

**AC: 29/06/2024**

**Item No:1.1.6**



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**  
**Syllabus for approval**

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

Sr. No.	Heading	Particulars
1	Title of the course	<b>BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)</b>
2	Eligibility for admission	<b>HSC or Equivalent</b>
3	Minimum percentage	<b>40%</b>
4	Semesters	<b>III and IV</b>
5	Level	<b>UG</b>
6	Pattern	<b>04 years &amp; 08 semesters CBGS</b>
7	To be implemented from	<b>From Academic year 2024-25 in a progressive manner</b>

\*Students who have passed first year in CBCS Non NEP, need to complete and clear 2 credit course examinations per semester as per the equivalence committee guidelines.

**DATE: 29th June, 2024**

**Signature:**



Dr. Koel Roychoudhury  
AC Chairperson

Mr. Mithun Pillai  
HOD



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

**(Affiliated to University of Mumbai)**

**RE-ACCREDITED GRADE "A" BY NAAC (3<sup>rd</sup> 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.



### SCHEME OF MODULES

SEMESTER III			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U24MMC3MJ01	04	Understanding Cinema
2	U24MMC3MJ02	04	Media Studies
3	U24MMC3MJ03	02	Broadcast Media
II	Minor Department Specific Course		
1	U24MMC3M101	02	Consumer Behaviour
III	Open Electives(OE)/ Generic Electives (For other departments)		
IV	VOCATIONAL SKILL ENHANCEMENT COURSE (VSC)		
1	U24MMC3VSC01	02	Introduction to Photography
V	ABILITY ENHANCEMENT COURSE(AEC)/ FEP OR CEP/CC		
	U24MS30E01	02	Personality Development II - Leadership Personality Development/Visualization Tools For Marketing Research
1	U24MMC3AEC01	02	Understanding Basic Forms of English Literature-1
2	U24MMC23FEP01 U24IT3OE01	02	Fundamentals of Multimedia Research /Field Research
3	U24MMC3CC01 U24CC3NSS02 U24CC3DLLE02 U24CC3SP02		Documentary Filmmaking/ / NSS/ DLLE/ Sports



TOTAL CREDITS	22	
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## UNDERSTANDING CINEMA

**COURSE CODE: U24MMC3MJ01**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

1. To inculcate liking and understanding of good cinema.
2. To make students aware with a brief history of movies; the major cinema movements.
3. Understanding the power of visuals and sound and the ability to make use of them in effective communication.
4. Insight into film techniques and aesthetics.

### Course Outcomes:

1. The students will have a thorough understanding of cinema with its elements and impact on the society
2. The students will have a thorough understanding of the history and the various movements that lead to the use of cinema in social upliftment
3. The students will understand the use of production elements to tell a powerful story
4. The students will understand the art elements used in films while production of a film.

Syllabus			
S r. N o.	Module	Details	Lectures
	<b>Art of Story telling</b>		
1.	<b>History:</b> Still pictures to moving images.	1.1 History of Cinema. 1.2 Birth of Visual Art. 1.3 Understanding the Language of Cinema.	09
2.	<b>Understanding aspects of film appreciation.</b>	2.1 Grammar, Technology and Art. Director - the captain Writer - the back bone. 2.2 Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing 2.3 Aspects of Film-1: Film Sound Three components of Film Sound	16



		2.4 The relationship between Sound and Image Genres of Cinema: Understanding the genre with examples	
3.	<b>Film Production</b>	<b>An overview of the three stages</b> 3.1 Preproduction: 3.2 Production 3.3 Post Production  <b>An overview of production techniques</b> 3.4 Lighting Techniques 3.5 Camera Techniques	20



4	<b>Major film movements and its impact.</b>	<p>4. The major cinema movements and their film makers</p> <p>1 Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica</p> <p>4. French new wave Origin and impact on world cinema, work of Francois Truffaut, Jean-Luc Godard</p> <p>3 Indian New Wave cinema- Origin and impact on Indian cinema, work of Satyajit Ray, Mrinal Sen</p> <p>4.</p> <p>4</p>	12
5	<b>Film Culture</b>	<p>5. Film and Society: Role and Impact of Film in society</p> <p>1 Film and Censorship: Importance of censorship in Films. Censorship of films.</p> <p>5.</p> <p>2</p>	03
<b>Total Lectures</b>			<b>60</b>

#### References:

- "Film Art: An Introduction" by David Bordwell and Kristin Thompson
- "The Film Experience: An Introduction" by Timothy Corrigan and Patricia White
- "Understanding Movies" by Louis Giannetti
- "An Introduction to Film Studies" edited by Jill Neldes.
- "Film Theory and Criticism: Introductory Readings" edited by Leo Braudy and Marshall Cohen.
- "The Oxford History of World Cinema" edited by Geoffrey Nowell-Smith.
- "Making Movies" by Sidney Lumet.
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch.
- "Film Genre Reader IV" edited by Barry Keith Grant.
- "Hitchcock/Truffaut" by François Truffaut.

#### 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 behaviour	5
<b>Total</b>	<b>40</b>

**B) Semester end examination 60 marks Question Paper Pattern**

<b>Q.1</b> 15 marks OR 15marks	15
<b>Q.2</b> 15 marks OR 15 marks	15
<b>Q.3</b> 15 marks OR 15 marks	15
<b>Q.4</b> 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
<b>Total</b>	<b>60</b>

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



## MEDIA STUDIES

**COURSE CODE: U24MMC3MJ02**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

1. To provide an understanding of media theories
2. To understand the relationship of media with culture and society
3. To understand Media Studies in the context of trends in Global Media

### Course Outcomes:

- Students will demonstrate knowledge of legal and ethical standards in television journalism
- Students will critically analyze television news content, evaluating its accuracy, bias, and effectiveness in conveying information to the audience.
- students will gain an understanding of industry practices, including newsroom operation

S r . N o	Syllabus	No. of lectur es
01	<b>Eras, relevance, connection to culture, literature</b> Era of Mass Society and culture – till 1965 . Normative theories-Social Responsibility Theory, Libertarian theory, Market Place of ideas, Authoritarian theory. Development media theory, Democratic Participant theory, Civic journalism.	15
02	<b>Propaganda and propaganda theory-</b> Origin and meaning of Propaganda Behaviorism, Freudianism Hypodermic Needle/Magic bullet Harold Lasswell, Walter Lippmann <b>Scientific perspectives to limited perspectives</b> Paul Lazarsfeld-Two step flow Carl Hovland and Attitude Change theory	15



03	<b>Cultural Perspectives</b> Toronto school (Marshall McLuhan) Schools- Birmingham (Stuart Hall) Frankfurt- Theodor Adorno and Max Horkheimer Raymond Williams- Technological Determinism Harold Innis- Bias of Communication Agenda Setting Theory, Cultivation Theory Politics and Media studies-media bias, media decency, media consolidation.	15
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<b>04</b>	<b>Media and Identity</b> Feminism /Racism/ethnicity- Caste/class/tribal/queer representations (India examples) Meaning making perspectives New media, Henry Jenkins-Participatory culture Internet as public sphere-Habermas to Twitter McLuhan _s concept of Global village in the age of Netflix Uses and Gratification in the age of Internet	<b>15</b>
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#### References:

1. Mass communication theory- Dennis quail
2. Mass communication theory: foundations, ferment and future- Stanley J Baran and Dennis K Davis
3. Introduction to Mass communication: media literacy and culture updated edition 8th edition
4. Introduction to mass communication – Stanley J. Baran
5. Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner
6. Social media: a critical introduction- Christian Fuchs

### 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
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Total	40
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**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.



## BROADCAST MEDIA

**COURSE CODE: U24MMC3MJ03**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

- To make the students acquainted with working of radio and television.
- To help students analyze the technical aspects of broadcast production, including audio, video, and editing.
- To write effectively for broadcast media, considering different formats and audiences.

