



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

BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

Sr. No.	Heading	Particulars
1	Title of the course	BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	40%
4	Semesters	I and II
5	Level	UG
6	Pattern	03 years & 06 semesters CBGS
7	To be implemented from	From Academic year 2023-24 in a progressive manner



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

(Affiliated to University of Mumbai)

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

BOARD OF STUDIES

SYLLABUS FOR

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

(WITH EFFECT FROM THE ACADEMIC YEAR 2023-2024)

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 I			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U23MMC1MJ01	04	Introduction to Mass Communication
II	Minor Department Specific Course		
1	U23MMC1MI01	02	Media Literacy
2	U23MMC1MI02	02	Current Affairs
III	Open Electives(OE)/ Generic Electives		
1	U23MMC1E01	04	Introduction to Computers
IV	VOCATIONAL COURSE (VC) & SKILL ENHANCEMENT COURSE (SEC)		
1	U23MMC1VSC01	02	Communication Design
2	U23MMC1SEC01	02	Visual Communication
V	ABILITY ENHANCEMENT COURSE(AEC)/ VALUE EDUCATION COURSE (VEC) / INDIAN KNOWLEDGE SYSTEM (IKS)		
1	U23MMC1AEC01	02	Effective Communication Skills - I
2	U23MMC1VEC01	02	Understanding Indian Society and Constitutional values
3	U23MMC1IKS01	02	Indian Society and Culture
TOTAL CREDITS		22	

INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: U23MMC1MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

Sr. No	Syllabus	No. of lectures
01	Module -1- Introduction and overview Meaning and importance of Mass Communication. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital 3. Communication etc. 4. Theories and Models of Communication: Lasswell, Shannon and Weaver, Sociological Model, Gatekeeping Model, Hub Model, Sadharanikaran. Mass Society Theory.	15
02	Module-2 - History of Mass communication From oral to communication, From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet	15
03	Module-3 - Impact of Mass Media on Society A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass communication) IV. Developmental Impact (With how the government has successfully used mass communication) B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.	15

04	Module-4 - New Media and media convergence Elements and features of new media, Technologies used in new media, Major challenges to new media acquisition-personal, social and national. Future prospects.	15
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References:

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

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 40 marks

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

B) Semester end examination 60 marks

PAPER PATTERN

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

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

MEDIA LITERACY

COURSE CODE: U23MMC1MI01

: COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

Module-1 Print Media and Electronic Media		(Total 10 Lectures)
Role of newspapers, Types of Print Media, Introduction to political system	05	
Introduction to Electronic or Broadcast Media, Introduction to Radio, Introduction to Television, Digital impact on electronic media.	05	
Module-2. - Journalism and Advertising		(Total 10 Lectures)
Principles of Journalism, Impact and role of journalists.	05	
Introduction to Advertising ,Objectives of Advertising, Role of Advertising, Types of Advertising	05	
Module-3. Film Communication		(Total 10 Lectures)
Pre-production: Writing a script and screenplay Characterization Setting Plot Conflict Resolution Writing dialogues	04	
Production: Using the camera Direction Camera shots Camera angles Camera movements	04	
Post production Sound engineering and effect VFX	02	

References

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

SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

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

(A)Internal Assessment 40 marks

Description	Marks
Internal test of 20 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.

CURRENT AFFAIRS

COURSE CODE: U23MMC1MI02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

Sr. No	Syllabus	No. of lectures
01	Module -1- Current National stories 1. Three political stories of national importance. 04 2. Political leaders : news makers of the season (Brief profile of any three)02 3. One dominating economic /business news 02 4. One dominating environment news story 01 5. One story of current importance from any other genre. 01	10
02	Module-2 -Polity and governance 1.Ministries of Government of India Autonomous government bodies 01 2. Ministry of Home Affairs Enforcement Organizations Internal Security Police 01 3 Communal tensions Review of latest episodes of communal tensions 02 4. Review of any three Central Government projects and policies 01 5. An update on the current political dynamics of Maharashtra. 02 6. Political parties reach and challenges, political leaders 02 7. Update two ongoing state projects. 01	10

