

AC : 10 May, 2019

Item No. 4.20

UNIVERSITY OF MUMBAI



Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Eligibility for Admission	12 th pass.
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	--
5	No. of Years / Semesters	03 years & 06 semesters
6	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
8	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2019-20</u> in Progressive manner.

Date : April 26, 2019.

Signature :

Name of BOS Chairperson[√] / Dean : Dr. Sunder Rajdeep

CHOICE BASED CREDIT SYSTEM

BA in Multimedia and Mass Communication (BAMMC) (Choice based) Semester - I & II revised Syllabus to be sanctioned & implemented from 2019-20.

PROGRAM OUTCOME

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. 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.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. 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
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. 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.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. 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.

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

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Semester I	
Course code	Course Name
BAMMEC-101	Effective communication -I
BAMMFC-102	Foundation course -I
BAMMVC-103	Visual communication
BAMMFMC-104	Fundamentals of mass communication
BAMMCA-105	Current Affairs
BAMMHHM-106	History of Media

01	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	EFFECTIVE COMMUNICATION-I
COURSE CODE	BAMMEC-1-101
PAPER	1 (LANGUAGE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER I	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMEC-1-101	EFFECTIVE COMMUNICATION -I

COURSE OUTCOME :	
<ol style="list-style-type: none"> 1. To make the students aware of functional and operational use of language in media. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications. 	

MODULE	TOPICS	DETAILS	LECTURES
1		Introduction to Communication	
	1.The concept of communication	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.	
	2.Types of Communicatio	Types of Communication; Verbal Communication-Importance of verbal	

	n	communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.	
	3.Oral communication and media	Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	
	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 Work Place.	
2	Reading -English, Hindi OR Marathi		
	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	
	2.Various aspects of Language	Recognizing various aspects of language particularly related to media , Vocabulary 100 media words	
	3.Grammar & Usage	Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (<i>Kindly provide practice session- Test , Quiz etc</i>)	
3	Thinking and Presentation		
	1.Thinking	Types of thinking (rational,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity, Prejudices ,Adversary Thinking	
	2 .Presentation	Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation	
4	Translation		
	1.Introduction To Translation	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation	
	2.Interpretation	Interpretation: Meaning, Difference between interpretation and translation	
	3Role of a	Translator and his role in media, Qualities ,	

	translator	Importance of Translator, Challenges faced by translator	
Total Lectures			48
SYLLABUS DESIGNED BY:			
<ol style="list-style-type: none"> Gajendra Deoda (Convenor) Smita Jain. Shobha Venktesh. 			
INTERNAL EVALUATION METHODOLOGY			
(any two to be selected- one individual and one group evaluation)			20 Marks
<ol style="list-style-type: none"> Project/Assignment Debate & Group discussion Presentation Skit /Play in any 2 languages Translation of any famous short story or folk or fable 			
BIBLIOGRAPHY:			
<ol style="list-style-type: none"> Word Power Made Easy by Norman Lewis Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar Wren and martin for English Grammar 			

02	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	FOUNDATION COURSE -I
COURSE CODE	BAMMFC-101
PAPER	2
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

SEMESTER 1	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFC-101	FOUNDATION COURSE -I
COURSE OUTCOME :	
<ol style="list-style-type: none"> To introduce students to the overview of the Indian Society. To help them understand the constitution of India. 	

3. To acquaint them with the socio-political problems of India.			
Note:	Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS has unanimously decided to follow the syllabus for BAMB for Semester -I.		
MODULE	Topics	COURSE OUTCOME:	Lectures
Unit : 1 :	Overview of Indian Society:	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	05
Unit : 2 :	Concept of Disparity - 1:	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	10
Unit : 3 :	Concept of Disparity - 2 :	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	10
Unit : 4 :	The Indian Constitution :	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	10
Unit : 5 :	Significant Aspects of Political Processes :	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	10
Unit : 6 :	Growing Social Problems in India :	<ul style="list-style-type: none"> a. Substance abuse- impact on youth & challenges for the future b. HIV/AIDS- awareness, prevention, treatment and services 	15

		<p>c. Problems of the elderly- causes, implications and response</p> <p>d. Issue of child labour- magnitude, causes, effects and response</p> <p>e. Child abuse- effects and ways to prevent</p> <p>f. Trafficking of women- causes, effects and response.</p> <p>Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam</p>	
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03			
PROGRAM	BAMM		
YEAR	FYBMM		
SEMESTER	I		
COURSE:	VISUAL COMMUNICATION		
COURSE CODE	BAMMVC 103		
PAPER	3		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
SEMESTER I			
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMVC 103	VISUAL COMMUNICATION		
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyze visual communication from a critical perspective 			
MODULE	TOPICS	DETAILS	LECTURES
DEVELOPMENT OF VISUAL COMMUNICATION			
I	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 organisational 	10

		<ul style="list-style-type: none"> charts • Maps • Chronologies <p>5. Invisible Concepts</p> <ul style="list-style-type: none"> • Generalisation Theories • Feelings or attitudes 	
THEORIES OF VISUAL COMMUNICATION			
II	SENSUAL THEORIES	<p>a) Gestalt</p> <p>b) Constructivism</p> <p>c) Ecological</p>	10
	PERCEPTUAL THEORIES	<p>a) Semiotics</p> <p>b) Cognitive</p>	
IMPACT OF COLORS			
III	Colors and Design in Visual Communication	<p>1. Color theory</p> <p>2. Psychological implications of color</p> <p>3. Colors and visual pleasure</p> <p>4. Elements of Design</p>	08
CHANNELS OF VISUAL COMMUNICATION			
IV	Tools/Mediums of Visual communication	<p>1. Painting & Photography</p> <p>2. Film & Television, Documentaries, Script writing & visualization</p> <p>3. Comics & Cartoons, Digital Images, Animation & VFX</p> <p>4. News Papers, Advertisements, Photo Journalism</p> <p>5. Folk & Performing Arts , Theatre</p>	12
LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA			
V	Visual communication in the age of social media	<p>1. Ethics</p> <p>2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)</p> <p>3. Audience Behavior</p> <p>4. Citizen Journalism, Going Viral</p> <p>5. Visual stereotyping in social media</p>	08
SYLLABUS DESIGNED BY			
<p>1. RANI D'SOUZA(CONVENOR)</p> <p>2. RENU NAURIYAL</p> <p>3. ARVIND PARULEKAR</p> <p>4. BINCY KOSHY</p>			
INTERNAL EVALUATION METHODOLOGY			
(any two to be selected- one individual and one group evaluation)			20 Marks
<p>1. ORAL & PRACTICAL PRESENTATIONS</p> <p>2. PROJECTS / ASSIGNMENTS</p> <p>3. DEBATES /GROUP DISCUSSION</p> <p>4. OPEN BOOK TESTS</p> <p>5. QUIZ</p>			

REFERENCE 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

04

PROGRAM	BAMM		
YEAR	FYBMM		
SEMESTER	I		
COURSE:	FUNDAMENTALS OF MASS COMMUNICATION		
COURSE CODE	BAMMFMC 104		
PAPER	4 (CORE-I)		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
	SEMESTER I		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFMC-104	FUNDAMENTALS OF MASS COMMUNICATION		
COURSE OUTCOME :			
<ul style="list-style-type: none"> • To introduce students 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 and Media Convergence and its implications. 			
MODULE	TOPICS	DETAILS	LECTURES
I	Introduction and overview	<ol style="list-style-type: none"> 1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc. 3. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran (model of 	12

		communication)	
II	History of Mass communication	<ol style="list-style-type: none"> 1. From oral to communication (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape 	12
III	Major forms of mass media	<ol style="list-style-type: none"> 1. Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet 	12
IV	Impact of Mass Media on Society	<p>A. I. Social Impact (With social reformers who have successfully used mass communication)</p> <p>II. Political Impact (With political leaders who have successfully used mass communication)</p> <p>III Economic Impact (With how economic changes were brought about by mass communication)</p> <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.</p>	12
V	The New Media and media convergence	<ol style="list-style-type: none"> 1. Elements and features of new media, Technologies used in new media, 2. Major challenges to new media Acquisition-personal, social and national, 3. Future prospects. 	12
SYLLABUS DESIGNED BY			
<ol style="list-style-type: none"> 1. NAVITA KULKARNI – CONVENER 2. SAURABH DESHPANDE- MEMBER 3. RASIKA SAWANT- MEMBER 			
INTERNAL EVALUATION METHODOLOGY (any two to be selected- one individual and one group evaluation)			20 Marks

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION
4. OPEN BOOK TESTS
5. QUIZ

REFERENCES:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Perspective Human Communication: Aubrey B Fisher.
10. Communication Technology & Development: I P Tiwari
11. The Process of Communication: David K Berlo
12. Cinema & Television: Jacques Hermabon& amp; Kumar Shahan.
13. Mass Media Today: Subir Ghosh
14. Mass Culture, Language & arts in India: Mahadev L Apte
15. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
16. India's Communication Revolution: ArvindSinghal and Everett Rogers.
17. The Myth of Mass Culture: Alan Swing wood
18. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
19. Communication-concepts & Process: Joseph A Devito
20. Lectures on Mass Communication: S Ganesh.

05

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	CURRENT AFFAIRS
COURSE CODE	BAMMCA 105
PAPER	5 (CORE-II)
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER I
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCA 105	CURRENT AFFAIRS
COURSE OUTCOME	

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

Syllabus

Module	Details	Lectures
1	Current National stories	10
	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 stories	01
	5. One story of current importance from any other genre.	01
2	Polity and governance	08
	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. The tensions in J&K Background, Political players Update on the current situation	02
	5. Review of any three Central Government projects and policies	02
3	International Affairs	10
	1 Security Council Structure and role	01
	2. Issues that currently engage the SC	01
	3 Role of United Nations ,General Assembly ,Other main organs of the UNO	2

	4.	Issues that currently engage the UNO	2
	5.	Four conflicts/ issues of international importance	4
4	Maharashtra Issues		10
	1.	Political parties reach and challenges, political leaders	02
	2.	An update on the current political dynamics of Maharashtra	02
	3.	News relating to the marginalized and displaced tribes	02
	4.	The latest news on floods and drought, unemployment, health issues, etc	02
	5.	Update two ongoing state projects	02
5	Technology		10
	1. Mobile Application for Journalists	Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide	02
	2. Artificial Intelligence & Content Automation Tools	Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation	02
	3. 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	02
	4. Digital Gaming Industry	Introduction to Digital Gaming Industry	02
	5. Digital gaming in India	Overview of Indian digital gaming	02
Total Lectures			48
It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.			
Internal exercise:			20 Marks
The objective of internal exercise is to help the learners cultivate an interest in news and developments across fields.			
Sr no	Project/Assignment	Reason/Justification	

01	Quiz on current affairs	This is an interesting way of engaging learners with news and personalities making news.
02	Group Discussion on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
03	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. It also challenges their ability to collect relevant information and package effectively,

SYLLABUS DESIGNED BY

- **Renu Nauriyal**- CONVENER
- **Shridhar Naik**- MEMBER
- **Rajat Bandopadhyay** - MEMBER

Reference Books/Journals/Manuals

1. Manorma Yearbook published by Malayala Manorma
2. Competition Success Review
3. Competition Master
4. Yogana 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. <https://www.lucidpress.com/blog/top-30-social-media-automation-tools>
8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig
9. <https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla>
10. 70 years in Indian politics and policy
<https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy-htr-market/#7e8eddbd55b6>

06	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	HISTORY OF MEDIA
COURSE CODE	BAMMHM 106
PAPER	6 CORE III
TOTAL MARKS	100 (75 : 25)
NUMBER OF LECTURES	48
COURSE OUTCOME	

1. Learner will be able to understand Media history through key events in the cultural history
2. To enable the learner to understand the major developments in media history.
3. To understand the history and role of professionals in shaping communications.
4. To understand the values that shaped and continues to influence Indian mass media.
5. Learner will develop the ability to think and analyze about media.
6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

MODULE	TOPIC	DETAILS	LECTURES
INTRODUCTION			
I	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. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India d. Press during the Emergency Period 	10
LANGUAGE PRESS			
II	HISTORY OF INDIAN LANGUAGE PRESS IN INDIA	<ul style="list-style-type: none"> a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) b. Regional Press and its popularity of Indian regional languages in various regions c. Vernacular Press Act 1876 	10
DOCUMENTARIES & FILMS			
III	HISTORY OF DOCUMENTARIES AND FILMS	<ul style="list-style-type: none"> a. Genesis of documentaries and short films, (screening of few documentaries is essential- like <i>Hindustan Hamara, Zalzala, The Vanishing Tribe</i>) Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Billimoria Anandpatwardhan, b. Evolution of film making in India - brief history, Photography to moving films c. Origin of Hindi cinema d. Origin of Short films to what it is today, role of you tube and WhatsApp e. Great masters of world cinema 	10
BROADCASTING			
IV	HISTORY OF RADIO	a. Radio & Television as Mass Media	10

	AND TELEVISION IN INDIA	b. Radio and Television Broadcasting c. The beginning of Radio and Television Shows <ul style="list-style-type: none"> • A New Era in Broadcasting in India • Satellite Television & Privatization in Broadcasting • Advertising in India d. Internet Protocol Television	
MEDIA ICONS			
V	ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA	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	08
SYLLABUS DESIGNED BY			
1. PROF. RANI D'SOUZA (CONVENOR) 2. DR. YATINDRA INGLE 3. MR. MITHUN PILLAI			
INTERNAL EVALUATION METHODOLOGY			
(any two to be selected- one individual and one group evaluation)			20 Marks
1. PROJECTS/ ASSIGNMENTS 2. ORAL & PRACTICAL PRESENTATIONS 3. GROUP INTERACTIONS 4. DEBATES & DISCUSSIONS 5. QUIZ (Screening of Short Films and Documentaries are to be done in the classroom with history being discussed)			
REFERENCE BOOKS/JOURNALS/MANUALS			
1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR 2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA 3. MEDIA'S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPSE 4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN 5. <u>DOCUMENTARY FILMS AND INDIAN AWAKEN</u> 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. RAGUVAN 10. COMMUNICATION IN HISTORY: STONE AGE SYMBOLS TO SOCIAL MEDIA BY DAVID CROWLEY (AUTHOR), PETER URQUHART (AUTHOR), PAUL HEYER (AUTHOR)			

SEMESTER II

Semester II	
Course code	Course Name
BAMMEC-201	Effective communication -II
BAMMFC-202	Foundation course -II
BAMMCW-203	Content Writing
BAMMID-204	Introduction to Advertising
BAMMIJ-205	Introduction to Journalism
BAMMMGC-206	Media, Gender & Culture

01

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	EFFECTIVE COMMUNICATION SKILLS -II
COURSE CODE	BAMMEC 201
PAPER	1
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMEC-201	Effective Communication Skills-II

Learning Outcome: <ol style="list-style-type: none"> 1. To make the students aware of use of language in media and organization. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications. 		Total Lectures: 48 hrs.
Module	Topics	Details
1	Writing	
	1.Report writing	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report)
	2. Organizational writing	Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, 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, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.	
	4. Writing for Publicity materials	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	
2	Editing		
	Editing	Editing: (English, Hindi and Marathi) 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, news paper editing and magazine editing.	
3	Paraphrasing and Summarizing		
	1. Paraphrasing	Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation	
	2. Summarization	Summarizing content , the points and sub- points and the logical connection between the points	
4	Interpretation of technical data		
	Interpret technical data	Read graphs, maps, charts, Write content based on the data provided	
Total Lectures			48
Internal evaluation methodology			25 Marks

Sr no	Project/Assignment
1	Clipping files on various current topics.
2	Publish letters to editors in news media.
3	Reporting of college events.

Bibliography:

- 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

Syllabus Designed by:
<ul style="list-style-type: none"> • Gajendra Deoda (Convenor) • Smita Jain • Deepak Kumar Tiwari (Subject expert).

02			
PROGRAM	BAMM		
YEAR	FYBMM		
SEMESTER	II		
COURSE:	FOUNDATION COURSE		
COURSE CODE	BAMMFC 202		
PAPER	2		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
SEMESTER II			
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFC-202	FOUNDATION COURSE		
	Course Outcome: 1. To introduce students to the overview of the Indian Society.		
	<ol style="list-style-type: none"> 1. To help them understand the constitution of India. 2. To acquaint them with the socio-political problems of India. 		
	Note : Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.		
Module	Topics	Details	Lectures
1	Globalisation and Indian Society	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	07
2	Human Rights	Concept of Human Rights; origin and evolution of the	10

		concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.	
3	Ecology	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation-causes and impact on human life; Sustainable development- concept and components; poverty and environment.	10
4	Understanding Stress and Conflict	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.	10
5	Managing Stress and Conflict in Contemporary Society	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.	08
6	Contemporary Societal Challenges	<ul style="list-style-type: none"> a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth. 	15
		Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.	

03

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	CONTENT WRITING
COURSE CODE	BAMMCW 203
PAPER	3
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCW-203	CONTENT WRITING

Crisp writing is the challenge.

Learning Outcome:

Lectures: 48

1. To provide students with tools that would help them communicate effectively.
2. Understanding crisp writing as part of Mass Communication
3. The ability to draw the essence of situations and develop clarity of thought.

Syllabus			
Module	Topics	Details	Lectures
1	Foundation		8
	1.Grammar Refresher	With special emphasis on use of punctuations, prepositions, capital letters and lower case	<i>02</i>
	2.Vocabulary building	Meaning, usage of words , acronyms	<i>02</i>
	3.Common errors	Homophones and common errors in English usage.	<i>02</i>
	4. Essentials of good writing	With emphasis on writing with clarity, logic and structure	<i>01</i>
	5. Phrases and idioms	Creative usage of phrases and idioms.	<i>01</i>
2	Editing Skills		10
	1. Redundant words	Identifying redundant words and phrases and eliminating these.	<i>01</i>
	2.Editing sentences	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	<i>02</i>
	3.Editing captions	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	<i>02</i>
	4.Editing headlines	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	<i>02</i>
	5.Editing copy	Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	<i>03</i>

3	Writing Tips and Techniques		10
	1. Writing tickers/ scrolls	For television news	<i>01</i>
	2. Writing social media post	Twitter and for other social networks	<i>01</i>
	3. Writing briefs/snippets	News briefs, Lifestyle and entertainment snippets	<i>03</i>
	4. Caption writing	Picture stories etc	<i>02</i>
	5. Writing headlines	News headlines and feature headlines	<i>03</i>
4	PRESENTATION TOOLS AND TECHNIQUES		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	<i>02</i>
	2. Info graphic	Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact	<i>02</i>
	3. Three minute presentation	Content for single slide Uses of phrases Effective word selection Effective presentation	<i>02</i>
	4. Google Advance search	How to select relevant information Locating authentic information How to gather information for domestic and international websites	<i>02</i>
	5. Plagiarism	How to do a plagiarism check Paraphrasing Citation and referencing style	<i>02</i>
5	Writing for the Web		10
	1. Content is King	Importance of content	<i>01</i>
	2. Less is more	Writing for print media/ social media like Twitter, etc	<i>02</i>
	3. Copy writing	Ad campaigns (creative, witty and attractive)	<i>03</i>
	4. Realtime	Difference in writing for print vs digital	<i>02</i>

	content		
	5.Keywords	Designing keywords for Search Engine Optimization	02
Total Lectures			48

Internal exercise: 25 Marks

The objective of internal exercise is to help the learner develop the skills of writing briefly and effectively.

Sr no	Project/Assignment	Reason/Justification
1	Writing Captions and Headlines	Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions
2	A three- minutes power point presentation	This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes
3	Word Game/ Quiz	This is an exciting way to get learners engaged in vocabulary building

Bibliography:

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

The Team:

1. Renu Nauriyal
2. Jitendra Nayak
3. Shreya Bhandary

04

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	INTRODUCTION TO ADVERTISING
COURSE CODE	BAMMID 204
PAPER	4
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMID-204	INTRODUCTION TO ADVERTISING

Learning Outcome:

Lectures: 48

1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand an effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising, various departments, careers and creativity
4. To provide students with various advertising trends, and future.

Syllabus			
Module	Topics	Details	Lectures
1	Introduction to Advertising		18
	1. Introduction to advertising	Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising	02
	2. Types of advertising	Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy	02
	3. Ethics and Laws in Advertising	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	04
	4. Social, Cultural and Economic impact of Advertising	Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture and advertising	04
	5. Theories	Stimulus theory, AIDA, Hierarchy, Means-End Theory	06
2	Integrated marketing communication and tools		10
	1. Integrated marketing communication	Emergence, Role, Tools, Communication process, The IMC Planning Process	02
	2. 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	02
	3. Broadcast Media	Radio advertising Advantages and Disadvantages of Radio advertising, Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and	02

		Disadvantages	
	4. 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	02
	5. Sales Promotion and Direct marketing	Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	02
3	Creativity in advertising		14
	1. Introduction to Creativity	Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	06
	2. Role of different elements in ads	Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc.	06
	3. Elements of copy	Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story board	02
4	Types of advertising agency, department, careers and latest trends in advertising		06
	1. Types of advertising agency	Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	02
	2. Various departments in an agency	Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	02
	3. Latest trends	Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising	02
Total Lectures			48

Internal evaluation methodology		25 Marks
Sr no	Project/Assignment	
1	Individual/ group project should be given to develop an advertising strategy on any product or service	
2	Write a story board/ types of copy.	
3	Big Idea – Group project	

Bibliography:

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

Syllabus Designed by:

- Shobha Venkatesh (Convenor)
- Dr. Hanif Lakdawala (Subject expert)
- Kiran R. Dalani (Subject expert)

05	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	INTRODUCTION TO JOURNALISM
COURSE CODE	BAMMIJ 205
PAPER	5
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMIJ-205	INTRODUCTION TO JOURNALISM

Course outcome:

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

Syllabus			
Module	Topics	Details	Lectures
1		History of Journalism in India	

		Changing face of journalism from Guttenberg to new media	
		Journalism in India:	
		Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism	
		How technology advancement has helped media	
		New media with special reference to rise the Citizen Journalism	
2		News and its process	
		Definition of News ,	
		The news process from the event to the reader	
		What makes a good story	
		Anatomy of a news story	
		Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	
3		Principles and format	
		What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials	
4		Career in journalism	
		Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist	
5		Covering an event (flip class)	
		Background research	
		Finding a news angle	
		Capturing the right pictures for a photo feature Writing Headline, captions and lead	

Suggested readings

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
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

Syllabus Designed by:

1. Dr. Navita Kulkarni – Convener
2. Renu Nauriyal
3. Gajendra Deoda

06	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	MEDIA GENDER & CULTURE
COURSE CODE	BAMMMGC 206
PAPER	6
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMMGC-206	MEDIA GENDER & CULTURE

COURSE OUTCOME			
<ul style="list-style-type: none"> To discuss the significance of culture and the media industry. To understand the association between the media, gender and culture in the society. To stress on the changing perspectives of media, gender and culture in the globalised era. 			
MODULE	TOPICS	TOPICS	LECTURES
		INTRODUCTION TO CULTURAL STUDIES	
I	EVOLUTION, NEED, CONCEPTS AND THEORIES	Evolution, features of cultural studies, Need and significance of cultural studies and media Concepts related to culture- Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media Theories: <ul style="list-style-type: none"> Stuart Hall : encoding and decoding, Circuit of culture John Fiske: culture and industry Feminism and Post feminism 	(12)

		<ul style="list-style-type: none"> • Techno culture and risk – Ulrich Beck 	
CULTURE AND MEDIA			
II	CONSTRUCTION, COMMODIFICATION, IMPACT AND RECENT TRENDS	<ol style="list-style-type: none"> 1. Construction of culture- social, economic, political, religion and technology 2. Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture 3. Media and its impact on the cultural aspect of the society. 4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc., 5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society. 	(12)
GENDER AND MEDIA CULTURE			
III	ROLE AND INFLUENCE OF MEDIA	<ol style="list-style-type: none"> 1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.) 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	(12)
GLOBALISATION AND MEDIA CULTURE			
IV	GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS	<ol style="list-style-type: none"> 1. Media imperialism 2. Globalisation 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 globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power. 	(12)
SYLLABUS DESIGNED BY:-			
<ol style="list-style-type: none"> 1. PADMAJA ARVIND(CONVENOR) 2. RANI D'SOUZA 			

3. RUMINA RAI

INTERNAL EVALUATION METHODOLOGY

6. CONTINUOUS ASSIGNMENTS
7. ORAL & PRACTICAL PRESENTATIONS
8. GROUP/INDIVIDUAL PROJECTS
9. CLASS TEST
10. OPEN BOOK TEST
11. GROUP INTERACTIONS
12. QUIZ

REFERENCE

1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER
2. CULTURAL STUDIES- THEORY AND PRACTICE – CHRIS BARKER
3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR
4. CULTURE CHANGE IN INDIA- IDENITY AND GLOBALISATION – YOGENDRA SINGH
5. INDIAN MEDIA IN A GLOBALISED WORLD- MAYA RANGANATHAN USHA M. RODRIGUES
6. MEDIA GENDER AND POPULAR CULTURE IN INDIA- TRACKING CHANGE AND CONTINIUTY – SANJUKTHE- DASGUPTA

University of Mumbai



UG/1830f 2019-20

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to the syllabus uploaded by the Academic Council at its meeting held on 25th May, 2011 **vide** item No. 4.28 relating to the revised syllabus as per (CBSGS) for the Bachelor of Mass Media and to this office Circular No.UG/142 dated 19th November, 2019 regarding the amended Ordinance 5205 relating to change the nomenclature of course of Bachelor of Mass Media to B.A. in Multimedia and Mass Communication B.A. (M.M.C.) and also the revised syllabus as per the (CBCS) for B.A. in Multimedia and Mass Communication B.A. (M.M.C.) in Sem. I and II.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 25th July, 2019 and subsequently approved by the Board of Deans at its meeting held on 1st October, 2019 **vide** item No.70 & 71 have been accepted by the Academic Council at its meeting held on 3rd October, 2019 **vide** item No. 4.8 and 4.9 and that in accordance therewith, the revised syllabus as per the (CBCS) for the B.A. in Multimedia and Mass Communication Course (Sem. III & IV) and (Sem. V & VI) has been brought into force with effect from the academic year 2020-21 and 2021-22 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI-400 032
30th December, 2019


(Dr. Ajay Deshmukh)
REGISTRAR

To

The Principals of the affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.8 & 4.9/ 03/10/2019

No. UG/188-A of 2019

MUMBAI-400 032

30th December, 2019

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Humanities,
- 3) The Chairman, Board of Studies in Mass Media,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,


(Dr. Ajay Deshmukh)
REGISTRAR

Cover Page

AC 03/10/2019
Item No. 4-8

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Second Year Multimedia and Mass Communication (SYMCM)
2	Eligibility for Admission	-
3	Passing Marks	-
4	Ordinances / Regulations (if any)	-
5	No. of Years / Semesters	TWO
6	Level	P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2020-2021</u>

Date:

Signature :

Name of BOS Chairperson / Dean :

[Signature]
[Signature]
Dr. Sunder Rajleop

Cover Page

AC 03/10/2019
Item No. 4.9

UNIVERSITY OF MUMBAI



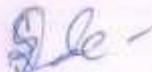
Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Third Year Multimedia and Mass Communication (T.Y.MMC)
2	Eligibility for Admission	-
3	Passing Marks	-
4	Ordinances / Regulations (if any)	-
5	No. of Years / Semesters	TWO
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2021-2022

Date:

Signature :

Name of BOS Chairperson / Dean :


Dr. Sunder Rajdeo

AC :_

Item No.