### Course Outcomes:

1. Students will have a thorough understanding of the fundamental principles and history of broadcast media.
2. Students will be able to analyze and interpret audience data to tailor content effectively.
3. Students will develop the ability to critically analyze broadcast media content and its societal impact

Module-1 Evolution and History of Radio and TV		(Total 10 Lectures)
1	Radio – The Evolution and Growth  AIR and Community Radio: Developmental and Educational Role  Internet Radio and Private FM  Trends in regional radio	05
2	TV: Evolution and growth  Growth of Private International, National and Regional TV Networks  Television channels for niche audiences —entertainment, news, sports, science, health and life style.  Rise of regional channels and Importance of Regional Channels in India	05
Module-2. - Introduction to Sound and Visuals		(Total 10 Lectures)



1	Significance of sound  Types of Sound: Natural, Ambient, Recorded, Diegetic Sound, Non-Diegetic Sound, Dialogue, Music, Voiceover, Foley.  Types of recording- Tape Recording, Digital Recording, Outdoor Recording	05
2	The Power and Influence of Visuals Video-camera: types of shots, camera positions, shot sequences Lighting: The importance of lighting types of lighting	05

	Difference between Studio and on-location shoots	
<b>Module-3. Program formats and Writing for Broadcast Media</b>		<b>(Total 10 Lectures)</b>
1	Radio Formats: News, Documentary, Feature, Talk Show, Music shows, Sports broadcasting.  Television formats: News, Documentary, Feature, Talk Shows, TV serials and soaps, Sports, Reality, Animation.	05
2	Preparation of Audio and Video briefs: Idea generation, Scripting, Story board Scripting for: Interviews/Documentary/Feature/Drama  Ethics: Ethics including Censorship in presentation of News.	05

### References

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler



7. Andrew Boyd, \_Broadcast Journalism, Techniques of Radio and Television News\_, Focal Press London.
8. Keval J Kumar, \_Mass Communication in India\_, Jaico Publishing House.
9. K.M Shrivasta, \_Radio and TV Journalism\_, Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, \_Writing for the Media\_, Oxford University Press, New Delhi
11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett

### **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
Assignment	05
Attendance and Class participation	05
Total	20

**B) Semester end examination 30 marks**

**PAPER PATTERN**

Duration: 1 hours	
Total Marks:30	
Q.1 10 marks OR 10 marks (5+5 marks)-Unit 1	10
Q.2 10 marks OR 10 marks (5+5 marks)-Unit 2	10
Q.3 10 marks OR 10 marks (5+5 marks)-Unit 3	10
Total	30

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



## CONSUMER BEHAVIOUR

**COURSE CODE: U24MMC3M101**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### **Course Objectives:**

- To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising
- To develop an understanding of underlying concepts, changing trends and issues in Consumer behavior in marketing.
- To develop analytical skills in students to critically evaluate consumer behaviour theories, models, and research studies.
- To enable students to apply consumer behaviour knowledge to analyse market trends, anticipate consumer needs, and develop effective marketing strategies.

### **Course Outcomes:**

- Student will be able to understand the sociological & psychological perspective of consumer behaviour. Student will be able to assess the impact of consumer's motivation, personality on the buying behaviour.
- Students will be able to analyze the consumer decision process.
- Students will be able to evaluate the factors affecting consumer behaviour in detail.



S r · N o	Syllabus	No. of lectur es
	<b>Module 1-INTRODUCTION TO CONSUMER BEHAVIOUR</b>	<b>10</b>
	<ol style="list-style-type: none"> <li>1. Nature, scope &amp; application; Importance of consumer behaviour in marketing decisions; characteristics of consumer behaviour; role of consumer research; consumer behaviour in a dynamic &amp; digital world.</li> <li>2. Market Segmentation, VALS 2 segmentation profile, . Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs &amp; Importance. ELM. Persuasive advertising appeals</li> </ol>	
	<b>Module 2-FACTORS AFFECTING CONSUMER BEHAVIOUR</b>	<b>10</b>
	<ol style="list-style-type: none"> <li>1. PSYCHOLOGICAL DETERMINANTS &amp; CONSUMER BEHAVIOUR  Consumer Motivation– Needs, Goals, Motive arousal, Maslow’s Hierarchy of Needs, Freud’s Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.</li> <li>2. RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR  1. Perception - Elements in perception. a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral &amp; Classical Theory. 4. Cognitive Learning.</li> </ol>	
	<b>Module 3- SOCIO – ECONOMIC &amp; CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR AND CONSUMER DECISION MAKING</b>	<b>10</b>





	<p>1. Family - Role of family in Socialization &amp; Consumption – FLC. Culture – Role &amp; Dynamics. i. Subculture &amp; its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective.</p> <p>Social group- primary and secondary and the role of Reference group &amp; Consumer Behaviour.</p> <p>Economic- social class as the economic determinant of consumer behaviour</p> <p>2. Consumer Decision Making Process Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.</p> <p>Models of decision making</p>	
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#### References:

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. Leon. Schiffman, Joseph Wiserblit, S.Ramesh Kumar – Consumer Behaviour. Pearson 11th Edition.
6. David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgrow Hill.
7. Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.

#### 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 PHOTOGRAPHY

**COURSE CODE:** U24MMC3VSC01  
**02**

**COURSE CREDIT:**

**1 credit - 15 lectures**  
**1 lecture is 60 minutes**

### Course Objectives:

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.

Syllabus			
S r. N o.	Module	Details	Lectures
1.	<b>Camera: Functioning and types</b>	1.1 What is photography 1.2 Camera and its parts 1.3 Different types of camera - Current and Old	05
2.	<b>Lens: Types and uses</b>	2.1 Understanding the lens as an important part with its function 2.2 Types of lens - Depth of field and Focus 2.3 Using different lenses with their capacity and delivery	05
3.	<b>Light: The essential raw material</b>	3.1 Understanding light for photography, consideration for exposure 3.2 Understanding natural light and artificial light, Introduction to basic studio lighting	06

		3.3 Understanding the quality of light and using light modifiers	
4.	<b>Composition: Way of portraying a subject</b>	4.1 Introduction to composition 4.2 Types of composition 4.3 Creativity of composition	06
5.	<b>Digital Imaging: Electronic format</b>	5.1 Understanding digital imaging 5.2 Digital file formats and their application	05

6	<b>Care and Maintenance of the camera &amp; equipment</b>	6.1 Protection of the camera and equipment against different situations	03
<b>Total Lectures</b>			<b>30</b>

#### References:

Collins Books series: Pentax Inc.

1. Taking successful pictures,
2. Making most of colour,
3. Expanding SLR system,
4. Lighting techniques

#### Minolta Photographer's handbook

5. Indoor Photography,
6. Outdoor photography: Life Book series: Colour, Camera, Light & Portrait

#### Photography course:

Volume 1: Understanding Camera

Volume 2: Secrets behind successful pictures

Volume 3: Practicing Photography

Volume 4: Handling Professional assignments

#### Me and My Camera

Portrait photography, Glamour photography, Do it in Dark (Darkroom Techniques), Pro-



technique (Pro-photo), Night Photography, Beauty and Glamour , Product Photography

### 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:

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 Basic Forms of English Literature-1

COURSE CODE : U24MMC3AEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is of 60 minutes

### \* Course Objectives:

1. To develop analytical skills and critical thinking through close reading of literary texts
2. To cultivate appreciation of language as an artistic medium and to help students to understand the importance of forms, elements and style that shape literary works

### \* Course Outcomes:

1. Learner will be able to recognize the culture and context of the work of literature
2. Learner will be able to imbibe the underlying philosophy and values reflected in literature

### Module-1

#### Study of Poetry

(Total 15 Lectures)

1. William Wordsworth: *The Solitary Reaper*
2. Edgar Albert Guest: *Don't Quit*
3. Nissim Ezekiel : *Island*
4. Kamala Das: *An Introduction*
5. Arun Kolatkar : *The Breakfast Time at Kala Ghoda*

### Module-2

#### Study of Novel

(Total 15 Lectures)

*Lord of The Flies* by William Golding

### 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: Total 20 Marks**

1	* Continuous Evaluation	10 Marks
2	Poetry Recitation /Presentation	05 Marks
3	Attendance	05 Marks

*\*Application oriented activities will be conducted*

**B) Semester end examination 30 marks**

Question no.1	A) OR B) Descriptive Question  Module no.1	10 Marks
Question no.2	A) OR B) Descriptive Question  Module no.2	10 Marks
Question no.3	A)Short Notes 2 out of 3 Module no.1 (5 Marks each) OR B)Short Notes 2 out of 3 Module no.2 (5 Marks each)	10 Marks



*Passing Criteria: 40% in Internal as well as in External (i.e.8 Marks in Internal exam of 20 marks and 12 marks in External exam of 30 marks respectively)*

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Open Electives

**Personality Development II - Leadership**

Course Code: U24MS30E01

Course Type: Other Elective

Total Lectures per week (1 Period is 60 minutes):2

Credits: 2

Unit No.	Topic	No. of Lectures required
Unit-I	<b>The Foundations of Leadership</b> <ul style="list-style-type: none"><li>● Defining leadership styles (e.g., transformational, democratic, servant)</li><li>● Understanding the role of vision, mission, and values</li><li>● Developing a growth mind-set and embracing challenges</li></ul> <b>Effective Communication for Leaders</b> <ul style="list-style-type: none"><li>● Delivering clear, concise, and inspiring messages</li><li>● Practicing active listening and providing constructive feedback</li></ul>	10
Unit-II	<b>Motivation and Delegation</b> <ul style="list-style-type: none"><li>● Understanding what motivates individuals and teams</li><li>● Setting SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)</li><li>● Empowering team members and delegating effectively</li></ul> <input type="checkbox"/> <b>Conflict Resolution and Decision-Making</b> <ul style="list-style-type: none"><li>● Developing strategies for navigating difficult conversations</li><li>● Fostering a collaborative approach to problem-solving</li><li>● Making sound decisions under pressure</li></ul> <input type="checkbox"/> <b>Leading with Influence</b> <ul style="list-style-type: none"><li>● Understanding persuasion techniques and building buy-in</li></ul>	20



	<ul style="list-style-type: none"> <li>Fostering innovation and a culture of creativity</li> <li>Leading by example and embodying your values</li> </ul>	
	<ul style="list-style-type: none"> <li><b>Total Lectures</b></li> </ul>	<b>30</b>

#### Course Objectives (CO)

1. Define key leadership styles and their applications.
2. Analyze the impact of communication styles on leadership effectiveness.
3. Explain the concept of a growth mind-set and its role in leadership development.
4. Discuss strategies for motivating individuals and teams.

