

Academic Council dated, as per Item Number:



**DOMBIVLI SHIKSHAN PRASARAK MANDAL'S
K.V. PENDHARKAR COLLEGE OF ARTS, SCIENCE AND COMMERCE,
(AUTONOMOUS) DOMBIVLI (EAST), DIST. THANE
(Affiliated to University of Mumbai)**

**Faculty of Arts
DEPARTMENT OF MULTIMEDIA AND MASS
COMMUNICATION**

(Programme: Bachelor of Arts: B.A.)

**SYLLABUS FOR
F. Y. B.A. – MULTIMEDIA AND MASS COMMUNICATION (Semester I
and II) Choice Based Credit System (CBCS)
(as per NEP - 2020)**

(With effect from the Academic Year: 2023-2024)

Bachelor of Arts in Multimedia and Mass Communication

Preamble

The Bachelor of Arts in Multimedia and Mass communication program is started with an aim to make the students employable and impart industry-oriented training.

1. **Course Objective:** The main objectives of the course are:
 - To think analytically, creatively and critically in developing robust, extensible and highly maintainable technological solutions to simple and complex problems related to human, technology and environmental factors.
 - To work effectively as a part of a team to achieve a common stated goal.
 - To adhere to the highest standards of ethics, including relevant industry and organizational codes of conduct.
 - To develop an aptitude to engage in continuing educational and professional development.

The syllabus spanning three years covers the industry endorsed relevant courses. The students will be ready for the jobs available in different fields of media.

2. **Process adopted for curriculum designing:**

The process involved both Academia & Industry professionals & the methods adopted were:

- Brainstorming
- Deliberations
- Personal Interactions
- Studied syllabi of other Universities & colleges in India and custom-made the same to our programs.

3. **Salient features, how it has been made more relevant:**

The mass media course of Bombay university started in the year 2000. It is now two decades since the course came into force and the media course today needs to be made more relevant to suit the current times. The Media landscape has changed a lot in the last two decades. The programs are relevant in today's academic sphere as:

- Traditional media has changed - in presentation & content
- Internet has become more accessible and has penetrated far and wide making

academia accessible.

- Media convergence has grown paving way for collaborations across geographical boundaries
- Increased viewership of Films & TV content across platforms
- Boom of radio and digital audio platforms
- Growth of Transmedia

4. Learning Objectives:

The syllabi for this undergraduate programme are for three/ four years. The learning outcomes involve both understanding the theoretical perspectives and practical applications. The programs enable students to learn:

- Global awareness of political, social, environmental, and corporate issues.
- To deal with issues- sensitively, cognitively & compassionately.
- The foundation, process, and practices of writing & be proficient in the same indifferent media.
- The foundation, process and nuances of filmmaking across platforms & be proficient in the same.
- To conceptualize, design, and produce content aesthetically.
- To acquire the knowledge, skills, and values that prepare them for future careers.

5. Learning Outcomes:

- 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.
- 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
- This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
- Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
- Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
- Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
- Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
- This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field.

- Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
- They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
- Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
- Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
- Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
- Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

Subjects		
Semester – I	Credits	Semester – II
1. Fundamentals of Mass Communications (Major)	04	1. Introduction to Advertising (Major)
Course Code: MM23101MM		Course Code: MM23201MM
2. Media, Gender & Culture (Major)	02	2. Introduction to Journalism (Major)
Course Code: MM23102MM		Course Code: MM23202MM
3. History of Media (Minor)	02	3. History of Broadcasting (Minor)
Course Code: MM23103MN		Course Code: MM23203MN
4. Visual Communication (Open Elective)	02	4. Current Affairs (Open Elective)
Course Code: MM23104OE		Course Code: MM23204OE
5. Web Designing General Management (Open Elective optional)	02	5. Office Automation Fundamentals of Marketing (Open Elective optional)
Course Code: IT23106OE		Course Code: IT 23206OE

6. Effective Communication-I (VSEC)	02	6. Content Writing (VSEC)
Course Code: MM23105VS		Course Code: MM23205VS
7. Content Writing: Presentation and Web Writing (SEC)	02	7. Writing Skills (SEC)
Course Code: MM23106SE		Course Code: MM23206SE
8. Effective Communication – II (AEC)	02	8. Effective Communication: Writing Skills in Organization (AEC)
Course Code: MM23107AE		Course Code: MM23207AE
9. Business Environment (VEC)	02	9. Foundation Course – II (VEC)
Course Code: MM23108VE		Course Code: MM23208VE
10. Foundation Course – I (IKS)	02	
Course Code: MM23109IK		

Modules at a Glance

Level	Sem	Faculty – DSC			Any Faculty		Vocational & Skill Enhancement Courses (VSC)	Ability Enhancement Courses (AEC) / Indian Knowledge System (IKS)			Credit
		Subject		Subject	Subject			AEC	VEC	IKS	
		Major		Minor	GE & OE						
		Course – I (4)	Course - II	Course – I	Course - I	Course - II					
Level 4.5	I	Fundamentals of Mass Communication	Media, Gender & Culture	History of Media	Visual Communication	General Management OR Web Designing	Effective Comm - I; Content Writing: Presentation & Web Writing	Business Environment	Effective Communication - II	Foundation Course - I	22
	II	Introduction to Advertising	Introduction to Journalism	History of Broadcasting	Current Affairs	Office Automation OR Fundamentals of Marketing	Content Writing; Writing Skills	Effective Communication: Writing Skills in Organization	Foundation Course – II	–	22

COURSE CODE

Sr. No.	Course Code	Course Title	Category	Teaching hours/ week	Total Marks	Credits
1.	MM23101MM	Fundamentals of Mass Communication	Major (Course- I) (MM)	04	100	04
2.	MM23102MM	Media, Gender & Culture	Major (Course- II) (MM)	03	100	02
3.	MM23103MN	History of Media	Minor (MN)	03	100	02
4.	MM23104OE	Visual Communication	Open Electives (OE)	03	100	02
5.	MM23105VS	Effective Communication -I	Vocational Skill Course (VS)	03	100	02
6.	MM23106SE	Content Writing: Presentation and Web Writing	Skill Enhancement Course (SE)	03	100	02
7.	MM23107AE	Effective Communication - II	Ability Enhancement Course (AE)	03	100	02
8.	MM23108VE	Business Environment	Value Enhancement Course (VE)	03	100	02
9.	MM23109IK	Foundation Course - I	Indian Knowledge System (IKS)	03	100	02
10.	MM23201MM	Introduction to Advertising	Major (Course- I) (MM)	04	100	04
11.	MM23202MM	Introduction to Journalism	Major (Course- II) (MM)	03	100	02
12.	MM23203MN	History of Broadcasting	Minor (MN)	03	100	02
13.	MM23204OE	Current Affairs	Open Electives (OE)	03	100	02
14.	MM23205VS	Content Writing	Vocational Skill Course (VS)	03	100	02
15.	MM23206SE	Writing Skills	Skill Enhancement Course (SE)	03	100	02
16.	MM23207AE	Writing Skills in Organization	Ability Enhancement Course (AE)	03	100	02
17.	MM23208VE	Foundation Course - II	Value Enhancement Course (VE)	03	100	02

SEMESTER I
FUNDAMENTALS OF MASS COMMUNICATION

Course Code: MM23101MM

COURSE OUTCOME:

CO1. To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.

CO2. To study the evolution of Mass Media as an important social institution.

CO3. To understand the development of Mass Communication models.

CO4. To develop a critical understanding of Mass Media.

CO5. To understand the concept of New Media and Media Convergence and its implications.

MODULES AT A GLANCE

Sr. No.	Module/Units	No of lectures	Credit Points
1.	Introduction and Overview	15	04
2.	History of Communication	15	
3.	Major Forms of Mass Media	15	
4.	Impact of Mass Media on Society	15	
	Total	60	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23101MM	FUNDAMENTALS OF MASS COMMUNICATION	04	100
lects per week	04		
Module	Topics	Details	Lectures
I	Introduction and overview		15
		Meaning and importance of Mass Communication Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran	
II	History of Communication		15
		1. Earlier Forms of Oral Communication Through Folk Media (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From Electric to Digital communication, Contemporary Scene in Indian communication landscape	
III	Major Forms of Mass Media		15
		1. Traditional & AMPS (Advanced Mobile Phone System) Folk Media 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet	
IV	Impact of Mass Media on Society		15
		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)	

		<p>IV. Developmental Impact (With how the government has successfully used mass communication)</p> <p>B. Impact of Mass Media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development 7. Social Media</p> <p>C. The 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.</p>	
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LEARNER'S SPACE:

1. **Mcquail's Mass Communication Theory**, Denis Mcquail, Om Books; Sixth edition (1 September 1900)
2. **Perspectives Human Communication**, Aubrey B Fisher, MacMillan Publishing Company (1 May 1978)

INNOVATE PEDAGOGY:

Students will be given the task of making Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran and through those models they will be taught about mass communication.