UNIVERSITY OF MUMBAI



Date :Date

Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Semesters	03,04, 05 and 06
3	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
4	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
5	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
6	To be implemented from Academic Year	From Academic Year <u>2020-21</u> in Progressive manner.

Date:

Signature :

Name of BOS Chairperson[√] / Dean : Dr. Sunder Rajdeep

CHOICE BASED CREDIT SYSTEM

**BA in Multimedia and Mass Communication (BAMMC) (Choice based)
Semester -III, IV, V and VI revised Syllabus to be sanctioned and implemented from
June 2020-21 in progressive manner.**

PROGRAM OUTCOME

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. 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.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. 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
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. 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.

12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. 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.
14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

301-1

Program		BAMMC		
Semester III				
Title	Credit	Paper	Name of the Course	Course Code
Learner should choose any one out of following elective courses				
AEEC	02	01	Electronic Media-I	BAMMC EM-3011
			Theatre and Mass Communication-I	BAMMC TMC-3012
			Radio Program Production-I	BAMMC RPP-3013
			Motion Graphics and Visual Effects -I	BAMMC MGV-3014
DSC	(4×3)= 12	02	Corporate Communication and Public Relations	DSC-C1 BAMMC CCPR-302
DSC		03	Media Studies	DSC-C2 BAMMC MS-303
DSC		04	Introduction to Photography	DSC-C3 BAMMC IP-304
DSE	04	05	Film Communication-I	BAMMC FCO-305
Practical	02	06	Computers and Multimedia-I	BAMMC CMM-306
	20			

SY BAMMC Semester III and IV Syllabus

Year	SY BAMMC
Semester	III
Course:	Electronic Media-01
Paper	Elective 01 (AEEC-1)
Course Code	BAMMC EM-3011
Total Marks	100 (75:25)
Number of Lectures	48
Course Outcome	

To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

COURSE CODE		COURSE NAME	
BAMMC EM-3011		ELECTRONIC MEDIA-01	
Syllabus			
Sr. No.	Modules	Details	Lectures
1	Introduction		10
	A. A Short History of Radio and TV in India and abroad		
	B. Introduction to Prasar Bharti		
	C. FM radio and community radio		
	D. Convergence trends		

2	Introduction to Sound for both TV and Radio		10
	A. Introduction to sound	<ol style="list-style-type: none"> Types of Sound: Natural, Ambient, Recorded The Studio Setup Types of recording- Tape Recording, Digital Recording Outdoor Recording Types of Microphones 	
	B. Introduction to Visuals	<ol style="list-style-type: none"> The Power and Influence of Visuals Video-camera: types of shots, camera positions, shot sequences, shot length Lighting: The importance of lighting Television setup: The TV studio difference between Studio and on-location shoots 	
	C. Electronic News Gathering (ENG)	<ol style="list-style-type: none"> Single camera Two men crew 	
	D. Electronic Field Production (EFP)	<ol style="list-style-type: none"> Single camera set up Multi-camera set up Live show production 	
3	Introduction to Formats Fiction and non-fiction)		10
	1. Introduction to Radio Formats	News - Documentary - Feature - Talk Show - Music shows - Radio Drama Radio interviews - Sports broadcasting	

	2. Introduction to Television formats	News - Documentary - Feature - Talk Shows - TV serials and soaps - Introduction to web series - Docudrama - Sports - Reality - Animation - Web series	
4	Different Roles and contributions in the society		08
	A. Community Radio-role and importance		
	B. Contribution of All India Radio		
	C. The Satellite and Direct to Home challenge		
5	Introduction to Production process		10
	1. Pre-Production	Script Storyboard Camera plot Lighting plot	
	2. Production	Camera angles Sequence Scene Shot Log keeping	
	3. Post-Production	Linear editing Non-linear editing Library shots Library sounds Dubbing	
	Total		48

Internal: Any two assignments compulsory

- A visit to a Radio or Television station
- Listening and recording news for TV and Radio
- Shooting an interview for a Television channel
- Recording a chat show for a radio channel

Reference Reading:

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler
7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press London.
8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi
11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
12. Community radio in India : R Sreedher, Puja O Murada

BOS Syllabus Sub- Committee Members

1. Prof. Dr. Navita Kulkarni (**Convener**)
2. Prof. Neena Sharma (Subject Expert)
3. Ms. Priyanka Khanvilkar (Industry Expert)

301-2

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	Theatre and Mass Communication-I
Paper	ELECTIVE 02 (AEEC-2)
Course de Co	BAMMC TMC-3012
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME:

1. Individual and team understanding on theatrical Arts
2. Taking ownership of space, time, story-telling, characterization and kinesthetic
3. Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities

COURSE CODE

BAMMC TMC-3012

COURSE NAME and DETAILED SYLLABUS

THEATRE AND MASS COMMUNICATION-I

Syllabus

Module	Topic	Details	Lectures
		History	

I	Dramatic literature and theatre history:	<ol style="list-style-type: none"> 1. Study of the origin of theatre, history and growth 2. Theatre as a medium of mass communication 3. Theatre as a benefit to improving language skills 4. Study of traditions and forms: <ol style="list-style-type: none"> (a) Indian: <p>Natya Shastra and Classical Indian Theatre Navarasa, Nayaka-NayikaBhed, VidushakaNatya – DrishyaKavya Trilogy –Natya – Nritta - Sangeet Study of some of the important Sanskrit playwrights i.e. Kalidasa, Bhasa, Shudraka, Kootiyattam and Folk (Jatra, Pandavani, Tamasha, Ram Lila, Yakshagana, Swang, Therukoothu, Bhawai, Dashavatar, etc)</p> (b) Growth of Indian Regional and Modern (Experimental) Theatre (c) Asian Theatre (Japanese Noh, Spiritual and Trance of Bali and Korea, Chinese Kunqu Opera) (d) Ancient Greek: Aristotle’s <i>Poetics</i> Comedy, Tragedy, Satyr Chorus (e) European: Commedia D’elle Arte and Renaissance Theatre. French Baroque theatre, Playwrights- Shakespeare, Brecht, Ibsen etc Naturalism – Emile Zola (f) American Musicals 	14
	Activity:	Presentations by students on different folk/traditional theatre forms from across the world through videos and images to study the salient features	
Design			
2	Stage craft and theatre techniques	<input type="checkbox"/> Theatre architecture and set design (Detailed study of Amphitheatre, Natyamandapam etc. Types of stages e.g. <ul style="list-style-type: none"> proscenium, arena, thrust, end etc.) • Costume design: study of elements of colour, textures, shapes and lines • Lighting and special effects: light sources, use of modern light equipment, planning and designing light 	10
		<ul style="list-style-type: none"> Make up 	

	Activity:	Mask making, prop making experimenting with sound and live music and recorded music	
PREPARATION			
3	Preparing the mind, body and voice:	<p>Mind:</p> <ul style="list-style-type: none"> Recalling experiences, talking about daily observations, collecting news clips, stories, poems etc which may inspire theatre and enactment, increasing concentration, activities to enable ideation and improvisation <p>Body:</p> <ul style="list-style-type: none"> Simple rhythmic steps to instill grace and agility, Mime etc <p>Voice:</p> <ul style="list-style-type: none"> Narration of poems, understanding meter and tempo, weaving stories, using intonation and modulation 	10
	Activity:	Mirror games	
READING			
4	Reading plays and analyzing the characteristics:	<p>Western: Select any 2</p> <ol style="list-style-type: none"> Romeo and Juliet / Hamlet – William Shakespeare Long Day’s Journey Into Night –Eugene O’Neil Death of a Salesman – Arthur Miller Oedipus Rex - Sophocles Angels in America - Tony Kushner The Glass Menagerie – Tennessee Williams Look Back in Anger – John Osborne <p>Indian: Select any 2</p> <ol style="list-style-type: none"> Yayati – Girish Karnad Taj Mahal Ka Tender –Ajay Shukla Ashad ka ek Din– Mohan Rakesh <i>Shantata! Court Chalu Ahe</i> (1967; “Silence! The Court Is in Session”) /<i>Sakharam Binder</i> (1971).Vijay Tendulkar 	14
		<p>Activity: Understand the salient features: Plot Theme Characterization Narrative Genre</p>	
BOS Syllabus Sub- Committee Members			

1. Prof. Rani D'Souza (Convener)
2. Prof. Shamali Gupta (Course Expert)
3. Mr. Abhijit Khade (Industry Expert)

Projects for Internal Evaluation

25 MARKS

1. Individual: Enact a character (epic, historical, national or social leader through speech, poetry). Essential a mono act not more than 2 minutes
2. 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.
3. Class: Watch a live performance of a play and write a review consisting of its special features.

301-3

Program	BAMMC	
Year	SYBAMMC	
Semester	III	
Course:	Radio Programme Production-I	
Paper	ELECTIVE 01 (AEEC-2)	
Course de Co	BAMMC RPP-3013	
Total Marks	100 (75 : 25)	
Number Lectures of	48	
COURSE CODE		COURSE NAME and DETAILED SYLLABUS
BAMMC RPP 401		RADIO PROGRAM PRODUCTION - I
COURSE OUTCOME: The course is intended to explore the art of audio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats. To provide them with the basic knowledge and understanding of radio business and production.		
MODULE	DETAILS	LECTURES
1	UNIT 1	10
	1.	Introduction of Radio
	2.	History of Radio: Growth and development. Radio as a Mass- Medium: Uses and characteristics of radio.
	3.	Writing for the radio-.Who you are talking to? What do you want to say?
	4.	Structure and Signposting
	5.	The Script
2	The work of producer	08
	1.	Ideas
	2.	The Audience, Resource Planning , preparation of material
	3.	The studio session

	4.	Post- production	
	5.	Technician, Editor, Administrator and Manager	
3	The Radio Studio		10
	1.	Studio Layout	
	2.	The studio desk, mixer, control panel console or board.	
	3.	Digital Mixers	
	4.	Studio Software	
	5.	Digital Compression and Digital	
4	News - Policy and Practice		10
	1.	'Interesting'	
	2.	News Values-Accuracy, Realism, and Truth	
	3.	The Newsroom Operation	
	4.	The News Conference and Press Release	
	5.	News reading and Presentation- The Seven Ps, News reading, Pronunciation, Vocal Stressing, Errors and Emergencies	
5	Interviewing		10
	4.	Types of Interview	
	5.	What the Interviewee Should Know	
	6.	Preparation Before the Interview and The Preinterview Discussion	
	7.	Devil's Advocate	
	8.	Question Technique-Multiple Questions and Leading Questions	

Syllabus Sub-committee

Prof. Gajendra Deoda (Convener)
 Mr. Ganesh Achwal (Industry Expert)
 Dr. Navita Kulkarni (Subject Expert)

References:

Chatarjee P.C. : The Adventures of Indian Broadcasting, Konark
 Luthra H.R. : Indian Broadcasting Publication Division.
 McLiesh Robert: Radio Production, Focal Press
 Saxena Ambrish: Radio in New Avtar-AMTO FM, Kanishka Publishers, New Delhi.

301-4

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MOTION GRAPHICS and VISUAL EFFECTS
Paper	ELECTIVE 01 (AEEC-4)
Course Code	BAMMC MGV-3014

Total Marks	100 (75 : 25)
Number Lectures of	48
Brief:	
The new generation is energetic and seeks energy in every experience. We see animation and visual effects in almost every television program including news and financial market channels. Sports channels are foremost in using various visual effects for updates as well as keeping energy intact. The future is around new experience of video viewing and the media learners will be part of future shape of media.	
Course Outcome;	
This course is designed to introduce the student to the art and science of visual effects for broadcast and digital filmmaking. Topics covered include the visual effects workflow, video technology, image processing, creating mattes, tracking, and compositing.	
<ol style="list-style-type: none"> 1. Understand the difference between a visual effect and a special effect. 2. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together. 3. Understand basic image processing techniques. 4. Pull mattes using various image processing techniques including Chroma-keying 5. Track motion data using various techniques. 6. Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process. 	

COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC MGV-3014	MOTION GRAPHICS and VISUAL EFFECTS	

Modules	Details	Lectures
01	Introduction to Adobe After Effects	10
	1. The interface How to interact with interface and location of tools and panels. How to set up a project file and import media.	02
	2. Timeline Understanding the timeline and its channels. Using channel settings to control media on timeline.	02
	3. Tools Understanding tools and how they are used and applied.	01
	4. Panels Understanding each individual panel and how they are used.	01
	5. Effects Understanding the various effects, their usage and attributes. Introducing color correction. Understanding particle effects. Using sound Audio Effects.	04
02	Introduction to Adobe Premiere	08

	1. Files	Understanding files and formats. Importing files (video/audio/image).	01
	2. Timeline	Working on the time and layers.	02
	3. Editing	Tools required for editing the video. Working with audio layers separately.	02
	4. Key-frames and effects	Adding key-frames and using effects on layers.	02
	5. Rendering	Exporting files in various formats.	01
03	Understanding VFX Elements		10
	1. Layers	Understanding usage of layers.	02
	2. Masks	Understanding the importance of elements used to create masked effects.	02
	3. Render	Understanding render queue and setting up batch rendering while going through all render setups and outputs (formats) available.	02
	4. Composing	Working with media sequences. Understanding scene technique. One shot technique and cuts and transition techniques.	02
	5. Blend Modes	Working with various blend modes.	02
04	Motion graphics and Colours		10
	1. Kinematic Typography	Understanding usage of Kinematics in Typography.	01
	2. Content creation	Usage with simple characters to words or lines of content.	02
	3. Key framing	Importance of Key Frames. Understanding Tilting.	02
	4. Logo animation	Animating logos for visual impact and simulate still icons to communicate better.	03
	5. Colour	color Grading and color correction using after effects.	02
05	Camera and Lights		10
	1. Camera types	Types of camera and their usages.	02
	2. Shutter and aperture	Understanding shutter and aperture with lights.	02
	3. Lights	Types of lights and their usages.	02
	4. Effects of lights	Using camera and lights to simulate a 3D experience.	02
	5. Objects	Creating Objects and their usage with camera and lights.	02
Total			48

BOS Syllabus Sub- Committee Members:

1. Mr. Arvind Parulekar: (Convener)
2. Mr. Neil Maheshwari: (Subject Expert)
3. Prof. Izaz Ansari (Subject Expert)
4. Mr. Ashish Gandhre: (Industry Expert)

Internal Exercise:

The objective of internal exercise is to help the learners identify opportunities in visual effects in the broadcast and film making industries.

Sr. No.	Project Assignment	Reason/Justification
01	Animated Logos and Kinematic Typography	Creating Indents for Television, Movies or Online Videos. This project creates understanding of animation and how kinematics works with the elements. Allows deeper understanding of communication with simple objects. (Logos and Text)

302

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	CORPORATE COMMUNICATION and PUBLIC RELATIONS
Paper	02 (DSC-C1) CORE V
Course Code	BAMMC CCPR-302
Total Marks	100 (75 : 25)
Number of Lectures	48
Course Outcome:	
<ol style="list-style-type: none"> 1. To provide the students with basic understanding of the concepts of corporate communication and public relations. 2. To introduce the various elements of corporate communication and consider their roles in managing media organizations. 3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. 4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools. 	

COUESE CODE	COURSE NAME
BAMMC CCPR-302	CORPORATE COMMUNICATION and PUBLIC RELATIONS

Syllabus		
Module	Details	Lectures
1	Foundation of Corporate Communication	14
	1. Introduction to Corporate Communication	Meaning , Need and Scope of Corporate Communication towards Indian Media Scenario <i>02</i>
	2. Keys concept in Corporate Communication	<i>Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation.</i> <i>06</i>
	3. Ethics and Law in Corporate Communication	Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI. <i>06</i>
2	Understanding Public Relations	16
	1.Introduction and Growth of Public Relations- Indian Scenario	Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations. <i>06</i>
	2.Role of Public Relations in various sectors	Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service. <i>04</i>
	3.Theories and Tools of Public Relations	Gruntin's (4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship). <i>06</i>
3	Corporate Communication and Public Relation's range of functions	10
	1.Media Relations	Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation <i>03</i>

	2.Employee Communication	Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications	03
	3.Crisis Communication	Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc	04
4	Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations		08
	1.Emerging trends, tools and technology	Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.	02
	2.New Media Tools	Website, Online press release, Article marketing, Online newsletters, Blogs	02
	3.Role of Social Media	Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E-Public Relations and its importance.	04
Total Lectures			48

BOS Syllabus Sub- Committee Members		
<ol style="list-style-type: none"> 1. Prof. Shobha Venkatesh (Convener) 2. Dr. Hanif Lakdawala (Course Expert) 3. Dr. Rinkesh Chheda (Course Expert) 4. Ms. Amrita Chohan (Industry Expert) 		
Internal evaluation methodology		25 Marks
Sr no.	Project/Assignment	
1.	Presentation various topics learned	
2.	Writing Press release	
3.	Mock Press conference	
References:		
<ol style="list-style-type: none"> 1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick 2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg 3. Principals of Public Relations-C.S Rayudu and K.R. Balan 4. Public Relations -Diwakar Sharma 5. Public Relations Practices- Center and Jackson 6. The Art of Public Relations by CEO of leading PR firms 		

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MEDIA STUDIES
Paper	03 (DSC-C2) CORE VI
Course Code	BAMMC MS-303
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME

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

COURSE CODE	COURSE NAME
BAMMC MS-303	MEDIA STUDIES

Syllabus

Module	Topics	Details	Lectures
		Introduction	
1	Eras, relevance, connection to culture, literature	<ul style="list-style-type: none"> • Era of Mass Society and culture – till 1965 • Normative theories-Social Responsibility Theory • Development media theory 	10

		Media Theories	
2	Propaganda and propaganda theory-	<ul style="list-style-type: none"> • Origin and meaning of Propaganda • Hypodermic Needle/Magic bullet <ul style="list-style-type: none"> • Harold Lasswell 	14
	Scientific perspectives to limited perspectives	<ul style="list-style-type: none"> • Paul Lazarsfeld-Two step flow • Carl Hovland and Attitude Change theory 	
		Cultural Perspectives	

3	Various schools	<ul style="list-style-type: none"> • Toronto school (McLuhan) • Schools- Birmingham(Stuart Hall) • Frankfurt- Theodor Adorno and Max Horkheimer • Raymond Williams- Technological Determinism • Harold Innis- Bias of Communication 	12
	Media and Identity	Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)	
		Media Effects	
4	Theories on media effects	<ul style="list-style-type: none"> • Media effects and behavior • Media effect theories and the argument against media effect theories • Agenda Setting Theory • Cultivation Theory • Politics and Media studies-media bias, media decency, media consolidation. 	06
		New Media and The Age Of Internet	
5	Meaning making perspectives	<ul style="list-style-type: none"> • New media • Henry Jenkins-Participatory culture • Internet as Public sphere-Habermas to Twitter • McLuhan 's concept of Global village in the age of Netflix • Uses and Gratification in the age of Internet 	06
BOS Syllabus Committee Members			
<ol style="list-style-type: none"> 1. Prof. Rani D'souza (Convener) 2. Prof. Neena Sharma 3. Prof. Bincy Koshy 4. Prof. Mithun Pillai 			
Internal Evaluation Methodology			25 MARKS
<ol style="list-style-type: none"> 1. Continuous assignments 2. Oral and practical presentations 3. Group/individual projects 4. Open book test 5. Group interactions 6. Quiz 			
References:			

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

304

Program	BAMMC	
Year	SY BAMMC	
Semester	III	
Course:	Introduction To Photography	
Paper	04 (DSC-C3) CORE VII	
Course Code	BAMMC IP-304	
Total Marks	100 (75:25)	
Number of Lectures	48	
Brief: The world cannot be imagined without images. Image is inseparable part of media. "Picture speaks thousand words." The course is designed to explore "how to make picture speak thousand words.		
Learning Outcome:		Lectures: 48
<ol style="list-style-type: none"> 1. To introduce to media learner the ability of image into effective communication. 2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. 3. To practice how picture speaks thousand words by enlightening the learner on how. 4. To develop the base of visualisation among learners in using pictures in practical projects. 5. To help learner work on given theme or the subject into making a relevant picture or photo feature. 		
COURSE CODE	COURSE NAME	
BAMMC IP-304	INTRODUCTION TO PHOTOGRAPHY	
Syllabus		
Module	Details	Lectures
1	Camera: The Story teller	12

	1. The Body: The faithful middleman	The heart of the system How camera sees differently than human eyes. Limitations and Wonders of camera. Formats of camera: Small Full frame, Half frame (APS-C), Medium, Large (camera movements) Experiencing frame Types of camera: DSLR; View; Rangefinder; Mirrorless	02
	2. Aperture: The iris of the camera	Diaphragm Controls amount of light entering lens Factor in Exposure calculation Active factor of Depth of field and Bokeh (creative) F'-numbers and aperture scale. Application of Depth of Field in advertising and Journalism.	03
	3. Shutter: The Click magic	Blind between Lens and Image sensor Controls duration of light Major factor in Exposure calculation Main player in controlling action Motion blur, Motion freeze and Long exposure effects Application of motion blur/freeze in Advertising and journalism. Synchronization with Flash, Creative Slow sync	05
	4. Image sensor: The retina that sees	The image maker or recorder Film v/s digital Film: Photochemistry Digital: Photo-electronics Types of Sensor: CCD and CMOS ISO: Photosensitivity (Sensor/Film Speed)	01
	5. Viewfinder: The interactive monitor	The control room cum monitor Displays camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc	01
2	Lens: Imaging device		08
	6. The eye of camera: Learning to see	Main player in image formation, Focusing the object (sharpening the image) Speed of the Lens (light intake ability) Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc	02
	7. Focal length: Which lens is suitable	The factor to consider for Type of Photography and choosing lens for the purpose. Main distinguishing factor Fixed V/s Variable focal length	01
	8. Image size: See close	The magnification ratio of a lens Longer focal length = Bigger image size	01

	9. Coverage angle: Crop out unwanted	Prime concern in Composition How much of a scene a lens takes in from a viewpoint Safe focusing distance, Distortion: Barrel/ Pincursion	01
	10. Types of lenses: The right one for the task at hand	Prime Lens v/s Zoom lens Prime = Fixed focal length Zoom = Variable focal length Normal, Wide angle and Telephoto Special purpose lenses: Macro, Fish eye, Tilt-shift	03

3	Light: Parameters of Light- The essential raw material		16
	6. Intensity and Exposure: Perfect tone	How much light: consideration for exposure Exposure triangle (A,S,ISO) The model of exposure	03
	7. Direction and Lighting: Lighting for Cinema, Television and Advertising	From where: direction begets shadow Shadow = Depth Lighting = Shading Three point lighting Key: Main Fill: Contrast level (lighting ratio) Kicker: Separation or background light Types of lighting: Portrait, Effect, Ambient and Mood or drama	06
	8. Quality and Ambience: Why there are umbrellas and reflectors	How soft or how hard: Effective size of light source Small: Hard, Contrast, Sharp Medium: Mid soft, moderate contrast, soft shadow Large: Extra soft, low contrast, shadowless Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos	02
	9. Colour and Mood: What tells Cozy or Cool	Colour of light concept: Main distinguishing factor Kelvin: Colour temperature <i>Pure light>True colours</i> White balance: Neutralizing Preset white balance and AWB Colour and Mood (warm/cool)	02
	10. Measure The Director in you is the King	Light meter: Main input of exposure Incident v/s Reflective (advantage / disadvantage) In built meter and Metering modes: Average, Center weighted, Spot, Matrix, Focus priority Exposure Modes: M, A, S, P, and Smart program modes Errors in inbuilt metering>Exposure compensation	03
4	Composition: Art of Seeing> Way of portraying a subject		06

	6. Frame and Aspect ratio	Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD)	01
	7. Visual indicators	Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject= Aesthetic Assembly of objects	01
	8. Rules of composition	Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking...	02
	9. Breaking the rules	Cropping, Panorama, Flattening	01

	10. Viewpoint and Perspective: What Pros do	1, 2 and 3 point perspective: Vanishing points and viewpoint Normal: The way we see Enhanced: Exaggerated depth Compressed: Feeling of distance taken away Forced: Unrealism Aligned: Back projection and green screen application	03
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5	Digital Imaging: Electronic format		06
	9. Image sensor	Format, 135mm/ APS-C, Medium format, Large format	01
	10. Megapixel	Pixel and its values, Total number of pixels, File size	01
	11. Resolution	Pixel Per Inch: Quality of Image, Magnification ratio	01
	12. Image magnification	Viewing distance, Image size and Pixilation How large an image can be for given megapixel	02
	13. File Formats	RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format	01

Total Lectures			48
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BOS Syllabus Committee Members		
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1. Prof. Arvind Parulekar: (**Convener**)
2. Prof. Izaz Ansari (Subject Expert)
3. Mr. Atul Bagayatkar (Industry Expert)

Suggested Methods		
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Sr. no.	Project/Assignment	Reason/Justification
01	Print Media Scrap book with collection of Photographs cropped from newspaper and Magazine (40+20)	The pictures cropped are captured by professionals. This gives ready examples of what is the decisive moment and they can have to inspect the picture to understand composition, lighting and subject handling. Analysis of each picture for the learned topics in scrap book. Points: Depth of field, Motion blur/freeze, Lighting, Quality of light, Composition, Colour temp, Mood/Drama

02 Electronic Media	Screen shots captured of a movie (36)	Movie is a 2-3 hrs ongoing continuous event. Capturing real key frames is as if photographing in a small 2-3 hrs event, This should help them to look for the right story telling frame, anticipate and stay alert as if required on actual photographic assignment.
03 Field work	Shooting, i.e. actual working on given topics or themes.	This is the field application of the learnt technique to get presentable pictures. The creation part of appreciation and imitation from above two projects.
Reference Books:		
Collins Books series: Pentax Inc. 1. Taking successful pictures, 2. Making most of colour, 3. Expanding SLR system, 4. Lighting techniques Minolta Photographer's handbook <input type="checkbox"/> Indoor Photography, <input type="checkbox"/> Outdoor photography: Life Book series:		
<ul style="list-style-type: none"> • Colour, • Camera, • Light • Portrait Photography course: ○ Volume 1: Understanding Camera ○ Volume 2: Secrets behind successful pictures ○ Volume 3: Practicing Photography Volume 4: Handling Professional assignments Me and My Camera ○ Portrait photography ○ Glamour photography ○ Do it in Dark (Darkroom Techniques) Pro-technique (Pro-photo) ○ Night Photography ○ Beauty and Glamour ○ Product Photography		

305

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	Film Communication-I
Paper	06 DRG
Course Code	BAMMC FCO-305

Total Marks	100 (75:25)	
Number of Lectures	48	
Brief:		
<p>The media cannot be experienced without cinema. Movies are inseparable from social life today.</p> <p>Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it.</p>		
Course Outcome:		Lectures: 48
<ol style="list-style-type: none"> 1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics. 		