#### Learning Outcomes

1. Develop a strong foundation of leadership and
2. Learn leadership communication
3. Enhance your ability to motivate and inspire others
4. Build confidence in conflict resolution and decision-making

		Semester – III	
Course Name: Personality Development II – Leadership		Course Code:	
Course Type		Other Elective	
Focuses on		Skill Development	
Caters to		Local, National, Global	
Total Lectures per week (1 Period is 60 minutes)		2	
Credits		2	
Evaluation System		Hours	Marks
	Internal & External	30	50
Total Marks			50

#### Course Activities:

- **Self-Assessments:** Identify your leadership strengths and areas for development.
- **Interactive Exercises:** Practice communication techniques, role-playing leadership scenarios.
- **Case Studies:** Analyze real-world leadership challenges and develop solutions.
- **Action Planning:** Create a personalized roadmap to implement learned skills



**SCHEME OF EXAMINATION: CONTINUOUS EVALUATION**

**ONLINE QUIZ: 10 MARKS**

**INDIVIDUAL ASSIGNMENT: 10 MARKS**

**GROUP PROJECT: 25 MARKS**

**CLASS PARTICIPATION: 5 MARKS**

**The scheme of examination shall be divided into two parts:**

**Passing criteria: Minimum 40% out of 50**

**Reference Books**

- Leadership: Theory and Practice by Peter G. Northouse
- The Mentor Leader: Secrets to Building People and Teams That Win Consistently by Tony Dungy
- How to Win Friends & Influence People by Dale Carnegie
- Motivation and Leadership, Dr.Parveen Nagpal, Sheth Publisher Pvt ,Ltd



## Visualization Tools for Marketing Research

Course Code: U24IT3OE01

Course Credit:02

1 Credit: 15 Lectures

1 Lecture: 60minutes

### Course Objectives:

1. To provide details of data visualization
2. To recognize various data visualization tools
3. To recognize Excel for visualization
4. To recognize Power BI and Tableau for visualization.
5. To compare the data visualization tools.

### Course Outcomes:

After successful completion of this course, students would be able to:

1. The learners will be able to understand concepts in data visualization.
2. The learners will be able to understand the numerous visualization tools.
3. The learners will be able to make use of Excel , Power BI and Tableau for visualization.
4. The learners will be able to decide the choice of visualization tool.

<b>Unit I</b>	Introduction To Data Visualization, Advantages of Visualization , Importance of visualization in marketing, techniques for use of data visualization in marketing, Best tools for data visualization in marketing, The Potential of Data Visualization in Marketing,Golden rules of Data Visualization. <b>Excel As Data Visualization Tool:</b> Steps to Present Data Visually in Excel, Excel Data Visualization Tool for Analysis,Overlaid Gridlines,Overlaid gridlines with a formula and scatterplot, vertical line, block shading( annual, monthly), broken stacked bars, vertical and horizontal bullet , dot plot, slope, vertical and horizontal scatter, Gantt,heatmap, diverging bars, tile grid map	<b>15</b>
<b>Unit II</b>	<b>Power BI as Data Visualization Tool</b> What is Power BI?, Compare Power BI with Excel and Tableau, downloading and installing Power BI, Importing and Transforming Data in Power BI, building and designing power BI reports,publishing reports to power BI service <b>Tableau as Data Visualization Tool:</b> Introduction, Key components of Tableau,Importing Data in Tableau, Joining Datasets in Tableau, What is Tableau Public? Connect to your data,Step Drag and drop to take a first look,Focus your results, Examples-Use for reporting,Use for story telling,Use for Analysis	<b>15</b>

### References:

1. Jon Schwabish, A Step-by-Step Guide to Advanced Data Visualization, 2007 June
2. Alberto Ferrari and Marco Russo, Introducing Microsoft Power BI, Microsoft Press Publication,2016
3. An Introduction to Analysis and Data Visualization using Tableau Software.,
4. Tableau An Introduction,Princeton University

SCHEME OF EXAMINATION (for 50 marks ,2 credits)

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(Theory)**

Descripti on	Mar ks
An internal test of 10 marks Q.1 Multiple choice Questions/True or False - 05 Marks Q.2. Attempt 1 questions out of 2 questions (5 marks each) - 05 Marks	10
Presentation/Case Studies/Assignments	05
Attendance and Class Participation	05
Total	20

**B) Semester End examination 30 marks**

**PAPER PATTERN**

Duration: 1 hour	
Total Marks:30	
Q.1 15 marks OR 15 marks (7 and 8 marks)-Unit 1	15
Q.2 15 marks OR 15 marks (7 and 8 marks)-Unit 2	15
Total	30



### CC- National Service Scheme

Sr. No.	Heading	Particulars
1	Title of the course	National Service Scheme (NSS)
2	Semesters	III
3	Level	UG
4	Pattern	03 years & 06 semesters CBGS
5	To be implemented from	From Academic year 2024-25 in a progressive manner



## National Service Scheme (NSS) Studies Paper-II

**Course Code:** U24CC3NSS02

**Course Type:** Co-curricular

Total Lectures per week (1 Period is 60 minutes) :2

Credits: 2

Unit No.	Topic	No. of Lectures required
Unit-I	<p>Social Integration:</p> <ul style="list-style-type: none"><li>· Social Integration Meaning of value and types</li><li>· Human values and social responsibilities</li></ul> <p>Concept of NGOS:</p> <ul style="list-style-type: none"><li>· Definition, Formation, objective, functions, types</li><li>· Government Organizations Vs NGO's</li><li>· Case studies</li></ul>	15
Unit-II	<p>Community Welfare in Association with NGO -</p> <ul style="list-style-type: none"><li>· Environment awareness</li><li>· Water Management</li><li>· Energy conservation</li><li>· Gender sensitization,</li><li>· Healthy society</li></ul>	15
	Total Lectures	30

### Course Outcomes (CO):

- Upon successful completion of this course, students will be able to:
  - o CO1: Define and analyze the concept of social integration and its value in a community.
  - o CO2: Explain the various types of NGOs and their function in promoting social integration and community development.
  - o CO3: Evaluate the impact of NGO initiatives on specific areas of community well-being (environment, water management, energy conservation, gender equality, health).
  - o CO4: Develop strategies for collaborating with NGOs to address community needs in the aforementioned areas.

### Learning Outcomes (LO):

#### Unit 1: Social Integration

- LO 1.1: Define social integration and explain its importance in a diverse society.
- LO 1.2: Analyze the different types and values of social integration.
- LO 1.3: Explain how human values and social responsibilities contribute to a more integrated society.
- LO 1.4: Discuss the potential challenges to social integration and their impact on communities.

#### Unit 2: Concept of NGOs

- LO 2.1: Define NGOs and differentiate between various types (e.g., charitable organizations, advocacy groups, service providers).
- LO 2.2: Explain the core objectives and functions of NGOs in promoting social good.
- LO 2.3: Analyze a case study to understand the practical work of an NGO.
- LO 2.4: Evaluate the strengths and limitations of NGOs as agents of social change.

#### Unit 3: Community Welfare in Association with NGOs

- LO 3.1: Identify the specific areas of community development addressed by NGOs (environment, water management, energy conservation, gender equality, health).
- LO 3.2: Analyze strategies employed by NGOs to promote community participation and empowerment in these areas.
- LO 3.3: Critically evaluate the effectiveness of specific NGO interventions related to environment, water management, energy conservation, gender sensitization, or healthy society initiatives.
- LO 3.4: Develop strategies for building and maintaining successful partnerships between NGOs and communities to address these specific needs.



Unit	Topics
Unit 1	Social Integration
Unit 2	Concept of NGOS
Unit 3	Community Welfare in Association with NGO

		Semester – III	
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	
Credits		2	
Evaluation System		Hours	Marks
	Continuous Evaluation	30	50
		Total Marks	50



\*For the Unit III – Students will be assigned Community Activity as per availability. They will be divided in a group of 20 and will be engaged for 20 hrs.

The scheme of Examination shall be divided as follows.

• Continuous Evaluation Pattern

Description	Marks
30 hours activity related work such as • Attending lectures/ training sessions (10 Marks) • Field work & Maintenance of work record (25)	35
Project Report/Poster	5
Viva-voce by faculty in charge/ Internal Test	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 Higher 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>



**CC- Department of Lifelong Learning and Extension**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
<b>1</b>	<b>Title of the course</b>	<b>NGO Collaboration</b>
<b>2</b>	<b>Semesters</b>	<b>III</b>
<b>3</b>	<b>Level</b>	<b>UG</b>
<b>4</b>	<b>Pattern</b>	<b>03 years &amp; 06 semesters CBGS</b>
<b>5</b>	<b>To be implemented from</b>	<b>From Academic year 2024-25 in a progressive manner</b>





### DLLE - NGO Collaboration

**COURSE CODE: U24CC3DLLE02**

**COURSE CREDIT: 02**

1 credit - 15 lectures

1 lecture is 60 minutes.