RECOMMENDED REFERENCE BOOKS:

1. **Mass Communications: A Comparative Introduction**, Rowland Lorimer, Manchester University Press (11 August 1994)
2. **The Media in Your Life: An Introduction to Mass Communication: United States**, Jean Folkerts and Stephen Lacy, Pearson; 4th edition (11 May 2007)
3. **The Effects of Mass Communication**, Joseph Klapper, Free Press (1 December 1960)
4. **Mass Communication in India**, Keval J Kumar, Jaico Publishing House; 5th edition (1 January 1994), Mumbai
5. **Mass Communication Journalism in India**, D S Mehta, (2/E), 1979, Allied Publishers Pvt Ltd, New Delhi
6. **The Story of Mass Communication: An Indian Perspective**, Maan Gurmeet Singh, Harnam Publications, 1987, New Delhi
7. **Communication Technology & Development**, Prof. I P Tewari, Publications Division (21 June 2017)
8. **Process of Communication: An Introduction to Theory & Practice**, David K Berlo, Thomson Learning (1 December 1960)

9. **Mass Media Today: In the Indian Context**, Subir Ghosh, Distributors, Rupa & Co (January 1, 1991)
10. **Mass Culture, Language & Arts in India**, Mahadev L Apte, Popular Prakashan, 1978
11. **Communication Facts & Ideas in Business**, L. Brown, Prentice-Hall; 2nd edition (January 1, 1970)
12. **India's Communication Revolution: From Bullock Carts to Cyber Marts**, Dr. Arvind Singhal, SAGE India; First edition (20 November 2000)
13. **The Myth of Mass Culture**, Alan Swingewood, Palgrave Macmillan (6 October 1977)
14. **Communication**: C.S. Rayadu, Himalaya Publishing House, Mumbai, 2019
15. **Communication-concepts & Process**, Joseph A DeVito, Prentice Hall; Revised edition (1 December 1976)
16. **Lectures on Mass Communication**, S Ganesh, Indian Publishers Distributors, 1995

RECOMMENDED ICT BACKUP:

https://sde.uoc.ac.in/sites/default/files/sde_videos/FundamentalsofCommunication.pdf
https://us.sagepub.com/sites/default/files/upm-assets/121758_book_item_121758.pdf

LIST OF MOOC PROGRAMS:

<https://www.udemy.com/course/media-training-starter-series/>
<https://www.coursera.org/learn/communication-strategies-virtual-age>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none"> 1. Class Test – 20 marks (Compulsory) 2. Assignment – 07 marks 3. Presentation – 08 marks (Debate/Group Discussion, Film (Any type of film, no language barrier)/Magazine/Newspaper/Folk Media/Book (fiction/non-fiction)/TV Show (Fiction/Non-Fiction); Any one to be selected – individual/group evaluation) 4. Active Participation – 5 marks 	

SEMESTER-I
MEDIA, GENDER AND CULTURE
Course Code: MM23102MM

COURSE OUTCOME:

CO1. Learners will become Gender-sensitive Indicators for Media contributing to gender equality

CO2. Learners will understand about women's empowerment in all forms of media

CO3. Learners will learn about Media consumption

MODULE AT A GLANCE

Sr. No.	Module/Units	No of lectures	Credit Points
1.	Introduction to Cultural Studies	10	02
2.	Media: Gender and Culture	10	
4.	Globalization and Media Culture	10	
	Total	30	

COURSE CODE		PAPER TITLE	CREDITS	MARKS
MM23102MM		MEDIA, GENDER & CULTURE	02	100
Lectures per week				03
Module	Topics	Details		Lectures
I	Introduction to Cultural Studies			10
	Evolution, Need, Concepts and Theories	<p>Features of cultural studies, Need and significance of cultural studies and media</p> <p>Concepts related to culture- Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media</p>		
II	Media: Gender and Culture			10
	1. Construction, Commodification, Impact and Recent Trends	<p>Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture</p> <p>Media and its impact on the cultural aspect of the society.</p> <p>Culture industry and communication - with reference to film, TV, social media, advertisements etc.,</p>		
	2. Role and Influence of Media	<p>The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)</p> <p>Gender equality and media</p> <p>Gender issues in news media (TV, radio, newspapers & online news)</p>		
III	Globalization and Media Culture			10
	Global, Local, Consumer and The Recent Trends	<ol style="list-style-type: none"> 1. Media imperialism 2. Globalization and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender 3. Consumer culture and media in the era of globalization. 4. Digital Media culture: Recent trends and challenges 		

LEARNER'S SPACE:

Understanding Media and Culture: An Introduction to Mass Communication, [University of Minnesota Libraries Publishing](#), 2016

INNOVATE PEDAGOGY:

As this course will be studied under Multimedia and Mass Communication Programme, learners will be asked to present and discuss case studies on What does gender equality in education mean? Why does gender equality in education matter? What affects the achievement of gender equality in education? Why is gender often not adequately addressed? and so on. Learners will be asked to prepare a questionnaire on Impact of media on gender and culture and will be asked to prepare a report based on their research. Will be given activities on Use gender-neutral language, Avoid stereotyping children.

RECOMMENDED REFERENCE BOOKS:

1. **Media and Cultural Studies**, Meenakshi Gigi Durham and Douglas M. Kellner, Revised Edition, February 2009
2. **Cultural Studies- Theory and Practice**, Chris Barker, SAGE Publications Ltd; Fifth edition (11 June 2016)
3. **An Introduction to Cultural Studies**, Promod K. Nayar, VIVA BOOKS PRIVATE LIMITED (1 January 2016)
4. **Culture Change in India- Identity and Globalisation**, Yogendra Singh, Rawat Pubns (1 January 2000)
5. **Indian Media in A Globalised World**, Maya Ranganathan Usha M. Rodrigues, Sage India; First edition (28 May 2010)
6. **Media Gender And Popular Culture In India- Tracking Change And Continuity**, Sanjuka Dasgupta, Sage Publications Pvt. Ltd; 1st edition (December 7, 2011)

RECOMMENDED ICT BACKUP:

<https://ivypanda.com/essays/how-our-culture-is-affected-by-the-media/>
<https://open.lib.umn.edu/mediaandculture/>
<https://gsdrc.org/topic-guides/gender/gender-and-media/>
https://repository.upenn.edu/cgi/viewcontent.cgi?article=1333&context=asc_papers

LIST OF MOOC PROGRAMS:

https://onlinecourses.swayam2.ac.in/cec21_lg06/preview
https://onlinecourses.nptel.ac.in/noc20_hs32/preview
https://onlinecourses.nptel.ac.in/noc22_hs111/preview
<https://www.udemy.com/course/gender-and-social-inclusion/>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation**40 MARKS**

1. Class Test – 20 Marks (Compulsory)
2. Assignment – 07 Marks
3. Presentation – 08 Marks
 - a. Individual: Enact a character (epic, historical, national or social leader through speech, poetry). Essential a mono act not more than 2 minutes
 - b. Group: improvise on a current affairs topic and create a street play. Enact it within the college campus or outside the college gate. Not more than 5 minutes per team. Team should essentially be small. 5-6 members.
 - c. Class: Watch a live performance of a play and write a review consisting of its special features.
4. Active Participation – 5 Marks

**SEMESTER-I
(MINOR) HISTORY OF MEDIA**

Course Code: MM23103MN

COURSE OUTCOME:

CO1. Learner will be able to understand Media history through key events in the cultural history

CO2.To enable the learner to understand the major developments in media history.

CO3.To understand the history and role of professionals in shaping communications.

CO4.To understand the values that shaped and continues to influence Indian mass media.