COURSE CODE		COURSE NAME	
BAMMC FCO-305		FILM COMMUNICATION-I	
Syllabus			
Module		Details	Lectures
Art of Story telling			
1.	History: Still pictures to moving images.	1.1 History of Cinema. 1.2 Birth of Visual Art. 1.3 Understanding the Language of Cinema. 1.4 Transition from Documentary to Feature Film	<i>04</i>
2.	Understanding aspects of film appreciation.	2.1 Grammar, Technology and Art. Director - the captain Writer - the back bone. 2.2 Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing Aspects of Film-1: Film Sound 2.3 Three components of Film Sound The relationship between Sound and Image	<i>08</i>
3.	The Early Cinema: 1895 to 1950	3.1 Early Years (1895-1919) World and India. The Silent Era (1920-1931) 3.2 Early Sound Era (1930-1939) 3.3 The developmental stage (1940-1950)	<i>8</i>

4.	Major film movements and its impact.	4.1 The major cinema movements and their film makers 4.2 Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema 4.3 Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica 4.4 Japanese cinema- Work of Yasujiro ozu, Akira Kurosawa, Hayao Miyazaki etc. 4.5 Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.	12
5.	Mainstream Indian Cinema and parallel Indian cinema	5.1 Art v/s Commercial 5.2 Indian Meaningful cinema(Commercial) <ul style="list-style-type: none"> • The Angry Young Man • The Indian Diaspora and Bollywood • Contemporary Bollywood Cinema • Globalisation and Indian Cinema, The multiplex Era 5.3 Golden era of Indian Cinema – Important work of Bimal Roy, Guru Datt, Raj Kapoor and V. Shantaram 5.4 Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu 5.5 Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Said Mirza etc.	16
Total Lectures			48

BOS Syllabus Committee Members

1. Prof. Gajendra Deoda (Convener)
2. Prof. Chetan Mathur (Subject Expert)
3. Mr. Abhijit Deshpande (Industry Expert)

Internal exercise:

The objective of internal exercise is to help the students identify good cinema and how to write film review including all points of view. Also develop their vision to higher aesthetic level.

Suggested Methods

Sr. no	Project/Assignment	Reason/Justification
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1.Print Media	Write reviews of film seen by them during lectures/film festivals	To inculcate understanding of cinema and writing skills needed for film review
2.Electronic Media	Making documentary on any of the prominent film personalities/genre/film theories	To make them understand the depth of cinema and its different aspects
Suggested Screenings:		
<ul style="list-style-type: none"> • Documentaries on World and Indian Cinema (100 years of Cinema). • Films of Dada Saheb Phalke • Citizen Kane, • The Battle over Citizen Kane • Bicycle Thief • Roshomon • Do Bigha Zamin/Bandini • Sahab, Bibi aur Ghulam/Pyaasa, • Awara/Shri 420 • Lajwanti/Ek ke Baad Ek 		

306

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	COMPUTERS MULTIMEDIA -01
Paper	06 DRG
Course de Co	BAMMC CMM-306
Total Marks	100 (75:25)
Number of Lectures	48

Brief: Digital workflow:

Since the introduction of computers in media every process of image editing and film editing is computerized. Various softwares –beginners to professional- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in media today.

Course Outcome:

1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream.
3. To prepare learners skilled enough for independency during project papers in TY sem VI.
4. To help learners work on small scale projects during the academic period.

COURSE CODE		COURSE NAME and DETAILED SYLLABUS		
BAMMC CMM-306		COMPUTERS MULTIMEDIA -01		
Syllabus				
Modules		Details		Lectures
1	Photoshop: Pixel based Image editing Software			12
	1. Introduction to Photoshop	Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools		<i>02</i>
	2. Photoshop Workspace	The tools, Toolbox controls Property bar, Options bar, Floating palates		<i>03</i>
	3. Working with images	Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling		<i>05</i>
	4. Image Editing	Levels, Curves, Contrast adjustment, Colour adjustment Photo filters		<i>01</i>
	5. Working with Text	Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design		<i>01</i>
2	CorelDraw: Vector based Drawing software			06
	1. Introduction to CorelDraw	Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats		<i>01</i>

	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C:		<i>01</i>
	3. Exploring tools	Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos		<i>01</i>

	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	02
	5. Exporting in CorelDraw	Exporting, Types of export, Exporting for other software	01
3	Quark Xpress/ InDesign: Layout Software		08
	1. Introduction to Quark Xpress	List the menus, List the tools, Benefits of using Quark, Application of Quark	02
	2. Text Edits in Quark	Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	02
	3. Using palettes	Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark,	01
	4. Colour correction in quark	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication,	02
	5. Exporting files	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	01
4	Premiere Pro: Audio-visual: Video editing software		10
	1. Introduction to editing	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	02
	2. Introduction to premiere	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	02
	3. Understanding file formats	Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing	02

	4. Using colour grading	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	02
	5. Exporting and rendering	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	02
5	Sound Forge/Sound Booth: Sound Editing Software		12
	1. Introduction to Digital Audio	Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate	02
	2. Concept of Dolby Digital	Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker	02
	3. Sound Recording	Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software	03
	4. Working with Sound	Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter	03
	5. Advanced Sound Processing	Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters	02
	Total		48
BOS Syllabus Committee Members			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar: Convener 2. Prof. Izaz Ansari: (Subject Expert) 3. Mr. Ashish Gandhre: (Industry Expert) 			
Internal exercise:			
The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students are up to the industry standards. Also helping them develop their vision to higher aesthetic level.			
Sr. no.	Project/Assignment	Reason/Justification	

01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either quark or PS or Corel	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on experience.
02 Electronic	Making a short clip with the use of premiere and 3D Maya	Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)

References:

- Photoshop Bible McLeland Willey Publication
- Corel Draw Practical Learning: BPB Publication
- Quark Express-9 : Prepress Know-How Noble Desktop Teachers
- Desktop Publishing with Quark 10 Kindle version
- Digital Music and Sound Forge Debasis Sen BPB Publications

	SEM III	SEM IV	Justification
01	Photoshop Basic	Photoshop Advanced	Associated with Intro to Photography
02	CorelDraw	Adobe Illustrator	Both the software preferred in industry
03	Quark Express	Adobe InDesign	Both the software preferred in industry
04	Premiere Pro Basic	Premiere Pro Advance	Associated with Film Communication
05	Sound Forge/Booth	Dreamweaver	SF Associated with Radio and TV production and DW with Digital media production

1. The learner is learning Photography in Semester-III as well as Project papers in Semester - VI. Photoshop training shall make learner self-sufficient as well as employable in industry.
2. The learner is learning Film Communication in Semester -III. The knowledge of video editing shall help student to create short films and participate in competitions. Also learner can create his portfolio.
3. Dreamweaver is web designing software. Training in this can help learner to run his website and upload his work in photography and videography.
4. The learner is learning Radio and Television Production in Semester -IV. The audio is inevitable part and effective sound is the sole of audio and audio-video production. The training in sound processing shall help learner to use professional sound in his projects of Radio and Television as well as Film Communication.

Semester 4

Paper No	Course Code	Subject Name	Credits
01	BAMMC EM-4011	Electronic Media – II	02
	BAMMC TMC-4012	Theatre and Mass Communication – II	
	BAMMC RPP-4013	Radio Production – II	
	BAMMC MGV-4014	Motion Graphics and Visual Effects – II	
02	BAMMC WEM-402	Writing and Editing for Media	04
03	BAMMC MLE-403	Media Laws and Ethics	04
04	BAMMC MMR-404	Mass Media Research	04
05	BAMMC FCO-405	Film Communication – II	04
06	BAMMC CMM-406	Computers and Multimedia – II	02

401-1	
Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Electronic Media-II
Paper	Elective01 (AEEC-1)
Course Code	BAMMC EM-4011
Total Marks	100 (75:25)

Number of Lectures	48	
Course Outcome:		
To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.		
COURSE CODE	COURSE NAME	
BAMMC EM-4011	ELECTRONIC MEDIA-II	
Syllabus		
Modules	Details	Lectures
1	Evolution and growth of Radio and Television:	08
	A. Evolution and growth of Radio: <ul style="list-style-type: none"> • Satellite Radio – The Evolution and Growth • AIR and Community Radio- Developmental and Educational Role • Internet Radio and Private FM Channels broadcast on Internet. 	

	B. Evolution and growth of Television	<ul style="list-style-type: none"> • Evolution and growth of Private and Satellite channels: • Growth of Private International, National and Regional TV Networks and fierce. • Competition for ratings. • Satellite television broadcast Television channels for niche audiences —entertainment, news, sports, science, health and life style. HDTV telecast • Proliferation of DTH services: 	
2	Regional channels:		10
	A. Rise of regional channels and Importance of Regional Channels in India and Globally		
	B. Trends in regional radio and Television channels.		
3	News and other nonfictional formats.		10
	1. TRP	Breaking news on television and the TRP race:	
	2. Panel discussions:	How panel discussions can make the public opinion	
	3. Interviews:	Radio and Television Interview techniques	
	4. Anchoring:	Qualities of a good anchor Voice modulation	
	5. Radio Jockey:	Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation	
4	Writing for Broadcast Media-(Radio and Television)		10
	11. Preparation of Audio and Video briefs:	Idea generation, Scripting, Story board	
	12. Scripting:	Scripting for: Interviews/Documentary/Feature/Drama/Skits on Radio and TV.	
	13. Ethics:	Ethics including Censorship in presentation of News. Code of conduct Fact checking	
5	Current and Emerging Trends in Electronic media		10
	5. '24/7 news broadcast:	Features, Audience effectiveness, advertisements and Dumbing down of News	

	6. Convergence and Multimedia:	<ol style="list-style-type: none"> 1. Use of Facebook and Twitter handles by Radio and TV channels 2. Internet TV/ Radio 3. Mobile TV/Radio 	
	7. Emerging Trends:	Mobile Technology, Social Media and Web: eg. <ul style="list-style-type: none"> • Hotstar • Voot • Sony Live 	
	8. Digital storytelling /Features :	<ul style="list-style-type: none"> • Story idea • Development and Presentation • Web series 	
	Total		48

Internals	Marks 25
Presenting, shooting and editing of news bulletin. Scripting and shooting for any fictional programme. Making a docudrama Writing and recording of radio talk show	
BOS Syllabus Committee Members	
<ol style="list-style-type: none"> 1. Dr. Navita Kulkarni (Convener) 2. Prof. Neena Sharma (Subject Expert) 3. Prof. Gajendra Deoda (Subject Expert) 	

401-2

Program	BAMMC
Year	SYBMMC
Semester	IV
Course:	Theatre and Mass Communication-II
Paper	ELECTIVE
Course Code	BAMMC TMC-4012
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME :

1. Direction and the works, developing an eye for details
2. Deeper understanding of theatre and how it has evolved to create human connections
3. Understanding the role theatre plays as a medium of mass communication in development of society

COURSE CODE	COURSE NAME
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BAMMC TMC-4012		THEATRE AND MASS COMMUNICATION-II	
Syllabus			
Module	Topic	Details	Lectures
Indian Theatre Icons			
I	Play Writing:	<ol style="list-style-type: none"> 1. Role of a playwright in theatre 2. Structure: Plot, Act, Scene, Character Setting 3. Basic types of playwriting, Script format 4. Role of IPTA and National School of Drama in the flourishing of theatre in India 5. Theatre and its contribution to cinema and television in India 	10
	Contribution of Indian Dramatists who revolutionized Indian Theatre:		
		<ul style="list-style-type: none"> • Vijay Tendulkar • Girish Karnad • Bijon Bhattacharya • Prithviraj Kapoor • Utpal Dutt • Shambhu Mitra • Mahesh Dattani • Badal Sarkar • Ebrahim Alkazi • Satyadev Dubey • B.V. Karanth • Ratan Thiyam • Mohan Rakesh 	
Role Of Theatre			
II	Theatre: Role As A Medium Of Mass Communication	<ol style="list-style-type: none"> 1. In India theatre emphasizes on the social problems and themes such as agriculture, literacy campaign, social and national harmony, human trafficking, child labor, gender discrimination, religious tolerance, women empowerment, prevention of HIV-AIDS, family planning, pulse polio, nutrition, environment pollution 2. Theatre for education and entertainment: Command or instructive function 	10

		<ol style="list-style-type: none"> 3. Theatre for development communication and social change: Persuasive function 4. Theatre for development (T4D): Building peace in Sierra Leone , Wise Up in Botswana (awareness of HIV/AIDS) – UNICEF 5. Development function: MacBride Commission report 'Many Voices One World' 6. Use of folk theatre, puppet theatre and mime for the above purpose to reach out to the rural masses. 	
	Activity:	Get newspaper clips dealing with socio-political issues and prepare scripts for short skit.	
Director And Producer			
III	Direction and Production:	<ol style="list-style-type: none"> 1. What is direction, Qualities of a good director, Major responsibilities of a director, Principles of direction, Difference between creative director and interpretative director 2. Considerations for selection of a production, 3 producing formats, 5 departments of technical production 3. Who is a producer and what is his job 4. Types of rehearsals, Determining the number of performances, Theatre Angel 5. 10 top running Broadway shows 	10
Management And Marketing			
4	Theatre management, marketing and event organization:	<ol style="list-style-type: none"> 1. Business aspects of theatre, a career in arts administration and management. 2. Budgetary planning, Costs Strategy 3. Performing Arts System and audience relations, Marketing and Communication strategies, Bookings and ticketing, Reviews and previews – press and publicity 4. Institutional relations and protocol, Infrastructure management 5. Supplier and provider management 	10
Scripting, designing and promotions			
	Theatre As self-expression:	<ol style="list-style-type: none"> 1. Devising the message 2. Writing the script and finalising it 3. Designing the set 4. Rehearsals, Staging the performance, Curtains 5. Marketing and promotions 	08

BOS Syllabus Committee Members

- | |
|---|
| <ol style="list-style-type: none">1. Prof. Rani D'Souza (Convener)2. Prof. Shamali Gupta (Subject expert)3. Mr. Abhijit Khade (Industry expert) |
|---|

Internal evaluation through projects:
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The class puts up a grand one act play
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401-3

Program	BAMMC	
Year	SYBAMMC	
Semester	IV	
Course:	Radio Program Production-II	
Paper	ELECTIVE	
Course Code	BAMMC RPP-4013	
Total Marks	100 (75 : 25)	
Number of Lectures	48	
COURSE OUTCOME:		
To give learner basic knowledge of radio/audio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. To make familiar them with the art of audio recording, editing, mixing, and aural storytelling techniques.		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC RPP 310	RADIO PRODUCTION-II	
Syllabus		
MODULE	DETAILS	LECTURES
1	The Discussion	10
	1. Format	
	2. Selection of participants	
	3. Preparation	
	4. Speaker Control, Subject Control and Technical Control	
	5. Ending the Programme	
2	Commentary	08
	1. Preparation work with the Base Studio	
	2. Different Sports	
	3. Communicating Mood and Coordinating the images	
	4. Content and style	
	5. News Action and Sports Action	
3	Using the internet and social media	10
	1. An online presence	
	2. Internet radio	
	3. Radio Podcasts	
	4. Internet Research	
	5. Making the best use of Social Media	
4	Phone-Ins	10
	1. Technical Facilities, Programme Classification	
	2. The Open Line And Choosing The Calls	
	3. The Role Of The Host And The Host Style	
	4. Reference Material, Use Of 'Delay'	
	5. Linking Programmes Together, Personal Counseling The Presenter As Listener	
5	Making Commercials	10
	1. Copy Policy	

	2.	The Target Audience	
	3.	The Product Or Service 'Premise'	
	4.	Voicing And Treatment	
	5.	Music And Effects	
	Total		48

Syllabus Sub-Committee:

Prof. Gajendra Deoda (Convener)
Mr. Jaidevee Pujari Swami (Industry expert)
Dr. Navita Kulkarni (Subject expert)

References:

1. Lost Sound: The Forgotten Art of Radio Storytelling by Jeff Porter.
2. On the Air: The Encyclopaedia of Old-Time Radio by John Dunning.
3. The radio station by Michael C. Keith.
4. Radio Theory Handbook: Beginner to Advance by Ronald Bertrand
5. Out on the Wire: The Storytelling Secrets of the New Masters of Radio

401-4

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Motion Graphics and Visual Effects-II
Paper	ELECTIVE
Course e Cod	BAMMC MGV-4014
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC MGV-4014		MOTION GRAPHICS and VISUAL EFFECTS-II	
Syllabus			
	Modules	Details	Lectures
01	Compositing		08
	1. Pass Compositing	Multi Pass Compositing.	01
	2. Pre Compositions	Creating a composition with original composition (Nesting)	01
	3. Tracking-I	Application and usage of Tracking Elements. Understanding Match Moving.	02
	4. Tracking-II	Object and Camera Tracking.	01
	5. Layer and Node composition	Layer-based compositing. Node-based compositing.	03

02	Rotoscopy		10
	1. Rotoscopy	Understanding rotoscoping and its application and usage. Rig Removal and its importance.	02
	2. Matting	Understanding Alpha and Luma mattes. Use of Garbage mattes.	03
	3. Footage Clean-up	Removing faults/wires in live action footage.	01
	4. VFX and Colour Grading	Creating mattes for visual effects. Colour grading for specific objects/frames	03
	5. Exporting files	Understanding computability for rendering. Exporting in various file formats.	01
03	Blender: Working with 3D		10
	1. Introduction to 3D	Making and Rendering Your First Scenes.	02
	2. Tools	Basic Principle: Data blocks. Introduction to Edit Mode.	02
	3. 3D Objects	Separating and Joining Objects.	02
	4. Curves	Object Modifiers. Converting to Mesh from Curve.	02
	5. Textures	Materials, Textures, and How They Get onto Surfaces.	02
04	Scripting and Workflow		10
	1. Script Editor	Accessing Script Editor and its usage.	02
	2. Overlaying	Use and Importance of Overlaying.	01
	3. Expressions	Importance of Expressions. Understanding different expressions used and how they function.	02
	4. Workflows	The importance of workflows for a VFX Project.	03
	5. Industry application	How workflows are used in industry.	02
05	Chroma Keying		10
	1. Keying	What is Chroma Keying?	02
	2. Green and Blue screens	What is Blue/Green Screen Imaging? Why Blue/Green color be used.	01
	3. Chroma Screen	Application of Chroma (Green and Blue screen effect).	02
	4. Application	Using Chroma to work on simple shoots. Wire removals and cleaning up footage.	03
	5. Exporting to Premiere	Using visual effects into Premiere Pro timeline videos.	02
Total Lectures			48
Syllabus Sub-Committee			

<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar: (Convener) 2. Prof. Izaz Ansari: (Subject Expert) 3. Mr. Ashish Gandhre (Industry Expert) 		
Internal Exercise:		
The objective of internal exercise is to help them identify job opportunities in visual effects in the broadcast and film-making industries.		
Sr. No.	Project/Assignment	Reason/Justification
01	Montage	Creating a Television News Broadcast with all its elements. This project helps with working with multiples elements and layers simultaneously. Shows the importance of audio elements and uses various techniques and effects.
02	Show Reel	Creating a project with all the tools, techniques and methods learnt in Multimedia 1 . This project can be used as portfolio for aspiring VFX artists.
Note: The course Motion Graphics and VFX is associated with Film Communication as well as Television Production of Radio and TV. Also, it is associated with Web designing and shall help learner create eye catching after effects in his own website.		

402

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Writing and Editing for Media
Paper	CORE VIII DSC D1
Course Code	BAMMC WEM-402
Total Marks	100 (75 : 25)
Number of Lectures	48
COURSE OUTCOME	
<ol style="list-style-type: none"> 1. Provide the ability to understand writing styles that fit various media platforms. 2. It would help the learner acquire information gathering skills and techniques. 3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital. 4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. 5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences 6. Provide acquire basic proficiency in proof-reading and editing. 	

COURSE CODE		COURSE NAME	
BAMMC WEM-402		WRITING and EDITING FOR MEDIA	
Syllabus			
Modules	Topics	Details	Lectures
PRINT MEDIA			
I	WRITING FOR PRINT MEDIA	<ol style="list-style-type: none"> 1. What makes news? (determinants of news) 2. Art and basic tools of writing 3. Steps and elements of writing-editorial, features and review 4. Writing for Newspapers and Magazines 5. Writing a News story/feature stories/Article/Editorials(differences) 6. Leads, nut shelling and story structure 7. Writing style and the stylebook 8. Public Relations and corporate writing various forms 9. Writing for Advertisements 	12
RADIO AND TELEVISION			
II	WRITING FOR BROADCAST MEDIA	<ol style="list-style-type: none"> 1. Radio and Television: Challenges, strengths and weaknesses 2. Writing for Television and Radio programs 3. Script writing formats 4. Writing for interviews, live news and daily news 5. Radio jockeying / online radio and new trends Storyboarding for Television commercials 	10
DIGITAL MEDIA			

III	DIGITAL MEDIA: A sunrise opportunity	<ol style="list-style-type: none"> 1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content 2. How to produce well-written webpages Written content for the web, digital spaces and digitally distributed media. 3. Development of web-specific style guides, convergence of text and video on digital. 4. Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn). 5. Dealing with breaking news and fake news in real time. 6. Writing for Advertisements through Email and SMS Writing Blogs 	14
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		EDITING	
IV	EVALUATION OF CONTENT	<ol style="list-style-type: none"> 1. Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. 2. Rewriting leads 3. Achieving fitment with spacing requirements at any newspaper, magazine or webpage. 4. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. 5. Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design 	12

BOS Syllabus Committee members

1. Prof. Rani D'souza (Convener)
2. Mr. Adith Charlie (Industry Expert)
3. Ms. Shreya Bhandary (Industry Expert)

Internal Evaluation Methodology

25 MARKS

1. Written assignments for print media
2. Digital /online written assignment
3. Writing blogs
4. Open book tests
5. Oral and practical presentations
6. Projects

Group interactions,/discussions

Reference Books/Journals/Manuals

1. James glen stovall, writing for the mass media, sixth edition, published by Dorling kindersley (India)
2. Artwick, Clauddete G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005
3. The associated press stylebook. . Associated press (current edition)
4. Chicago guide to fact-checking (Chicago Guides To Writing, Editing And Publishing)By Brooke Borel
5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima | 10 April 2013
6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill
7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger
8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications
9. Writing for journalists (media skills) by Wynford Hicks
10. Feature writing for Journalists (Media Skills) by Sharon Wheeler
11. Writing for News Media: The Storyteller's Craft by Ian Pickering | 27 November 2017

12. An introduction to writing for electronic media: scriptwriting essentials across the genres by Musburger, PhD, Robert B.