#### Course Objectives:

1. Students will have a thorough understanding working of NGOs, their contributions to society, and the skills needed to work effectively within or alongside these organizations.
2. Interns would develop skills in project management, communication, research, and advocacy while working on impactful projects addressing poverty, education, healthcare, and human rights. The experience fosters professional growth, facilitates networking, and would help to promote and develop social responsibilities towards society.

#### Learning Outcome:



1. It will enable learners to contribute their best skills to society through social work.
2. Internship will give hands-on training to work along with various social groups through NGOs

2.

Sr. No.	Syllabus	No of Hrs.
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1	<p>Module - I: Introduction to NGO</p> <p>Concept of NGO, Role, and formation of NGO in India, Contribution of NGO in services in India i.e. Social Services, Advocacy, and Human Rights, Economic Development and Skill Enhancement, Environmental Conservation, Disaster Relief and Rehabilitation, Community Development, Gender Equality, Research, and Innovation. Contribution to weaker sections of the community i.e. Old age homes, Orphanages, children's homes, and Rehabilitation centres. Examples of Local, State, National, and International Level NGOs. Scope of Social Entrepreneurship</p>	15
2	<p>Module II: Social Internship</p> <p>Collaboration with any NGO or any other organization at an individual level or in a group of 5-8 volunteers. Students can work on Community Development, Environmental Conservation, Healthcare Services, Human Rights and Advocacy, Education, and Youth Programs Students are expected to work at least for 15-20 hrs with an NGO. The interns are expected to work on projects like community surveys, educational workshops, or program implementation. With the training on the organization's mission and procedures paired with mentors for guidance. Engagement in fieldwork with communities and participation in research, data collection, and report preparation.</p>	15
.Total Lectures		30

## SCHEME OF EXAMINATION

Total Marks: 50

Continuous evaluation pattern.



Evaluation Criteria	Marks
MCQ/ Class test	10

Skit/ Short film/ content development in the form of posters, leaflets or any other form on NGO worked with collaboration	10
Collaboration with NGO for any of the project from 20-30 hrs. per semester and detail report based on social internship and Viva	30
Total	50

#### References :

- Brager, G., & Specht, H. (1973). Community organizing. New York: Columbia University Press
- Chambers, R. (1992). Rural Appraisal: Rapid, Relaxed and Participatory. Sussex: Institute of Development Studies 9
- Chatterjee, P. (1975). Towards a typological paradigm of community organization The Indian Journal of Social Work, XXXVI (1),1-14
- Dunham, A. (1958). Community Welfare Organization. Principles and practice. New York: Thomas Y. Crowell.
- Meenai, Z. (2007). Participatory Community work. New Delhi : Concept publications
- Ross, M G. (1967). Community Organization; Theory, Principles, and Practice. New York: Harper & Row.
- Siddiqui, H.Y. (1997). Working with Communities: An Introduction to Community Work. New Delhi: Hira Publications.
- York, A. S. (1984). Towards a conceptual model of community social Work. The British Journal of Social Work, 14(3), 241-255.
- Wilson, G., & Ryland, G. (1949). Social group work practice: The creative use of the social process. Boston: Houghton Mifflin.
- Konopka, G. (1983). Social Group Work: A Helping Process (2nd Edition). New Jersey: Prentice Hall International
- Pathak, S. H. (1981).
- <https://www.mudlle.ac.in>



### CC- SPORTS

Sr. No.	Heading	Particulars
1	Title of the course	TRAINING IN SPORTS
2	Semesters	III
3	Level	UG
4	Pattern	03 years & 06 semesters CBGS
5	To be implemented from	From Academic year 2024-25 in a progressive manner



**COURSE CODE:U24CC3SP02**

**CREDIT: 02**

**1 Credit: 15 lectures**

**1 lecture: 60 minutes**

**Course Objective:**

1. Students will learn about the different cycles used in the training process.
2. To create norms and criterion referenced standards, formative and summative evaluation.
3. To understand about different training cycles.

**Course outcome:**

1. Students will understand the concept of talent identification and methods used for talent development in sports.
2. Students will understand sports training and the different cycles used in the training process.
3. Students will understand different types and methods to develop
4. strength, endurance, and speed in sports training
5. Flexibility and coordinative ability.
6. Definition of Test, Measurement, and Evaluation.
7. The difference between norms and criterion-referenced standards, formative and summative evaluation.



Sr. No	Semester 3 Syllabus	No. of Lecture s
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	Unit - I: Test, Measurement and evaluation	
	1) Define test, measurement and evaluation 2) Importance of Test, Measurement and evaluation in sports 3) Classification of tests in Physical Education and sports. 4) Test administration guidelines in Physical education and sports 5) BMI, Waist Hip ratio, Skinfold measurement (3 sites)	15
	Unit II- Training in Sports	
	1) Concept of talent identification and talent development in sports. 2) Introduction to the sports training cycle - Micro, Meso Macro cycle 3) Types and methods to develop - Flexibility and coordinate, Ability 4) Types and methods to develop - Strength, Endurance and <u>speed.</u>	15
	Total Lectures	30

Scheme of examination Total

Marks: 50

Continuous evaluation pattern.



Evaluation Criteria	Marks
Sports training/practice/coaching sessions on a regular basis (choose any game/sport).	25
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



**Fundamentals of Multimedia Research**  
**(Community Engagement Project or Field Research)**

**COURSE CODE: U24MMC3FEP01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60**

**minutes Course**

**Objectives:**

1. To understand the role of research in the development and evaluation of multimedia content.
2. To familiarize students with various research methodologies and techniques applicable to multimedia studies.
3. To develop critical thinking and analytical skills in evaluating multimedia research literature.
4. To enable students to design and conduct their own multimedia research projects.

**Course Outcomes:**

Students will be able to:

1. Demonstrate an understanding of key concepts and theories relevant to multimedia research.
2. Evaluate and critique multimedia research studies based on methodological rigor, validity, and reliability.
3. Formulate research questions and hypotheses related to multimedia content, audiences, and technologies.
4. Design and implement research methodologies suitable for studying multimedia phenomena.
5. Collect, analyze, and interpret quantitative and qualitative data in the context of multimedia research.
6. Communicate research findings effectively through written reports and oral presentations.
7. Apply ethical principles and guidelines in conducting multimedia research and reporting results.





S r · N o	Syllabus	No. of lectur es
	<b>Module 1- Introduction to Multimedia Research</b>	<b>10</b>
	<p>Overview of multimedia research, Importance of research in multimedia production and consumption, Key concepts and theories in multimedia studies.</p> <p>Research Design and Methodology-Formulating research questions and hypotheses, Quantitative vs. qualitative research methods, Experimental, survey, case study, and ethnographic research designs</p>	
	<b>Module 2 -Research Methodology, Data Collection and Techniques.</b>	<b>10</b>
	<p>Data Collection Techniques-Sampling methods and sample size determination, Questionnaire design and survey administration, Interviewing techniques and focus group discussions</p> <p>Data Analysis and Interpretation -Descriptive and inferential statistics, Qualitative data analysis techniques (thematic analysis, content analysis, etc.), Interpreting research findings and drawing conclusions.</p>	
	<b>Module 3- Multimedia Audience Research and Research Report</b>	<b>10</b>
	<p>Multimedia Audience Research -Understanding multimedia audiences, Audience segmentation and profiling, Audience measurement techniques (ratings, analytics, etc.), Ethical Considerations in Multimedia Research - Research ethics and integrity, Informed consent and confidentiality, Ethical issues in multimedia content production and consumption.</p> <p>Multimedia Research Project-Proposal development and research project design, Data collection, analysis, and reporting, Presentation of research findings</p>	

1. Research Methodology by Kothari
2. "Mass Media Research: An Introduction" by Roger D. Wimmer and Joseph R. Dominick



3. "Research Methods in Media Studies" by Arthur Asa Berger
4. "Introduction to Social Research: Quantitative and Qualitative Approaches" by Keith F. Punch
5. Media Effects Research: A Basic Overview" by Glenn G. Sparks

The scheme of examination shall be divided as follows:

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

Description	Marks
Research proposal, Literature review critique and Methodology Discussion	15
Research project	20
Presentation of research findings Project	10
Class participation and engagement	5
<b>Total</b>	<b>50</b>

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



**Co –Curricular Course in Departmental**

**Activities Course Code: U24MMC3CC01**

**Course Type: Co-curricular  
Semester 3**

**Credits: 2**

**DOCUMENTARY FILMMAKING**  
**Producing and presenting a documentary film**

**Course Objectives:**

The syllabus is aimed to achieve the following objectives:

1. To train students to Distinguish between different styles and approaches in documentary filmmaking
2. To gain proficiency in pre-production tasks such as scriptwriting, storyboarding, budgeting,
3. To learn the technical aspects of shooting a documentary, including camera operation, lighting, and sound recording.