MODULES AT A GLANCE

Sr. No.	Module/Units	No of Lectures	Credit Points
1.	Introduction	10	02
2.	Language Press	10	
3.	Media Icons	10	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23103MN	HISTORY OF MEDIA	02	100
Lectures per week	03		
Modules	Topics	Details	Lectures
I	Introduction		10
	Evolution of Press in India	<ul style="list-style-type: none"> a. Newspaper – the rise of the voice of India during British rule b. India’s Freedom Struggle and Role of Media c. Post-Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India. Press during the Emergency Period. 	
II	Language Press		10
	History of Indian Language Press in India	<ul style="list-style-type: none"> a. Rise of Hindi Language Newspapers, Regional Press and its popularity of Indian regional languages in various regions Vernacular Press Act1876 (detailed report on vernacular press in India referring to newspapers) 	
III	Media Icons		10
	Role of Media Icons in The History of Indian Media	<ul style="list-style-type: none"> 1. Raja Rammohan Roy 2. Bal Gangadhar Tilak 3. M.K.Gandhi 4. B.R. Ambedkar 5. KP Kesava Menon 6. K.C Mammen Mapillai 7. Maulana Abdul Kalam Azad 	
	Role of Media Icon in contemporary India	Contemporary Media Icons and their role in changing the media landscape.	

LEARNER’S SPACE:

A Social History of Media: From Gutenberg to the Internet
Published by Wiley, 2005

INNOVATE PEDAGOGY:

Students will be asked to collect paper clips containing information about past Media icons. Scrap-books will be prepared to maintain information about past and present Media icons. A detailed report on vernacular press in India referring to newspapers will be prepared.

RECOMMENDED REFERENCE BOOKS:

1. Hands on Media History
2. A History of Communications
3. A Social History of the Media
4. Narrating Media History
5. The Press and America: An Interpretive History of the Mass Media

RECOMMENDED ICT BACKUP:

<https://www.sciencedirect.com/topics/social-sciences/media-history>
<https://www.jeffpooley.com/pubs/IntroductionHistoryofMediaResearch2008.pdf>
<https://open.lib.umn.edu/mediaandculture/chapter/1-3-the-evolution-of-media/>

LIST OF MOOC PROGRAMS:

<https://www.udemy.com/course/political-candidate-media-and-public-speaking-training/>
<https://www.udemy.com/course/media-training-starter-series/>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none">1. Class test – 20 marks (compulsory)2. Projects/Assignments – 07 mark3. Quiz competition - 08 marks4. Active participation – 5 marks <p>*Topics are to be suggested by the concerned faculty and choice is to be given to students to choose from the given topics.</p>	

SEMESTER-I
(OE) VISUAL COMMUNICATION
Course Code: MM23104OE

COURSE OUTCOME:

CO1.To provide students with tools that would help them visualize and communicate.
CO2.Understanding Visual communication as part of Mass Communication
CO3.To acquire basic knowledge to be able to carry out a project in the field of visual communication
CO4.To acquire basic knowledge in theories and languages of Visual Communication
CO5.The ability to understand and analyse visual communication from a critical perspective

MODULE AT A GLANCE

Sr. No.	Module/Units	No of Lectures	Credit Points
1.	Development of Visual Communication	10	02
2.	Impact of Colours, Language and Culture in the age of social media	10	
3.	Channels of Visual Communication	10	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23104OE	VISUAL COMMUNICATION	02	100
Lectures per week	03		
Module	Topics	Details	Lectures
I	Development of Visual Communication		10
	Introduction to visual communication	<ol style="list-style-type: none"> 1. History and development of Visuals 2. Need and importance of visual communication 3. Visual Communication as a process and as an expression, Language and visual communication 4. Visible concepts <ul style="list-style-type: none"> • Plans and organizational charts • Maps • Chronologies 	
II	Impact of Colours, Language and Culture in the age of social media		10
	Colors and Design in Visual Communication	<ol style="list-style-type: none"> 1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design 	
	Visual communication in the age of social media	<ol style="list-style-type: none"> 1. Ethics 2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) 3. Audience Behavior Visual stereotyping in social media 	
III	Channels of Visual Communication		10
	Tools/Mediums of Visual communication	<ol style="list-style-type: none"> 1. Painting & Photography 2. Film & Television, Documentaries & visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk & Performing Arts 	

LEARNER'S SPACE:

Theories of Visual Communication:

- 1) SENSUAL THEORIES: Gestalt, Constructivism, Ecological
- 2) PERCEPTUAL THEORIES: Semiotics, Cognitive
- 3) Invisible Concepts: Generalization Theories, Feelings or attitudes

INNOVATE PEDAGOGY:

The learners will be taught to examine the filmic spaces and function to enhance their creative thinking. Learners will be taught Digital Images, Animation & VFX.

RECOMMENDED REFERENCES BOOKS:

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

RECOMMENDED ICT BACKUP:

<https://journals.sagepub.com/home/vcj>

https://www.researchgate.net/publication/330828287_Art_of_Visual_Communication_Evolution_and_its_Impact

<https://www.techsmith.com/blog/why-visual-communication-matters/>

<https://www.sciencedirect.com/journal/journal-of-visual-communication-and-image-representation>

LIST OF MOOC PROGRAMS:

<https://www.udemy.com/course/master-communication-skills/>

https://onlinecourses.nptel.ac.in/noc23_ar22/preview

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none">1. Class Test – 20 Marks (Compulsory)2. Project & Assignment – 10 Marks3. Presentation – 05 Marks (PPT Presentations)4. Active Participation – 5 Marks	

SEMESTER-I
(VSEC) EFFECTIVE COMMUNICATION-I

Course Code: MM23105VS

COURSE OUTCOME:

CO1.Learners will be able to develop critical thinking
CO2.Learners will be able to understand Logical and reasoning thinking
CO3.Learners will become aware of functional and operational use of language in media.
CO4.The course will emphasize professional translating skills and effective presentation.

MODULES AT A GLANCE

Sr. No.	Module/Units	No of lectures	Credit Points
1.	Thinking	10	02
2.	Presentation	10	
3.	Translation	10	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23105VS	EFFECTIVE COMMUNICATION - I	02	100
Lectures per week	03		
Module	Topics	Details	Lectures
I	Thinking		10
		1. Types of thinking (rational, logical, critical, lateral etc.) Errors in thinking, Partialism, Time scale, Egocentricity, Prejudices, Adversary Thinking	
II	Presentation		10
		1. Presentation, its importance, Steps in Making a Presentation, Dos and Don'ts, Delivering a Presentation	
III	Translation		10
	Introduction to Translation	1. Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation	
	Interpretation	2. Interpretation: Meaning, Difference between interpretation and translation	
	Role of a translator	3. Translator and his role in media, Qualities, Importance of Translator, Challenges faced by translator	

LEARNER'S SPACE:

1. **De Bono's Thinking Course (new edition): Powerful Tools to Transform Your Thinking**, Edward De Bono, Pearson Education India; first edition (30 October 2006)

INNOVATE PEDAGOGY:

Learners will be taught translation through exercises based on Paraphrases for translation. Reading will be done in English, Hindi and Marathi to develop vocabulary. Quiz will be given to solve which will develop their syntax structure.

RECOMMENDED REFERENCE BOOKS:

1. **Teaching Thinking**, Edward De Bono, Penguin Books; Reprint edition (14 October 2000)

2. **The Mind Map Book: How to Use Radiant Thinking to Maximize Your Brain's Untapped Potential**, Tony Buzan, Penguin USA; Reprint edition (1 March 1996)
3. **Becoming a Translator: An Introduction to the Theory and Practice of Translation**, Douglas Robinson, Fourth Edition, Routledge, December 10, 2019
4. **A Textbook of Translation**, Peter Newmark, Prentice Hall (October 1, 1988)

RECOMMENDED ICT BACKUP:

<https://www.ijrte.org/wp-content/uploads/papers/v8i3s3/C10471183S319.pdf>

http://ijrar.com/upload_issue/ijrar_issue_140.pdf

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2793758/>

LIST OF MOOC PROGRAMS:

<https://www.coursera.org/learn/wharton-communication-skills>

<https://www.udemy.com/course/mastering-effective-communication/>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none"> 1. Class Test – 20 Marks (Compulsory) 2. Assignment – 07 Marks 3. Presentation – 08 Marks 4. Active Participation – 05 Marks 	

SEMESTER-I
(SEC) CONTENT WRITING: PRESENTATION AND WEB
WRITING

Course Code: MM23106SE

COURSE OUTCOME:

CO1: To investigate very effective resonance and presentation techniques

CO2: To create stunning visuals

CO3: To effectively communicate ideas, they must be clearly articulated.

