betterment and active problem solving
5. Better Sense of social and civic responsibility. Have a better sense of Reduce, Recycle and Reuse
6. Collaborate and Work towards Solving Individua and Community Problems.

Unit No.	Topic	No. of Lectures required
Unit-I	Introduction to National Service Scheme (NSS) <ul style="list-style-type: none"> • Formation and development of NSS in India • Structural framework of NSS from National Level to College Level • Objectives of NSS • Symbol and Moto of NSS and its meaning • Basic Social Issues in India (Family System, Division of labour, Cast System in India, Gender Issues, Regional Imbalance) Introduction to Social justice Social Justice – the Concept and its features, Contribution for Social Justice – Mahatma Jyotiba Phule, Dr. Babasaheb Ambedkar, Shahu Maharaj, Chhatrapati Shivaji Maharaj, Savitribai Phule.	15
Unit-II	Suggested Projects: <ul style="list-style-type: none"> • Environment awareness – Waste management & segregation, Reduce, Reuse & Recycle, • Organic waste management by composting (maintenance of compost project) • Volunteering at study centers managed by Stree Mukti Sanghatana 	15
	Total Lectures	30



	Semester – I
Course Name: National Service Scheme (NSS)	Course Code:
Course Type	Co-curricular
Focuses on	Skill Development
Caters to	Local, National, Global
Total Lectures per week (1 Period is 60 minutes)	2 (TBD)
Credits	2

COURSE OUTCOME

Unit	Topics	CO	LO
Unit 1	Introduction to National Service Scheme (NSS)	CO1, CO2	LO1, LO2
Unit 2	Introduction to Social justice	CO3, CO4	LO3, LO3
Unit 3	Community Welfare	CO5, CO6	LO5, LO6

The scheme of Examination shall be divided as follows.

- **Continuous Evaluation Pattern**

Description	Marks
30 hours activity related work such as <ul style="list-style-type: none"> • Attending lectures/ training sessions (10 Marks) • Field work & Maintenance of work record (25) 	35
Project Report	5
Viva-voce by faculty in charge and attendance	10
Total	50

References:

1. National Service Scheme Manual (Revised) Government of India, Ministry of Youth Affairs and Sports, New Delhi
2. National Service Scheme Manual University of Mumbai
3. National Service Scheme Manual for NSS District Coordinators National Service Scheme Cell, Dept. of Higher and Technical Education, Mantralaya
4. Rashtriya Seva Yojana Sankalpana Prof. Dr. Sankey Chakane, Dr. Pramod Diamond Publication, Pune
5. Annual Report of National Service Scheme (NSS) Dept. of Higher and Technical Education Mantralaya. Dept. of High and Technical Education Mantralaya.
6. Training Programme on National Programme scheme, TISS.
7. Orientation Courses for N.S.S. Programme officers, TISS.



8. Social Problems in India, Ram Ahuja.
9. National Service Scheme in India : A Case Study of Karnataka, M. B. Dishad, Trust Publications, 2001
10. <http://www.thebetterindia.com/140/national-service-scheme-nss/>
11. <http://en.wikipedia.org/wiki/national-service-scheme>
12. <http://nss.nic.in/adminstruct>
13. <http://nss.nic.in/propexpan>
14. <http://nss.nic.in>
15. <http://socialworkness.org/about.html>



DLLE - Introduction to DLLE

COURSE CODE: U24CC2DLLE02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes.

Course Outcome

1. Students will acquire knowledge on the structure of DLLE.
2. It will enable students to connect and understand the social realities and work for social welfare. It would help students to enhance leadership skills and apply them in their careers.
3. Students will be more aware of the practicality of real life and can face challenges in a better way and will be able to connect to the unreached section of society and help them

Learning outcome:

1. Learners will understand the structure and working of DLLE.
2. Students will connect to the people in society and work for social welfare.
3. Students will gain experience to work in society on various social aspects.

Unit No	Topic	No of Lectures
Unit - 1	<ul style="list-style-type: none">● Introduction to DLLE● Aim & Objectives of DLLE● The Extension Dimension (Reach to Unreached)● Importance of Extension and Community work services in NGOs and the society● Role of Extension Teacher, Student Manager and Volunteers● Understanding community-related issues around the region and developing a sensitive approach towards society● Engage in community partnership practices and provide leadership in promoting changes to improve community well-being, Community engagement, and leadership	15
Unit - 2	Participation in community-based activities for the following Campaign Anna Poorna Yojna /Population Education/Career Guidance / Consumer Guidance/ Environmental Education/ Civic Education in the form of Street play/ Seminar/ Poster competition/ Essay writing/ Creative Writing competition/ Elocution, Discussion/ Rally/ Start-up business ideas & Presentations/ Interviews/ survey/ Waste collection drive/ Social & environmental awareness campaign/ Cleanliness drive/. Literacy Awareness/ Beach Cleaning/ Tree plantation/ Forest conservation/ Mental	15



	Health and Hygiene/ Yoga Meditation. Nutrition and Diet/ Field- Visit to different NGO's and Industries	
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Evaluation Pattern of 50 marks: Continuous evaluation pattern.

Evaluation Criteria	Marks
Participation in social activity	10
Field visit/ community visit and report	10
Essay/ assignment /poster and report	10
Test/discussion/presentation and viva	10
Attendance in seminar /workshop & Training session	10
Total	50

References :

- <https://www.mudlle.ac.in>



HEALTH AND PHYSICAL EDUCATION

COURSE CODE:U24CC2SP02

CREDIT: 02

Credit: 15 lectures 1 lecture: 60 minutes

Semester: 2

Course Objectives

1. To gain understanding of the learner's preferred game and sport.
2. To master various physical fitness routines for daily use in order to maintain a healthy lifestyle.
3. To determine one's degree of physical fitness by calculating a fitness index.
4. To comprehend diverse ways of physical training.
5. To encourage the student to participate in sports/games for general personality development.

Learning Outcomes:

1. After completing the course, the learner will be able to: Understand the fundamental concepts of Physical Education, health, and total well-being.
2. Recognise the significance of physical activity in maintaining a healthy lifestyle.
3. Discover the benefits of physical activity on various bodily systems and the most basic method of maintaining and enhancing health.
4. Encourage students to participate in physical activities, sports, or games.
5. Make people aware of the relevance of sports and physical education in their daily lives for physical and mental well-being.

Sr.No.	Course Content	Hours
1	Physical Education Introduction of Physical Education, History of Physical Education -Vedic period, Indus Valley civilization, Rome, Greece, Foundation of Physical Education, Principles of Physical Education	10
2	Health Physical fitness, Components of HRPF, Components of SRPF, Factors affecting fitness and wellness	10
3	Various Games Kho kho, Football, Volleyball, Table tennis, Chess, Carrom, Badminton (Any 2 games only)	10
	Total no.of hours	30

Scheme of examination Total Marks: 50

Continuous evaluation pattern.

Evaluation Criteria	Marks
Sports training/practice/coaching	25



sessions regularly (choose any game/sport).	
Participation in the organisation of sporting events, workshops, seminars, and so on	15
Participation/performance in sports events at the District, State, National, International, University, and Intercollegiate levels.	05
Performance in practical conducted during lectures/ timely submission of assignments	05
Total	50