403

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Media Laws and Ethics
Paper	(DSC D2) CORE IX
Course e Cod	BAMMC MLE-403
Total Marks	100 (75:25)
Number of Lectures	48

Brief: In law a man is guilty when he violates the rights of others. In ethics he is guilty if he only thinks of doing so. - Immanuel Kant

Course Outcome:

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

COURSE CODE	COURSE NAME
BAMMC MLE-403	MEDIA LAWS and ETHICS

Syllabus

Module	Details	Lectures
1	Constitution and Media	09
	1. Core values of the Constitution	Refreshing Preamble, unique features of the Indian Constitution
	3. Freedom of Expression	Article 19 (1) (a), Article 19(2)
	4. Judicial Infrastructure	Hierarchy of the courts Independency of the judiciary Legal terminologies
	5. Social responsibility of the media	Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today's era
	5. Social Media	Threat of Fake News and facts verification Social media decorum
2	Regulatory bodies	10
	1. Press Council of India	2. Brief history: Statutory status 3. Structure 4. Powers and limitations

	6. TRAI	Role of Telecom Regulatory Authority of India	02
	5. IBF	1. Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council	02
	4. ASCI	1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council	02

	5. NBA	<ol style="list-style-type: none"> 1. News Broadcasters Association : 2. Structure 3. Mission 4. Role 	02
3	Media Laws		10
	1. Copyright and IPR	What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies	02
	2. Defamation	<ol style="list-style-type: none"> 1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies 	02
	3. IT Act	<ol style="list-style-type: none"> 1. Information Technology Act 2000 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies 	02
	4. Contempt	<ol style="list-style-type: none"> 1. Contempt of Court 2. Contempt of Parliament 	02
	5. More acts	<ol style="list-style-type: none"> 1. Drugs and Magic Remedies (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act 	02
4	Media Laws		10
	1. Right to Privacy	<ol style="list-style-type: none"> 2. Evolution 3. Right to Privacy a Fundamental Right 	02
	3. Morality and Obscenity	<ol style="list-style-type: none"> 1. Indecent Representation of Women's Act 2. 19.2, IPC 292 , 293 3. Change in perception with time 	02
	4. Unfair Practices	Unfair Trade Practices and the Competition 2002 Act	02
	5. OSA	<ol style="list-style-type: none"> 1. Official Secrets Act 2. Controversies 3. Case Studies 	02
	4. RTI	<ol style="list-style-type: none"> 1. Right To Information Act 2005 2. Brief History 3. Importance and current status 	02
5	Media Ethics and Social Responsibility		09
	1. Why Ethics	What is ethics? And why do we need ethics?	01
	2. Ethical responsibility of journalist	<ol style="list-style-type: none"> 1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value 	02

	3. Fake News	1. Post -truth and challenges of fighting fake news 2. Techniques of fact verification	02
	3. Ethical responsibility of advertisers	4. Violation of ethical norms by advertisers 5. Case Studies	02
	6. Stereotyping	Stereotyping of minorities, women, senior citizens, regions, LGBT	02
Total Lectures			48

Syllabus Sub-Committee			
1. Prof. Renu Nauriyal (Convener) 2. Prof. Mithun M Pillai (Subject Expert) 3. Prof. Bhushan M Shinde (Subject Expert)			
Internal exercise:			25 Marks
The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility			
Sr. no.	Project/Assignment	Reason/Justification	
1. Field work	Group presentation based on field visit eg. visit to court	Exposure to the real world of law and challenges of team work	
2. Group discussion	On current issues relating to media law	This would demand clarity of perception and expression	
3. Test	Based on the syllabus	To test the knowledge about the topics covered.	
References:			
1. Basu, D.D. (2005). Press Laws, Prentice Hall. 2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press. 4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications 5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co 6. Media Laws: By Dr S R Myneni, Asian Law			

404

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	MASS MEDIA RESEARCH
Paper	(DSC-D3) CORE X
Course Code	BAMMC MMR-404
Total Marks	100 (75:25)
Number of Lectures	48

Course outcome

- To introduce students to debates in Research approaches and equip them with tools to carry on research
- To understand the scope and techniques of media research, their utility and limitations

COURSE CODE	COURSE NAME
BAMMC MMR-404	MASS MEDIA RESEARCH

Syllabus

Module	Topic	Details	Lectures
Research In Media			
I	Introduction to mass media research	<ul style="list-style-type: none"> • Relevance, Scope of Mass Media Research and • Role of research in the media • Steps involved in the Research Process • Qualitative and Quantitative Research • Discovery of research problem, identifying dependent and independent variables, developing hypothesis 	12
Design			
II	Research designs	<ul style="list-style-type: none"> • Concept, types and uses • Research Designs: <ol style="list-style-type: none"> a) Exploratory b) Descriptive and c) Causal. 	04
Data Collection			
III	Data - collection methodology		

a. Primary Data – Collection Methods

18

- I. Depth interviews
- II. Focus group
- III. Surveys
- IV. Observations
- V. Experimentations
- b. Secondary Data Collection Methods
- c. Literature review
- d. **Designing Questionnaire and measurement techniques**
 - a. Types and basics of questionnaire
 - b. Projective techniques
 - c. Attitude measurement scales
- e. Sampling process
- f. Data Tabulation and Research report format

		Analysis	
IV	Content analysis	<ul style="list-style-type: none"> a. Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis 	05
		Application Of Research	
V	Application of research in mass media	<ul style="list-style-type: none"> a. Readership and Circulation survey b. TRP c. RRP d. Audience Research e. Exit Polls f. Advertising Consumer Research 	05
		The Semiotics	
VI	The Semiotics of the Mass Media.	<ul style="list-style-type: none"> a. What is semiotics in media? b. Why is semiotics important? c. What are codes in semiotics? d. Semiotics and media 	04
Total Lectures			48
BOS Syllabus Committee Members			
<ul style="list-style-type: none"> 1. Dr. Navita Kulkarni (Convener) 2. Dr. Hanif Lakdawala (Course Expert) 3. Prof. Rani D'Souza (Course Expert) 			
Internal Assessment: Methodology			25 MARKS
Reference Books:			

1. Research Methodology; Kothari: Wiley Eastern Ltd.
2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP
3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates.
4. Media Research Methods: Gunter, Brrrie; (2000); Sage
5. Mass Media Research: Wimmer And Dominick
6. Milestones In Mass Communication: Research De Fleur

405

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Film Communication II
Paper	(DSC-D4) DRG
Course Code	BAMMC FCO-405
Total Marks	100 (75:25)
Number of Lectures	48

Brief:

The media cannot be experienced without cinema. Movies are inseparable from social life today.

Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it. To give media better film makers.

Course Outcome:

Lectures: 48

1. Awareness of cinema of different regions.
2. Understand the contribution of cinema in society.
3. How to make technically and grammatically good films.
4. From making to marketing of films.
5. Economic aspects of film.
6. Careers in films.

COURSE CODE

COURSE NAME

BAMMC FCO-405

FILM COMMUNICATION II

Syllabus

Module

Details

Lectures

Understanding Cinema

	1. Regional Cinema	Regional Films and Film makers – Marathi (V. Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc.	12
	2. Hindi Cinema	2.1 Popular Hindi Commercial Films(Bollywood) 2.2 Past to Present 2.3 Economic contribution of cinema. 2.4 Convergence of Art and Commercial. 2.5 Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.)	12
	3. Cinema now	Contemporary Era Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture	08
	4. Film Making	Film Production to Film Exhibition 4.1 Aspects of Production Systems: Financial, Administrative and Creative. 4.2 Stages of Film Making -1: Pre-Production 4.3 Stages of Film Making -2: Actual Production 4.4 Stages of Film Making -2: Post-Production 4.5 Film and Censorship. 4.6 ROI Systems in Film Industry Distribution Promotion Marketing Branding Internet	08
	5. Film Culture	5.1 Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. 5.2. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad 5.3 Film Awards: Nature and Types of Film Awards Major Film Awards in India and Abroad	08
Total Lecture			48

BOS Syllabus Sub-Committee Members

1. Prof. Gajendra Deoda (Convener)
2. Prof. Chetan Mathur (Subject Expert)
3. Prof. Abhijit Deshpande (Industry Expert)

Internal Exercise:

25 Marks

To make students put in practical use the outcome of Film Communication.

Suggested Methods		
Sr. no.	Project/Assignment	Reason/Justification
Electronic Media	Group project of Short film making	To understand the understanding of cinema grasped by the students.
Suggested Screenings:		
Documentaries on Famous Film makers – K. Balachander. K. Vishwanath, Adoor etc. Pinjra Apur Sansar/Megha Dhake Tara Sholay/Amar Akbar Anthony Hum Aapke Hai Kaun / Dilwale Dulhaniya Le Jayenge Bajirao Mastani/Manikarnika/Bahubali URI Film		

406

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Computer Multimedia II
Paper	(Practical) DRG
Course Code	BAMMC CMM-406
Total Marks	100 (75:25)
Number of Lectures	48

Brief: Digital workflow:

Since the introduction of computers in media every process of image editing and film editing is computerized. Various soft wares –beginners to professional- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in media today.

Course Outcome:

1. To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.
2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
3. To prepare learner skilled enough for independency during project papers in TY sem.VI.
4. To help learners work on small scale projects during the academic period.

COURSE CODE		COURSE NAME	
BAMMC CMM-406		Computer Multimedia II	
Syllabus			
Modules		Details	Lectures
1	Photoshop: Advanced Image Editing		12
	1. Working with multiple images	Mixing Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool	02
	2. Image Effects	Editing Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters	03
	3. Working with Layers	Layer basics Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masks and extractions Layer effects, Adjustment layers	05
	4. Wonders of Blend Modes	Blend modes Advanced blending options Layer blends	01
	5. Fully Editable Text	Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools	01

2	Adobe Illustrator: Vector based Drawing software		07
	1. Introduction to Adobe Illustrator	Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats	02
	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects	02

	3. Creating Simple designs	Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity	
	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	02
	5. Exporting in Illustrator	Exporting, Types of export, Exporting for other soft wares	01
3	InDesign: Layout Software		08
	1. Introduction to Adobe In Design	List the menus, List the tools, Palates Benefits of using In Design, Application of In Design	02
	2. Text Edits in InDesign	Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	02
	3. Using palettes	Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate	01
	4. Colour correction in InDesign	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication	02
	5. Exporting files	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	01
4	Premiere Pro: Audio-visual: Advanced application		10
	1. Introduction to editing	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	02
	2. Exploring Premiere Pro	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	02

	3. Right application of various file formats	Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions,	02
	4. Using colour grading	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	02
	5. Exporting and rendering	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	02
5	Adobe Dreamweaver: Web designing software		11
	1. Introduction to Dreamweaver	Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver	02
	2. Working with DW	Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW	02
	3. Linking pages	Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links	03
	4. Using Tables	Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables, Changing span, Making image into clickable link	02
	5. Typo in DW	Changing Font typefaces, size, style, colours Text to hyperlink	02
	Total		48

BOS Syllabus Committee Members

1. Prof. Arvind Parulekar (Convener)
2. Pro. Izaz Ansari (Subject Expert)
3. Mr. Ashish Gandhre (Industry Expert)

Internal exercise:

The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students is up to the industry standards. Also helping them develop their vision to higher aesthetic level.

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either InDesign or PS or Illustrator	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on experience.
02 Electronic	Making a short clip with the use of premiere	Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc.) Embedding video with Dreamweaver

Bibliography:

- Photoshop Bible, McLeland ,Willey Publication
- Adobe Illustrator Classroom in a book: Adobe House
- InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
- Adobe Premiere Pro: Practical Video Editing
- Dreamweaver: Web designing made easy: Todd Palamar

	SEM III	SEM IV	Justification
01	Photoshop Basic	Photoshop Advanced	Associated with Intro to Photography
02	CorelDraw	Adobe Illustrator	Both the soft wares preferred in industry
03	Quark Express	Adobe InDesign	Both the soft wares preferred in industry
04	Premiere Pro Basic	Premiere Pro Ad	Associated with Film Communication
05	Sound Forge/Booth	Dreamweaver	SF Associated with Radio and TV production and DW with Digital media production

Note: Please refer the reasons for this multimedia course in continuing soft wares like Photoshop and Premiere Pro from Sem-II to Sem-IV. The Course outcome shall be met during this course.

TYBAMMC Semester - V

Semester V- Journalism		
Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (Discipline Related Generic)
BAMMC DRG-501	04	1. Reporting
BAMMC DRG-502	04	2. Investigative Journalism
ELECTIVES	03X04=12	DSE 1 B (Discipline Specific Electives) (Elect Any Four Courses From Below)
BAMMC EJFW 1B501		1. Features and Writing For Social Justice
BAMMC EJWS 1B502		2. Writing and Editing Skills
BAMMC EJGM 1B503		3. Global Media and Conflict Resolution
BAMMC EJBF 1B504		4. Business and Financial Journalism
BAMMC EJMJ 1B505		5. Mobile Journalism and New Media
BAMMC EJNM 1B506		6. News Media Management
BAMMC EJJP 1B507		7. Journalism and Public Opinion
BAMMC EJML 1B508		8. Media Laws and Ethics
TOTAL	20	

COMPULSORY- CORE- DRG(DISCIPLINE RELATED GENERIC)		
BAMMC DRG-501	04	1. REPORTING
BAMMC DRG-502	04	2. INVESTIGATIVE JOURNALISM

COMPULSORY -CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	REPORTING
COURSE CODE	BAMMC DRG-501
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-501	REPORTING

COURSE OUTCOME

<ol style="list-style-type: none"> 1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. 2. To make them understand basic ethos of the news and news-gathering. 3. To prepare them to write or present the copy in the format of news. 4. To develop nose for news. 5. To train them to acquire the skills of news-gathering with traditional as well as 	
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<ol style="list-style-type: none"> modern tools. 6. To inculcate the skills for investigative journalism. 7. To make them understand the basic structure/ essential knowledge for various beats. 8. To make them responsible reporters and the face of media. 	
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Module	Details	Lectures
1		
Concept Of News	Definition Of News, types of news, elements of news, collection of facts. News-writing How to write a news story, Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity. Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?	10
2. News Gathering	A) How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage. B) Sources Primary and Secondary Citizen journalism Role of anonymous sources. New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.	10

3. Beats System in Reporting	<p>What is beat system, why it is necessary, how does it help, What are requirements of various beats. The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education Health, Entertainment and Defense.</p> <p>New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer.</p>	<p>10</p>
4. Coverage of Disasters	<p>Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.</p> <p>Imminent Dangers or threats in Reporting.</p> <p>Study these with special in-depth reference to Pulwama attack Gadchiroli Naxal attack Return of Abhinandan Varthaman</p> <p>The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.</p>	<p>08</p>
5. Case studies	<p>Ethical Issues in reporting/ Credibility of Reporters.</p> <p>Follow-up Story</p> <p>Yellow Journalism and its comparison with other forms.</p> <p>Rafale scam Agusta westland case PNB scam (Nirav modi) National Herald Panama case Bofors scam Watergate scam</p> <p>The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.</p>	<p>10</p>
Internal Assignments		
Suggestions :	<p>There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.</p>	

REFERENCES:

1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi.
5. Verma. M.K, News.

BOS SYLLABUS SUB-COMMITTEE MEMBERS

Prof. Gajendra Deoda (Convener)
 Prof. Santosh Gore (Industry Expert)
 Prof. Amruta Bane (Subject Expert)

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	INVESTIGATIVE JOURNALISM
COURSE CODE	BAMMC DRG-502
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-502	INVESTIGATIVE JOURNALISM
COURSE OUTCOME	

1. Understand the role of investigative reporting in modern journalism
2. To learn to conduct investigative research in an ethical manner.
3. To create and write excellent investigative stories for media.
4. To acquire advanced investigative journalistic skills
5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.

MODULE	TOPICS	DETAILS	LECTURES
CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM			
I	INTRODUCTION TO INVESTIGATIVE JOURNALISM	<ul style="list-style-type: none"> • Who is an Investigative Reporter, Role of an Investigative Reporter • Qualities and essentials for becoming an investigative journalist, career and opportunities • Centre for Investigative Journalism (CIJ) • Ethical/unethical use of sting operations 	10
DATA COLLECTION			
II	SOURCES	<ul style="list-style-type: none"> • Records and the Confidentiality of Source • Issues of contempt, defamation • Right to Privacy and Official Secrets Act □ What is evidence? • Case Study: Panama Papers and Watergate Scandal 	10
DESIGNING THE STORY			
III	FINDING and WRITING YOUR STORY	<ul style="list-style-type: none"> • Observation • Planning techniques • Cultivating sources • Developing the project 	10
DATA PROTECTION and SECURITY			
IV	SECURITY OF SOURCES and DATA	<ul style="list-style-type: none"> • Protection of sources • Safety of journalists • Criticism of Investigative Journalism 	08
FINAL STORY			
V	GENERATION OF THE STORY	<ul style="list-style-type: none"> • Research methods • Insight knowledge • Asking the right questions • Libel and fact checking • Writing and rewriting the report 	10
TOTAL LECTURES			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			

4. Prof. Rani D'souza (**Convener**)
5. Mr. Adith Charlie (**Industry expert**)
6. Prof. Renu Nauriyal (**Course expert**)
7. Ms. Shreya Bhandary (**Industry expert**)

INTERNAL EVALUATION METHODOLOGY

25 MARKS

7. MANDATORY SCREENING OF THE FOLLOWING DOCUMENTARIES/FILMS/MOVIES

- A. All The President's Men (Based On The Watergate Scandal, One of The Most Viewed Movies)
 - B. Icarus (Documentary On The Russian Olympics Doping Scandal, Won The Oscar In 2018)
 - C. Spotlight/The Post (Journalism In An Era Without Internet And Mobile Phones, When Journalists Took Years Working On An Investigation)
8. Project Guided By Faculties
 9. Any One Small Local Case To Be Taken And Investigated And Submitted In The Form Of Compilation Of All The Methodology
 10. Continuous Weekly Evaluation Of The Investigations Being Carried Out On The Case Study Selected By The Learner.
 11. Group Discussions

REFERENCE BOOKS/JOURNALS/MANUALS

1. A Manual For Investigative Journalism
Edited By Syed Nazakat And The Kas Media Programme

ELECTIVE 01

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	Features and Writing For Social Justice
COURSE CODE	BAMMC EJFW 1B501
PAPER	1 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJFW 1B501	FEATURES AND WRITING FOR SOCIAL JUSTICE
COURSE OUTCOME:	

<ol style="list-style-type: none"> 1. To provide students with technique of narration and story telling 2. To share the art of developing a story idea 3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice 		
MODULE	DETAILS	LECTURES
1	About features	10
	6. What makes feature writing different	01
	7. Deconstructing a feature	02
	8. News Feature	02
	9. Human Interest Stories, Profiles	02
	10. Developmental stories, opinion pieces, in-depth features as tools of social justice	01
2	How to pen a feature	08
	11. Finding fresh ideas, developing a story idea	
	12. On and off field research	
	13. Building observation and listening skills	
	14. Structuring the story	
	15. Use of anecdotes, Illustrations, Interviewing	
3	Becoming the voice of the urban poor (Mumbai): letters to editors, blogs	10
	11. Prone to disasters : floods etc	02
	12. Poor health specially mental health	02
	13. Lack of facilities and obstacles to education	02
	14. Night schools	02
	15. Unemployment and exploitation	02
4	Mumbai based features/ letter to the editor/ post/opinion piece on	10
	14. Plight of Rag pickers	02
	15. Construction workers	02
	16. The homeless	02
	17. Slum rehabilitation projects	02
	18. Condition of Mumbai Jails/ Courts	02
5	Mumbai based features/ letter to the editor/ post/opinion piece on	10
	14. City issues of hygiene and pollution	02
	15. Water crisis	02
	16. Crime and safety	02
	17. Corruption issues faced by the common man	02
	18. Challenges faced by senior citizens and the physically/ mentally challenged	02
Total Lectures		48
BOS SYLLABUS COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Prof. Renu Nauriyal (Convener) 2. Prof. Kanika Kachru 3. Dr. Mahesh Patil 4. Prof. Deepak Tiwari 		

INTERNAL EVALUATION METHODOLOGY		25 MARKS
Sr. no.	Project/Assignment	
01	Letters to the Editor	
02 Electronic Media	Flip class presentation	
03 Field work	Feature based in Mumbai or vicinity on any one of the issues of social justice	
REFERENCES:		
<ol style="list-style-type: none"> 1. Feature Writing: Meera Raghvendra Rao, 2012 2. Communication and Development: The Challenges of Twenty First Century- V.S. Gupte, 2000. 3. <i>On Writing Well</i> (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006. 4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol. 52, Issue no. 13.01 April, 2017 5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaramaniyam. Economic and Political Weekly Vol. 53, Issue No 15, 14 April, 2018. 6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement among Urban poor by Abhijit Banerjee, Rohini Pande and Michael Walton, International Growth Centre, October 2012. 19. The Free Voice on Democracy, Culture and Nation by Ravish Kumar. 20. Everyone Loves a Good Drought by P. Sainath. 21. Looking Away by Harsh Mandar. 		

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	WRITING and EDITING SKILLS
COURSE CODE	BAMMC EJWS 1B502
PAPER	2 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE

COURSE NAME and DETAILED SYLLABUS

BAMMC EJWS 1B502 WRITING and EDITING SKILLS

COURSE OUTCOME:

1. To provide learners with tools and techniques of editing and writing.
2. To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.

Module	Details	Lectures
1	Tools and Techniques of Editing 10	
	1. Brevity Brevity: the soul of communication 02 Eliminating redundancy in communication	
	2. Functional Grammar Refreshing Grammar, Common Errors	02
	3. Word power Working with words 04	
	4. Punctuations For media usage 01	
	5. Style book Use of numbers, abbreviations, names and terms 01	
2	Crisp writing 08	
	1. News Sense Finding the right story angle 02	
	2. Saying it in Writing headlines, captions, leads and intros 01 bold	
	3. Podcast Writing for the ear	01
	4. Net cast Writing for visuals 01	
	5. Web writing Story Compiling Difference between writing for print and real time 03 writing	
3	Resume writing : Telling your story 10	
	Assimilating facts and details	02
	Building a narrative	02
	Making it pictorial	02
	Layout and page design	02
	Being a credible voice	02
4	Feature Writing 10	
	1. Features Human Interest Stories 02 stories	
	2. Reviews Books, Films, App 02	
	3. Columns Analytical, Interactive, Agony Aunt 02	
	4. Editorials Importance, Voice of the publication, Format 02 5. Obituaries Writing obituaries 02	
	Need for factual verification and tone. Can obituaries be critical?	
5	Interviews 10	
	Types of subjects	02
	Preparing for interviews	02
	Preparing a questionnaire	
	Protocol and Ethical Issues	02
	Writing the interview copy	02
Total Lectures		48

BOS SYLLABUS SUB-COMMITTEE MEMBERS		
1. Prof. Renu Nauriyal (Convener) 2. Prof. Shreya Bhandary		
Internal Assessment		25 MARKS
The objective of internal exercise is to help the learners grasp the most essential and interesting elements of a story and create an impactful narrative. The assignment will also challenge the creativity of the learner.		
Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a creative resume for print and also an audiovisual version	This would be a treasured element for the learners portfolio
02	Flip Class assignment	This will be a confidence building exercise and give the learner the opportunity to hone his presentation skills
<p>Reference:</p> <ol style="list-style-type: none"> 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. Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011) 4. The Chicago Manual of Style. 		

ELECTIVE 03

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	GLOBAL MEDIA and CONFLICT RESOLUTION
COURSE CODE	BAMMC EJGM 1B503
PAPER	3 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJGM 1B503	GLOBAL MEDIA and CONFLICT RESOLUTION	
COURSE OUTCOME:		
<ol style="list-style-type: none"> To help students understand the difference in the role and structure of the media across the globe. To develop an understanding of the hold of media conglomerates and the issues of cultural differences To help students appreciate the potential of media in resolving conflicts. 		
MODULE	DETAILS	LECTURES
1	Evolution of Global Media	10
	North – South Divide, Imbalance in Global flows	01
	NWICO, MacBride Commission, Failure of NANAP	03
	Global Media Conglomerates, parachute journalism and embedded journalism	03
	Post Truth and avalanche of fake news	02
	Information Disorder	01
2	Media profiles, issues and analysis	10
	Contemporary Role of Global News Agencies	02
	Media in Europe	02
	Media in USA and Australia	03
	Media in Russia	01
	Media in Africa : talking drums; community radio	02
3	Media profiles ,issues and analysis	12
	Media in China	02
	Media in Japan	02
	Media in North Korea	02
	Media in Singapore	01
	Media in the Middle East and Role of Aljazeera	03

	Media in Malaysia	02
4	Conflict Resolution	10
	Changing nature of conflict	02
	Media driver of peace or driver of conflict	01
	The shifting media landscape, Challenges for independent media	02
	The role media can play in conflict resolution and peace promotion	01
	Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka	04
5	Media Information Literacy	06
	Five Laws of MIL	01
	MIL and youth radicalization in cyberspace	01
	Preventing violent extremism	01
	MIL to tackle social polarization of Europe	02
	Encryption / Cryptography media communication landscape	01
Total Lectures		48

Internal exercise:

The objective of internal exercise is to help the learner study the media landscape in a country/ region, the apparent and subtle controls, bias and stereotypes as well as the issues related to cyberspace.

Sr. no.	Project/Assignment	Reason/Justification
01	Flip class assignment: Presentation on a media of a country/ region	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Essay/ test	Test of knowledge, critical thinking ability

BOS SYLLABUS COMMITTEE MEMBERS

1. Prof. Renu Nauriyal (Convener)
2. Prof. Shridhar Naik (Subject Expert)
3. Prof. Neena Sharma (Subject Expert)
4. Prof. Jitendra Nayak (Subject Expert)

INTERNAL EVALUATION

25 MARKS

BIBLIOGRAPHY:

Understanding Global Media by Terry Flew, Red Globe Press
 Media and Conflict Resolution: A Framework for Analysis by Eytan Gilboa

1. 2. Deutsche Welle – 3. Global Media Forum (2009) revention in
Multimedia Age the
- How to Understand and Confront Hate Speech Pankowski, R
3. 4. How media can be an instrument of peace in conflict-
Media in Conflict Prevention authored by Michelle Betz.1 Adettings, drawn from
this paper by Katy Williams.
5. The Media Were American: U.S. Media in Decline. Jeremy Tur
Press
22. Conflict-sensitive reporting: state of the art; a course for jourr
ournalism educators (2009)17 UNESCO publication
23. Triumph Of The Image: The Media's War i
(Critical studies in communication and in the cult A Global Perspective
Moulana. ies) by Hamid
24. An indispensable intervention for countering radicalization at
xtremism, Jagtar Singh
25. The Kashmir Problem and Its Resolution, Wajahat
nstitute of Peace ibullah, United States
26. Social Media and Conflict Prevention Institute of
Peace. 2012. nelfarb, United States
27. How social media is changing the way we see conflict Beeston. 2014.
28. A New Era of Global Protest Begins By Rajesh Makwana. Tran:
29. Tweets of Contention: How Social Media is Changing Polit By Thomas
Leitzoff. Political Violence.

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	BUSINESS and FINANCIAL JOURNALISM
COURSE CODE	BAMMC EJBF 1B504
PAPER	4 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJBF 1B504	BUSINESS and FINANCIAL JOURNALISM
COURSE OUTCOME	
1.	The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.
2.	To create awareness about the importance of business and financial news and its role in coverage, reporting and editing

3. Acquire the skills to write different kinds of Business and Financial leads.
4. Acquire the skill to convert Business news releases into Business and financial reports
5. To improve skills in reporting and writing basic and complex business and financial stories in different beats
6. Provide a basic understanding of the world of business and finance by localising financial and economic data effectively.