**Learning Outcome:**

The learners will be able to:

1. Learners will be able to Work in teams to produce short documentary projects, simulating real-world filmmaking environments.
2. Learners will be able to gain experience in collaboration, problem-solving, and project management. Learners will gain exposure to films from different cultures and perspectives.
3. Learners will be able to shoot a documentary, including camera operation, lighting, and sound recording.

Unit No.	Topic	No. of Lectures required
Unit-I	Lectures:  1. Analyze Documentary Film Styles and Techniques.  2. Develop Storytelling Skills for Documentary  3. Pre-Production Planning  4. Proficiency in Post-Production  5. Distribution and Marketing Documentaries	5



<b>Unit-II</b>	Practical Sessions; 1. Analyze Documentary Film Styles and Techniques. 2. Develop Storytelling Skills for Documentary 3. Pre-Production Planning 4. Proficiency in Post-Production 5. Distribution and Marketing Documentaries	5
	Planning and research	15
	Shooting and editing a documentary film	05
	<b>TOTAL (HOURS)</b>	<b>30</b>

	<b>Semester – III</b>
<b>Course Name: CC in Cultural Activities</b>	<b>Course Code: U23CA2CC01</b>
<b>Course Type</b>	<b>Co-curricular</b>
<b>Focuses on</b>	<b>Skill Development</b>
<b>Caters to</b>	<b>Local</b>
<b>Total Lectures per week (1 Period is 60 minutes)</b>	<b>1</b>
<b>Credits</b>	<b>2</b>

The scheme of Examination shall be divided as follows.

● **Continuous Evaluation Pattern**

<b>Description</b>	<b>Marks</b>
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Activity related work such as	10
<ul style="list-style-type: none"> <li>• Attending lectures</li> <li>• Practical sessions</li> <li>• Screening of documentary</li> </ul>	10
Maintenance of work records and submission of activity report	10

Presentations /Viva-voce by faculty in charge	10
<b>Total</b>	<b>50</b>

#### References:

1. The Documentary Filmmaker's Roadmap A Practical Guide to Planning, Production and Distribution
2. Creative Documentary, Theory and Practice Wilma De Jong, Jerry Rothwell, Erik Knudsen
3. Introduction to Documentary, Second Edition, Bill Nichols.



## SOCIAL MEDIA MARKETING (Offered to other departments as Open Elective)

COURSE CODE: U24MMC3E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

### Course Objectives:

Learn to communicate and tell stories through the web.

1. Students learn real-world skills from leading designers, artists, and entrepreneurs.
2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
4. Identify and apply strategies to improve and succeed no matter what their initial skills.
5. Solve problems and learn from creative risks by using people skills, design principles, and processes.
6. Build a strong foundation in all aspects of design and production for storytelling in motion.
7. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.
8. Develop a professional commitment to their field, their work, and themselves; preparing them to be member and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.

Syllabus			
Sr. No	Module	Details	Lectures
1.	Introduction to Digital Marketing	1.1 Understanding Digital Media Marketing 1.2 Advantages of Digital Media 1.3 Principles of Digital Media Marketing 1.4 Key Concepts in Digital Media 1.5 Traditional vs. Digital Media	06
2.	Types of Digital Marketing	2.1 Types E- mail marketing 2.2 Types Internet marketing 2.3 Types of Mobile marketing 2.4 Digital Marketing and AI	06
3.	Introduction to Social Media Marketing	3.1 Meaning and Importance 3.2 Myths about Social media marketing 3.3 Brief History Characteristics of Social Media Marketer 3.4 Careers in Social media marketing	06



4.	<b>Content Strategy For Social Media Marketing</b>	<b>4.1</b> 10- step framework for creating successful SMM strategy <b>4.2</b> Building content for sharing <b>4.3</b> Generating Ideas and Creating content for Multiple platforms	06
5.	<b>Ethics and Careers</b>	<b>5.1</b> Code of ethics <b>5.2</b> 9 Rules of engagement for Social Media Marketing <b>5.3</b> Careers in Social media marketing <b>5.4</b> Code of Ethics in AI	06
<b>Total Lectures</b>			<b>30</b>

#### References:

1. Digital marketing by Vandana Ahuja
2. Social Media Marketing: a strategic approach by Barker and Barker.

#### 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:

**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.



SEMESTER IV			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U24MMC4MJ01	04	Film Production
2	U24MMC4MJ02	04	Multimedia Production
II	Minor Department Specific Course		
1	U24MMC4MI01	04	Digital Media
III	Open Electives(OE)/ Generic Electives		
1	U24BE4E01 U24ES4E01 U24MS4E01 U24COM4E01 U24BI4E01 U24IT4E01 U24PT4E01 U24CS4E01 U24AF4E01	02	Introduction to International Economics (Economics) Solid Waste Management (EVS) Digital Marketing Tools (BMS) Advertising and Brand Management II (Commerce) Financial Literacy Marketing Analytics Using Phyton Packaging Design and Development Advance Multimedia and Designing Investment Management
IV	Skill Enhancement Course (SEC)		
1	U24MMC4SEC01	02	Media Laws and Ethics
V	ABILITY ENHANCEMENT COURSE(AEC)/CC		
1	U24MMC4AEC02	02	Understanding Basic Forms of English Literature-2
2	U24MMC4CC02 U24CC4NSS03 U24CC4DLLE03	04	Audio Visual Production (SIESNET)/ NSS/ DLLE/ Sports
TOTAL CREDIT		22	



## FILM PRODUCTION

**COURSE CODE: U24MMC4MJ01**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### **Course Objectives:**

- Students will be able to Demonstrate Proficiency in Film Production Techniques
- Students will be able to apply narrative storytelling techniques and aesthetic principles to their film projects
- Students will gain an understanding of professional practices and ethical considerations within the film industry.

### **Course Outcomes:**

1. Students will demonstrate the ability to develop compelling stories and scripts for various genres and formats of film.
2. Students will understand and apply the principles of production management, including budgeting, scheduling, and logistics.
3. Students will understand and adhere to ethical and professional standards in film production.



Sr No	Syllabus	Number of lectures
01	<b>Pre-production Process:</b> Introduction to Pre-Production Script Development Casting Location Scouting Budgeting and Financing Scheduling Crew Selection Production Design Storyboarding and Shot Lists Legal and Insurance Considerations	15
02	<b>Production Techniques:</b> Introduction to Production Stage Set Etiquette and Safety Directing Actors Cinematography Sound Recording Continuity and Script Supervision Production Management Special Effects and Stunts On-Set Collaboration Working with Extras and Background Actors Location Management Equipment Handling and Maintenance Visual Effects Supervision Post-Production Handover	15
03	<b>Post-production Editing:</b> Footage Ingestion Transitions and Effects Organisation and Logging Assembly Editing Rough Cut Fine Cut Color Correction/Grading Audio Editing and Mixing Sound Design	15



	Visual Effects (VFX) Titling and Graphics Final Review and Output	
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04	<b>Distribution and Marketing:</b> Theatrical Release Film Festivals Marketing Materials Release Strategy Print and Advertising (P&A) Screening Events Streaming Platforms Branding and Positioning Online Presence Publicity Campaigns Trailers and Teasers Social Media Marketing Influencer and Celebrity Endorsements	15
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#### References:

- "The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch: "Cinematography: Theory and Practice" by Blain Brown
- "Directing: Film Techniques and Aesthetics" by Michael Rabiger
- "The Visual Story: Creating the Visual Structure of Film, TV and Digital Media" by Bruce Block:
- "Sound for Film and Television" by Tomlinson Holman
- "Film Production Management" by Bastian Cleve

#### 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.



## Multimedia and Production

**COURSE CODE: U24MMC4MJ02**

**COURSE CREDIT: 04**

**1 credit - 60 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
3. To understand the latest industry trends in design & editing

### COURSE OUTCOMES:

1. Students will be able to identify basics to production.
2. Students will learn software for production techniques.
3. Students will learn editing required in production.