MODULE AT A GLANCE

Sr. No.	Module/Units	No of Lectures	Credit Points
1.	Presentation Tools	10	02
2.	Presentation Techniques	10	
3.	Writing for the web	10	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23106SE	CONTENT WRITING: PRESENTATION AND WEB WRITING	02	100
Lectures per week	03		
Modules	Topics	Details	Lectures
I	Presentation Tools		10
	1. Power Point Presentation	Use of Power Point tools Power Point to Pdf Power Point to self-animated presentation Auto timing of Power Point presentation	
	2.Three-minute presentation	Content for single slide Uses of phrases Effective word selection Effective presentation	
II	Presentation Techniques		10
	1. Info graphic	Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact	
	2. Google Advance search	How to select relevant information Locating authentic information How to gather information for domestic and international websites?	
	3.Plagiarism	How to do a plagiarism check, Paraphrasing, Citation and referencing style	
III	Writing for the Web		10
	1. Content is King	Importance of content	
	2. Less is more	Writing for print media/ social media like Twitter, etc	
	3.Copy writing	Ad campaigns (creative, witty and attractive)	
	4.Realtime content	Difference in writing for print vs digital	
	5.Keywords	Designing keywords for Search Engine Optimization	

LEARNER’S SPACE:

The learners will be able to draw the essence of elaborate reports, research papers and present in three minutes.

INNOVATE PEDAGOGY:

Learners will be taught Designing keywords for Search Engine Optimization. They will be made to prepare creative, witty and attractive Ad campaigns. Info graphic and Google advance search will be taught.

RECOMMENDED REFERENCES BOOKS:

1. The Editor’s Toolbox by Buck Ryan and Michael O’ Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. A Handbook of Rhetorical Devices by Robert A Harris

RECOMMENDED ICT BACKUP:

<https://www.viget.com/articles/how-to-write-a-web-article/>
<https://www.usability.gov/how-to-and-tools/methods/writing-for-the-web.html>
<https://www.niu.edu/citl/resources/guides/instructional-guide/teaching-with-powerpoint.shtml>

LIST OF MOOC PROGRAMS:

<https://www.udemy.com/course/presentation-skills-secrets/>
<https://www.udemy.com/course/write-killer-web-content-that-sells-a-step-by-step-course/>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none">1. Class Test – 20 Marks (Compulsory)2. Project– 07 Marks3. Presentation – 08 Marks (PPT Presentations)4. Active Participation – 5 Marks	

SEMESTER-I
(AEC) EFFECTIVE COMMUNICATION-II

Course Code: MM23107AE

COURSE OUTCOME:

CO1. To introduce key concepts of communications.

CO2. To equip or enhance students with structural and analytical reading, writing and thinking skills.

MODULE AT A GLANCE

Sr. No.	Module/Units	No of lectures	Credit Points
1.	Introduction to Communication	10	02
2.	Media: Oral Communication and Listening Skills	10	
3.	Reading – English, Hindi or Marathi	10	
	TOTAL	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23107AE	EFFECTIVE COMMUNICATION-II	02	100
Lectures per week	03		

Module	Topics	Details	Lectures
I	Introduction to Communication		10
	The concept of communication	1. Meaning of Communication, its concepts, process, Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.	
	Types of Communication	2. Types of Communication- Formal and informal, its characteristics, merits and demerits; Verbal Communication- Characteristics, Importance of verbal communication, Oral communication, its characteristics, advantages, disadvantages, Written communication, its characteristics, advantages, and disadvantages; Non-verbal Communication- Types and Significance	
II	Media: Oral Communication and Listening Skills		10
	Oral communication	1. Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	
	Listening Skills	2. 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	
III	Reading – English, Hindi or Marathi		10

RECOMMENDED REFERENCE BOOKS:

1. Word Power Made Easy by Norman Lewis
2. Wren and martin for English Grammar

RECOMMENDED ICT BACKUP:

<https://www.lib.eduhk.hk/permalink/record/alma991010956219703410>

<https://www.lib.eduhk.hk/permalink/record/alma991005121269703410>

LIST OF MOOC PROGRAMS:

<https://www.udemy.com/course/communication-masterclass-the-secrets-of-effective-communication/>

<https://www.udemy.com/course/learn-to-read-faster/>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
1.Class Test – 20 Marks (Compulsory)	
2. Assignment – 07 Marks	
3.Presentation – 08 Marks	
4. Active Participation – 05 Marks	

SEMESTER-I
(VEC) BUSINESS ENVIRONMENT

Course Code: MM23108VE

COURSE OUTCOME:

CO1: Learners will understand the term “Business environment” represents the sum of all the individuals, institutions, competing organizations, government, courts, media, investors, and other factors outside the power of the business organizations

CO2: Will understand how business environment affects the business performance.

CO3: Will learn changes in government economic policies, rapid changes in technology, changes in consumer tastes and preferences, increasing market competition, etc.

CO4: Will develop critical analysis about the business organizations’ power and how it affects the business performance immensely.

CO5: This subject helps to gain idea about the factors affecting business world at internal and external level, local and global level.

CO6: Students learn the effects of Liberalisation, Privatisation and Globalisation on the scope of business.

CO7: Students will understand the environmental issues related to the business practices and would feel more responsible towards protection of Nature while being in Business.

MODULE AT A GLANCE

Sr. No.	Modules	No of Lectures	Credit points
1	Introduction To Business Environment	06	02
2	Political And Legal Environment	12	
3	Social Cultural Environment, Technological Environment, Competitive Environment and International Environment	12	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23108VE	BUSINESS ENVIRONMENT	02	100
Lectures per week	03		

Module	Topics	Details	Lectures
I	Introduction To Business Environment		06
		<ol style="list-style-type: none"> 1. Business: Meaning, Definition, Nature & Scope 2. Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment 3. Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity 4. External Environment: Firm, customers, suppliers, distributors, Competitors, Society 	
II	Political And Legal Environment		12
		<ol style="list-style-type: none"> 1. Political Institutions: Role of government in 2. Business, Legal framework in India 3. Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy 4. Impact of business on Private sector, Public sector and Joint sector. 5. Waste management measures for disposing industrial Waste, Waste water treatment before disposal in water bodies, Adopting pollution control measures, Installation of Pollution control devices. 6. The importance and ways to recycle the wastes (solids and liquid) in systematic way to achieve 'Go Green' concept in the Business world. 	
III	Social Cultural Environment, Technological Environment, Competitive Environment and International Environment		12

		<ol style="list-style-type: none"> 1. Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, 2. Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business 3. Technological environment: Features, impact of technology on Business 4. Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies 5. Challenges faced by International Business and Investment Opportunities for Indian industry 	
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Justification: Students should know the current trends in the Business world at Domestic and International level. Impact of Climate change and working over Waste Management are crucial issues that young generation must know while entering the Business world.

Job oriented skill development topics:

1. SWOT Analysis
2. Technological environment
3. Waste Management
4. Corporate Social Responsibility

LEARNER'S SPACE:

Students are given assignment relating to different industries in the Business world and in group activity they are asked to present the details about the industry. This helps to build confidence to present and know about various industries. This helps to work in the corporate world.

INNOVATE PEDAGOGY:

Group Discussion giving topic of different industry to different group to discuss the internal and external factors having impact on the industry.

Suggesting websites to see for waste management options applied by different industries Visit to MIDC area and pollution control Board.

Giving assignment to study different states and business based there w.r.t. the social and cultural environment and do presentation.

RECOMMENDED REFERENCES BOOKS:

1. Essentials of Business Environment - K. Aswathappa
2. Two decades of LPG - Dr. Francis Cherunila

RECOMMENDED ICT BACKUP:

<https://www.yourarticlelibrary.com/microeconomics/foreign-investment/role-of-multinational-corporations-mnacs-in-foreign-investments/38224>
<https://www.wto.org/>

LIST OF MOOC PROGRAMS:

https://onlinecourses.swayam2.ac.in/imb22_mg02/preview
<https://www.edx.org/course/understanding-the-business-environment>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none">1. Class Test – 20 Marks (Compulsory)2. Project & Assignment – 07 Marks3. Presentation – 08 Marks (PPT Presentations)4. Active Participation – 5 Marks	

SEMESTER I
(IKS) FOUNDATION COURSE- I
Course Code: MM23109IK

COURSE OUTCOME:

CO1: The students would have increased awareness and accountability as a citizen.

CO2: It would bring increased competitiveness and empathy among the students.