03	Module-3 International Affairs 1. Role of United Nations, General Assembly ,Other main organs of the UNO. 4 2. Security Council Structure and role 2 3. Issues that currently engage the UNO 2 4. Four conflicts/ issues of international importance 2	10
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References :

1. Manorma Yearbook published by Malayala Manorama
2. Competition Success Review
3. Competition Master
4. Yojana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal
7. 70 years in Indian politics and policy <https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htrmarket/#7e8eddbd55b>.
8. A Reflection on the Role of the United Nations in Ensuring a Secure, Prosperous and Equitable World | United Nations
9. Relevance & Importance of the United Nations in the Contemporary World (ipleaders.in)
10. <https://www.foreignaffairs.com/articles/world/2021-03-18/world-still-needs-un?gad=1&gclid=Cj0KCQjwtmlBhD3ARIsAARoaEwV0dgrl3JXanMNyr07OkygNq0CfsL0dkGqPCB>

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 40 marks

Description	Marks
Internal tests of 10 marks each	10
Q.1. Attempt 2 questions out of 3 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 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks question may be divided into sub questions if required.	

Passing criteria: Minimum 20% in Internal (4 out of 20) and 40% (12 out of 30) in semester end examination.

INTRODUCTION TO COMPUTERS

COURSE CODE : U23MMC1E01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Introduction to Basics of Computers</p> <p>Basic structure of a PC, Functionalities of a computer Computer Components : HARDWARE AND SOFTWARE. Classification of Computers, Input/ output devices, Printers, Types of Printers, Use of Printer, Scanner, microphone speaker. Memory, storage, storage devices, RAM, ROM, Processor, Hard Disk and RAM. Operating Systems, Windows Operating System, Windows basics. Networking Basics -Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Topologies</p>	15
02	<p>Module -2- MS Office 2010 -Word, Excel, Powerpoint</p> <p>Word 2010-Creating, Saving documents, Editing documents-Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index) Language Tools (spelling, grammar thesaurus) Inserting images, cut, copy, paste Creating Tables Mail merge, Use Templates- Using Existing Template, Create New Template, Use Graphics- Adding Picture, WordArt in Document</p> <p>Excel 2010- Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet Entering data, Formulae, functions, Editing sheets, Formatting. Finding, replacing and filling data</p> <p>Powerpoint 2010- Introduction to presentations, create, save Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds,</p>	15

<p>03</p>	<p>Module-3 – Introduction to Internet and Threats</p> <p>Using the Internet -Surfing the net, Researching on the net, Domain names, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals .Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges – copyright issues, technology issues, political issues, social issues; economic issues – ethical issues Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet: advantages, limitations.</p> <p>Internet Ethics and Safety Judging Information Value-Plagiarism, Security and Privacy Threats and Types of threats –Virus , Phishing ,Spyware, Spam</p>	<p>15</p>
<p>04</p>	<p>Module-4 – Introduction to HTML and Elements of HTML</p> <p>What is HTML? HTML Documents Basic structure of an HTML document, Creating an HTML document, Mark up Tags Heading-Paragraphs, HTML Tags.</p> <p>Introduction to elements of HTML .Working with Text Working with Lists and Tables ,Working with Hyperlinks, Images</p>	<p>15</p>

References:

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

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 40 marks

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

B) Semester end examination 60 marks

PAPER PATTERN

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

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

COMMUNICATION DESIGN

COURSE CODE: U23MMC1VSC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

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

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

References-

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

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

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

(A)Internal Assessment 40 marks

Description	Marks
Internal test of 20 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.