Sr. No	Syllabus	No. of lectur es
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01	<p><b>Introduction to Photoshop – Raster-based image editing</b></p> <p><b>Image editing theory</b>  Bitmaps v/s Vectors</p> <p>When to use Photoshop and when to use drawing tools  The tools, Toolbox controls</p> <p>Property bar, Options bar, Floating palates</p> <p>Image mode, Image size, canvas size  Image resolution, size and resampling</p> <p>What is perfect resolution?</p> <p>Cropping to size and resolution  Resizing v/s resampling</p> <p><b>Image Editing</b>  Levels, Curves, Contrast adjustment, Colour adjustment  Photo filters</p> <p>Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes</p>	15
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	<p>Working on simple project/ one page design</p> <p><b>Layers</b></p> <p>Changing background, Gradient, Moving linking aligning layers</p> <p>Applying Transformations, Masking layers</p> <p>Masks and extractions, Layer effects, Adjustment layers</p> <p><b>Blending Modes</b></p> <p>Blend modes</p> <p>Advanced blending options</p> <p>Layer blends</p> <p><b>Working of Texts</b></p> <p>Text as art, Glyphs, Creative text</p> <p>Type mask tool, Image in text</p> <p>Text to path and Direct</p> <p>selection Path selection (black arrow)</p> <p>Creating Professional design using all the tools</p> <p><b>AI in Photoshop</b></p> <p>Gen AI tool of Photoshop</p>	
02	<p><b>Vector based Drawing software</b></p> <p><b>Introduction to Adobe Illustrator</b></p> <p>Illustrator Interface, Tool Box, Panels and Bars</p> <p>Importing files in illustrator,</p> <p>Different file formats</p> <p><b>Text</b></p> <p>Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects</p> <p><b>Making designs</b></p> <p>Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity</p> <p><b>Applying effects</b></p>	15



	<p>Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips</p> <p><b>Exporting</b> Exporting, Types of export, Exporting for other softwares</p> <p><b>Introduction to CorelDraw</b> Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats</p> <p><b>Using Text</b> Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects</p> <p><b>Exploring Tools</b> Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos</p> <p><b>Applying Effects</b> Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips</p> <p><b>Exporting</b> Exporting, Types of export, Exporting for other software</p>	
03	<p><b>InDesign: Layout Software</b></p> <p><b>Introduction to Adobe In Design</b> List the menus, List the tools, Palates Benefits of using In Design, Application of In Design</p> <p><b>Text Edits in InDesign</b> Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images</p> <p><b>Using palettes</b> Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate</p> <p><b>Colour correction in InDesign</b> Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication</p> <p><b>Exporting Files</b> Types of files, Exporting for different publications/templates, Newspaper,</p> 	10

	magazine, etc.	
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04	<p><b>Premiere Pro: Audio-visual: Advanced application</b></p> <p><b>Introduction to Editing</b> Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)</p> <p><b>Introduction to Premiere</b> How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)</p> <p><b>Understanding file formats</b> Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.) Using inbuilt transitions</p> <p><b>Using colour grading</b> What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing</p> <p><b>Exporting and rendering</b> Importing files, Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques</p> <p><b>AI in Editing</b> AI tools for video editing</p>	20
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05	<b>Sound Forge/Sound Booth: Sound Editing Software</b>  <b>Introduction to Digital Audio</b> Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate  <b>Concept of Dolby Digital</b> Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS	10
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	Three way sound speaker  <b>Sound Recording</b> Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software  <b>Working with Sound</b> Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter  <b>Advanced Sound Processing</b> Delay, Echo, Reverb, Chorus Mixing sounds Noise gating Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters	
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#### References:

1. Photoshop Bible McLeland Willey Publication
2. Corel Draw Practical Learning: BPB Publication
3. Digital Music and Sound Forge Debasis Sen BPB Publications
4. Adobe Illustrator Classroom in a book: Adobe House
5. InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
6. Adobe Premiere Pro: Practical Video Editing



## 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.





## **DIGITAL MEDIA**

**COURSE CODE: U24MMC4MI01**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### **Course Objectives:**

- To understand the fundamentals of digital media technologies and their applications in journalism and advertising.
- To analyze digital media platforms, trends, and audience behaviours.
- To develop practical skills in content creation, social media management, and digital advertising.
- To explore ethical considerations and challenges in digital journalism and advertising.
- To critically evaluate digital media campaigns and strategies.

### **Course Outcomes:**

- Students will be able to critically evaluate the effectiveness of digital media campaigns by allowing them to make data-driven decisions to optimize future campaigns.
- Students will demonstrate proficiency in creating compelling digital content across various platforms and acquire practical skills in implementing digital marketing strategies.
- Students will develop a nuanced understanding of ethical considerations in digital journalism and advertising and the responsible use of data in their professional practice.
- Students will demonstrate the ability to adapt to and leverage emerging technologies and trends shaping the digital media landscape.



S r · N o	Syllabus	No. of lectu re s
	Module 1- <b>Introduction to Digital Media, SEO, SEM and Analytics</b>	15
	<p>Overview of digital media technologies, Historical evolution and current trends, Impact on journalism and advertising,</p> <p>Enhancing Visibility and Engagement: SEO and SEM Strategies in Digital Media</p> <p>Overview of SEO fundamentals, Importance of SEO in digital media, Case studies and examples of effective SEO strategies in journalism and advertising, Conducting keyword research: tools and techniques, On-page optimization, Off-page optimization: building backlinks and earning mentions, Technical SEO-optimizing website structure, speed, and mobile-friendliness.</p> <p>Introduction to SEM and its role in digital advertising, Paid search advertising: understanding Google Ads, bidding strategies, and ad formats, Display advertising, Remarketing, Shopping ads: leveraging Google Shopping for e-commerce businesses, Budgeting and bidding strategies for SEM campaigns, best practices, integration of SEO and SEM strategies in digital media campaigns.</p> <p>Web Analytics, Tools for tracking and analyzing website traffic, Social Media Analytics Using analytics to inform content strategies etc Tracking and Measuring Performance, Digital Media Analytics and Data Visualisation.</p>	
	<b>Module 2- Exploring Dynamic Strategies in Digital Journalism, Advertising, and Engagement</b>	10
	<p><b>Digital Journalism</b>-Citizen journalism and user-generated content, Data journalism and visualization, Challenges and opportunities in online journalism</p> <p><b>Advertising</b> -Types of digital advertising (display, search, social, video), Targeting and personalization, Ad formats and creative considerations Programmatic Advertising, Understanding programmatic ad buying, Benefits and challenges of programmatic advertising, Real-time bidding (RTB) and ad exchanges</p> <p><b>Social Media Management</b>-Platforms and their unique features, Strategies for</p>	

	<p>audience engagement, Creating and curating content for social media</p> <p><b>Content Marketing</b>-Concept and principles of content marketing, Creating valuable content for target audiences, Measuring the effectiveness of content marketing campaigns.</p> <p><b>Digital Storytelling</b>- Principles of storytelling in digital media, Multimedia storytelling techniques, Case studies and examples, Analysis of successful digital media campaigns, Develop a digital media campaign proposal.</p>	
	<b>Module 3- Ethics in Digital Media and Digital Media Regulation and Future Trends</b>	<b>5</b>
	<p>Privacy concerns and data ethics, Fake news and misinformation, Transparency and disclosure in advertising, Overview of relevant laws and regulations, Platform policies and community standards, Implications for journalists and advertisers.</p> <p>Emerging technologies (AI, VR, AR), Predictions for the future of digital journalism and advertising</p>	

#### References:

1. Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
2. Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
3. Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
4. "The New Digital Age" by Eric Schmidt and Jared Cohen Feldman, T. (2003). An introduction to digital media. Routledge.
5. Lindgren, S. (2017). Digital media and society. Sage.
6. "The New Digital Storytelling" by Bryan Alexander.
7. "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald Barker, Nicholas Bormann, and Debra Zahay.
8. "Data Journalism Handbook" by Jonathan Gray, Liliana Bounegru, and Lucy Chambers.



#### 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.



**INTRODUCTION TO PHOTOGRAPHY (Offered to other departments as  
Open Elective)**

**COURSE CODE: U24MMC4E01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

**Course Objectives:**

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.

Syllabus			
S r. N o.	Module	Details	Lectures
1.	Camera: Functioning and types	1.1 What is photography 1.2 Camera and its parts 1.3 Different types of camera - Current and Old	05
2.	Lens: Types and uses	2.1 Understanding the lens as an important part with its function 2.2 Types of lens - Depth of field and Focus 2.3 Using different lenses with their capacity and delivery	05
3.	Light: The essential	3.1 Understanding light for photography, consideration for exposure	06



	<b>raw material</b>	<b>3.2</b> Understanding natural light and artificial light, Introduction to basic studio lighting  <b>3.3</b> Understanding the quality of light and using light modifiers	
<b>4.</b>	<b>Composition: Way of portraying a subject</b>	<b>4.1</b> Introduction to composition  <b>4.2</b> Types of composition  <b>4.3</b> Creativity of composition	<i>06</i>

<b>5</b>	<b>Digital Imaging : Electronic format</b>	<b>5.1</b> Understanding digital imaging Digital file formats and their application  <b>5.2</b>	<i>05</i>
<b>6</b>	<b>Care and Maintenance of the camera &amp; equipment</b>	<b>6.1</b> Protection of the camera and equipment against different situations	<i>03</i>
<b>Total Lectures</b>			<b>30</b>

#### References:

**Collins Books series: Pentax Inc.**

7. Taking successful pictures,
8. Making most of colour,
9. Expanding SLR system,
10. Lighting techniques

#### **Minolta Photographer's handbook**

11. Indoor Photography,
12. Outdoor photography: Life Book series:  
Colour, Camera, Light & Portrait

#### **Photography course:**

Volume 1: Understanding Camera



Volume 2: Secrets behind successful pictures

Volume 3: Practicing Photography

Volume 4: Handling Professional assignments

**Me and My Camera**

Portrait photography, Glamour photography, Do it in Dark (Darkroom Techniques), Pro-technique (Pro-photo), Night Photography, Beauty and Glamour , Product Photography

**SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)**

**The scheme of examination shall be divided as follows:**

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

20 marks- Project

20 marks- Photo album submission.