CO3: To make students aware about the basic knowledge relating to Human rights, environment and several problems associated with Indian society to make students more known regarding stress and conflicts.

MODULE AT A GLANCE

Sr. No.	Module/Units	No of Lectures	Credit Points
1.	Globalization and Indian Society	10	02
2.	Human Rights	10	
3.	Ecology	10	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23109IK	FOUNDATION COURSE - I	02	100
Lectures per week	03		

Module	Topics	Details	Lectures
I	Globalization and Indian Society		10
		<ol style="list-style-type: none"> 1. Understanding the concepts of liberalization, privatization and globalization 2. Growth of information technology and communication and its impact manifested in everyday life; Changes in employment sector due to globalization 	
II	Human Rights		10
		<ol style="list-style-type: none"> 1. Indian Constitution: Structure of the Constitution-Preamble 2. Concept of Human Rights- 3. Characteristics of Human Rights 4. Fundamental Rights stated in the Constitution 5. Recent developments in Human rights. 6. Fundamental Duties of the Indian Citizens 	
III	Ecology		10
		<ol style="list-style-type: none"> 1. Importance of Environment Studies in the current developmental context 2. Components of Environment, 3. Types and Structure of Ecology 4. Environmental Degradation- causes and impact on human life; 5. Sustainable development - concept and components. 	

LEARNER'S SPACE:

Global Business Management Foundations by Leslie Willcocks

INNOVATE PEDAGOGY:

The aim of adopting this course as a part of Multimedia and Mass communication is to make learners aware of India's past, its constitution and how our India has become in the present. Accordingly, modules have been developed for this course. To make these modules interesting learners will be made to give presentation on Globalization topic. Learners will be asked to make

reports related environment. Case studies will be discussed related to Fundamental rights. Also learners will be asked to read several case studies related to Human Rights and will be made to present it in the classroom.

RECOMMENDED REFERENCES BOOKS:

1. How to Have a Beautiful Mind- Edward De Bono. (Ebury Press).
2. F.C. II –Mascarenhas & Mody (Marvel Publication).
3. F.C. II –Micheal Vaz, Meeta Seta &Madhu Nair (Manan Prakashan).
4. Foundation Course in Contemporary Issues- II, P.G. Shinde, Sheth Publication.
5. Foundation Course-II in Contemporary Issues, Pragati Publications.
6. Deshpande, Satish 2003. Contemporary India- A Sociological View.

RECOMMENDED ICT BACKUP:

<https://www.jstor.org/journal/ecology>

<https://www.ohchr.org/sites/default/files/Documents/Publications/HandbookParliamentarians.pdf>

https://s3-us-west-2.amazonaws.com/visionresources/value_added_material/21d67-impact_of_globalization_on_indian_society.pdf

LIST OF MOOC PROGRAMS:

<https://www.coursera.org/learn/humanrights>

<https://nptel.ac.in/courses/109105113>

<https://www.coursera.org/learn/ecology-conservation>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none">1. Class Test – 20 Marks (Compulsory)2. Project – 07 marks3. Assignment – 08 Marks4. Active Participation – 5 Marks	

SEMESTER I
(OE)GENERAL MANAGEMENT

Course Code:

COURSE OUTCOME:

- CO1. To understand the basics of management.
- CO2. To study functions of management.
- CO3. To apply the management principles in his / her real life
- CO4. To plan and organise different activities and events

MODULE AT A GLANCE

Sr. No.	Modules/Units	No of Lectures	Credit points
1	Introduction to Management	10	02
2	Functions & Principles of Management	10	
3	Introduction to Leadership, Motivation, Direction & Coordination	10	
	Total	30	

COURSE CODE		PAPER TITLE	CREDITS	MARKS
		GENERAL MANAGEMENT	02	100
Lectures per week		03		
Modules	Topics	Details		Lectures
I	Introduction to Management			10
		<ul style="list-style-type: none"> • Management: Concept, Significance, Role & Skills, Levels of Management, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach • Case Study 		
II	Functions & Principles of Management			10
		Functions of Management <ul style="list-style-type: none"> • MBO & MBE • Planning & Organizing • Departmentation, Span of Control, Delegation 		
III	Introduction to Leadership, Motivation & Coordination			10
		<ul style="list-style-type: none"> • Meaning, Characteristics, Styles and Qualities of Good Leader, Ways to develop leadership skill • Directing: Meaning and Process • Co-ordination as an Essence of Management • Biography of some great leaders' form India & out of India as well • Team Building 		

Objective: To make the students aware about Management philosophy towards business, customers and employees.

LEARNER'S SPACE:

Case studies can be given to students which will give them insight of topics. Assignment and group projects can be done by students to get real knowledge of projects. Practical calculations in questions will bring clear understanding about funds estimation of projects.

INNOVATE PEDAGOGY:

Faculties often use cases, simulations, and projects to achieve learning objectives in the Principles of Management Subject. Many topics such as functions & principles can be taught through role-play method.

Guest lectures can be organized wherein eminent professionals from the industry can share their experiences and enable the aspiring students to broaden their vision.

RECOMMENDED REFERENCES BOOKS:

- The Practice of Management by Peter F. Drucker.
- Management: Tasks, Responsibilities and Practices by Peter. F. Drucker.
- People and Performance by Peter F. Drucker.
- Management: Global Edition by Stephen P. Robbins and Mary A. Coulter.

RECOMMENDED ICT BACKUP:

<https://www.yumpu.com/en/document/read/32322657/35-globalization-and-principles-of-management>

<https://open.lib.umn.edu/principlesmanagement/chapter/3-6-globalization-and-principles-of-management/>

<http://edunepal.info/bbsnotes/bbs-1st-year-pom-notes.html>

<https://www.youtube.com/watch?v=gHnsLB8MSGA>

SYLLABI REFERRED FROM:

- Mumbai University
- Pune University

SEMESTER II
INTRODUCTION TO ADVERTISING

Course Code: MM23201MM

COURSE OUTCOME:

CO1. It will enable the students to make creative ads.

CO2. It will enable the students to know the scope in advertising.

CO3. It will enable the students to understand the opportunities available in ad agencies.

MODULE AT A GLANCE

Sr. No.	Module/Units	No of Lectures	Credit Points
1.	Introduction to Advertising	17	04
2.	Integrated marketing communication and tools	16	
3.	Creativity in Advertising	14	
4.	Types of advertising agency, department, careers and latest trends in advertising	13	
	Total	60	

COURSE CODE		PAPER TITLE	CREDITS	MARKS
MM23201MM		INTRODUCTION TO ADVERTISING	04	100
Lectures per week		04		
Module	Topics	Details		Lectures
I	Introduction to advertising			17
	Introduction to advertising	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		
	Ethics and Laws in Advertising	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations		
	Social, Cultural and Economic impact of Advertising	Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture and advertising		
	Theories	Stimulus theory, AIDA, Hierarchy, Means- End Theory		
II	Integrated marketing communication and tools			16
	Integrated marketing communication	Emergence, Role, Tools, Communication process, The IMC Planning Process, Sales Pitch		
	Print Media and Out-of-Home Media	Basic concepts, Types of Newspapers advertising, advantages and disadvantage of Newspaper 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, Television advertising - Advantages and Disadvantages Film advertising - Advantages and Disadvantages Product Placement – Pros and Cons		
	Public Relations	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 of Sales promotion, Methods of Sales Promotion, its Advantages and Disadvantages Growth of Direct marketing, Direct Marketing Channels, its Advantages and disadvantages		
III	Creativity in Advertising			14

	Introduction to Creativity	Importance of creative process, Creative strategy development Determining message theme, big idea, positioning strategies, Types of appeals	
	Role of different elements in ads	Logo, Jingle, Company signature, Slogan, tagline, illustration, Creating Radio commercial –Words, sounds, clarity, coherence etc.	
	Elements of copy	Headline, Sub headline, Layout, Body copy, Types of copy and slogan, creating story board	
IV	Types of advertising agency, department, careers and latest trends in advertising		13
	Types of advertising agency	Full service, Creative boutique, Media buying agency, In-house agency, Specialized Agencies and others	
	Various departments in an agency	Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	
	Latest trends	Rural advertising, Ambush advertising, Advertainment, Advertorial, Mobile Advertising, Social Media Advertising, Digital Signage, Email and Internet Advertising	
A special lecture or guest lecture on any one of the topic covered in this subject			01

LEARNER'S SPACE:

Adland: Global History of Advertising, Mark Tungate, Kogan Page; 2nd edition (3 July 2013)

INNOVATE PEDAGOGY:

Students will be made to write a story board/ types of copy. This will provide the students with basic understanding of advertising. Learners will be made to work on Group Project: Big Idea so as to understand an effective advertisement campaigns, tools, models etc. This will provide the students with basic understanding of International Marketing Cooperation.