VISUAL COMMUNICATION

COURSE CODE: U23MMC1SEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

UNIT	TOPICS	LECTURES
Unit-I INTRODUCTION TO VISUAL COMMUNICATION	<ul style="list-style-type: none">· History and development of Visuals (1)· Need and importance of Visual Communication (2)· Visual Communication as a process and as an expression, Language and visual communication (2)	5
Unit-II IMPACT OF COLORS	<p>Colors and Design in Visual Communication</p> <ul style="list-style-type: none">· Color theory (2)· Psychological implications of color (2)· Colors and visual pleasure (2)· Elements of Design (2)· Creating patterns and designs (2)	10
Unit-III CHANNELS OF VISUAL COMMUNICATION	<p>Tools/Mediums of Visual communication</p> <ul style="list-style-type: none">· Painting & Photography (2)· Film & Television, Documentaries, Script writing & visualization (2)· Comics & Cartoons, Digital Images, Animation & VFX (2)· News Papers, Advertisements, PhotoJournalism (2)· Folk & Performing Arts , Theatre (2)	10

Unit-IV LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA	Visual communication in the age of social media <ul style="list-style-type: none"> · Ethics (1) · Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) (1) · Audience Behavior (1) · Citizen Journalism, Going Viral (1) · Visual stereotyping in social media (1) 	5
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References-

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

SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

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

(A)Internal Assessment 40 marks

Description	Marks
Internal test of 20 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.

EFFECTIVE COMMUNICATION SKILLS – I

COURSE CODE: U23MMC1E01

: COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

Module-1 Introduction to Communication Lectures)		(Total 10
1	The concept of communication: Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barrier to Communication; Measures to Overcome the Barriers to Communication.	03
2	Types of Communication: Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.	03
3	Oral communication and media: Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	02
4	Listening Skills: Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Workplace.	02
Module-2. Reading -English, Hindi OR Marathi lectures)		(Total 10
1	Types of Reading: Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling	04
2	Various aspects of Language: Recognizing various aspects of language particularly related to media , Vocabulary 100 media words.	03
3	Grammar & Usage: Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc	03
Module-3.Thinking and Presentation Lectures)		(Total 10

1	Thinking: Types of thinking (rational ,logical, critical ,lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	05
2	Presentation: Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation.	05

References:

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

SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e.20 marks

Semester end examination 60% i.e.30 marks

(A)Internal Assessment 40 marks

Description	Marks
Internal test of 20 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.

UNDERSTANDING INDIAN SOCIETY AND CONSTITUTIONAL VALUES

COURSE CODE: U23MMC1VEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

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

<p>Unit-III</p> <p><u>Constitutional Values</u></p>	<ul style="list-style-type: none"> ● Philosophy of the Constitution as set out in the Preamble (2) ● Features of the Constitution (2) ● Fundamental Rights (2) ● Fundamental Duties (1) ● Directive Principles of State Policy (1) ● Federal structure (2) 	<p>10 Lectures</p>
<p>Unit-IV</p> <p><u>Significant Aspects of Political Processes</u></p>	<ul style="list-style-type: none"> ● The party system in Indian politics; (2) ● Local self -government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics (2) ● Role and significance of women in politics (1) 	<p>5 Lectures</p>

References-

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub (2011)
- Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
- Urbanisation in India: Challenges, Opportunities & the way forward, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub (2014)
- Regional Inequities in India Bhat L SSSRD- New Delhi
- The Problems of Linguistic States in India, Krishna Kodesia Sterling Pub
- Problems of Communalism in india, Ravindra Kumar Mittal Pub
- Combating Communalism in India: Key to National Integration, KawalKishor Bhardwaj, Mittal Pub
- Khare, R. S. (1998). Cultural diversity and social discontent: Anthropological studies on contemporary India.
- Ganesh, K., & Thakkar, U. (Eds.). (2005). Culture and the making of identity in contemporary India. SAGE Publications India.
- Das, B., & Khawas, V. (2009). Gender issues in development: concerns for the 21st century. (No Title).
- Mandal, B. P. (2011). Cultural Sociology. Centrum Press.
- Rapport, N. (2014). Social and cultural anthropology: The key concepts. Routle
- Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press
- Politics, 2nd Edition, Andrew Heywood, Ane Books.
- Dictionary of Politics, D. Robertson, Penguin Books India.
- An Introduction to Political Theory, Gauba, O. P., Macmillan
- Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills
- Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills
- Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongola – Ntalaja Georges Stallings Barbara B. Weir Margaret, Oxford University Press New York.
- Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.
- Introduction to the Indian Constitution, Basu D.D., Wadhwa Publications.