MODULES	TOPICS	DETAILS	LECTURES
BUSINESS AND FINANCIAL JOURNALIST			
I	INTRODUCTION □	Who is a Business Journalist? <ul style="list-style-type: none"> • Skills for Business Journalism • Role of a Business Journalist • Careers and opportunities in Business and Financial Journalism • Analysis of Major Business and Financial media in India 	04
REPORTING OF MAJOR INDIAN SCAMS			
II	FINANCIAL JOURNALISM AND MAJOR INDIAN SCAMS	<ul style="list-style-type: none"> • Satyam corporate fraud • Cement scandal • 2G scam / Neera Radia Tapes • Ketan Parekh scam • The Coalgate scam • Adarsh Housing Society scam • ICICI Bank - Chanda Kochar • Kingfisher – Vijaya Mallaya • Nirav Modi Scam • Rafale deal 	10
BEATS			
III	BEATS AND AUDIENCES IN BUSINESS AND FINANCIAL JOURNALISM IN INDIA	1. Banking Sector in India <ul style="list-style-type: none"> • Functions of commercial banks • Use of modern technology such as core banking its advantage, and its advantages, social benefits and use in banking in financial inclusion • Government schemes related to banking • Topics such as foreign exchange reserves; functioning of the World Bank, BRICS BANK and Asian Development Bank. • Business and Financial terminologies used in Media 2. Union Budget <ul style="list-style-type: none"> □ Components of the Union Budget 	18

		<ul style="list-style-type: none"> • Why is India running a budget deficit and a fiscal deficit?, Populism and budget • Media presentation of Budget 	
		3. Aviation <ul style="list-style-type: none"> • FDI policy for aviation in India • Why Indian carriers are making losses • Regulatory structure for civil aviation • Can any airline start international flights? □ Media Coverage 	
		4. Technology <ul style="list-style-type: none"> • Growth of India's IT service exports • Why India's engineers are sought-after? • Are India's engineers qualified? • The government's STPI framework for boosting tech innovation • Media coverage of technology 	
		5. Startups <ul style="list-style-type: none"> • VC funding: a big driver of the startup ecosystem • India's unicorns: Startups valued at over \$1 billion • Working in a corporate v/s working in a startup • Rise of tech and startup journalism • Startup India plan 	
FINANCIAL MARKETS and INSTITUTIONS			
IV	1. STOCK EXCHANGE	<ul style="list-style-type: none"> • Bombay Stock Exchange, National Stock Exchange • SENSEX, NIFTY and impact of their volatility. • Retail Market – the Indian Scenario 	10
	2. UNDERSTANDING THE EQUITY MARKET	<ul style="list-style-type: none"> • Stocks, bonds and mutual funds, how they are bought and sold, how prices are determined • How to read stock tables for business journalism. • Currency Regulation • De-monetization • Commodities 	

	3. ROLE , OBJECTIVES AND FUNCTIONS	<ol style="list-style-type: none"> 1. Reserve Bank Of India 2. SEBI - Securities And Exchange Board Of India 3. Niti Aayog 	
GLOBALISATION			
V	GLOBAL TRADE and FINANCE	<ol style="list-style-type: none"> 1. Globalization and its impact on international trade 2. How currency markets operate 3. Global supply chains and its impact on competitiveness of local industries 4. The 2008 financial crisis 	06
Total Number of lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. PROF. RANI D'SOUZA (CONVENER) 2. MR. ADITH CHARLIE (INDUSTRY EXPERT) 3. MR. RAJESH KURUP (INDUSTRY EXPERT) 			
INTERNAL EVALUATION METHODOLOGY			
<ol style="list-style-type: none"> 1. ASSIGNMENTS 2. SCREENING OF GOVERNMENT OF INDIA BUDGET LIVE ON TELEVISION OR INTERNET 3. VISITS TO BSE/NSE 4. WRITING ON ANY ONE BEAT ON A REGULAR BASIS 5. ORAL and PRACTICAL PRESENTATIONS 6. GROUP INTERACTIONS 7. DISCUSSIONS AND DEBATES 			
REFERENCES/WEBSITES/JOURNALS FOR BUSINESS and FINANCIAL JOURNALISM			
<ol style="list-style-type: none"> 1. Introduction to Business and Economic Journalism, Pandeli Pani (In Co-Authorship with Ulrike Fischer-Butmaloiu) 2. From Lehman To Demonetization: A Decade Of Disruptions, Reforms And Misadventures' By Tamal Bandyopadhyay 3. 'Bandhan: The Making Of A Bank' By Tamal Bandyopadhyay 4. 'Sahara: The Untold Story' By Tamal Bandyopadhyay 5. Indian Economy – RudraDutt And Sundhram 6. Indian Financial System – M.Y. Khan 7. Financial Journalism: Money Matters By Marie Kinsey 8. Introduction To Business And Economic Journalism By Pandeli Pani (In CoAuthorship With Ulrike Fischer-Butmaloiu) 9. Business Journalism: A Critical Political Economy Approach By Ibrahim Seaga Shaw 10. Newspaper Business Management – Frank Thayer 11. Business Journalism: How To Report On Business And Economics By Keith Hayes <p>List of Websites :</p> <ol style="list-style-type: none"> a) www.Bloomberg.Com b) www.Reuters.Com c) business-standard.com d) financialexpress.com e) thehindubusinessline.com f) thequint.com g) outlookindia.com 			
<ol style="list-style-type: none"> h) asianage.com i) mydigitalfc.com 			

ELECTIVE 05	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MOBILE JOURNALISM and NEW MEDIA
COURSE CODE	BAMMC EJMJ 1B505
PAPER	5 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJMJ 1B505	MOBILE JOURNALISM and NEW MEDIA

Course Outcome

- This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.

Towards the end of the course, you will leave away with information about:

- Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.
- Step by step instructions to report and connect with crowds utilizing cell phones.
- Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.
- The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting.

MODULE	TOPIC	LECTURES
I	THE STATE OF MOBILE	08
	1. How mobile has influenced modern journalism 2. Mobile centric reporting and editing 3. Mobile as a 'Newsroom'. 4. Branding of News using social media 5. Mobile News catering to Niche beats 6. Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications	

II	Mobile Journalism	12
	<ol style="list-style-type: none"> 1. News Workflow and Mobile Journalism <ol style="list-style-type: none"> a. How to identify the seven basic steps of mobile reporting. b. How to create and share branded mobile journalism content. c. How to use two simple mobile apps to make an audio or video documentary, or a narrated photoessay. d. How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets. 2. Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences) 3. Blog set-up 4. Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc 	
III	DESIGNING FOR THE MOBILE EXPERIENCE	10
	<ol style="list-style-type: none"> A. Designing <ol style="list-style-type: none"> 1. How good design is intuitive, making something immediately usable. 2. About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc. 3. How mobile design differs from established desktop design. (Options and choices for your content). 4. About best practices for process: How design, development and content best work together. 5. About Mobile Analytics: What is your audience using? B. Social Newsgathering and Listening : creation of story ideas, News Sources and Content C. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing) D. Going Viral : being the Scavenger and Mobile Journalist E. M-learning: learning the Art of News Audit 	
IV	MOBILE NEWS PRODUCT DEVELOPMENT	10

	<ol style="list-style-type: none"> 1. Different mobile development approaches and their benefits as well as weaknesses 2. Responsive vs. mobile apps vs. mobile-optimized Sites 3. How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.) <ol style="list-style-type: none"> a. The Digital Skeleton : understanding placing, timing and generation of News story b. Fake News c. Social Media Policies and Ethics d. Verification and Authenticity of information 	
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V	FUTURE OF MOBILE JOURNALISM and M-LEARNING :	10
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	<ol style="list-style-type: none"> 1. About the evolution of wearable 2. About the rise of Google Glass 3. About Glass Journalism 4. About augmented reality storytelling and journalism <ol style="list-style-type: none"> a. Emerging Forms of News management : 360 degree videos, wearable, accessories etc b. Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning c. Studying Social Media Analytics d. M-learning the future of Newsrooms 	
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BOS SYLLABUS SUB-COMMITTEE MEMBERS		
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1. Prof. Gajendra Deoda(Convener)
2. Mr. Abhijeet Kamble (Industry Expert)
3. Dr. Yatindra Ingle(Subject Expert)

Sr. no.	Project/Assignment	Reason/Justification
01	Assignment/Presentation	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin

REFERENCES :		
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1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar.
2. Web Masters Hand Book, Galgotia
3. Computer Graphic Software Construction, John R Rankin
4. The Internet Book, Comer Douhla E .
5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd
6. Designing Interactive Websites, Mohleo James L and Thompson Learning
7. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, [Stephen Quinn](#)
8. *The Mobile Journalism Handbook Routledge text books.*

ELECTIVE 06			
PROGRAM	BAMMC		
YEAR	TYBAMMC-JOURNALISM		
SEMESTER	V		
COURSE:	NEWS MEDIA MANAGEMENT		
COURSE CODE	BAMMC EJNM 1B506		
PAPER	6 DSE 1B (ELECTIVE)		
TOTAL MARKS	100 (75:25)		
NO OF LECTURES	48		
SEMESTER V			
COURSE CODE	COURSE NAME and DETAILED SYLLABUS		
BAMMC EJNM 1B506	NEWS MEDIA MANAGEMENT		
Course Outcomes:			
1.	To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.		
2.	Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.		
3.	Students will have developed hands-on experience as content marketers using journalistic and digital techniques.		
4.	Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.		
SR.NO.		MODULES	LECTURE
1.	Introduction		10
	Making News:	Truth, Ideology and News work	
	Legacy Media	Broadcast Media Overview and Print Publishing Overview	
	A Comparative Analysis with Electronic Media:	Contemporary Elements, Dimensions and Image of Print Media:	
	News media as business enterprise	<ul style="list-style-type: none"> • Proprietary concerns • Types of ownership 	
2.	Organizational Structure		14
		<ul style="list-style-type: none"> • Hierarchy • Decision making • Inter-relationship between departments 	
	Human Resource development	Specialized training for skilled workers	
	Financial Management		

	Cost and Profitability	<ul style="list-style-type: none"> • Costing classification and allocation • Nature of cost • Factors affecting cost • Fixed and variable costs 	
	Challenges of Globalization and Liberalisation	a) Foreign Direct Investment b) Cross Media Ownership c) Commercialization of Media	
	Understanding Company Law	Press and Registration of Books Act <input type="checkbox"/> Relevant aspects of Company Law	
3.	Resource and supply chain, and marketing techniques.		12
	Resource and supply chain	<ul style="list-style-type: none"> • Newsprint • Technology • Production process 	
	Managing Resources	<ul style="list-style-type: none"> • Advertising revenue building and maintenance • Circulation revenue • Ways to cut cost and boost revenue 	
	Marketing techniques	<ul style="list-style-type: none"> • Brand building • Public Relations i. Newspaper's relation to its community ii. Understanding the target audience iii. Building goodwill iv. Promoting the newspaper's / site's services v. Sales promotional activities <ul style="list-style-type: none"> • Role of research and readership surveys • Sales forecasting and planning • Advertising the newspaper / website channel • Becoming a digital media brand 	
4.	Disruptive Technology and Media Business Models:		6
		1) The role of advertising 2) From Web 1.0 to 2.0 3) Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest	
5.	Case studies		6
		Case studies – Eenadu and Network 18 Expansion of Sky Network [Star Network in India] Relevance of TAM Ratings in News Channels along with IRS Studies	
	TOTAL LECTURES		48
BOS SYLLABUS COMMITTEE MEMBERS			
1. DR. NAVITA KULKARNI- (CONVENER) 2. DR. PRIYADARSHINI PODDAR(SUBJECT EXPERT) 3. PROF GAJENDRA DEODA(SUBJECT EXPERT)			

INTERNAL EVALUATIONS

Sr. no.	Project/Assignment	Reason/Justification
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin

REFERENCES:

- 1) Ben Badgikian: Media Monopoly
- 2) India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
- 3) Advertising and Integrated Marketing Communications, (Kruti Shah)
- 4) Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles)
- 5) Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya)
- 6) Understanding Company Law, (Alstair Hudson)
- 7) Newspaper organization and Management (Rucket and Williams)
- 8) The paper tigers by Nicholas Coleridge
- 9) News Media Management: Mr P.K Ravindranath
- 10) Print Media Communication and Management by Aruna Zachariah
- 11) News Culture by Stuart Allan

ELECTIVE 07

PROGRAM	BAMMC
YEAR	TYBAMM-JOURNALISM
SEMESTER	V
COURSE:	JOURNALISM and PUBLIC OPINION
COURSE CODE	BAMMC EJP 1B507
PAPER	7 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJP 1B507	JOURNALISM and PUBLIC OPINION

COURSE OUTCOME			
1. To understand the role of media in influencing and impacting Public opinion. 2. To analyse the formation of Public opinion through digital and social media. 3. To analyse the impact of the media on public opinion on socio-economic issues. 4. To make students aware of theoretical framework of research on media and society.			
MODULE	TOPICS	DETAILS	LECTURES
PUBLIC OPINION AND THEORIES			
I	UNDERSTANDING PUBLIC OPINION AND THEORIES OF MEDIA.	1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion.	[4]
		2. Media theories- Walter Lippman - Modern Media and Technocracy Juergen Habermas- The idea of Public Sphere Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Propaganda Model Agenda Setting Vs Uses and Gratifications	[6]
POLITICAL OPINION AND POLICY MAKING			
II	MEDIA'S ROLE IN INFLUENCING POLITICAL OPINION AND POLICY MAKING.	1. Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. Use of Media for election campaigns-The Donald Trump Elections, BJP campaign in India.	[6]
		2. Media Coverage of Indian Government's Economic, Defence and Foreign Policy.	[4]
WARS AND CONFLICTS			
III	MEDIA'S COVERAGE OF WARS AND CONFLICTS.	1. Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan.	[6]
		2. War on terror-International conflicts in Syria, Israel, Afghanistan and Europe.	[4]
SOCIO-ECONOMIC ISSUES			
IV	MEDIA'S COVERAGE OF SOCIAL AND ECONOMIC ISSUES.	A. Portrayal of Women in Media.	[4]
		B. Representation of LGBTQ community in media.	(2)
		C. Representation of Dalits, Tribals and Economically weaker sections of Society.	[4]
IMPACT OF NEW MEDIA			

V	EVOLUTION OF DIGITAL, SOCIAL AND NEW MEDIA AND ITS IMPACT ON PUBLIC OPINION.	<ol style="list-style-type: none"> 1. Digital media and its impact on Political culture. (3) 2. Use of Whats app, twitter and Face book to promote fake news (2) 3. Social media and its impact on culture. (3) 	
	TOTAL LECTURES		48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Prof. Rani D'souza (Convener) 2. Mr. Raju Korti (Industry Expert) 3. Prof. Mithun Pillai(Course Expert) 			
INTERNAL EVALUATION METHODOLOGY			25 MARKS
<ol style="list-style-type: none"> 1. CONTINUOUS ASSIGNMENTS 2. DIGITAL /ONLINE WRITTEN ASSIGNMENT 3. ORAL and PRACTICAL PRESENTATIONS 4. DISCUSSIONS/DEBATES 5. NEWS BASED PRESENTATIONS 6. PROJECTS 			
REFERENCES/JOURNALS/WEBSITES			
<ol style="list-style-type: none"> 1. Ahmed Rashid: The Taliban. 2. Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press. 3. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis. 4. Sardesai Rajdeep: "2014: The Election that Changed India" . 5. Walter Lippmann : "Public Opinion" by Herman Edward S. and Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by 6. Lalles John: Nature and Opinion of Public Opinion. 7. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Elctiond. – acadademia.edu. 8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies. 9. Coleman Benjamin: Conflict, Terrorism an Media in Asia. 10. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications. 11. en.qantara.de/content/the-arab-spring-and-the-media-distorted-images 12. Alexanrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu 13. EhabGalal and RiemSpielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu 14. Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDC Centre of Public Diplomacy. 15. Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog 16. Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House. 			

17. Sharma Ram Nath, Sharma Yogendra, Sharma Rajendra; (2000), Kargil war: A Saga of Patriotism, Shubhi publications.
18. Swami Praveen(1999): The Kargil War New Delhi: LeftWord Books
19. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
20. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, transaction Publishers.
21. Bareh Hamlet, (2001), Encyclopaedia of North-East India: Assam, Mitthal Publications.
22. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications.
23. Schneider Nadja-Christina , Titzmann Fritzi-Marie (2014), Studying Youth, Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 19- 45)
25. The social media era of political culture: the case study iceland posted by Oliver Bjornsson.
26. <https://bainesreport.org/2017/11/the-social-media-era-of-political-culture-the-case-study-of-iceland/>
27. How Social Media Affects Politics <https://sysomos.com/2016/10/05/social-media-affects-politics/>
28. How Digital Media are Influencing Politics and Political Discourses in Kenya Johanna RIESS <http://frenchjournalformediaresearch.com/index.php?id=581>
29. www.opendemocracy.net/openindia/paranjoy-bordoloi/mass-media-in-north-eastindia-trends-of-conflict-reporting
30. Using New Media effectively: An Analysis of Barack Obama's Election Campaign Aimed at Young Americans by Ekaterina Alexandrova. (This is a thesis submitted by the student).
31. Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution.

ELECTIVE 08	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MEDIA LAWS and ETHICS
COURSE CODE	BAMMC EJML 1B508
PAPER	8 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJML 1B508	MEDIA LAWS and ETHICS	
COURSE OUTCOME:		
<ol style="list-style-type: none"> To help students understand the laws that impact the media To develop an understanding of the ethical responsibilities of the media To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information. 		
MODULE	DETAILS	LECTURES
1	Laws relating to media freedom: provisions, status and case studies	08
	6. Article 19 (1) (a) of Indian Constitution	01
	7. Article 19.2	01
	8. Defamation –sections 499,500	02
	9. Contempt of Courts Act 1971	02
	10. Public Order – sections 153 AandB,295A,505	02
2	Provisions in the Act, challenges in its implementation, case studies	12
	1. Sedition (IPC124A), Obscenity (IPC292,293)	03
	2. Contempt of Parliament	02
	3. Official Secrets Act	03
	4. Whistleblowers Protection Act	02
	5. Press and Registration of Books Act	02
3	Provisions in the Act, challenges in its implementation, case studies	10
	1. Right to Information Act	03
	2. Information Technology Act	06
	3. Right to Privacy and its violation by media	02
	4. Indian Evidence Act and its relevance for the media	02
	5. The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties	03
4	Media Ethics	08
	1. Why ethics is important? Social responsibility of media	01
	2. Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency	01
	3. Confidentiality and Public Interest ,Conflict of interest,	02
	4. Ethics and sting operation	02
	5. Emergence of Alternative News Portals (e g: Alt News)	02
5	Self –Regulation and Fake news	10
	1. Different forms of Regulation: State Regulation, SelfRegulation, Co-Regulation	02
	2. Press Ombudsman: Readers’ Editor- its significance. Regulatory practices in Developed Democratic Countries	02
	3. Role of journalist to combat digital fuelling of disinformation, misinformation and mal information,	02
	4. Is transparency the new objectivity? Sieving propaganda from new.	02
	5. Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.	02
Total Lectures		48

BOS SYLLABUS COMMITTEE MEMBERS

1. PROF. RENU NAURIYAL (CONVENER)
2. PROF. BHUSHAN M SHINDE
3. PROF. MITHUN M PILLAI

Internal exercise:**25 Marks**

The objective of internal exercise is to help the learner apply the learning from the lectures and view critically, media related issues from a legal and ethical perspective.

Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a feature / research paper	This would challenge the writing, narrative and analytical skills of the learners
02	Group/ individual presentation	This exercise would build the confidence and presentation skills of the learners
03	Test	This would test the subject knowledge of the learner.

References :

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist's Handbook by M V Kamath
8. Media and Ethics by S.K.Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak
10. Edelman TRUST BAROMETER - Global Results.
<https://www.edelman.com/global-results/>
11. Viner, K. A mission for journalism in a time of crisis; The Guardian.
<https://www.theguardian.com/news/2017/Nov/16/a-mission-for-journalismin-a-time-of-crisis> Ball, J. (2017).
12. Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.

List of Websites:

1. www.indiankanoon.org
2. www.prasarbharathi.gov.in.
3. www.lawzonline.com
4. www.presscouncil.nic.in
5. www.thehoot.org

SEMESTER VI-JOURNALISM

COURSE CODE	CREDITS	COURSE NAME

COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRG-601	04	1. DIGITAL MEDIA
BAMMC DRG-602	04	2. NEWSPAPER and MAGAZINE DESIGN (PROJECT)
ELECTIVES-	03X04=12	DSE 2 B (DISCIPLINE SPECIFIC ELECTIVES) (LEARNER SHOULD ELECT ANY FOUR OF THE COURSES)
BAMMC EJCI 2B601		1. CONTEMPORARY ISSUES
BAMMC EJJ2B602		2. LIFESTYLE JOURNALISM
BAMMC EJPT2B603		3. PHOTO and TRAVEL JOURNALISM
BAMMC EJMJ 2B604		4. MAGAZINE JOURNALISM
BAMMC EJSJ 2B605		5. SPORTS JOURNALISM
BAMMC EJCR 2B606		6. CRIME REPORTING
BAMMC EJFN 2B607		7. FAKE NEWS and FACT CHECKING
BAMMC EJTJ 2B608		8. TELEVISION JOURNALISM
	20	

COMPULSORY-CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRG-601
PAPER	DRG 1 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC DRG-601		DIGITAL MEDIA	
Course Outcome:			
<input type="checkbox"/> Understand digital marketing platform <input type="checkbox"/> Understand the key goals and stages of digital campaigns <input type="checkbox"/> Understand the use of key digital marketing tools <input type="checkbox"/> Learn to develop digital marketing plans			
Module	Topic	Details	Lectures
Module I	Introduction to Digital Marketing	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media	4
Module II	Search Engine Optimization	a. How search Engine works b. Introduction to SEO	8

	(SEO):	<ul style="list-style-type: none"> c. On Page Optimization d. Off Page Optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO 	
Module III	Search Engine marketing (SEM)	<ul style="list-style-type: none"> a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) i. Display Ads format j. Conversion tracking k. GDN Campaign creation (DEMO) l. Remarketing <p>What are Google shopping Ads</p>	8
Module IV	Social Media Marketing (SMM)	<ul style="list-style-type: none"> a. Introduction to Social Media b. Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy 	08
Module V	Email marketing	<ul style="list-style-type: none"> 1. key terms and concepts 2. Customer acquisition strategies 3. Best Practices : CRABS 4. Tools to enhance lead nurturing 5. Enhance better reach 	3
Module VI	Web Analytics	<ul style="list-style-type: none"> a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics 	6
Module VII	Affiliate Marketing and Programmatic Marketing	<ul style="list-style-type: none"> a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of c. of d. Affiliate marketing e. Programmatic Marketing f. Evolution and growth of programmatic Marketing Real Time bidding, Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing 	3
Module VIII	Content writing	<ul style="list-style-type: none"> a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile 	6

Module IX	Cyber laws	a. Information Technology Act b. Copyright Act	2
		c. Cyber Ethics d. Digital Security	
TOTAL LECTURES			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. Dr Hanif Lakdawala (Convener) 2. Mr Pradeep Sasidharan (Subject Expert)			
Reference Books			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

COMPULSORY –CORE-02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	NEWSPAPER and MAGAZINE DESIGN
COURSE CODE	BAMMC DRG-602
PAPER	DRG 2 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-602	NEWSPAPER and MAGAZINE DESIGN
<p>Brief: Design-A Reading Experience The paper is around Publication Layout and Design. Publication especially is a periodical and certain aspects repeat over and over within a publication as well as over the issue after issue. This is why the publication follows certain stylebook to keep consistency thereby identity established. The publication design is handled differently than the advertising design and is majorly discipline based software workout. Software such as Quark Express or Adobe InDesign are in practice across industry. Adobe In Design is evolved as highly professional version of Adobe PageMaker which ruled the industry since Desk Top Publishing (DTP) popularized as versatile solution.</p>	
Course Outcome:	

- The learner is required to understand the process of print media production since the content collection to the final print ready layout.
- This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.
- Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.
- Learners are expected to develop software skills to be employable in industry.
- Learners shall develop the aesthetic vision and understand the discipline behind a layout.

Module	Subtopics	Expansion	Lectures
01	Design and Layout basics		10
	□ Elements of design	Point, Line, Shape, Size, Tone, Colour, Texture, Space	02
	□ Principles of Design	Proportion, Contrast, Harmony, Balance, Harmony, Unity	02
	□ Rules of Layout	Alignment, Proximity, Emphasis, Syntax, Visual path	02
	□ Grid and Page set up	Page size, Space division, Creating template, Margins,	02
	□ Master Pages	Creating master pages, Margins, Page numbering, Columns, Footer space, Folio	02
02	Editing and Terminology		08
	□ Page division	National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd)	01
	□ Rewriting / recomposing headlines, Creating decks,	Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts	02
	□ Terminology	Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers	02
	□ Type of Content	Anchor story, Lead, Tomb stoning, , Short stories, Feature, Editorial, Reviews, Interviews, Feedback,	02
	□ Errors	Widow, Orphan, Dog leg, Burries story	01
03	Typography and Visual aids		06
	□ Type classification	Serif, Sans serif, Decorative, Trendy, Distress, Handwriting	01
	□ Measurements	Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense	01
	□ Visual indicators	Indentation, Dropcap, Inset, Alignment, Hyphenation	01
	□ Text path	Curvelinear, Baseline, Shift, Warp text, Text in shapes	01
	□ Text to Box	Picture in text, Texture in text, Text effects, Shadow, outline,	02

04 Working on Project Quark or InDesign		12
<input type="checkbox"/> Workspace	Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking,	02
<input type="checkbox"/> Toolbox	Text, Picture, Shape, Table, Transparency, Line,	02
<input type="checkbox"/> Panels	Style sheet/Para styles, Colour/Swatch, Page layout, Align, Wrap text,	03
<input type="checkbox"/> Picture treatment	Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	03

<input type="checkbox"/> Creating Typo	Type templates i.e. Style sheets	02
05 Planning and Production of Magazine		12
<input type="checkbox"/> Content Plan/ varied content: Cover story, Interview, Feature, Sp report, Tips,	Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads	03
<input type="checkbox"/> Flat plan	Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction	02
<input type="checkbox"/> Rough Layout	Rough idea of layout, Conceptualization, Judging weightage of pictures and text	03
<input type="checkbox"/> Logic of Cover design	Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story	02
<input type="checkbox"/> Pagination and Print ready	Sequencing for printing, Form, Cut marks, Alley	02
Total Lectures		48
BOS SYLLABUS COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Mr. Arvind Parulekar (Convener) 2. Prof. Rani D'Souza 3. Prof. Sandesh Patil 		

Instructions:

1. Content need not be original and can be sourced from Google or News sites.
2. Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged)
3. Rewriting of headline may be needed to fit the width and will be part of evaluation. (use editing techniques)
4. Pictures must be relevant and appropriate placement as well as proportional to news length necessary.
5. Pictures should not be in any case distorted. (broken aspect ratio deducts marks)
6. Use of illustrations recommended wherever necessary.
7. Picture placement and unity with the text in text frames is evaluative aspect.
8. Right content on right pages and in apt places has weightage in evaluation.
9. New original Masthead and design is evaluation aspect. (Discourage students from copying existing)
10. Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element.
11. The script need not be Devanagari for Marathi medium learners and they can use English content. (Devanagari font problem is considered, However viva will be in Marathi or Hindi.
12. Viva voce will be conducted only against evaluation of the completed project.
13. Printout of the project may be in black and white in case of financial constraints, but then the original soft copy as well as pdf must be produced before the examiner.