10 marks- Practicals in the classroom.





## **MEDIA LAWS AND ETHICS**

**COURSE CODE: U24MMC4SEC01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### **Course Objectives:**

1. To provide the learners with an understanding of laws that impacts the media.
2. To sensitize them towards the social and ethical responsibility of the media.

### **Course Outcomes:**

4. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
5. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
6. To understand the latest industry trends in design & editing





S r · N o	Syllabus	No. of lectur es
01	<b>Constitution and Media</b>  Core values of the Constitution-Refreshing Preamble, unique features of the Indian Constitution. Article 19 (1) (a), Article 19(2) restrictions on press freedom Hierarchy of the courts Independency of the judiciary Legal terminologies	10
02	<b>Copyright and IPR What is copyright, Intellectual Property Rights Exceptions, Major Amendments, Recent Case studies.</b>  Defamation 1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies Contempt 1. Contempt of Court 2. Contempt of Parliament	10
03	<b>Right to Privacy – Evolution, Right to Privacy a Fundamental Right</b>  Critical Review of Morality and Obscenity. Sedition Law Right To Information Act 2005 Ethical responsibility of journalist, Press Council of India. Fake News-Post -truth and challenges of fighting fake news Techniques of fact verification Ethical responsibility of advertisers Stereotyping of minorities, women, senior citizens, regions, LGBT	10

#### References :

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist's Handbook by M V Kamath
8. Media and Ethics by S.K. Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak



10. Edelman TRUST BAROMETER - Global Results.

<https://www.edelman.com/global-results/> 11. Viner, K. A mission for journalism in a time of crisis;

The Guardian. <https://www.theguardian.com/news/2017/Nov/16/a-mission-for-journalism-in-a-time-of-crisis> Ball, J. (2017).

12. Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.

**List of Websites:**

1. [www.indiankanoon.org](http://www.indiankanoon.org)
2. [www.prasarbharathi.gov.in](http://www.prasarbharathi.gov.in).
3. [www.lawzonline.com](http://www.lawzonline.com)
4. [www.presscouncil.nic.in](http://www.presscouncil.nic.in)
5. [www.thehoot.org](http://www.thehoot.org)

**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 Attempt Q3 a) or b)- 10 marks	10
	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 Basic Forms of English Literature-2

**COURSE CODE : U24MMC4AEC02**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is of 60 minutes**

### Course Objectives:

1. To develop creative skills and narrative skills through close reading and appreciation of literary texts
2. To cultivate appreciation of language as an artistic medium and to help students to understand the performative aspect of the literary work.

### \* Course Outcomes:

1. Learner will be able to utilise the literary characteristics of the work of literature for professional development
2. Learner will be able to express effectively after understanding the performative aspect of the literary work

### **Module-1                      Study of Short Stories (Total 15 Lectures)**

1. O'Henry : *The Last Leaf*

2. Doris Lessing: *The Habit of Loving*

3. Ruskin Bond: *The Night Train at Deoli*

4. R.K. Narayan: *An Astrologer's Day*



5. Sudha Murty: *In Sahyadri Hills-A Lesson in Humility*

**Module-2 Study of Drama (Total 15 Lectures)**

*A Doll's House* by Henrik Ibsen

**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: Total 20 Marks

1	*Continuous Evaluation	10 Marks
2	Role Plays / Group Discussion/Group Presentation	05 Marks
3	Attendance	05 Marks

*\*Application oriented activities will be conducted*

B) Semester end examination 30 marks



Question no.1	A) OR B) Descriptive Question Module no.1	10 Marks
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Question no.2	A) OR B) Descriptive Question  Module no.2	10 Marks
Question no.3	C) Short Notes 2 out of 3 Module no.1 (5 Marks each) OR D) Short Notes 2 out of 3 Module no.2 (5 Marks each)	10 Marks

***Passing Criteria: 40% in Internal as well as in External (i.e.8 Marks in Internal exam of 20 marks and 12 marks in External exam of 30 marks respectively)***

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## SIESNET

Video bulletin coverage of annual activities of the college

Co –Curricular Course in Departmental Activities

Course Code: U24MMC4CC02

Course Type: Co-curricular

Credits: 4

Semester 4

### Course Objectives:

The syllabus is aimed to achieve the following objectives:

1. To learn News Production and Reporting in broadcast media
2. To learn to Develop News Writing and Reporting Skills
3. To learn Multimedia Journalism Techniques

### Learning Outcome:

The learners will be able to:

1. Learner will be able to analyse and report.
2. Learner will be able to present news and interact with camera.
3. Learner will be able to do scripting, shooting and reporting

Unit No.	Topic	No. of Lectures required
Unit-I	<p>Lectures:</p> <ol style="list-style-type: none"><li>1. Develop News Writing and Reporting Skills.</li><li>2. Learn techniques for gathering information, conducting interviews, and verifying facts.</li><li>3. Acquire skills in multimedia storytelling, including video production and audio recording.</li><li>4. Technical aspects of news production, including camera operation, lighting, and audio.</li><li>5. Industry-standard software for video editing, graphic design, and content management.</li></ol>	10



<b>Unit-II</b>	Practical Sessions;  1. Scripting news, reports etc. 2. Anchoring and Camera handling in a TV studio setup. 3. Scripting bulletins; proofreading and fact check.	10
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	4. Story boarding and planning for video shooting.	
	Video production and editing	30
	Reporting, producing and editing bulletins	10
	<b>TOTAL (HOURS)</b>	<b>60</b>

	<b>Semester – IV</b>
<b>Course Name: CC in Cultural Activities</b>	<b>Course Code: U24MMC4CC02</b>
<b>Course Type</b>	<b>Co-curricular</b>
<b>Focuses on</b>	<b>Skill Development</b>
<b>Caters to</b>	<b>Local</b>
<b>Total Lectures per week (1 Period is 60 minutes)</b>	<b>1</b>
<b>Credits</b>	<b>4</b>

The scheme of Examination shall be divided as follows.

• **Continuous Evaluation Pattern**

<b>Description</b>	<b>Marks</b>
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Activity related work such as	
• Attending lectures	10
• Practical sessions	20
• Screening and uploading bulletin	20
• Maintaining social media platforms	10
Maintenance of work records and submission of activity report	20
Presentations /Viva-voce by faculty in charge	20
<b>Total</b>	<b>100</b>

**References:**

Into the Newsroom, Exploring the Digital Production of Regional Television, Emma Hemmingway



News Reporting And Editing, By K.M. Shrivastava  
 Introduction to Documentary, Second Edition, Bill Nichols  
 Fundamentals of News Reporting, Ralph S. Izard, Hugh M. Culbertson, Donald A. Lambert  
 A Complete Guide to Television, Field, and Digital Producing, Sally Ann Cruikshank, Christine C. Eschenfelder, Keonte Coleman

### CC- National Service Scheme

Sr. No.	Heading	Particulars
1	Title of the course	National Service Scheme (NSS)
2	Semesters	IV
3	Level	UG
4	Pattern	03 years & 06 semesters CBGS
5	To be implemented from	From Academic year 2024-25 in a progressive manner



### National Service Scheme (NSS) Studies Paper-III

**Course Code: U24CC4NSS03**

**Course Type: Co-curricular**

**Total Lectures per week (1 Period is 60 minutes) :**

**Credits: 4**

Unit No.	Topic	No. of Lectures required
<b>Unit-I</b>	Gender sensitivity and woman empowerment: · Concept of gender- causes behind gender related problems · Meaning of empowerment- schemes for woman empowerment in India Special campaigning activity: Concept of camp: Identification of community problems- importance of group living- team building- adaption of village- planning for camp- pre, during and post campaigning activities	<b>15</b>
<b>Unit-II</b>	Disaster management: · Disaster its meaning- its types and methods of preparedness · Basic principles of disasters management, Disaster Management cycle · Disaster Management Training	<b>15</b>
<b>Unit-III</b>	Community Welfare field work/ Training (Minimum 2 Projects or 1 Camp and 1 Project) · Community work in adopted village · Disaster management training (Completion Certificate) · Social awareness using various tools.	<b>30</b>
	<b>Total Lectures</b>	<b>60</b>

#### Course Outcomes (CO):

- Upon successful completion of this course, students will be able to:
  - o CO1: Analyze the concept of gender and its impact on Gender Equality.
  - o CO2: Advocate for women's empowerment and evaluate existing initiatives in India.
  - o CO3: Design and implement a community campaign to address a specific social issue.
  - o CO4: Explain the different types of disasters and essential preparedness methods.
  - o CO5: Participate effectively in community fieldwork activities, including disaster management training and social awareness campaigns.