RECOMMENDED REFERENCES BOOKS:

- 1) **Advertising Principles and Practices**, (7th Edition) William D. Wells, John Burnett, Sandra Moriarty, Pearson, 19 May 2005
- 2) **Copy paste: How Advertising Recycle Ideas**, Joe La Pompe, **Gestalten; Bilingual edition (28 October 2016)**
- 3) **Indian Advertising: Laughter & Tears**, Arun Chaudhuri, Niyogi Books; 2014th edition (31 October 2014)
- 4) **Adkatha The Story Of Indian Advertising**, Halve Anand, Prolibris Publishing Media Pvt Ltd (1 January 2012)
- 5) **Pandeymonium**, Piyush Pandey, Penguin Books India; Latest edition (14 October 2015)
- 6) www.afaqs.com
- 7) www.exchange4media.com

8) www.adweek.com

RECOMMENDED ICT BACKUP:

<https://in.indeed.com/career-advice/career-development/advertisement-introduction>
<https://courses.lumenlearning.com/suny-hccc-marketing/chapter/reading-advertising/>
<https://www.yourarticlelibrary.com/advertising/importance-of-advertising/99668>

LIST OF MOOC PROGRAMS:

<https://www.coursera.org/learn/social-media-advertising-fundamentals>
<https://www.coursera.org/learn/role-of-advertising>
<https://www.classcentral.com/course/adsoc-2487>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none">1. Class Test (Compulsory) – 20 Marks2. Individual/ group project should be given to develop an advertising strategy on any product or service – 08 Marks3. Write a story board/ type of copy / Big Idea – Group project – 07 Marks4. Active participation – 05 Marks	

SEMESTER II
INTRODUCTION TO JOURNALISM

Course Code: MM23202MM

COURSE OUTCOME:

CO1. Learners will be able to develop an understanding of the history and development of journalism in the global and the Indian context.

CO2. Learners will be able to understand the concepts related to news and journalistic practice

CO3. Students will gain an insight about the news value.

CO4. Learners will be able to report and cover different types of events

MODULE AT A GLANCE

Sr. No.	Module/Units	No. of Lectures	Credit Points
1.	History of Journalism in India	10	02
2.	News and its process	10	
3.	Principles and format	10	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23202MM	INTRODUCTION TO JOURNALISM	02	100
Lectures per week	03		
Module	Topics	Details	Lectures
I	History of Journalism in India		10
		<ol style="list-style-type: none"> 1. Changing face of journalism from Guttenberg to new media 2. Journalism in India: Earliest publications 3. The rise of nationalist press, Post 1947 4. The emergency 1975, Post Emergency 5. Post liberalization of the economy boom in magazines niche journalism 6. How technology advancement has helped media? 7. New media with special reference to rise of the Citizen Journalism 	
II	News and its process		10
		<ol style="list-style-type: none"> 1. Definition of News 2. The news process from the event to the reader 3. What makes a good story 4. Anatomy of a news story 5. Types of Beats: Defense, Science & Technology, Education, 6. Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports 7. City Reporting 	
III	Principles and format		10
		<ol style="list-style-type: none"> 1) What makes a great journalist: Objectivity, Accuracy, Without fear or favour, Balance Proximity 2) Difference between a PR and a journalist 3) Criteria for newsworthiness 4) Hard News / Soft News and blend of the two 5) News Reports (Print & Digital Medium), Features, Editorials, Interviews 	

LEARNER'S SPACE:

Magazine Reporting
Writing Reviews – Book, Film, Music

INNOVATE PEDAGOGY:

Learners will be asked to interview few newspapers journalists regarding Career in journalism: Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist, lifestyle journalist.

Learners will be made to Cover an event (flip class), Background research, finding a news angle, Capturing the right pictures for a photo feature, Writing Headline, captions and lead. **These are few basic types of writing which students need to learn in their first year.**

RECOMMENDED REFERENCES BOOKS:

1. **Writing and Reporting News**, Carole Rich, Thomson Wadsworth; 5th edition (January 1, 2007)
2. **Journalism: Principles and Practice**, Tony Harcup, Sage South Asia; Second edition (5 June 2009)
3. **India On Television**, Nalin Mehta, HarperCollins; 1st Ed. edition (23 June 2008)
4. **Introduction to Journalism: Essential Technique**, Richard Rudin, Routledge; 1st edition (6 August 2013)
6. **Introduction to Journalism**, Carole Fleming, Sage Publications India Private Limited; First edition (1 January 2018)
7. **Introduction to Journalism**, James Glen Stovall, First Inning Press (12 June 2012)

RECOMMENDED ICT BACKUP:

https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/index.html
<https://gacbe.ac.in/pdf/ematerial/18MHI43C-U1.pdf>
<https://www.britannica.com/topic/journalism>

LIST OF MOOC PROGRAMS:

<https://www.coursera.org/learn/international-journalism>
<https://www.coursera.org/specializations/become-a-journalist>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none">1. Quiz (in the form of class test) – 20 marks (compulsory)2. Projects/Assignments (articles to be written)– 08 marks3. Group interactions & Debates – 07 marks4. Active participation – 5 marks <p>*Topics are to be suggested by the concerned faculty and choice is to be given to students to choose from the given topics.</p>	

SEMESTER II
HISTORY OF BROADCASTING (MINOR)

Course Code: MM23203MN

COURSE OUTCOME:

CO1.Learners will be able to understand Genesis of Documentaries
CO2.Learner will develop the ability to think and analyse about broadcasting
CO3.Learners will be able to sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

MODULES AT A GLANCE

Sr. No.	Module/Units	No of Lectures	Credit Points
1.	Documentaries	10	02
2.	Films	10	
3.	Broadcasting	10	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23203MN	HISTORY OF BROADCASTING	02	100
Lectures per week	03		
MODULE	TOPIC	DETAILS	LECTURES
I	Documentaries		10
	History of Documentaries	a) Genesis of documentaries and short films, (screening of few documentaries is essential-like <i>Hindustan Hamara, Zalzala, The Vanishing Tribe</i>) b) Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Billimoria, Anand patwardhan,	
II	Films		10
	History of Films	a) Evolution of film making in India -brief history, Photography to moving films b) Origin of Hindi cinema c) Origin of Short films to what it is today, role of you tube and WhatsApp d) Great masters of world cinema	
III	Broadcasting		10
	History of Radio and Television in India	a) Radio & Television as Mass Media b) Radio and Television Broadcasting c) The beginning of Radio and Television Shows d) A New Era in Broadcasting in India e) Satellite Channel (Cable Television) & Privatization in Broadcasting f) Advertising in India g) Internet Protocol Television h) Internet-based Websites/portals	

LEARNER'S SPACE:

History of Broadcasting in India by Kaushalendra Saran Singh

INNOVATE PEDAGOGY:

Screening of Short Films/Documentaries will be done in the classroom with history being discussed.