Internal assessment:

Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before external examiner.

- i. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page.
- ii. Typography chart: Classification of typefaces into serif, sans serif, decorative and trendy. This helps them to understand the visual difference and readability of different fonts.

- iii. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of magazine and flow of the articles. Sections as well as front book, back book and main book concept.
- iv. Flat plan: For judging facing page connectivity or discrepancy.
- v. Pagination: A separate soft file with page sequence suitable for printing.

External Project:

1. **Broadsheet design and layout:** Broadsheet of 6 pages in Adobe InDesign OR Quark Express.
 - a. Supportive software can be Adobe Photoshop for Image editing, Corel Draw or Illustrator for Masthead or Logo making and Illustrations wherever needed.
 - b. Basic Layout must be either in Adobe InDesign or quark Express, one of the layout software.
 - c. Learner may use Quark Express for Broadsheet and InDesign for Magazine and display his skills in both. (This will not fetch extra rewards.)
2. **Magazine Design and Layout:** Magazine of minimum 32 pages or in multiple of 4 pages thereof can be done.
 - a. Content plan and Typo chart must be produced at the time of viva voce in print form.
 - b. Broadsheet and Magazine shall be produced in print form as well as soft copy and examiner in his every right may ask for soft copy to be inspected on respective software.

References :

- Visual Journalism: Rajesh Pandey, Adhyan Publication.
- Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
- The Magazine Handbook: McKay J. Routledge.
- Editorial Art and Design: Randy Stano, Miami Herald.
- Art and Production: N. N. Sarkar.
- Digital Editorial Experience: Sue Apfelbaum.

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CONTEMPORARY ISSUES
COURSE CODE	BAMMC EJCI 2B601
PAPER	DSE 1 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJCI 2B601		CONTEMPORARY ISSUES	
COURSE OUTCOME			
<ul style="list-style-type: none"> • To stress the importance of social economic political aspects of the society as a media professional. • To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress. 			
MODULE	TOPICS	DETAILS	LECTURES
		SOCIAL MOVEMENTS	
I	SOCIAL MOVEMENTS AND PROGRESS FOR SOCIETY	<ul style="list-style-type: none"> • Define Social Movements, Elements, Types and Stages of Social Movements. • Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to "Swachh Bharat Abhiyaan") • Developmental issues- displacement and rehabilitation. 	(12)
		GROWTH AND DEVELOPMENT	

II	ECONOMIC GROWTH AND DEVELOPMENT	<ul style="list-style-type: none"> • Economic issues in India. • Industry and Economic Growth – Factors, challenges, industrial robots and employment, • Agriculture and economic development- Factors, challenges and measures. • New age skills – Make in India, trends and challenges. • Entrepreneurship and its relevance. • Tourism-trends and challenges • Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act'2013 	(14)
POLITICS			
III	POLITICS AND SOCIETY	<ul style="list-style-type: none"> • Crime and Politics • Role of whistle blower • Corruption- causes and remedial measures • Role of political parties and its impact on political system. • Changing trends in politics- Functions, features, agendas, majority vs coalition government. • Terrorism – causes, consequences, remedial measures. 	(12)
SOCIAL WELFARE SCHEMES			
IV	SOCIAL WELFARE SCHEMES BY THE GOVERNMENT OF INDIA	<ul style="list-style-type: none"> • With reference to women and child (any five) • Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India. 	(10)
		<ul style="list-style-type: none"> □ Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) "SAMPARK". □ Rural (any three Schemes) 	
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. DR. PADMAJA ARVIND (CONVENER) 2. PROF. RANI D'SOUZA (Subject Expert) 3. PROF. RUMINA RAI (Subject Expert) 			
INTERNAL EVALUATION METHODOLOGY			
<ol style="list-style-type: none"> 1. Continuous Assignments 2. Oral And Practical Presentations 3. Group/Individual Projects 4. Open Book Test 5. Group Interactions 6. Quiz 			

REFERENCES

1. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
2. Coleman Benjamin: Conflict, Terrorism and Media in Asia
3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
6. Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
7. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
8. Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 19-45)
9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
11. Kak Manju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.
12. Uma Kapila (ed) (2013) Indian Economy: performance and policies, 14th edition Academic Foundation.
13. V. K Puri and S.K Misra (ed) (2013) Indian Economy, 31st edition. Himalaya Pub House.
14. Asha Bajpai, (2011) Child Rights in India: Law, policy, and practice .
15. Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices, Alfa Publication.
16. R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
17. J. Shivanand, Human Rights: Concepts and Issues,
18. Ram Ahuja, (2012), Indian social Problems, Rawat Publications.

19. Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
20. A.R Desai, Rural Sociology.

21. Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.

22. Bill McKibben, The End of Nature.

23. David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.

24. Jeffrey D.Sachs, The Age of Sustainable Development.

MAGAZINES AND JOURNALS

1. Down to Earth: Science and Environment Fortnightly
2. Economic and Political Weekly 3. YoJana

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	LIFESTYLE JOURNALISM
COURSE CODE	BAMMC EJJ 2B602
PAPER	DRG 2 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJJ 2B602		LIFESTYLE JOURNALISM	
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry. 2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way. 3. It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information. 4. It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests 			
MODULE	TOPIC	DETAILS	LECTURES
LIFESTYLE JOURNALISM			
I	INTRODUCTION TO LIFESTYLE WRITING	<ul style="list-style-type: none"> • Lifestyle writer has very niche audience. Who are we writing for? • Lifestyle Journalist should know the publication house audience • Lifestyle News, critique/review/ evaluate on stories from magazines • Lifestyle Journalist : balance between Elite and Mass Lifestyle Culture (newspapers) □ Source of Lifestyle stories 	10
WRITING STYLE			
II	WORDS, PICTURE, STORY AND EDITING	<ul style="list-style-type: none"> • What is good Lifestyle writing? • Use of Pictures and Graphics, finding and focusing your story • Crafting and structure – the beginning, middle, and end • Reporting and Interviewing. Feature leads, Lifestyle Columns • Rewriting and self-editing 	10
TYPES OF LIFESTYLE WRITING			
III	TYPES OF LIFESTYLE WRITING	<ol style="list-style-type: none"> 1. Review : Art show, Movie, Theatre Performance, Book 2. Travel : Various types of Travel writings 3. Food : Street, Restaurant food, Food festival, Restaurant review 4. Health and Fitness : Gym, Yoga, various new forms of workout 5. Other forms fashion, Garden, Home and General Tips and guidelines 	10
FASHION INFLUENCERS			
IV	ROLE and IMPORTANCE OF FASHION INFLUENCERS IN LIFESTYLE JOURNALISM	<ol style="list-style-type: none"> 1. Fashion, Gender and Social Identity 2. The impact of fashion bloggers and magazines on the society 3. E-fashion markets defining the trends amongst the youth 4. Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle 	08

		5. Role of Music's Fashion in the society	
SOCIAL MEDIA			
V	LIFESTYLE AND ROLE OF SOCIAL MEDIA :	<ul style="list-style-type: none"> • The power of marketing in the contemporary fashion world • Labelling and branding: The power of representation • Shakespearian theatre and the aesthetic image: how 	10

		Shakespearian productions reflect contemporary fashion trends <ul style="list-style-type: none"> • The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines • Fashion Lifestyles and Hashtags • Lifestyle advertising , Collaborations and CoMarketing of Brands, Fashion and Social Media Campaigns 	
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Rani D'souza(Convener) 2. Dr.Yatindra Ingle 3. Prof. Aparajita Deshpande (Industry Expert)			

REFERENCES <ol style="list-style-type: none"> 1. Lifestyle Journalism (Journalism Studies) 1st Edition by Folker Hanusch (Editor) Feature Writing 2. Lifestyle Journalism, Media, Consumption and Experience, 1st Edition Edited by Lucia Vodanovic 3. Lifestyle Journalism byJean Ann Colbert In: Encyclopedia of Journalism 4. Feature Writing –Susan Pape and Sue Featherstone (A practical introduction) 5. http://www.thelifestylejournalist.in/ 6. https://www.reuters.com/news/lifestyle.

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	PHOTO AND TRAVEL JOURNALISM
COURSE CODE	BAMMC EJPT 2B603
PAPER	DSE 3 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAIL SYLLABUS	
BAMMC EJPT 2B603		PHOTO AND TRAVEL JOURNALISM	
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs. 2. The learner will be able to spread knowledge about different destinations through writings 3. To understand the diverse audiences that are interested in travel and lifestyle-related content. 4. To understand the use of camera and images to drive interest in stories. 			
MODULE	TOPIC	DETAILS	LECTURES
BEGINNING OF THE STORY			
I	INTRODUCTION TO TRAVEL WRITING	<ul style="list-style-type: none"> • Writing about destinations: How do we capture the particular spirit of a place? Who are we writing for? We should know our publication house audience • Compelling beginnings and endings: Where do we start? How do we end? Ethical issues while covering travel journalism: How to cover and what should be avoided. Factoring in cultural diversity • Building a theme and narrative structure: What makes a travel narrative feel whole? • Drawing characters from real life: How can we reproduce memorable encounters? Travel journalists don't just report, they become a source of information for many other stories. • Submitting writings for publications: How do we catch the interest of an editor? 	10
CREATION OF THE STORY			
II	WORDS, PICTURES AND STORY TELLING	<ul style="list-style-type: none"> • What is good travel writing? Salient examples. • Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions. • Bring your story to life – characters and descriptions • Show don't tell – exercises in enlivening your writing • Elements of style – use of first person, developing your voice, rewriting and selfediting • The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers. • The dos and don'ts from professionals 	10
WHERE TO WRITE THE STORY			
III	TYPES OF TRAVEL WRITING	<ol style="list-style-type: none"> 1. Freelance Travel writing 2. Travel blogging 3. Books 4. General Tips and guidelines 	08

		5. Travel writing for guidebooks and apps	
CAMERA -EYEPIECE OF A TRAVEL JOURNALIST			
IV	PHOTO JOURNALISM	<ul style="list-style-type: none"> • Introduction to Photo Journalism • Basic Concepts of photography and photo editing • Fields of Photojournalism • Digital Photography, Camera Topology and Operations • Analysis of Photo Journalist's work, Photo Journalism Ethics, Case Studies in Photo Journalism 	12
NICHE MARKET, INTERNET AND PRINT			
V	MARKETING YOUR STORY	<ul style="list-style-type: none"> • Online Travel Journalism • networking, niche markets, travel trends, market research • communicating with editors of different media , preparing the manuscript for submission 	06
SYLLABUS DESIGNED BY			
<ol style="list-style-type: none"> 1. PROF. RANI D'SOUZA (CONVENER) 2. MR. ADITH CHARLIE (INDUSTRY EXPERT) 3. DR.YATINDRA INGLE 4. PROF. APARAJITA DESHPANDE (INDUSTRY EXPERT) 			
REFERENCES			
<ol style="list-style-type: none"> 1. How To Be A Travel Writer (Lonely Planet) By Don George 2. The Writer's Handbook Guide To Travel Writing By Barry Turner (Editor) 3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences 6th Edition By Jacqueline Harmon Butler, Louise Purwinzobel. 4. Travel Writing: See The World. Sell The Story. 2nd Edition By L. Peat O'neil 			

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	MAGAZINE JOURNALISM
COURSE CODE	BAMMC EJMJ 2B604

PAPER	DSE (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
SEMESTER VI	

COURSE CODE		COURSE NAME and DETAIL SYLLABUS	
BAMMC EJMJ2B601		MAGAZINE JOURNALISM	
COURSE OUTCOME:			
This course introduces the students to the nuances of magazine journalism, feature writing and Reviews.			
MODULE	TOPIC	DETAILS	LECTURES
Module I	History of magazine journalism	<ul style="list-style-type: none"> □ A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; Magazine boom in India and the glorious years of the news magazine magazine journalism versus newspaper journalism, <u>Survival of Magazines in digital era</u> – issues , challenges , prospects 	10
Module II	Definition and Genres of Magazines	<ul style="list-style-type: none"> • Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations , <u>Automobile</u> , <u>Career guidance</u> , <u>Technology</u> , <u>Sports</u> , <u>Health</u> , <u>Women</u> , <u>Children</u> , <u>Diwali issues</u> , <u>travel</u> , <u>environment</u> , <u>education</u> , <u>B2B magazines</u> magazines, literary magazines, Sunday magazines and journals; online magazines- e-zines, • webzines, web-edition magazines; a review of leading general interest magazines in English , • Hindi and Marathi. Magazine formats. 	10
Module III	Organizational structure	Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	05
Module IV	Cover Story	Cover and cover story – functions of the cover- cover design formats – cover blaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratibility	10
Module V	Types of Articles	Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers , <u>interviews</u>	05

Module VI	Magazine Design	-format, layout, typography, colour, photos, illustrations, info graphics and Blurbs.	08
<p>Suggested assignments</p> <p>Visit a publication house to understand the content designing and printing of a magazine</p> <p>Design a magazine using N design or coral draw</p> <p>Cover a story for the magazine</p> <p>Internship in a magazine publication</p>			
<p>REFERENCES</p> <p>□ Tim Holmes and Liz Nice</p> <ul style="list-style-type: none"> • Jack Ian., (1996) Granta: The Magazine of New Writing. London, England: Granta Publishers • Tim Holmes, Magazine Journalism. SAGE Publications Ltd., 2010 • Earl R. Hutchison, Art of Feature Writing. Oxford University Press, 2008 • Shantolyengar, Jennifer A, McGrady, Media Politics: A Citizen's Guide. W.W.Norton, 2011 • Hayes, Keith, Business Journalism: How to Report on Business and Economics: APRESS, □ 2014 • Subhomoy Bhattacharjee, India's Coal Story. PBI PAN INDIA, 2017 • Mark Tatge, New York Times Reader: Business and the Economy. 2010 			
<p>BOS SYLLABUS SUB-COMMITTEE</p> <p>Dr. Navita Kulkarni –(Convener)</p> <p>Dr. Mahesh Patil</p> <p>Mr. Sachin Parab</p>			

05	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	SPORTS JOURNALISM
COURSE CODE	BAMMC EJSJ 2B 605
PAPER	5 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJSJ 2B 605	Sports Journalism

COURSE OUTCOME:

1. To provide learners with tools and techniques of sports writing and analysis.
2. To acquaint learners with importance of different sports tournaments from commercial point of view.
3. To educate learners about careers in sports journalism.

Module		Details	Lectures
1	Unit I		10
	1.	Definition Of Sports News and Characteristics of Sports Journalist	
	2.	Sports Journalism: Trends and Theories.	
	3.	Analysis of Sports News for Doordarshan and Radio. Writing for magazines and cyber media.	
	4.	Heading of Sports News: Theories and Importance, Various Types of Sports Headings.	

	5.	Print media tradition, Digital Age, Printing and Proof Reading, Various Aspects of Writing for Sports Journalism.	
2	Unit II		10
	1.	Affairs related to various sports and events. National and international games.	
	2.	Information related to various Authorities, academies and structure of various sports departments.	
	3.	Changes in rules and new amendments for the different games. New records, achievements, awards and statistics of games.	
	4.	Law related to sports and important decisions, ruling and guidelines in sports.	
	5.	The writing of sports stories, in short form and long form The gathering of sports information, at games, practice, through social media, and interviews, attending matches on the ground	
3	Unit III		10
	1.	Various events of sports and their fields or areas. Stadiums, Indoor and outdoor games.	
	2.	Management of event, planning, organizing, conducting and documentation of events.	
	3.	Preparing handouts, brochures, jingles, reports, punch lines and slogans for society to communicate the importance of sports.	
	4.	Publication material, tools of propaganda, various modes of Communication. Event coverage planning and management.	
	5.	The role race, gender and culture play in sports coverage and in newsrooms The relationship between hard-news and opinion-based presentations in sports journalism, in print and in other media	
4	Report on National and International Sports News		10
	1.	How to use your research, refining it for use in the best medium suited for the particular story you are telling	
	2.	Regional sports- Kho-kho, Kabaddi, etc.	
	3.	National sports- National games, Tournaments, etc.	
	4.	International sports- FIFA World cup, Cricket, Commonwealth games, Olympic games, Asian games, Wimbledon, etc.	
	5.	New version of sports- IPL, Pro Kabaddi, HIL, PBL, etc.	
5	Career Outlook		08
	1.	Journalist Photographer/videographer/podcast/photography	
	2.	Writer in digital/print/TV/radio and social media	

3.	Editor across multi-platforms Producer across multi-platforms	
4.	Host Remote journalist Areas of Employment	
5.	Magazines TV Radio Online Multi-platform outlets	
Definition of sports reporting; Language of sports journalism; Sports news and sports feature; Sports columns; Interviewing techniques; Sports photography; Examples of great sports writers; Ethical issues Phil Andrews, Sports Journalism: A Practical Introduction. SAGE, 2013 The Sports Writing Hand Book: Thomas Fensch.		
Media Sport: edited by Lawrence A. Wenner, London and New York		
BOS SYLLABUS COMMITTEE MEMBERS Prof. Gajendra Deoda (Convener) Mr. Mahesh Patil (Subject Expert) Miss. Amruta Bane (Subject Expert)		

06

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CRIME REPORTING
COURSE CODE	BAMMC EJCR 2B 606
PAPER	6 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJCR 2B 606	CRIME REPORTING
Course objectives	
Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades. Composing or covering news isn't as simple an accomplishment as we might suspect it might be. There is a great deal of elements included while covering a news piece, either in print or advanced. In any case, there are sure identities in the Indian news coverage world that cross all deterrents and hindrances and think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness. Students will learn the art of covering news as well as have a thorough learning of criminal journalism in this subject,	
UNIT	TOPIC
	LECTURES

I	<ul style="list-style-type: none"> ➤ The ethics of crime and justice coverage: <ul style="list-style-type: none"> • Fairness and objectivity, sensationalism and integrity • conflicts of interest • Interesting versus important. • Balancing justice: <ul style="list-style-type: none"> • justice to victim and the accused • No assumption of guilt or innocence. 	10
II	<ul style="list-style-type: none"> ➤ Law enforcement machinery: <ul style="list-style-type: none"> □ Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. ➤ Understanding the Police system : <ul style="list-style-type: none"> • Introduction to IPC • Important sections of IPC. <p>Terminology and jargon, procedures of registering a crime. Prisons and jails.</p> <ul style="list-style-type: none"> ➤ Sensitive law and order situation: <ul style="list-style-type: none"> • Agitations, congregations for various reasons, elections. • Deployment of extra forces 	10
	<ul style="list-style-type: none"> • Agitations, congregations for various reasons, elections. • Deployment of extra forces 	
III	<ul style="list-style-type: none"> ➤ Covering Crime: <ul style="list-style-type: none"> □ Types and definitions. ➤ Police Investigation techniques: □ From conventional to Modern techniques □ Cognizable and non-cognizable offences. ➤ Basic principles of crime reporting: <ul style="list-style-type: none"> • News values: <ul style="list-style-type: none"> • New, unusual, interesting, significant and about people. ➤ Sources of Crime Reporting: <ul style="list-style-type: none"> • Collecting and cross checking information • Developing sources, verifying facts. Reporting agitations, riots. • Possible risks and precautions. 	10
IV	<ul style="list-style-type: none"> ➤ Covering Courts: <ul style="list-style-type: none"> • Structure of judicial system in India. • Hierarchy, functions and jurisdictions of each court. • Granting of bail to accused. • Types of cases heard in courts. • Tribunals, consumer and family courts. PILs, appeals etc. 	08
V	<ul style="list-style-type: none"> ➤ Contemporary crime journalism: <ul style="list-style-type: none"> • Crime shows on TV. • Emphasis on crime reporting in □ Newspapers. Its impact. • Media influencing investigations and/or court proceedings? • Trial by media. ➤ Case studies on Indian Crime Reporting <ul style="list-style-type: none"> • The Hindu's Bofors Expose • Tehelka's Defence Deals Expose • Indian Express's Cement Scam Expose • Indian Express's Human Trafficking Expose • Open Magazine's Nira Radia Tapes 	10
BOS SYLLABUS COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda 2. Prof. Rashmi Gehlot 3. Dr. Yatindra Ingle 		

References

1. Across the Bench: Insight Into the Indian Military Judicial System
2. book by Gyan Bhushan
3. Legal and Constitutional History of India: Ancient legal, judicial, and constitutional system book by Rama Jois
4. Police Administration and Investigation of Crime by J.C. Chaturvedi
5. Police Diaries: Statements, Reports and Investigation (With Special Reference to Scientific Evidence, DNA, Brain Mapping Tests, Narco-analysis Tests, Forensic Science and Cyber Crimes by P Venkatesh Revised by S K Sinha Ray
6. Indian Politics by Yassin Mohammad ,Srinanda Dasgupta
7. Breaking The Big Story: Great Moments in Indian Journalism by Penguin India
8. Crime and Justice in India edited by: N. Prabha Unnithan
9. Handbook of Journalism and Mass Communication book by V. S. Gupta and Vir Bala Aggarwal
10. Journalism, Democracy and Civil Society in India (book)
11. History of Indian Journalism book by J. Natarajan

Indian Journalism in a New Era: Changes, Challenges, and Perspectives (book)

07

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	FAKE NEWS and FACT CHECKING
COURSE CODE	BAMMC EJFNF 2B 607
PAPER	7 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME and DETAIL SYLLABUS	
BAMMC EJFNF 2B 607	FAKE NEWS and FACT CHECKING	
COURSE OUTCOME		
<ol style="list-style-type: none"> 1. To give media students the understanding of the differentiation between real news and fake news. 2. To make media students aware of information disorder. 3. To give students a thorough knowledge of information literacy and media. 4. To give students a hand on knowledge on fact checking. 5. To give students a practical overview of social media verification. 		
Career Opportunities: Investigative Journalist, Jobs in Media Houses, Google ,Internship in International Fact Checking Network, Jobs in Social Media as Fact Checkers		
Sr. No.	Modules	Lecture
1.	Introduction	6
	1.Concepts	Definition: News and Fake News,
	2.News Integrity	Journalistic Integrity and News Production.
	3.Propaganda	Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda

2	Information Disorder:	News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory	6
	1.Digital Technology:	Digital convergence transforming content commissioning, production, publication and distribution	
	2.Social Media Platforms	Different Social Media Platforms	
	3.Role of News Organization	Covering 'fake news' and countering 'information disorder.	
	4. Source credibility	Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content.	
3	Media and Information Literacy (MIL)		10
1	1.Requisite Literacy	Importance of acquiring the requisite literacy	
	2.Detection method	Detection of both flawed journalism and fraudulent news in various media	
	3.Healthy Skepticism	Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate contexts	
4.	Fact Checking		14
	1.Fact-checking organizations around the world	Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario	
	2.Basic image verification	Common types of false imagery and basic verification steps	
	3.Advanced verification	Approaches for content analysis, including metadata analysis and Geolocation of News	
	4. Reverse Image Search	Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye	
5.	Social Media Verification		12
	1.Verification tools	YouTube Data Viewer using most reliable websites such as Amnesty's YouTube Data Viewer, InVID, News Check	
	2.Account Analysis	Facebook and Tweeter account analysis : fake news generated on social media platforms	
	3.EXIF Viewer	EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone cameras at the point of capture	
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Dr. Priyadarsini Poddar (Convener) 2. Mr. Sagar Bhalerao (Subject Expert) 3. Dr. Neil Joshi (Industry Expert) 			
Reading and References:			
<ul style="list-style-type: none"> • Philip N. Howard, Unless The Government Acts Soon, Fake News Will Produce Deep Information Inequality • Peter Pomerantsev and Michael Weiss, "The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money" • Edward Lucas and Peter Pomerantsev: "Winning the Information War" • Hannah Arendt: "Totalitarian Propaganda" Hannah Arendt: "Totalitarian Propaganda" 			

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	TELEVISION JOURNALISM
COURSE CODE	BAMMC EJTJ 2B 608
PAPER	8 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME and DETAIL SYLLABUS	
BAMMC EJTJ 2B 608	TELEVISION JOURNALISM	
COURSE OUTCOME:		
4. To provide students with technique of narration and story telling		
5. To share the art of developing a story idea		
6. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice		
MODULE	DETAILS	LECTURES
1	History and Development	10
	11. Brief History of the development of TV journalism- Globally and in India.	
	12. Emerging Trends in journalism	
	13. The International Scenario- John Baird (Inventor of TV) till date- Timeline.	
2	Indian scenario - Doordarshan -	
	16. News; Entertainment, Culture, Sports and Films.	
3	Private and Satellite channels	
	16. Growth of Private International, National and Regional TV Networks	
4	Regional channels- Impact and critical study of	
	19. News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak	
	Module II	10
	Television formats : Content and presentation	
	30. News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis	
	31. Features on TV : Talk Shows <ul style="list-style-type: none"> • Reviews • Interviews • Discussions. • Documentaries. • Docudramas. • Commentaries. 	