#### Learning Outcomes (LO):

##### Unit 1: Gender Sensitivity and Women's Empowerment

- LO 1.1: Define gender and differentiate it from sex.



- LO 1.2: Analyze the root causes of gender-related problems in society.
- LO 1.3: Explain the concept of women's empowerment and its significance.
- LO 1.4: Evaluate existing schemes for women's empowerment in India and identify areas for improvement.

### **Special Campaigning Activity**

- LO 2.1: Define the concept of a social campaign and its purpose.
- LO 2.2: Identify a pressing social issue within a specific community.
- LO 2.3: Explain the importance of group work and team building for successful campaigns.
- LO 2.4: Develop a plan for a community campaign, including pre-campaign activities, implementation strategies, and post-campaign evaluation.

### **Unit 2: Disaster Management**

- LO 2.5: Define disaster and differentiate between various types (natural, human-made).
- LO 2.6: Explain methods for disaster preparedness in different scenarios.
- LO 2.7: Analyze the basic principles of disaster management and its cyclical nature.

### **Unit 3: Community Welfare Fieldwork/Training**

- LO 3.1: Participate actively in community work within an adopted village.
- LO 3.2: Apply disaster management training in a simulated or real-world scenario.
- LO 3.3: Develop and deliver creative awareness campaigns using street plays, dance, or other artistic mediums.

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

Credits		4	
Evaluation System		Hours	Marks
	Continuous Evaluation	60	50
		Total Marks	100

\*For the Unit III – Students will be assigned Community Activity as per availability. They will be divided in group of 20 and will be engaged for 20 hrs.

The scheme of Examination shall be divided as follows.

• **Continuous Evaluation Pattern**

<b>Description</b>	<b>Marks</b>
60 hours activity related work such as <ul style="list-style-type: none"> <li>· Attending lectures</li> <li>· Field work</li> <li>· Maintenance of work record</li> </ul>	30
Completion of Training	20
Viva-voce by faculty in charge/ Internal Test	20
Poster/ Presentation	20
Project Report	10
<b>Total</b>	<b>100</b>



## 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 Chakanc, Dr. Pramod Diamond Publication, Pune
5. Annual Report of National Service Scheme (NSS) Dept. of Higher and Technical Education Mantralaya. Dept. of Higher and Technical Education Mantralaya.
6. Training Programme on National Programme scheme, TISS.
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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>
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Co-curricular Course (CC )Department of Lifelong Learning and Extension

Sr. No.	Head ing	Particulars
1	Title of the course	Social Work Performance
2	Semesters	IV
3	Level	UG
4	Pattern	03 years & 06 semesters CBGS
5	To be implemented from	From Academic year 2024-25 in a progressive manner





## DLLE - Social Work Performance

**COURSE CODE: U24CC4DLLE03**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes.**

### **Course Objectives:**

1. Students will acquire knowledge on Importance of social work and its benefits for their careers.
2. Learners will develop an understanding about the application of group behaviour and approaches in group work
3. Students will gain knowledge and will develop communication skills while spreading awareness on various government schemes.
4. Students will develop skills of communication while doing the surveillance, interview, discussion while working on impactful projects addressing various social issues.

### **Learning outcome:**

1. Learners will be able to apply their knowledge and become socially responsible citizen.
2. Understanding group behaviour and social attitude will help students to work with social groups in a smooth manner and achieve the goals
3. It will enable learners to develop communication skills while explaining government schemes to the people in society in a simpler manner.
4. Conducting various surveys and interviews will help students to develop interaction skills

Module No.	Syllabus	No of Hrs.
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1	<p>Importance of social work.</p> <p>History &amp; philosophy of social work.</p> <p>Scope for a career in social work.</p> <p>Contribution of self help groups in society like gruh udyog/ mahila bachat gat (savings group) etc.</p> <p>Skit/street play/ various creative tools for social awareness</p>	15
2	<p>Groups- Definition, Types &amp; Relevance</p> <p>Group Behavior and Social Attitude</p> <p>Group Work as a Method of Social Work Practice &amp; Its Scope</p> <p>Importance of Community networking/ Social networking</p> <p>Team Building activities</p>	15
3	<p>Spreading Awareness and preparing Reports on various Government Schemes - Beti bachao, Beti padhao /Ayushman bharath/Swachh bharat abhiyan/Pradhan Mantri awas yojana /Digital india/ Sensitivity towards environment education/ Health and mental stability or any other government scheme.</p>	15
4	<p>Surveillance / Interview/ Discussion /Survey and detailed Report on the same</p>	15
<b>Total Lectures</b>		<b>60</b>

## SCHEME OF EXAMINATION

**Total Marks: 100**

**Continuous evaluation pattern.**



Evaluation Criteria	Marks
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MCQ/ Class test	20
Skit/ Short film/ content development in the form of posters, leaflets or any other form.	20
Activities performed for any of the projects 20-25 hours per semester and detail report/presentation	20
Surveillance / Interview/ Discussion /Survey and detailed Report/Presentation and viva voce	20
Field visit/ NGO visit / Community visit and report	20
<b>Total</b>	<b>100</b>

#### References:

- Toseland, R.W., & Rivas, R.F. (2009). An introduction to group work practice (6th ed). Boston: Pearson/Allyn and Bacon.
- Trecker, H. (1972). Social group work, principles and practices. New York: Association Press.
- Wilson, G., & Ryland, G. (1949). Social group work practice: The creative use of the social process. Boston: Houghton Mifflin.
- Corsini, R. J. (2004). Current Psychotherapies with Case Studies, Hawaii: Wadsworth Publications
- Konopka, G. (1983). Social Group Work: A Helping Process (3rd Edition). New Jersey: Prentice Hall International Pathak, S. H. (1981).



- Social Welfare: An Evolutionary and Development Perspective, New Delhi: MacMillan Publications
- Payne, M. (2015). Modern social work theory. New York, NY: Oxford University

Press.

- Skidmore, R. A., & Thackeray, M. G. (1982). Introduction to social work. Englewood Cliffs, NJ: Prentice Hall.
- <https://www.mudlle.ac.in>

#### Co-curricular Course (CC ) SPORTS

Sr. No.	Head ing	Particulars
1	Title of the course	<b>PSYCHOLOGY IN SPORTS AND ADAPTED PHYSICAL EDUCATION</b>
2	Semesters	IV
3	Level	UG
4	Pattern	03 years & 06 semesters CBGS
5	To be implemented from	From Academic year 2024-25 in a progressive manner



## **PSYCHOLOGY IN SPORTS AND ADAPTED PHYSICAL EDUCATION**

COURSE CODE: U24CC4SP03

CREDIT: 04

1 Credit: 15 lectures

1 lecture: 60 minutes

### **Course objective:**

1. To make the students understand the relationship between leadership through physical activity and sports.
2. To learn about sports training and its principles.
3. To make the students understand the importance of warming up, limbering down in sports training.
4. To learn the importance of wellness.
5. To learn the different steps used in first aid – PRICE.

### **Course outcome: (After completion of the course the students will understand)**

1. To relate leadership through physical activity and sports.
2. The issues related to adolescent behavior and team cohesion in sports.
3. The concept and principles of sports training.
4. The concept of training load, warming up, and limbering down in sports training and their types, methods, and importance.
5. The importance and components of wellness.
6. The different steps used in first aid – PRICE.



Sr.no	S e m e s t e r 4 S y l l a b u s	No. of lectures
	Module 1: Psychology and sports	15
1) 2) 3) 4)	Definition and importance of psychology in physical education and sports. Development characteristics at different stages of development. Adolescent problems and their management. Team cohesion and sports.	
	Module 2: Training and doping in sports	15
1) 2)	Concept and principles of sports training. Training load: Overload, adaptation and recovery.	



3)	Warming up and limbering down - types method and	
4)	importance.	
	Concept of skill, technique, tactics and strategies.	
	Module 3: Physical education and sports for children with special needs	15
1)	Concept of disability and disorder.	
2)	Types of disability, its causes and nature. (intellectual disability, physical disability)	
3)	Disability etiquettes.	
4)	Aims and objective of adaptive physical education.	
	Module 4: Physical fitness, Health and wellness	15
1)	Meaning and importance of wellness, health and physical fitness. Components/ Dimensions of wellness, health and physical fitness.	
2)		
3)	Traditional sports and regional games for promoting wellness.	
4)	Introduction of first aid- PRICE.	
	Total lectures	60



Scheme of  
examination Total  
Marks: 100

Continuous evaluation pattern.

Evaluation Criteria	Marks
Sports training/practice/coaching sessions on a regular basis (choose any game/sport).	35
Participation in the organisation of sporting events, workshops, seminars, and so on	20
Participation/performance in sports events at the District, State, National, International, University, and Intercollegiate levels, intra college sports activities	15
Performance in practical conducted during lectures/ timely submission of assignments	10
Performance in practical conducted during lectures/ timely submission of assignments.	10



Viva voce	10
<b>Total</b>	<b>100</b>

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