RECOMMENDED REFERENCES BOOKS:

- 1.A History of Broadcasting in the United States
2. The Television History Book

3. Only Connect: A Cultural History of Broadcasting

RECOMMENDED ICT BACKUP:

<https://www.britannica.com/technology/broadcasting>

<https://law.jrank.org/pages/4884/Broadcasting.html>

<http://www.mediaknowall.com/Year9/Broadcast/9broadhist.html>

LIST OF MOOC PROGRAMS:

<https://www.udemy.com/topic/internet-radio/>

<https://www.udemy.com/course/sportscasting/>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none">1. Quiz (in the form of class test) – 20 marks (compulsory)2. Projects/Assignments (critical appreciation on any documentary given by the faculty) – 07 marks3. Groups will be asked to prepare model related to radio & television – 08 marks4. Active participation – 5 marks <p>*Topics are to be suggested by the concerned faculty and choice is to be given to students to choose from the given topics.</p>	

SEMESTER-II
(OE) CURRENT AFFAIRS
Course Code: MM23204OE

COURSE OUTCOME:

- CO1. To provide learners with overview on current developments in various fields.
CO2. To generate interest among the learners about burning issues covered in the media
CO3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
CO4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture

MODULES AT A GLANCE

Sr. No.	Module/Units	No of Lectures	Credit Points
1.	Current National Stories	07	02
2.	Polity And Governance	06	
3.	International Affairs	03	
4.	Maharashtra Issues	06	
5.	Technology	08	
	Total	30	

COURSE CODE		PAPER TITLE	CREDITS	MARKS
MM23204OE		CURRENT AFFAIRS	02	100
Lectures per week		03		
Module		Details	Lectures	
I	Current National stories			07
	1.	Two political stories of national importance.		
	2.	Political leaders: news makers of the season (Brief profile of any two)		
	3.	One dominating economic /business news		
	4.	One dominating environment news stories		
	5.	One story of current importance from any other genre		
II	Polity and governance			06
	1.	Ministries of Government of India Autonomous government bodies		
	2.	Communal tensions Review of latest episodes of communal tensions		
	3.	The tensions in J&K Background, Political players Update on the current situation		
	4.	Review of any three two Central Government projects and policies		
III	International Affairs			03
	1.	Security Council Structure and role		
	2.	Role of United Nations, General Assembly, Other main organs of the UNO		
IV	Maharashtra Issues			06
	1.	An update on the current political dynamics of Maharashtra		
	2.	News relating to the marginalized and displaced tribes		
	3.	The latest news on floods and drought, unemployment, health issues, etc		
V	Technology			08
	Mobile Application for Journalists	Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide		

	Artificial Intelligence & Content Automation Tools	Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation	
	Augmented Reality & Virtual Reality in Media	Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide	
	Digital Gaming Industry	Introduction to Digital Gaming Industry	
	Digital gaming in India	Overview of Indian digital gaming	

JUSTIFICATION:

This is an interesting way of engaging learners with news and personalities making news. Although bouncing of ideas and opinions is an effective way of enhancing understanding on a subject that will let the learners get an opportunity to address the issues that come up in a team work and the ability to work through these.

LEARNER'S SPACE:

The learners will be able to keep their integrity of ideas updated with the issues that is moving around the world from current national to international.

INNOVATE PEDAGOGY:

PPT Presentations, Quiz, Group Discussion: This is an interesting way of engaging learners with news and personalities making news. Although bouncing of ideas and opinions is an effective way of enhancing understanding on a subject that will let the learners get an opportunity to address the issues that come up in a team work and the ability to work through these.

SEMESTER-II
(VSEC) CONTENT WRITING
Course Code: MM23205VS

COURSE OUTCOME:
CO1.To provide students with tools that would help them communicate effectively. CO2.Understanding crisp writing as part of Mass Communication CO3.The ability to draw the essence of situations and develop clarity of thought.

MODULE AT A GLANCE

Sr. No.	Module/Units	No of Lectures	Credit Points
1.	Basic Grammar	10	02
2.	Editing Skills	10	
3.	Writing Tips and Techniques	10	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23205VS	CONTENT WRITING	02	100
Lectures per week	03		
Module	Topics	Details	Lectures
I	Basic Grammar		10
	1.Grammar Refresher	With special emphasis on use of punctuations, prepositions, capital letters and lower case	
	2.Vocabulary building	Meaning, usage of words, acronyms	
	3.Common errors	Homophones and common errors in English usage.	
	5. Phrases and idioms	Creative usage of phrases and idioms.	
II	Editing Skills		10
	1.Redundant words	Identifying redundant words and phrases and eliminating these.	
	2.Editing sentences	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	
	3.Editing captions	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	
	4.Editing headlines	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	
	5.Editing copy	Structuring a story, creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	
III	Writing Tips and Techniques		10
	1.Writing tickers/ scrolls	For television news	
	2.Writing social media post	Twitter and for other social networks	
	3.Writing briefs/snippets	News briefs, Lifestyle and entertainment snippets	
	4.Caption writing	Picture stories etc	

	5. Writing headlines	News headlines and feature headlines	
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LEARNER’S SPACE:

The learners will be able to grasp the most essential aspect of a story and present these as headlines and captions along by building the base of their grammar.

INNOVATE PEDAGOGY:

Learners will be made to prepare writing tickers, scrolls, News briefs, Lifestyle and entertainment snippets which is very useful in today’s digital world.

RECOMMENDED REFERENCES BOOKS:

1. The Editor’s Toolbox by Buck Ryan and Michael O’ Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. A Handbook of Rhetorical Devices by Robert A Harris

RECOMMENDED ICT BACKUP:

- <https://contentmarketinginstitute.com/articles/writing-examples-tools-tips/>
- <https://academicguides.waldenu.edu/writingcenter/grammar/articles>
- <https://byjus.com/english/writing-an-article-tips-and-techniques/>

LIST OF MOOC PROGRAMS:

- <https://www.udemy.com/course/the-content-writing-course/>
- <https://www.udemy.com/course/alan-sharpes-b2b-content-writing-masterclass-with-coaching/>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
<ol style="list-style-type: none"> 1. Class Test – 20 Marks (Compulsory) 2. Project & Assignment – 07 Marks 3. Television news, snippets – 08 Marks (PPT Presentations) 4. Active Participation – 5 Marks 	

SEMESTER-II (SEC) WRITING SKILLS

Course Code: MM23206SE

COURSE OUTCOME:

CO1. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

CO2. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice

MODULES AT A GLANCE

Sr. No.	Module/Units	No of lectures	Credit Points
1.	Paraphrasing	10	02
2.	Summarizing	10	
3.	Editing	10	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23206SE	WRITING SKILLS	02	100
Lectures per week		03	
Module	Topics	Details	Lectures
I	Paraphrasing		10
		Meaning, how to use paraphrase in communication, Paraphrase in plagiarism, Translation	
II	Summarising		10
		Summarizing content, steps and guidelines, the points and sub- points and the logical connection between the points	
III	Editing		10
		Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Types, restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news-paper editing and magazine editing	

LEARNER'S SPACE:

<https://www.writerswrite.com/business/proofreading-exercises/>
<https://chevronediting.com.au/proofreading-exercises/>

INNOVATE PEDAGOGY:

Exercises will be given to practice on summarizing, précis writing. Booklets will be given for practicing editing. Learners will be made to write small synopsis, abstracts news-paper editing and magazine editing

RECOMMENDED REFERENCE BOOKS:

1. Writing Skills Success in 20 Minutes a Day
2. How to Book of Writing Skills: Words at Work
3. Improve Your Writing Skills: Powerful Techniques Toward Mastering Writing

RECOMMENDED ICT BACKUP:

[https://www.researchgate.net/publication/49614905 SOME THOUGHTS ON WRITING SKILLS](https://www.researchgate.net/publication/49614905_SOME_THOUGHTS_ON_WRITING_SKILLS)
<https://files.eric.ed.gov/fulltext/ED556123.pdf>

LIST OF MOOC PROGRAMS:

<https://www.udemy.com/course/writing-for-business/>

<https://www.udemy.com/course/writing-with-flair-how-to-become-an-exceptional-writer/>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
1. Class Test – 20 Marks (Compulsory)	
2. Project & Assignment (Paraphrasing/ Summarizing/ Editing) - 07 Marks	
3. Presentation on editing – 08 Marks	
4. Active Participation – 05 Marks	

SEMESTER-II
(AEC) WRITING SKILLS IN ORGANIZATION

Course Code: MM23207AE

COURSE OUTCOME:

CO1.Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

CO2.Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

MODULE AT A GLANCE

Sr. No.	Module/Units	No of lectures	Credit Points
1.	Report Writing	10	02
2.	Organizational Writing	10	
3.	Interpretation Of Technical Data	10	
	Total	30	

COURSE CODE		PAPER TITLE	CREDITS	MARKS
MM23207AE		WRITING SKILLS IN ORGANIZATION	02	100
Lectures per week		03		
Module	Topics	Details	Lectures	
I	Report Writing		10	
		Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline), various type of report		
II	Organizational writing		10	
		Organizational writing : (English, Hindi or Marathi) Internal communication , E-mails- E-mail Etiquette; Overcoming Problems in E- mail Communication, Dos and Don'ts, Stake holder 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, Agenda, minutes, resolutions Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor		
	Writing for Publicity materials	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub-headline, Body copy, Slogan, Jingle, Radio spot		
III	Interpretation of technical data		10	
		Read graphs, maps, charts, write content based on the data provided aspects of language particularly in media. Importance of spelling		

LEARNER'S SPACE:

1. **De Bono's Thinking Course (new edition): Powerful Tools to Transform Your Thinking,**
Edward De Bono, Pearson Education India; first edition (30 October 2006)

INNOVATE PEDAGOGY

Case study will be given in which learners will be asked to send mails to faculty including notice, agenda, minutes of the meeting, resolution. Business units will be created and they will be asked to draft circulars. In the same manner learners will be asked to prepare jingle, slogan for our dept.