	32.	Other Programs • Music • Sports	
Module III			
1	Developing skills		10
	1. Anchoring	Reporting or shooting anchor links in public . How and what to give in PTC or piece to camera . How to approach people for sensitive stories.	
	2. Beat reporting	Educational, Crime, Science, Court, Environmental, Political	
	3. Reporting	Reporting national and International events	
	4. Scripting and presentation	Scripting for Interviews/Documentary/Feature/Drama/Skits o TV.	
		Story idea, development and Presentation- Web series	
	5. Editing	Skills of editing, online and offline	
Module – IV :			08
Current and Emerging Trends in Television Journalism :			
	1. 24/7 news broadcast	<ul style="list-style-type: none"> • Features, Audience effectiveness, advertisements and Dumbing down of News. • TV v/s online streaming catering to infotainment genre majorly targeting the youth (Netflix, • Fake News on Internet v/s news on broadcast 	
	2. Ethics	(Including Censorship) in presentation of News.	
Module – V :			10
	1. Evolution,	Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion.	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Dr. Navita Kulkarni (Convener) 2. Prof. Aparajeeta Deshpande (Subject expert) 3. Prof. Gajendra Deoda (Subject expert) 			
Reference Books			
<ol style="list-style-type: none"> 1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age. 2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling. 3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press. 4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth. 5. Television Production by Phillip Harris. 6. Broadcast Journalism by David Keith Cohler (Prentice Hall). 7. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books. 8. Awasthi, G. C. Broadcasting in India. Allied Publi 			

SEMESTER V-ADVERTISING		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	1. COPY WRITING
BAMMC DRGA-502	04	2. ADVERTISING & MARKETING RESEARCH
ELECTIVES-	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAGI 1501		1. GLOBALIZATION & INTERNATIONAL ADVERTISING
BAMMC EABB 1502		2. BRAND BUILDING
BAMMC EAAM 1503		3. AGENCY MANAGEMENT
BAMMC EAAP 1504		4. ACCOUNT PLANNING & ADVERTISING
BAMMC EASM 1505		5. SOCIAL MEDIA MARKETING
BAMMC EADM 1506		6. DIRECT MARKETING & E-COMMERCE
BAMMC EACB 1507		7. CONSUMER BEHAVIOUR
BAMMC EADF 1508		8. DOCUMENTARY & AD FILM MAKING
TOTAL	20	

COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	3. COPY WRITING
BAMMC DRGA-502	04	4. ADVERTISING & MARKETING RESEARCH

COMPULSORY 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	COPYWRITING
COURSE CODE	BAMMC DRGA-501
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-501	COPYWRITING	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To familiarize the students with the concept of copywriting as selling through writing 2. To learn the process of creating original, strategic, compelling copy for various mediums 3. To train students to generate, develop and express ideas effectively 4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression. 5. In an ad agency, as a copywriter, one cannot <i>"Just be creative and express self"</i> – here one is in a 'creative professional', and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity. 6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines. 		
MODULE	DETAILS	LECTURES
1	MODULE I	10
	1.INTRODUCTION TO COPYWRITING	<ol style="list-style-type: none"> a. Basics of copy writing b. Responsibility of Copy writer
	2.CREATIVE THINKING	<ol style="list-style-type: none"> a. How to inculcate a 'creative thinking attitude'. b. The idea incubation process c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative d. Crafting the reasons why consumers should believe your brand and act

	3.IDEA GENERATION TECHNIQUES	Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics	
	4.TRANSCREATIVITY	a. Introduction	

		b. Purpose	
2	MODULE 2	WRITING FOR ADVERTISING	08
	1. BRIEFS	a. Marketing Brief b. Creative Brief	
	2.WRITING PERSUASIVE COPY	a. Tone of Voice b. What's the Tone? c. Tonality and character matters, d. How to make your Writing, walk, Talk, and breathe e. Creating Breakthrough Writing f. How to Control the "Command Center" in Your g. Prospect's Mind h. How to Change Perception i. Emotionality, Storytelling	
3	MODULE 3	CURRENT ADVERTISING CAMPAIGNS	12
	COPY WRITING STYLE OF CURRENT ADVERTISING CAMPAIGNS OF THE BEST ADVERTISING AGENCIES FOR THEIR CLIENTS.	Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class room. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide • At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. • Student to be taught the following when discussing the Campaigns: a. Copy writing style b. Idea and concept c. How copy is varied for differ media d. Copy for children, youth, women, Senior citizens, executives millianials, Baby Boomers, Gen X, Gen Y, Gen Z e. Advertising appeals f. Tone of Voice g. Story telling	
4	MODULE 4	MEDIA AND AUDIENCES	10

	1.WRITING COPY FOR VARIOUS MEDIA	<ul style="list-style-type: none"> a. Print: Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's c. Outdoor posters d. Radio e. Digital copy for social media like facebook, 	
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		<ul style="list-style-type: none"> Instagram etc f. Copy for web page 	
	2.WRITING COPY FOR VARIOUS AUDIENCES	<ul style="list-style-type: none"> a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z 	
5	MODULE 5	WRITING COPIES, APPEALS, EXECUTION STYLES AND EVALUATION	<u>08</u>
	1. HOW TO WRITE COPY FOR	<ul style="list-style-type: none"> a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial 	
	2.VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES	<ul style="list-style-type: none"> a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal, Music c. Various advertising execution techniques d. The techniques Evaluation of an Ad Campaign 	
	3.THE TECHNIQUES FOR EVALUATION OF AN AD CAMPAIGN	<ul style="list-style-type: none"> a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc. 	
	33.	Corruption issues faced by the common man	
	34.	Challenges faced by senior citizens and the physically/ mentally challenged.	

BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. PROF.DR HANIF LAKDAWALA (CONVENER)
2. PROF. RANI D'SOUZA (SUBJECT EXPERT)

MANDATORY REQUIREMENT:

COPY WRITING LECTURES COMPULSORY SHOULD BE HELD IN AUDIO VIDEO ROOM WITH PROPER PROJECTOR AND SOUND

**INTERNALS (The objective of internal exercise is to help the learner acquire skills)
25 MARKS**

Producing the following:

a. 30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.

b. A poster on any one social issue.

Every student should be instructed to maintain a scrap book where they write copy for one brand every week.

Reference Book

1. Looking Away by Harsh Mandar
2. Copywriting By J.Jonathangabay Frsa
3. Copywriting: Successful Writing For Design, Advertising And Marketing Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America’S Top Copywriters Paperback – By Joseph Sugarman
5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly
6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan , Sam Bennett , Edward Boches

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC -ADVERTISING
SEMESTER	V
COURSE:	ADVERTISING & MARKETING RESEARCH
COURSE CODE	BAMMC DRGA-502
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE		COURSE NAME & DETAILED SYLLABUS
BAMMC DRGA-502		ADVERTISING & MARKETING RESEARCH
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. The course is designed to inculcate the analytical abilities and research skills among the students. 2. To understand research methodologies – Qualitative Vs Quantitative 3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising. 4. To understand the scope and techniques of Advertising and Marketing research, and their utility. 		
MODULE	DETAILS	LECTURES
I	Fundamentals of Research What is Literature review 2. Statement of the problem 3. Aims and objectives’ of the study 4. Relevant Research questions	02

2	Research design	<ol style="list-style-type: none"> 1. Meaning, Definition, Need and Importance, 2. Scope of Research Design 3. 2. Types- Descriptive, Exploratory and Causal. 	03
3	Preparing Questionnaire	<ol style="list-style-type: none"> 1. Survey instruments 2. Designing the questioning using projective 3. technique for Qualitative research 4. Designing the Questionnaire using attitude 5. measuring scale for Quantitative research 	03
4	Sampling	<ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. 	06
5	Preparing data sheet and data processing	Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool.	03
6	Data Analysis	Data collected are to be presented and analyzed. Students will have to choose the methods that best Suite the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions.	03
7	Methods of Data Analysis	<p>The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness.</p> <p>Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis</p>	04
8	Report Writing	<p>FORMAT OF RESEARCH REPORTS</p> <p>The research report shall have the following Components.</p> <ol style="list-style-type: none"> 1. Title page 2. Index 3. Introduction and Research objective 4. Industry Overview 5. Literature Review 6. Statement of the Problem 7. Statement of Hypothesis (Min two hypothesis) 8. Research Methodology and Research Design 9. Data Analysis and Interpretations 10. Findings 11. Conclusion 12. Suggestions 13. Annexure (questionnaires) 14. Bibliography 	06

9	Advertising Research	<ol style="list-style-type: none"> 1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 3. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct Mail tests, d. Statement comparison tests, e. 	10
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		<ol style="list-style-type: none"> 7. Qualitative interviews, f. Focus groups 8. Pretesting: <ol style="list-style-type: none"> A. Print Pretesting: a. Consumer Jury Test, B. Portfolio test, C. Paired comparison test, D. Order-of-merit test, E. Mock magazine test, F. Direct mail test. G. Broad casting Pretesting: <ol style="list-style-type: none"> a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests H. Challenges to pre-testing. Example: The Halo effect 9. Post testing: <ol style="list-style-type: none"> a) Recall tests, b) Recognition test, c) Triple association test, d) Sales effect tests , e) Sales results tests, f) Enquires test 	
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	Physiological rating scales	<ol style="list-style-type: none"> 1.Pupil metric devices, 2.Eye-movement camera, 3.Galvanometer, 4.Voice pitch analysis, 5. Brain pattern analysis 	03
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10	10. Marketing Research	<ol style="list-style-type: none"> 1. Introduction to Advertising Research 8 2. New product research, 3. Branding Research, 4. Pricing research, 5. Packaging research, 6. Product testing 	05
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		TOTAL LECTURES	48
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INTERNALS (The objective of internal exercise is to help the learner acquire skills)
25 MARKS

Sr. no.	Project/Assignment
01	Print Media Content Analysis
02	Electronic Media Flip class presentation
03	Field work Feature based in Mumbai or vicinity on any one of the issues of social justice

BOS SYLLABUS SUB-COMMITTEE MEMBERS

- 1. Dr. Hanif Lakdawala (Convener)**
- 2. Prof. Payal Agarwal (Subject Expert)**
- 3. Prof Sangeeta Makkad (Subject Expert)**

Guidelines for Internals:

a. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125 **Producing the following:**

a. Complete Research report of the survey conducted

Reference Books and material

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9th edition
3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	GLOBALIZATION AND INTERNATIONAL ADVERTISING
COURSE CODE	BAMMC EAGI 1501
PAPER	1 DSE 1A (Elective)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	Course Name & Detailed Syllabus
BAMMC EAGI 1501	Globalization and International Advertising
COURSE OUTCOME:	

1. To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising.
2. To help the student understand and practice Global Communication.
3. To develop media student's understanding on Global Brands.
4. To introduce to media students about concept and process of International advertising.
5. To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising.
6. **Career opportunities:** As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market.

	MODULES	DETAILS	LECTURES
1.	INTRODUCTION		8
	1.Globalization	Concept, meaning, a brief history on Globalization, advantages and disadvantages of globalization.	
	2.Global and International Market	A brief study on global and international market, overview of global and international marketing and the differences between them.	
	3.Global Media	Evolution of Global Media, Globalization and Media, Evolution of Free trades Across continents.	
	4.International Advertising	Meaning, objectives, evolution of International Advertising.	
	5.Globalization and Advertising	Impact of Globalization on Indian Advertising, Impact of Globalization on International Advertising.	
2	GLOBAL COMMUNICATION		8
	1.Introduction to Globalization and International Communication	Concept and meaning, a brief note on world as a global village, cosmopolitan and importance of identifying local habitat to define identity, theory and problems of Global Communication.	
	2.Flows of Global Content:	Non-Western and Western Media Contents, Compare and contrast between Western and Non-Western Media Content,	
	3.Popularity of Global Brands due to Content	Popularity of popular brands due to flow of Global content.	
	4.Culture and Global Communication:	Cultural heterogeneity, Cultural Barriers.	
	5.Culture and Social Groups	Cultural practices of different social groups globally	
3	GLOBALIZATION & ITS IMPACT ON GLOBAL BRANDS		8
	1.Immergence of Global Brands, trends	Immergence of Global Brands, Global Trends,	
	2.Local Going Global	Globalizing Brands - Local going Global, Advantage and Disadvantage of Global Branding and Advertising,	

	3.Brand Awareness	Brand Awareness Strategy	
	4.Global Brand Positioning and Perception	Global Brand Positioning & Perception	
	5.Regulations	Global Advertising Regulations	
4	CONCEPTUAL UNDERSTANDING OF INTERNATIONAL ADVERTISING		12
	1.Rise	Rise of International Advertising, International Advertising as an Industry.	

	2.Social Force	International Advertising as a Social Force,	
	3.Communication Process	International Advertising as a Communication Process	
	4.Promotion and Propaganda	International Advertising & Promotion, International Advertising and Propaganda	
	5.Rationale,Standardisation and Localization	Rationale for International Advertising, Standardization visa a vise Localization Adaptation (as a general tendency of the Cross National Advertising Literature), Evolution of the impact of International brands on Local Societies.	
5	Insights of International Advertising		12
	1.International Advertising Strategy -	A Review, Reassessment & Recommendation	
	2.International Advertising	Adaptation v/s Standardization International Advertising & Global Consumer.	
	3.The International Environment	Economic Environment, Demographic Environment, Cultural Environment, Political / Legal Environment.	
	4.Steps for creating Successful International Advertising Campaign	Conduct Market Research, Tailor your website to your target market, Export your experiences, Successes& Failures, and Customize your campaigns, Structuring your account: the most common methods.	
	5.Barriers and Challenges to International Advertising	Culture, Language, Education, Government regulation, Media limitation Internal Challenges: Corporate Mission, Managerial Attitude, Finance, Scale of operations, Product Based Challenges: Projection Based Challenges, Execution Based Challenges, Legal Consideration, Cultural Diversity, Media Limitation	
	Total Lectures		48

BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. Prof. Dr. Priyadarsini Poddar (Convener)
2. Prof. Harjeet Bhatia (Subject Expert)

References:

- Chowdhury, P. (2010) "Bollywood Babes: Body and Female Desire in the Bombay Films" in Mehta B., and Pandharipande R., Bollywood and Globalization. Anthem Press, pp.51-73.
- Ganti, T. (2002) "And Yet My Heart is still Indian", in Ginsburg F. et. al Media Worlds, Berkeley: UC Press, pp.281-300.
- Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
- Philip R Cateora and John L Graham, International Marketing Irwin McGraw Hill 1999. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour-The free Press-1989. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001

ELECTIVE 02

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	BRAND BUILDING
COURSE CODE	BAMMC EABB 1502
PAPER	2 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURE	48

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EABB 1502	BRAND BUILDING	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. 1. To understand the awareness and growing importance of Brand Building 2. 2. To know how to build, sustain and grow brands 3. 3. To know the various new way of building brands 4. 4. To know about the global perspective of brand building. 		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING	10

	1. Introduction to Brand Building	Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements	
	2. Brand Identity and Brand personality	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	
	3. Brand Positioning	Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Corner stones of positioning strategy Basis	02
2	BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS		08
	1. Brand Leveraging	Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co- branding	
	2. Brand Strategies	Multi- branding, Mix branding, Hierarchy- Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.	
	3.Brand Equity and Models	Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	
3	BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE		10
	1. Brand Imperatives	Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.	
	2.Global Brands	Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization	
	3.Corporate image Building through brands	Corporate Image in Contemporary Management, , Advertising and Corporate Image	
4	BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE		10
	1.Brand Building though Corporate Social Responsibility	CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand	

	2. Conception and Growth	Important factors in conception and various stages of growth and maturity of brands with various case studies	
	3.Branding in Different Sectors	Customer, Industrial, Retail and Service Brands	02
		TOTAL NUMBER OF LECTURES	48
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			
Sr. no.	Project/Assignment		
01	Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness		
BOS SYLLABUS COMMITTEE MEMBERS			
1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF.DR. RINKESH CHHEDA (SUBJECT EXPERT) 3. PROF PAYAL AGARWAL (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT)			
References :			
1. 1. David, A Aker, Building strong brands, the free press, 1996 2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001 3. Brand management – the Indian context – Y L R Moorthi 4. Strategic Brand Management by Kevin keller, M.G Parameshwaran,Issac Jacob 5. Brand positioning – Strategies for competitive advantage – SubrotoSengupta 6. Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007 7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview 8. What great brands do Building Principles that Separate the ..Denise Lee yohn . 9. John Philip Jones, what’s in a brand-building brand equity through advertising, Tata McGraw Hill 10. Brand Equity: An Indian Perspective by SangeetaTrott (Author), Vinod V. Sople (Author)			

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	AGENCY MANAGEMENT
COURSE CODE	BAMMC EAAM 1503

PAPER	3 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAM 1503	AGENCY MANAGEMENT
COURSE OUTCOME:	

1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.
2. How an ad agency works and what opportunities exist
3. To familiarize students with the different aspects of running an ad agency
4. To inculcate competencies thereby enabling to undertake professional work with advertising industry.

MODULE	DETAILS	LECTURES
1	Module I	10
	1 .Advertising Agencies	a. Agencies role, Functions, Organization and Importance b. Different types of ad agencies
	2. Account Planning	a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process
	3.Client Servicing	a. The Client - Agency Relationship b. 3P's of Service: Physical evidence, Process and People c. The Gaps Model of service quality d. Stages in the client-agency relationship e. How Agencies Gain Clients f. Why Agencies Lose Clients g. The roles of advertising Account executives
	4.Advertising campaign Management	a. Means-End chaining and the b. Method of Laddering as guides to Creative Advertising Formulation
2	Module II	08

	1. Study and Analyze current Advertising campaigns of the best advertising agencies for their clients	1. Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class 15 room. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide 2. At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. The application questions are Expected on the latest campaigns.	
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3	Module III		10
	1. Entrepreneurship	a. Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. b. Entrepreneurship-As Innovation, risk taking and problem solving. c. Social Entrepreneurship	
	2. Sources of capital for startup Company	a. Personal investment. b. Family c. Venture capital. d. Angels Finance e. Business incubators. f. Government grants and subsidies. g. Bank loans.	
	3. Creating and Starting the Venture	a. Sources of new Ideas, b. Methods of generating ideas, creating problem solving, c. product planning and development process	
4	Module IV		10
	1. Business Plan for Setting up an Agency	a. Business plan introduction, b. Various Stages in setting up a new Agency	
	2. Marketing plan of the client	a. The Marketing brief, b. Marketing Audit, c. Marketing Objectives, d. Marketing Problems and Opportunities Review, e. STP, f. Executing the plan, g. Evaluating the plan	
5	Module V		08

	1.The Response Process	a. Traditional Response Hierarchy Models: AIDA b. Communications Objectives c. DAGMAR: An Approach to Setting Objectives	
	2.Agency Compensation	a. Various methods of Agency Remunerations	
	3.Growing the Agency	a. The Pitch: request for proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR	
	4.Sales Promotion Management	a. The Scope and Role of Sales Promotion b. Reasons for the Increase in Sales Promotion	02
		c. Objectives of Trade-Oriented Sales Promotion d. Techniques of Trade-Oriented Sales Promotion e. Objectives of Consumer-Oriented Sales Promotion f. Techniques of Consumer- Oriented Sales Promotion	

Total Lectures	48
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BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. PROF. GAJENDRA DEODA (CONVENER)
2. PROF. DR.HANIF LAKDAWALA (SUBJECT EXPERT)

INTERNAL EVALUATION **25 MARKS**

Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.

2. The college should support the Incubation projects or the start up agency of their own students

Mandatory Requirement:

1. Agency Management lectures compulsory should be held in audio video room with proper projector and sound. **Suggested Reading:**

1. Advertising and Promotion by G. Belch and M. Belch
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING

SEMESTER	V
COURSE:	ACCOUNT PLANNING & ADVERTISING
COURSE CODE	BAMMC EAAP 1504
PAPER	4 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAP 1504	ACCOUNT PLANNING & ADVERTISING
COURSE OUTCOME:	

1. You will learn the skills of a strategist/planner, which include learning how to:
2. To familiarize the students with the concept of Account Planning
3. Provide students with an understanding of the discipline of account planning and strategy development, and advertising research methods.
4. Think critically and analytically
5. Connect what a brand offers to what an audience wants
6. Persuade others to see what you see
7. Telling a compelling story, verbally and in writing (persuasive communications)

MODULE	DETAILS	LECTURES
1	Modules I	10
	1.Introduction	a. Definition b. Various views and practice in account planning
	2.What is Account Planning	a. Knowing the difference between facts and insights b. The Creative Pursuit of Insights c. Identifying the true problem d. Asking the right questions, in the right ways. e. Setting objectives
2	Module II	08
	1. Where Does Insights Come From	a. Consumer insights b. Cultural insights c. Future insights d. Project insights e. Brand insights f. Market insights g. Purchase insights h. Usage insights i. Owner insights
	2.Study of insight of three awards winning advertising campaign of the Previous two years.	a. What kind of insight is been used by the campaign should be Discussed.

	3. Research In Accounts Planning	<ul style="list-style-type: none"> a. Techniques of In-depth interviews for discovering consumer insights b. Ethnography for in-depth consumer insight c. Google analytics for digital account planning 	
3	Module III		10
	1. The Account Planning Process	<ul style="list-style-type: none"> a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process 	
	2. The Importance Of Preparation	<ul style="list-style-type: none"> a. Why it's so important to prepare b. how to prepare c. Why this skill is vital for planners and strategists. 	
	3. Propagation Planning	<ul style="list-style-type: none"> a. Definition b. Adoption curve with propagation c. Propagation platforms d. Propagation process 	
	4. Transmedia Planning	<ul style="list-style-type: none"> a. Definition b. Who does trans media planning c. Why trans media d. How is trans media different e. Elements of Trans media <p>Storytelling</p>	
4	Module IV		10
	1. Review of different types of briefs from – major agencies	<ul style="list-style-type: none"> a. JWT b. Ogilvy and Mather c. DDB d. FCB e. BBDO f. YandR the role of the <p>☑ Discussion on briefing. the hallmark that</p> <p>☑ What's makes a brief inspiring? Uninspiring? Pitfalls and how to avoid them</p>	
5	Module V		10
	1. Defining the Benefit	<ul style="list-style-type: none"> a. What is an Attribute? b. Attribute Versus Benefit c. Attribute to Functional Benefit d. Emotional Benefits e. Plus or Minus Emotions f. Benefit Laddering g. Benefit Matrix 	02
	2. Developing a Brand Story	<ul style="list-style-type: none"> a. The Story Problem b. Elements of story c. Building story brand d. Crafting the Story e. SB7 Frame work (CHARACTER, PROBLEM, GUIDE, PLAN, CALLS THEM TO ACTION, FAILURE, and SUCCESS). 	

Total Lectures	48
BOS SYLLABUS SUB-COMMITTEE MEMBER	
1. Dr. Hanif Lakdawala (Convener)	
MANDATORY REQUIREMENT:	
Account Planning and Advertising, lectures compulsory should be held in audio video room with proper projector and sound	
Suggested reading:	
Truth, Lies and Advertising: The Art of Account Planning by Jon Steel, John Wiley and Sons, 1998 The Practical Pocket Guide to Account Planning by Chris Kocek, Yellow Bird Press Building a story brand by Donald Miller	

ELECTIVE 05	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	SOCIAL MEDIA MARKETING
COURSE CODE	BAMMC EASM 1505
PAPER	5 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EASM 1505	SOCIAL MEDIA MARKETING	
COURSE OUTCOME:		
Learn to communicate and tell stories through the web.		
<ol style="list-style-type: none"> 1. Students learn real-world skills from leading designers, artists, and entrepreneurs. 2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork. 3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling. 4. Identify and apply strategies to improve and succeed no matter what their initial skills. 5. Solve problems and learn from creative risks by using people skills, design principles, and processes. 6. Build a strong foundation in all aspects of design and production for storytelling in motion. 7. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more. 8. Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole. 		
MODULE	DETAILS	LECTURES
1	Digital ERA	10

	1.Introduction to E-Marketing	What is the E-marketing? The changing marketing landscape. The internet and business.	
	2.E-Marketing	E- marketing strength and application, Communication modes, The behavioral internet (B2C, B2B, C2C and C2B) E -marketing and Online advertising. E-marketing and Consumer segmentation , E-marketing and Sales and Trade promotions	
	3.Types of Digital Marketing	Types E- mail marketing, Types Internet marketing Types of Mobile marketing	
	4.Generation Y	Expectation and influence , Implication of Digital change , Emerging consumer segmentation in India	
2	Social Media Marketing		08

	1.Introduction to Social Media Marketing	Meaning , Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing	
	2.Content Strategy For Social Media Marketing	10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms	
	4.Face Book Marketing	Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing .	
	5.Instagram Marketing	Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads	
	6.Linked In Marketing	LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn	
	7.Pinterest Marketing	Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins	
	8.Youtube Marketing	How to build foundation for your Youtube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements	
4	Social Media Marketing Plan, and Campaign management		10
	1.Social Media Marketing Plan	What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy) , Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts , Evaluating Social media marketing success	

	2.Campaign Marketing	What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management?	
5	Ethics and Careers		10
	1.Ethics	Code of ethics , 9 Rules of engagement for Social Media Marketing	
	2.Careers	Careers in Social media marketing	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS □ Prof. Shobha Venkatesh (Convener) • Prof. Dr. Hanif Lakdawala (Subject Expert) • Prof. Vishal Parekh (Industry Expert)			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
			25 MARKS
Sr. no.	Project/Assignment		
01	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn		
References 1. Digital marketing by Vanadana Ahuja 2. Social Media Marketing: a strategic approach by Barker and Barker			

ELECTIVE 06	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	DIRECT MARKETING & E-COMMERCE
COURSE CODE	BAMMC EADM 1506
PAPER	6 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EADM 1506	DIRECT MARKETING & E-COMMERCE
COURSE OUTCOME:	
<ol style="list-style-type: none"> To understand the awareness and growing importance of Direct Marketing The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management To understand increasing significance of E-Commerce and its applications in business and various sectors. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business. 	