- An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.
- Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.
- Our Constitution Kashyap Subhash, National Book Trust.
- Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.
- Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.
- Introduction to Media and Politics, Sarah Oates, Sage publishers.
- Principles of Modern Political Science, J.C. Johari, Sterling publishers

SCHEME OF EXAMINATION

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 40 marks

Description	Marks
Internal tests of 10 marks each	10
Q.1. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 60	
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks	10
Total	30
Note: 3. Q.1, 2, 3 - 10 marks question may be divided into sub questions if required.	

Passing criteria: Minimum 20% in Internal (4 out of 20) and 40% (12 out of 30) in semester end examination.

INDIAN SOCIETY AND CULTURE

COURSE CODE: U23MMC1IKS01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To create awareness of cultural theories and its relevance in media
- To discuss the importance of cultural studies and its role in mass media and Indian Society.
- To understand the concepts related to Indian Society and Culture and its impact on the media.
- To create a sociological understanding of Media and communication in contemporary society.
- To encourage critical evaluation of the impact of mass communication on culture and society.

Sr. No	Syllabus	No. of lectures
01	Module -1- Introduction to Indian Culture (a) Indian society through the ages Understanding Indian society, stratification in Indian society, (b) Understanding cultural studies Evolution, Need and Significance of Cultural studies. Key Concepts in Cultural Studies–Representation, materialism, Non-reductionism, Articulation, Power, Popular Culture, Texts and Readers, subjectivity and Identity. Cultural Expressions and Media, Oral Traditions – Folklore, Fashions and Fad, Cuisine, Festivals, Sports, Art and Architecture of India.	10
02	Module-2 – Indian society and culture Caste system, Indian religions, Impact of religion on Indian Society, Core Indian values. Construction of culture- Social, Economic, Political, Religion, Technology (b) Re-representation and Media Culture- Language, Gender Race, Class, Ethnicity, Kinship and terminology	10
03	Module-3- Impact of globalization on Indian Culture (a) Indian Culture and globalization (b) Impact of Indian culture in a globalized world (c) Commodification of culture (d) Identity and culture	10

References:

1. **An Introduction to Sociology-Archy Giddens**
2. **Sociology of Indian Society by CN Shankar Rao**
3. **Aggrawal Virbala (2002): Media and Society Challengers and opportunities-Concept Publishing Company-New Delhi.**
4. **Aggrawal, Virbala and Gupta V.S(2001)-Handbook of Journalism and Mass Communication. Concept publishing Company, New Delhi.**

- 5. Chiranjeev Avinash(2000):Electronic Media Management Authors Press-New Delhi**
- 6. Chakravarty, Suhas;V(1997) Press and Media-The Global Demensions, Kanishka Publications, New Delhi**
- 7. Chomsky Noam(1994):Manufacturing Consent: The Political economy of the mass media. Vintage Publishers, London.**
- 8. Desai Ashok(2006):India's Telecommunication Industry History,Analysis Diagnosis-Sage Publications-New Delhi**
- 9. Defleur.D.& Dennis,E.(1993):Understanding Mass Communication.Houghton Mifflin Company,Boston.**
- 10. Defleur;Ball-Rokeach;(1989) Theories of Mass Communication,5th edition,Longman Publication.New York**
- 11. Goel,S.K(1999):Communication Media and Information Technology Commonwealth Publisher,New Delhi**
- 12. Stanley J. Baran, Dennis K. Davies. :Mass Communication Theory : Foundations, Ferment And Future , Published by Thomson Wadsworth. First Indian Reprint 2008**

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 40 marks

Description	Marks
Internal test of 20 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.