RECOMMENDED REFERENCE BOOKS:

1. **Business Communication**, Rhoda A. Doctor and Aspi H. Doctor, Sheth Publishers Pvt. Ltd. (1 January 2014)
2. **Communication Skills in English**, Rhoda A. Doctor and Aspi H. Doctor, Sheth Publishers

RECOMMENDED ICT BACKUP:

<https://journals.sagepub.com/doi/abs/10.1177/135050840071002?journalCode=orga>
<https://journals.sagepub.com/doi/abs/10.1177/135050840294004?journalCode=orga>

LIST OF MOOC PROGRAMS:

<https://www.coursera.org/learn/writing-for-business>
<https://www.udemy.com/course/business-writing-immersion/>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
1. Class Test – 20 Marks (Compulsory)	
2. Project & Assignment (E-mail/ News Report) – 08 Marks	
3. Presentation (Advertising material) – 07 Marks	
4. Active Participation – 05 Marks	

SEMESTER II
(VEC) FOUNDATION COURSE – II
Course Code: MM23208VE

COURSE OUTCOME:

CO1. Learners will be able to understand the ancient society of India.
CO2. Learners will learn and enhance their information about competitive exams.
CO3. Learners will become aware of latest development in Science and Technology.

MODULE AT A GLANCE

Sr. No.	Module/Units	No of lectures	Credit Points
1.	Concept of Disparity	10	02
2.	Introduction to Competitive Exams	10	
3.	Science & Technology	10	
	Total	30	

COURSE CODE	PAPER TITLE	CREDITS	MARKS
MM23208VE	FOUNDATION COURSE – II	02	100
Lectures per week	03		
Module	Topics	Details	Lectures
I	Concept of Disparity		10
		a) The concept of disparity as arising out of social stratification and inequality b) The issues faced by the Minorities and elderly population c) The inequalities faced by persons with disabilities d) The inequalities manifested due to the caste system and inter-group conflicts arising thereof e) The causes and effects of conflicts arising out of regionalism and linguistic differences f) Inter-group conflicts arising out of communalism g) Role of youth in promoting tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society	
II	Introduction to Competitive Exams		10
		Part A. Basic information on Competitive Examinations- the pattern, eligibility, criteria and local centres- 1.Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT). 2.Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession. 3.Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking 4.Goal-Setting: Types of Goals, SMART Goals, Stephen Covey’s concept of human endowment 5.Time Management-Effective Strategies for Time Management	
III	Science & Technology		10
		Part A: Some Significant Modern Technologies, Features and Applications	

		<p>i. Laser Technology- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</p> <p>ii. Satellite Technology- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</p> <p>iii. Information and Communication Technology- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.</p> <p>iv. Biotechnology and Genetic engineering- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.</p> <p>v. Nanotechnology- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, military intelligence and consumer products.</p> <p>Part B: Issues of Control, Access and Misuse of Technology</p>	
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LEARNER'S SPACE:

- Leading Science and Technology India Next? By Varun Aggarwal
- The Role of Technology in Science: Philosophical Perspectives by Sven Ove Hansson
- Arthashastra and its Contemporary relevance in India by Sriram Balasubramanian

INNOVATE PEDAGOGY:

Debates and group discussions will be arranged on topics related to Disparity. Through various PPTs and models based on Nanotechnology, Information and Communication Technology, Biotechnology and Genetic engineering, Satellite Technology, Laser Technology- such concepts will be made easy to comprehend.

RECOMMENDED REFERENCE BOOKS:

- Quantitative Aptitude for CPT: Mathematics and Statics By-Tulsian P.C
- A Foundation Course in Human Values and Professional Ethics by R. R. Gaur

RECOMMENDED ICT BACKUP:

<http://www.doccentre.net/docsweb/Understanding-Caste-System-Dunkin/caste-system-references.php>

<http://59.92.116.99/eldoc1/111a/16apr06ie1.pdf>

<https://bookwindow.in/competition-reference-books>

LIST OF MOOC PROGRAMS:

<https://www.coursera.org/learn/transmedia-storytelling>

<https://www.1training.org/course/teaching-with-modern-technology/>

SYLLABI REFERRED FROM:

1. Mithibai College
2. Kishinchand Chellaram College
3. Savitribai Phule Pune University

Projects for Internal Evaluation	40 MARKS
1. Class Test – 20 Marks (Compulsory)	
2. Project & Assignment (Survey/ Questionnaire)– 08 Marks	
3. Presentation (Mock interviews based on competitive exams) – 07 Marks	
4. Active Participation – 05 Marks	

**SEMESTER II
(OE) FUNDAMENTALS OF MARKETING**

Course Code:

COURSE OUTCOME:

- CO1. To understand the concept of Marketing.
- CO2. To study 4P's which is base of marketing.
- CO3. To apply knowledge of marketing strategies in his / her real life.
- CO4. To understand segmentation & targeting of market is done.

MODULE AT A GLANCE

Sr. No.	Module/Units	No of lectures	Credit Points
1.	Introduction to Marketing	10	02
2.	Marketing Mix	10	
3.	Segmentation, Targeting and Positioning and Trends in Marketing	10	
	TOTAL	30	

COURSE CODE		PAPER TITLE	CREDITS	MARKS
		FUNDAMENTALS OF MARKETING	02	100
Lectures per week		03		
Modules	Topics	Details	Lectures	
I	Introduction to Marketing		10	
		<ul style="list-style-type: none"> • Introduction to Marketing: Definition, features, advantages and scope of Marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing. • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour. 		
II	Marketing Mix		10	
		<p>Marketing mix: Meaning –elements of Marketing Mix</p> <ul style="list-style-type: none"> • Product-product mix-product line lifecycle-product planning – New product development-failure of new product-levels of product. • Branding –Packing and packaging – role and importance • Pricing – objectives- factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion tools (brief) 		
III	Segmentation, Targeting and Positioning and Trends in Marketing		10	
		<ul style="list-style-type: none"> • Segmentation – meaning, importance, basis • Targeting – meaning, types • Positioning – meaning – strategies • New trends in marketing – E-marketing, Internet marketing and marketing using social network • Artificial Intelligence in Marketing • Social marketing/ Relationship marketing used to boost up India economy in current pandemic situation. • Digital Marketing • Case Studies 		

LEARNER'S SPACE:

Encouraging students to actually work in the market and get exposure by working with marketing department of any business unit during vacations and free time of the day.

INNOVATE PEDAGOGY:

Unit 1 & 2-

- Taking Presentations to improve their communication skills and to remove their stage fear. Visit the companies of different sectors like Tours and Travels, Food and Beverages, Automobile etc. and telling them to make a survey report on it.

Unit 3:

- News Paper activity: To make an eco-friendly product and do the marketing of the same...by giving unique name...by fixing price and with good features. Telling them to prepare innovative and creative products, services to ideas which will be in future demand for the customers to make them independent entrepreneurs at any circumstances or situation.

RECOMMENDED REFERENCE BOOKS:

- Hardcover, 11th Edition, 651 pages, Published February 1st 2005 by Prentice Hall (first published 1980)
- Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
Pillai R S, Bagavathi, Modern Marketing

RECOMMENDED ICT BACKUP:

<https://www.yumpu.com/en/document/read/32322657/35-globalization-and-principles-of-management>

<https://open.lib.umn.edu/principlesmanagement/chapter/3-6-globalization-and-principles-of-management/>

<http://edunepal.info/bbsnotes/bbs-1st-year-pom-notes.html>

<https://www.youtube.com/watch?v=gHnsLB8MSG>
[powerpoint presentations](#)

SYLLABI REFERRED FROM:

- Mumbai University
- Pune University

EXTERNAL EVALUATION PATTERN

Q.1	Answer the following questions: (Any 3 out of 4) From Unit I	15marks
Q.2	Answer the following questions: (Any 3 out of 4) From Unit II	15marks
Q.3	Answer the following questions: (Any 3 out of 4) From Unit III	15marks
Q.4	Write short notes: (Any 3 out of 5) From Unit IV (from unit V also in-case of unit V)	15marks
Total		60 marks