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

BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

Sr. No.	Heading	Particulars
1	Title of the course	BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	40%
4	Semesters	II
5	Level	UG
6	Pattern	04 years & 08 semesters CBGS
7	To be implemented from	From Academic year 2023-24 in a progressive manner



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

(Affiliated to University of Mumbai)

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

BOARD OF STUDIES

SYLLABUS FOR

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

(WITH EFFECT FROM THE ACADEMIC YEAR 2023-2024)

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 a career in the 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 II			
Serial No	Course code	Credits	Course Name
I	MAJOR DEPARTMENT SPECIFIC COURSE (DSC)		
1	U23MMC2MJ01	04	Introduction to Journalism
2	U23MMC2MJ02	02	History of Media
II	MINOR DEPARTMENT SPECIFIC COURSE		
1	U23MMC2M101	02	Introduction to Advertising
III	OPEN ELECTIVES(OE)/ GENERIC ELECTIVES		
1	U23MS2E01	02	Personality Development
2	U23AF2E01	02	Introduction to Entrepreneurship
3	U23IT2E01	02	E-Commerce
IV	VOCATIONAL SKILL COURSE (VSC) & SKILL ENHANCEMENT COURSE (SEC)		
1	U23MMC2VS01	02	Principles of Marketing
2	U23MMC2SEC01	02	Gender Studies
V	ABILITY ENHANCEMENT COURSE(AEC)/VALUE EDUCATION COURSE (VEC) / INDIAN KNOWLEDGE SYSTEM (IKS)		
1	U23MMC2AEC01	02	Effective Communication Skills II
2	U23MMC2VEC01	02	Environment and Sustainable Development
3	CO-CURRICULAR COURSES-CC	02	CC- NSS, DLLE, Sports, Cultural, Department (Any one from the following)
TOTAL CREDITS		22	

INTRODUCTION TO JOURNALISM

COURSE CODE: U23MMC2MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

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

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

References:

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

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 40 marks

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

B) Semester end examination 60 marks

Question Paper Pattern

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

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

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

HISTORY OF MEDIA

COURSE CODE: U23MMC2MJ02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

Sr. No	Syllabus	No. of lectures
01	<p>Module -1- EVOLUTION OF PRESS IN INDIA</p> <p>a. Early publications and social reforms in India. 2</p> <p>b. India's Freedom Struggle and Role of Media. 2</p> <p>c. Independence and rise of Newspapers. 2</p> <p>d. Press during the Emergency Period. 1</p> <p>e. Rise of language press post Emergency. 2</p> <p>f. Media Icons Gandhi and Ambedkar. 1</p>	10
02	<p>Module-2 - HISTORY OF DOCUMENTARIES AND FILMS</p> <p>a. Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzalaa, The Vanishing Tribe) 2</p> <p>b. Role of Documentarians – P. V. Pathy, D. G. Tendulkar, H. S. Hirlekar, Paul Zils and Fali Billimoria Anand Patwardhan. 2</p> <p>c. Evolution of film making in India - Brief history, Photography to moving films 2</p> <p>d. Origin of Hindi cinema 1</p> <p>e. Origin of Short films to what it is today, role of you tube and WhatsApp 1</p> <p>f. Great masters of world cinema 2</p>	10
03	<p>Module-3 HISTORY OF RADIO AND TELEVISION</p> <p>a. Radio & Television as Mass Media 2</p> <p>b. Radio and Television Broadcasting 2</p> <p>c. Satellite Television & Privatization in Broadcasting 2</p> <p>d. Advertising in India 2</p> <p>e. Digital media and Convergence 2</p>	10

References:

1. **Mass Communication In India Paperback – By Keval J. Kumar**
2. **Journalism In India: History, Growth, Development K. C. Sharma**
3. **Media’s Shifting Terrain: Five Years That Transformed The Way India Communicates By Pamela Philipose**
4. **Indian News Media: From Observer to Participant Usha M. Rodrigues & Maya Ranganathan**
5. **Documentary Films And Indian Awakening By Jagmohan, Publications Divisions Ministry Of Broadcasting And Information, Government Of India**
6. **History Of Indian Cinema Paperback – 1 Jan 2012 By Renu Saran**
7. **History Of Broadcasting In India By Dr. P. Thangamani**
8. **India On Television By Nalin Mehta(Harper Collins Publishers)**
9. **Press In India: New History Hardcover – 1 Aug 1995 By G.S.C. Raguavan**
10. **Communication In History: Stone Age Symbols To Social Media By David Crowley (Author), Peter Urquhart (Author), Paul Heyer (Author)**
11. **Natrajan, S, A History of the Press in India. 1962.**
12. **Bipan Chandra, India After Independence 1947-2000.**
13. **Robin Jeffrey, India’s Newspaper Revolution.**
14. **Rangaswami Parthasarathy, Journalism in India1997.**

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 20 marks

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

B) Semester end examination 30 marks

PAPER PATTERN

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

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

INTRODUCTION TO ADVERTISING

COURSE CODE: U23MMC2M101 **:** **COURSE CREDIT:** 02
1 credit - 15 lectures
1 lecture is 60 minutes

Course Objectives:

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

Module-1. Introduction to Advertising		(Total 10 Lectures)
1.	Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising Types of Advertising: Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy	4
2.	Ethics and Laws in Advertising: Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	4
3.	Social, Cultural and Economic impact of Advertising Social, Cultural and Economic impact Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture and advertising	2
Module-2. - Tools of Advertising		(Total 10 Lectures)
1.	Print Media and Out-of Home Media - Basic concepts, Types of Newspapers advertising , advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising / Broadcast Media - Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement -Advantages and Disadvantages	6
2.	Public Relation - Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity / Sales Promotion and Direct marketing - Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	4
Module-3. Creativity in Advertising and Advertising Agencies		(Total 10 Lectures)
1.	Introduction to Creativity - Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	4

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

References

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

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 20 marks

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

B) Semester end examination 30 marks

PAPER PATTERN

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

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

OPEN ELECTIVES:

PERSONALITY DEVELOPMENT – ACHIEVING PERSONAL AND PROFESSIONAL SUCCESS

COURSE CODE: U23MS2E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

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

References:

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

SCHEME OF EXAMINATION

The scheme of examination shall be divided as follows:

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

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

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

Introduction to Entrepreneurship

OBJECTIVES OF THE PROGRAMME:

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

COURSE CODE :U23AF2E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

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

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

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

□

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

References:

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

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 20 marks

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

B) Semester end examination 30 marks

PAPER PATTERN

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

Passing criteria:

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

E-Commerce

COURSE CODE: U23IT1E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objective:

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

Learner Outcomes:

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

Learner Outcomes:

- Obtain a general understanding of basic business management concepts. Have complete knowledge about basic technical concepts

relating to E-Commerce. Obtain thorough understanding about the security issues, threats and challenges of E-Commerce.

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

II	<p>Customer Effective Web -Designs and strategies for Website Development.</p> <p>Enabling Technologies for Web , Telnet, FTP, DNS, IPv6,ISP , Search Engine and its Working .Emarketing .</p> <p>E-Security: Security for E-commerce – Security Design – Analyzing risk – E-Banks and Security – Safety of E-Commerce – Secure Online Shopping – Firewalls– Virus Protection and Protection from intruders.</p> <p>E-payment Systems -Digital Tokens, Electronic Cash and Digital Signature</p> <p>Case Studies on rise of ECommerce in India</p>	15
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References:

1. Joseph P. T., E - Commerce – An Indian Perspective
2. David Whiteley , “E-Commerce Strategy, Technologies and Applications”, Tata McGraw Hill, 2001. 2. Ravi Kalakota, Andrew B Whinston, “Frontiers of Electronic Commerce”, Pearson 2006, 12th Impression.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 20 marks

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

B) Semester end examination 30 marks

PAPER PATTERN

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

Passing criteria:

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

PRINCIPLES OF MARKETING

COURSE CODE: U23MMC2VS01

COURSE

CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

Sr. No	Syllabus	No. of lectures
	Module 1- Introduction to Marketing	(Total-10 Lectures)
1.	Introduction- Scope, nature, definition, core marketing concepts, Marketing environment, and recent trends in marketing in India.	03
2.	Developing the concept of marketing mix, managing the product – types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packaging decisions.	04
3.	New product strategies – Innovation, Market entry, Product line extension, Pricing of products: Pricing considerations and approaches, strategies and methods.	03
	Module-2. Managing product channels, distribution and Communication	(Total-10 Lectures)
1.	Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.	04
2.	Integrated Marketing Communications: Factors contributing to the growth of IMC, Marketing Communications and Promotions, The	06

	Marketing communication Process, The Promotion Mix. IMC planning Process and Tools	
	Module-3. Types of Consumers, Target Audience and Marketing Segmentation and Types of Marketing.	(Total-10 Lectures)
1.	Market Segmentation – Bases for market segmentation of consumer goods, industrial goods and services – Market Targeting and positioning strategies.	06
2.	Types of Marketing: TeleMarketing, E-Marketing, Service Marketing, Marketing through Social Networking, Rural Marketing- feature and importance suggestion for improvement of Rural Marketing. Concept & components of a Marketing Information System. Service Marketing.	04

References

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

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 20 marks

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

B) Semester end examination 30 marks

PAPER PATTERN

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

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

GENDER STUDIES

COURSE CODE: U23MMC2SEC01

COURSE

CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

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

Module-3. Gender and Media		
1.	Representation of Gender in Media Role of the media in gender equality. Media and Body Image. Gender portrayal in Cinema, advertisements and TV soaps.	05
2	Gender Stereotyping in Media Gender and Electronic Media New media and gender.	05

References

- **Encyclopedia of Gender and Society by Jodi O'Brien ISBN: 9781412909167. Publication Date: 2008. 2009 RUSA**
 - **hooks, b. (1984). *Feminist Theory: From Margin to Center*. South End Press.**
 - **Mohanty, C. T. (2003). *Feminism without Borders: Decolonizing Theory, Practicing Solidarity*. Duke University Press.**
 - **Chakravarti, U. (1993). *Conceptualising Brahmanical Patriarchy in Early India: Gender, Caste, Class and State*. Economic and Political Weekly, 28(14/15), WS19-WS26.**
 - **Anway, C. D. (2009). *Global Issues in Gender and Sexuality Education: Crossing Boundaries and Bridging Cultures*. Routledge.**
 - **Chakraborty, P., & Basu, S. (Eds.). (2014). *Gender, Development and Disasters*. Sage Publications India.**
- SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)**

The scheme of examination shall be divided into two parts:

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment- 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10

One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

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

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

EFFECTIVE COMMUNICATION SKILLS II

COURSE CODE: U23MMC2AEC01 **COURSE CREDIT:** 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

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

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

1.	Introduction to various types of data, Need for interpretation, Read graphs, maps, charts,	4
2.	How to interpret data from the provided material.	4
3.	Exercise on interpreting various forms of data	2

References

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

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

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

(A) Internal Assessment 20 marks

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

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10

Total	30
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Note:
2. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.

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

Environment and Sustainable Development

ABOUT THE COURSE

Course objective

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

Course Outcomes

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

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

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

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e. 20 marks

Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

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

B) Semester end examination 30 marks PAPER PATTERN

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

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