MODULE	DETAILS	LECTURES
1	Introduction to Direct Marketing , Integrated Marketing Communication& Customer Relationship Management	10
	1.Introduction to Marketing, Basics of Direct and Interactive Marketing, Legal framework towards Direct Marketing Meaning and Introduction to Marketing, Evolution of Marketing, Study of Marketing Mix, Traditional Versus Modern Marketing Techniques, Meaning and Definition of Direct Marketing, Importance of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Approaches of Direct Marketing, Reasons for the growth of Direct Marketing, Techniques of Direct Marketing, Economics of Direct Marketing, Economics of Direct Marketing, Laws pertaining to Patents, Trademark, Copyright, etc., Privacy -	
	The key Issue.	
	2.Integrated Marketing Communication versus Direct Marketing Meaning, Introduction of IMC , Role of IMC in the Marketing Process, Relationship of IMC with Direct Marketing, Importance of IMC, Tools of IMC - Advertising ,Sales Promotion, Publicity, Personal Selling, etc., Person to person ,Group Selling, Direct Mail, Direct response Television(DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows	
	3.Customer as the only project center: Segmentation, Targeting and customer Focus What is Customer Relationship Management (CRM), Importance of CRM, Planning and Developing CRM, Customizing Products to different needs, Studying the customers mix and Managing the Key customers, Relationship Marketing - Customer Loyalty, 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention, Market Segmentation	02
2	Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory	08

	1.Understanding the business of Direct Marketing – Database Management/ Marketing Strategies	Database Management: Meaning, Importance, Functions of Database, Sources and uses of E-database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget.	
	2.Direct Marketing Research and Testing	What is customer Life time Value (LTV), Factors affecting Life time Value, How we use LTV, LTV - Sums (3 methods - Present/Historical and Discounted), Using LTV analysis to compare the Effectiveness of various marketing strategies.	
	3.Direct Marketing Analysis	List Selection, Prospecting, Product Customization, Response Modeling and Experimentation, Mail order, Lead generation, Circulation, Relationship/loyalty programs,	

		Store traffic/Site traffic generation, Fund raising, Pre-selling, selling(Cross selling, Up selling) and Post-Selling	
3	Introduction to E-commerce, E-business , Building up a Website		10
	1.Introduction to E-Commerce	Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce, Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Trends in ECommerce in Sectors like: Retail, Banking, Tourism, Government, Education	02
	2. E-Business	Meaning, Launching an E-Business, Different phases of Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, and Enterprise Resource Planning	02
	3.Website	Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle. Approach for Building a Website, Different Ways of Building a Website	02
4	Payment, Security in E-Commerce , Integration of Direct Marketing & E-Commerce through social media		10
	1.Electronic Payment Systems	Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, ECheques, E-wallet, Electronic Fund Transfer, Issues Relating to Privacy and Security in EBusiness	

	2.Payment Gateway	Introduction, Payment Gateway Process, Payment Gateway, Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security	
	3.Integration of Direct Marketing and E-Commerce through the use of Internet and Social Media	What is Internet, How companies use internet to promote the product, Impact of Internet on Direct Marketing and E-Commerce industry, Growing Importance of Social Media, Role of Social Media on Consumers and Business	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
❖ Prof. Shobha Venkatesh (Convener)			
❖ Dr. Rinkesh Chheda (Subject Expert)			
❖ Prof Deepali Mangrekar (Subject Expert)			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			
Sr. no.	Project/Assignment		
01	Individual / Group – Presentation Marketing plan integrating both Direct marketing and E-commerce on any product or Service		
References			
1. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000			
2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996			
3. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000			
4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990			
5. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob Stone (Author), Ron Jacobs (Author)			
6. Direct Marketing: Strategy, Planning, Execution by Edward L Nash			
7. The New Direct Marketing: How to Implement a Profitdriven Database, by Rajeev Batra			
8. Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp			
9. Digital marketing (E commerce) – Vandana Ahuja.			

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	Consumer Behaviour
COURSE CODE	BAMMC EACB 1507
PAPER	7 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC EACB 1507		CONSUMER BEHAVIOUR	
COURSE OUTCOME:			
<ol style="list-style-type: none"> 1. To understand the sociological & psychological perspective of consumer behaviour. 2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising. 3. To sensitize students to the changing trends in consumer behaviour. 			
MODULE		DETAILS	
1	Module I		10
	1.INTRODUCTION TO CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Need to study Consumer Behaviour. 2. Psychological & Sociological dynamics of consumption. 3. Consumer Behaviour in a dynamic & digital world 	
	2.MARKETING & CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals. 	
2	Module II		08

	1.PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Motivation – Types & Theories – Maslow. 2. Attitude – Characteristics – Theories – Tricomponent. 3. Multiattitude Model. 4. Cognitive dissonance. 5. Personality - Facets of personality. <ol style="list-style-type: none"> i. Theories – Freud & Jung. ii. Personality traits & consumer behaviour. iii. Self-Concept. <p align="center">Application of these theories in the marketing and consumer behaviour.</p>	
3	Module III		10
	1.RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Perception - Elements in perception. <ol style="list-style-type: none"> a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning. 	
4	Module IV		10
	1.SOCIO - ECONOMIC& CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Family - Role of family in Socialization & Consumption – FLC. 2. Culture – Role & Dynamics. <ol style="list-style-type: none"> i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective. 	

		3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. 4. Economic- social class as the economic 5. determinants of consumer behaviour	
5	Module V		10
	1. CONSUMER DECISION MAKING.	a. Process of decision making. b. Models of decision making. c. Opinion Leadership. 2. Diffusion & Adoption Process. a. Process of decision making. b. Models of decision making. c. Opinion Leadership. 3. Diffusion & Adoption Process.	

Total Lectures	48
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BOS SYLLABUS COMMITTEE MEMBERS 1. PROF. PAYAL AGGARWAL (Convenor) 2. PROF.DR. PADMAJA ARVIND (Subject Expert)
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INTERNAL EVALUATION METHODOLOGY	25 MARKS
1. Continuous Assignments 2. Oral & Practical Presentations 3. Projects 4. Class Test 5. Open Book Test 6. Group Interactions 7. Debates & Discussions 8. Quiz	

Reference Book <ul style="list-style-type: none"> • Leon. Schiffman, Joseph Wisnerblit, S.Ramesh Kumar – Consumer Behaviour. Pearson 11th Edition. • David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgrow Hill. • Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.
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ELECTIVE 08

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	DOCUMENTARY & AD FILM MAKING
COURSE CODE	BAMMC EADF 1508
PAPER	8 DSE 1A (ELECTIVE)

TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EADF 1508	DOCUMENTARY & AD FILM MAKING
COURSE OUTCOME:	
<ol style="list-style-type: none"> 1. Understanding the planning involved in making audio visual communication effectively. 2. To prepare students for effective and ethical public communication. 3. To help students acquire basic skills in the practical aspects of Documentary and Ad Film making. 4. Equip students with skills to write and shoot effective Documentary and Ad film. 	

MODULE	DETAILS	LECTURES
1	Understanding Documentary	10
1.Category	Non-fiction (Limitation and Wonders)/Docu-drama Anthropological/Ethnographic Biographical/Historical Arts/Cultural Science and Technology Promotional Environment including Agricultural Social Issues Educational Investigative Family Values Exploration/Adventure	08
2.Writing	Formation of Concept Research Modes : Library, Archives, Location, Life stories, ethnographic. Synopsis Script and Visualization Commentary Subtitling/Translation	04
3.Production	Pre-Production : Engaging technical team & equipments. Acquiring shooting permissions. Production : On locale and studio shooting. Technology involved. Post Production : Editing (Technique & Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording and Mixing, DI and Subtitling. Making final master& telecast copy.	18
2	AD Film Making	08
1.Ad Film Making	Writing a selling concept. Budgeting. Preparing Storyboard (Using different formats of making) Agency/Client approval.	10

2.Pre to Post Production	Finalization of Cast and Crew. Set erection/Location, Scheduling, Shooting. Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording & Mixing, DI & Subtitling. Making final master & telecast copy.	08
Total Lectures		48
BOS SYLLABUS COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda (Convener) 2. Prof. Mathur (Subject Expert) 3. Prof. Ganatra (Industry Expert) 		
INTERNALS		
(The objective of internals is to help the students practice the practicalities of making Documentary& Ad films.)		
		25MARKS

SEMESTER VI-ADVERTISING		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-601	04	1. DIGITAL MEDIA
BAMMC DRGA-602	04	2. ADVERTISING DESIGN
ELECTIVES-	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAAC 2601		1. ADVERTISING IN CONTEMPORARY SOCIETY
BAMMC EABM 2602		2. BRAND MANAGEMENT
BAMMC EAMP 2603		3. MEDIA PLANNING & BUYING
BAMMC EAAS 2604		4. ADVERTISING & SALES PROMOTION
BAMMC EARM 2605		5. RURAL MARKETING & ADVERTISING
BAMMC EARE 2606		6. RETAILING & MERCHANDISING
BAMMC EAEM 2607		7. ENTERTAINMENT & MEDIA MARKETING
BAMMC EATP 2608		8. TELEVISION PROGRAM PRODUCTION
TOTAL	20	

COMPULSORY 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRGA-601
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-601	DIGITAL MEDIA	
COURSE OUTCOME:		
1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans		
MODULE	DETAILS	LECTURES
1	About features	10
	1.Introduction to Digital Marketing a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media	04

		e. Traditional Vs Digital Media	
2	2.Search Engine Optimization (SEO):	a. How search Engine works b. Introduction to SEO c. On Page Optimisation d. Off Page optimisation e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	08
3	3.Search Engine marketing (SEM)	a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads	04
4	Social Media Marketing (SMM)	a. Introduction to Social Media b. Facebook Marketing c. Intagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	04
5	Email marketing	1.key terms and concepts 2.Customer acquisition strategies 3.Best Practices : CRABS 4.Tools to enhance lead nurturing 5.Enhance better reach	05

6	Web Analytics	a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics	06
7	Affiliate Marketing and Programmatic Marketing	a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing	10
8	Content writing	a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	04
9	Cyber laws	a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security	02
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Pradeep Sasidharan (Convener) 2. Prof. Dr Hanif Lakdawala (Subject Expert)			
Reference Book And Material			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

COMPULSORY 02

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING DESIGN
COURSE CODE	BAMMC DRGA-602
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-602	ADVERTISING DESIGN	
COURSE OUTCOME:		
1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready.		
MODULE	DETAILS	LECTURES
1	INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN	10
1. Project Paper	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
2. Role of Agency Departments	1. Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation,	

		Creative thinking, Execution, 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material.	
	3. Process of Design	Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation & Copy 6. Illustration: Choosing one among 7. Execution: Graphic design	
	4. Art Direction	Role of art director in various media Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard	
	5. Analysing Ads & Logos	Discussion of existing ads: Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology	
2	DESIGN BASICS: LANGUAGE OF VISUALS		08
	1. Elements of Design	Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space	
	2. Principles of Design	Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity	
	3. Rules of Design	Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc	
	4. Optical illusions	Visual Influence: Shapes & proportions, Tones & contrast, Lines & length	

	5. 5. 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	
3	LAYOUT: THE BLUE PRINT		10
	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	Choosing canvas size, Trying formats, orientations,	

	Together	Various proportions of verbal & Visual	
4	PLANNING A CAMPAIGN: WORKING ON FINAL PROJECT		10
	1. Choosing a product	Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline	
	2. Research	Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice.	
	3. Idea generation	Coming to big idea, Trying various idea generation techniques	
	4. Visualising Layout	Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness.	
5	EXECUTION: ON SYSTEM WORK (FACULTY TO GUIDE & INSTRUCT)		10
	1. Logo Design	Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity	
	2. Logo Manual	Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse	
	3. Print Ads/ Press ads	Press: Using finalized layout for creating series of three ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)	

	4.Outdoor ad, Innovative/ Transit /Ambient Point of purchase	Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines	
	5.TVC or Web Ads	TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS <ol style="list-style-type: none"> 1. Prof. Arvind Parulekar (Convener) 2. Prof. Arvind Hate (Subject Expert) 3. Prof. Ashish Gandhre (Industry Expert) 			
Note: <ol style="list-style-type: none"> 1. Students have to choose an existing product with new fresh brand name & new logo & 			

not the existing brand.

2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is job of engineers & we are in communication. (If agency has to rely on innovation for the advertisement then it's a failure of their efficiency.)

3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.

4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell 'his work' then the work is weak.

Internal Assessment: (25 Marks)

Learning process in art has four phases:

1. Appreciation
2. Imitation
3. Inspiration
4. Creation

To take the students through all these phases the internal assessment comprise of:

Scrap book: (appreciation) Collection of print ads from magazine & Newspaper as well as **Logos of different brands**. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.

Logos has to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.

Drawing book: (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprise of idea generation & rough story board.

Final campaign: Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.

Project: Elements of Campaign: Language can be English, Hindi, Marathi.

1. Logo Design: (Fresh) presented in Logo Manual
2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.
4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
7. Point of Sale: Standee/ Dangers/ Strut cad/ Tent card/ kiosk etc: any one suitable
8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service

References:

1. Art & Ideas: G. S. Rege
2. Art & Production: N. N. Sarkar
3. Advertising by Design Robin Landa
4. Elements of Graphic Design Alexander White
5. Ogilvy on Advertising David Ogilvy

ELECTIVE 01

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING IN CONTEMPORARY SOCIETY
COURSE CODE	BAMMC EAAC 2601

PAPER	1 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V SEMESTER VI

COURSE CODE COURSE CODE COURSE NAME & DETAILED SYLLABUS COURSE NAME & DETAILED SYLLABUS

BAMMC EAAC 2601			
BAMMC EAAC 2601			
ADVERTISING IN CONTEMPORARY SOCIETY			
ADVERTISING IN CONTEMPORARY SOCIETY			
COURSE OUTCOME:			
1. To understand the environment of Advertising in Contemporary Society			
2. To understand Liberalization and its impact on the economy and other areas of Indian society			
3. To compare and analyse the advertising environment of different countries			
Sr. Module	Details	LECTURES no.	
01	Module 1. Advertising Environment post-independence; Changes in Advertising Environment 1991: FDI, Liberalization Privatization, Globalization Policy Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy. Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style	10	
02	Module 2. The use and effect of Advertising on the following factors: Effect of Advertising, Criticism of Advertising, Social implication of advertising	10	
03	Module 3. Types of Advertising: Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising, and Digital Internet Advertising and Digital Advertising : Advertising Upcoming different ways in New Media	08	
04	Module 4. National, International and Global Advertising & The analysis of Marketing: The environmental analysis of India Advertising and other foreign countries, specifically, USA, UK, environment of India FRANCE, CHINA, JAPAN, BRAZIL, UAE, and other foreign THAILAND countries The use of this analysis in marketing and Advertising. (CASE STUDY)	12	
05	Module 5. Social Marketing: Definition, Need for Social Marketing; The difficulties of Social Marketing; The various subjects for Social Marketing; Effects of social marketing. (CASE STUDY)	08	
		TOTAL NUMBER OF LECTURES	48

BOS SYLLABUS COMMITTEE MEMBERS

1. Prof. Gajendra Deoda (Convener)
2. Prof. Smita Jain (Subject Expert)
3. Prof. Ashish Mehta (Subject Expert)

Reference Books and material

1. Advertising by Amita Shankar
2. Advertising by London & Britta
3. Advertising by Ramaswamy & Namakeeman

ELECTIVE 02

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	VI
COURSE:	BRAND MANAGEMENT
COURSE CODE	BAMMC EABM 2602
PAPER	2 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EABM 2602	BRAND MANAGEMENT	
COURSE OUTCOME		
1. To understand the awareness and growing importance of brand management. 2. To know how to build, sustain and grow brands 3. To know the various sources of brand equity. 4. To know about the global perspective of brand management		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO BRAND MANAGEMENT	12
	1.Introduction to Brand Management:	Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities,
	2.Models	Strategic Brand Management Process, Customer Based Brand Equity model (CBBE)
	3.Brand Positioning:	Meaning, Importance, Objectives , Scope Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences
2	PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS	12
	1. Brand Elements	Meaning, Criteria for choosing Brand Elements,
		Types of Brand Elements, Integrating Marketing Programs and Activities

	2. Personalising Marketing	Experiential Marketing, One to One Marketing, Permission Marketing. Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels, Web Strategy	
	3. Cause Marketing to Build Brand Equity	Meaning of Cause Marketing, Advantages, Green Marketing Building Global Customer Based Brand Equity	
3	GROWING AND SUSTAINING BRAND EQUITY		12
	1. The Brand Value Chain- Model	Value stages and implication , What to track , designing brand tracking studies	
	2. Brand Equity	Meaning , Importance , Objectives, Sources of Brand Equity, Steps of Brand Building including Brand Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity	
	3. Measuring Sources of Brand Equity	Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses.	
4	MEASURING AND INTERPRETING BRAND PERFORMANCE		12
	1. Brand Performance and Management	Global Branding Strategies , Brand Audit, Role of Brand Managers	
	2. Brand Communication	Online Brand Promotions, Role of Brand Ambassadors , Celebrities , Loyalty Program	
	3. Managing Brands over Geographical Boundaries	Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership	
		TOTAL NUMBER OF LECTURES	48
BOS SYLLABUS SUB COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF. DR. RINKESH CHEDDA (SUBJECT EXPERT) 3. PROF. POONAM CHINTANKAR (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT) 			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			
PROJECT/ASSIGNMENT			
□ Rebranding or Revitalizing of a well-known national brand or global brand			
Reference books:			
1. Strategic Brand Management – Building measuring and managing brand equity Kevin Lane			
2. Keller , M.G Parmeswaran, Issac Jacob (3 rd edition)			
3. Brand Management – Text and cases by Harsh Verma			
4. Strategic Brand management – Indian Edition by Richard Elliot and Larry Percy			
5. Brand Management – Principles and Practices by Kirti Dutta			

ELECTIVE 03

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	VI
COURSE:	MEDIA PLANNING & BUYING
COURSE CODE	BAMMC EAMP 2603
PAPER	3 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAMP 2603	MEDIA PLANNING & BUYING

COURSE OUTCOME:

1. To develop knowledge of major media characteristics
2. To understand procedures, requirements, and techniques of media planning and buying.
3. To learn the various media mix and its implementation
4. To understand budget allocation for a Media plan and fundamentals

MODULE	DETAILS	LECTURES
1	INTRODUCTION TO MEDIA PLANNING	06
	1.Introduction to Media Planning a. Basic Terms and Concepts b. The function of Media planning in advertising c. Objectives of MP. d. Role of Media planner e. Challenges in Media planning f. BARC and NCCS Grid g. Factors influencing media strategy decisions h. Criterion for selecting media vehicles	
	2.Negotiation skills in Media Buying a. Negotiation Strategies b. Laws of Persuasion	02
	3.Media planning process a. Situation analysis and Marketing strategy plan b. Media Briefing c. Media objectives and target audience analysis d. Media selection and strategy	06
	e. Media budgeting f. Media Buying g. Evaluation	
	3.Media Mix Factors Affecting Media Mix Decision	02

	4. Media Measurement	<ul style="list-style-type: none"> a. Reach b. Frequency c. GRPS/GVT Ratings d. TRP/TVT Ratings e. Impressions f. Cost efficiency g. Cost per thousand h. Cost per rating i. Circulation / Readership /AIR j. Selectivity Index k. Share of Voice 	06
	5. Sources of media research	<ul style="list-style-type: none"> a. Nielson Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM e. Comscore – Digital f. Alexa 	06
	6. Selecting suitable Media option (Advantages and disadvantages)	<ul style="list-style-type: none"> a. Newspaper b. Magazine c. Television (National, Regional and Local) d. Radio e. Outdoor and out of home f. Transit g. Cinema Advertising 	04
	7. Media Buying	<ul style="list-style-type: none"> a. Newspapers b. Magazine c. Television d. Radio 	04
	8. Communication mix	Communication mix	02
	9. Digital Media Buying	<ol style="list-style-type: none"> 1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Digital Sales Funnel 3. Direct buys from the websites / Impact Buys 4. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (Click bank, Commission junction, adfuncky, 	10

	7search.com) 8. The Local Publishing Market 9. OTT Platforms 10. Influencers Marketing or social media influencers 11. Content advertising 12. Native advertising 13. App installed campaign 14. Push notification 15. Google ads 16. Bing ads 17. Lead Progression a. Cost per impression b. Cost per click(CPC) c. Cost per lead (CPL) Cost per action (CPA) or pay per action (PPA) d. cost per conversion or Revenue sharing or cost per sale.	
	TOTAL NUMBER OF LECTURES	48
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. PROF.DR. HANIF LAKDAWALA (CONVENER) 2. PROF DEEPALI MANJREKAR (SUBJECT EXPERT) 3. PROF SANGEETA MAKKAD (SUBJECT EXPERT) 		
<u>GUIDELINE FOR INTERNALS:</u>		
<p>Every student must submit a media plan for local television along with the rates, and detailed media scheduling. Product, Budget and city to be given by the faculty.</p> <p>a. Six hours workshop on Media scheduling software conducted by industry practitioner b. Two case studies on actual Media plans particularly “television media plan”.</p>		
<u>Reference Books and material:</u>		
<p><u>Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition</u> <u>2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition</u></p>		

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING & SALES PROMOTION
COURSE CODE	BAMMC EAAS 2604
PAPER	4 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC EAAS 2604		ADVERTISING & SALES PROMOTION	
COURSE OUTCOME:			
<ol style="list-style-type: none"> 1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, 2. Use a framework to make effective sales promotion decisions, and 3. Adopt the necessary skills and point of view of an effective sales promotion campaign 			
MODULE		DETAILS	LECTURES
1	1. INTRODUCTION		10
	1. Introduction	<ol style="list-style-type: none"> a. Nature and importance of sales promotion, b. Role of Promotion in the Marketing Mix c. The Scope and Role of Sales Promotion d. Reasons for the Increase in Sales Promotion e. Consumer franchise building versus non franchise building promotions 	
	2.Theories in Sales Promotion	<ol style="list-style-type: none"> a. Push promotion b. Pull Promotion c. Combination theory 	
	3.The psychological theories behind sales promotion	<ol style="list-style-type: none"> a. Reciprocation b. Social Proof c. Foot-in-the-Door Technique d. Door-in-the-Face Technique e. Loss Aversion f. Social Norms Marketing g. High, Medium, low 	
2	Module III		08
	1. Methods of consumer oriented sales promotion	<ol style="list-style-type: none"> a. Sampling b. Coupons c. Premiums d. Refund, rebates, cash backs e. Contests and Sweepstakes f. Bonus packs g. Price off h. Exchange offers i. EMI j. Demonstration of product k. After Sale Service 	
	2.Methods of Trade oriented sales promotion	<ol style="list-style-type: none"> a. Contest & Incentives for dealers b. Trade allowances (Buying allowances, slotting allowances, promotional allowances) c. Point of purchase displays d. Sales training programs e. Trade shows and dealer conferences f. Stock return g. Credit terms h. Dealer trophies 	

	3.Methods of sales force oriented sales promotion	<ul style="list-style-type: none"> a. Bonus and incentives to Sales Force b. Sales Promotion Contest c. Sales Meetings and Conferences: d. Free travel e. Sales literature: f. Demonstration kits g. Honor or recognition 	
3	Module IV		10
	1.Study and analyse sales promotion campaign of the major brands	<ul style="list-style-type: none"> a. Three loyalty programs. (One each of FMCG, Consumer durable and service) b. Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service) c. Three trade oriented sales promotion program. (One each of FMCG, Consumer durable and service) d. Three sales force oriented sales promotion program. (One each of FMCG, Consumer durable and service) e. Two sales promotion of any luxury brands 	
4	Module V		08
	1. Predicting Sales Promotion Effects	<ul style="list-style-type: none"> a. Evaluation Methods of sales promotion b. Short term and long term effects of sales promotions c. Long-term impact of sales promotion on brand image d. Influence of Sales Promotion on Customer Purchasing Behaviour 	
	2. Steps in Designing of sales promotion campaign	<ul style="list-style-type: none"> a. Designing Loyalty, continuity and frequency program b. Big Data and Loyalty c. Gratification and Loyalty 	
	3. Coordination sales promotion & Advertising	<ul style="list-style-type: none"> a. Budget allocation b. Coordination of Ad and Promotion Themes c. Media Support and Timing 	
	4. Sales promotion Abuse	<ul style="list-style-type: none"> a. Over use b. Sales promotion trap 	
	TOTAL NUMBER OF LECTURES		48
BMM BOS SYLLABUS COMMITTEE MEMBERS			
<ul style="list-style-type: none"> 1. PROF. PRADEEP SHASHIDHARAN (CONVENER) 2. PROF.DR. HANIF LAKDAWALA (SUBJECT EXPERT) 			

ELECTIVE 05	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	RURAL MARKETING & ADVERTISING

COURSE CODE	BAMMC EARM 2605
PAPER	5 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EARM 2605	RURAL MARKETING & ADVERTISING	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To introduce to Media students about the concept of Rural Marketing and Rural economy. 2. To make students to understand about Rural Environment and demography of Rural India. 3. To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service. 4. To develop communication skills in media students and to understand Rural communication in contemporary society. 5. To help students for developing more creative skills for advertising strategies. 		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO RURAL MARKETING	10
	1. Introduction, Scope and an overview of Rural Marketing. Evolution of Rural Marketing in India. Emerging trends of Rural Marketing in India.	
	2. Rural Market Research	
	3. Agricultural marketing: Marketing of Agricultural Produce.	
	4. Rural Economy : Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India.	02
	5. Channels of Distribution like ITC E-choupal, Godrej Adhar, HUL ,Shakti and Trade Management, Rural Retailing	01
2	RURAL ENVIRONMENT	08
	1. Demography of Rural marketing- Population, Occupation Pattern, literacy rate	
	2. Income source, Expenditure Pattern, Rural Demand and Consumption pattern, Rural Infrastructure Housing, Education, Electricity, Roads.	
	3. Understanding Rural Consumer Behaviour: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India.	
	4. Factors affecting rural consumer behaviour- Globalization/Modernization and Technological factors	
	5. Rural consumer V/s Urban consumers- Understanding	

		basic difference between Rural and Urban consumers behavior, Understanding nature of competition in Rural marketing	
3	MARKETING MIX STRATEGIES FOR RURAL CONSUMER		10
	1.	Rural market strategies with special reference to segmentation, targeting and positioning.	
	2.	Product and service strategies. Rural Product categories-FMCGs, Agriculture Goods and Service. Importance of Branding, Packaging and labeling.	
	3.	Pricing strategies, Promotional strategies. Segmentation, Targeting and Positioning for Rural marketing.	
	4.	Challenges and Innovative measures for Rural marketing	
4	RURAL COMMUNICATION METHODS AND RURAL ADVERTISING		10
	1.	Rural Communication: Meaning and scope. Communication strategies for rural market Advertising and Sales Promotion Strategies New Product launch Techniques for Rural Markets	
	2.	Different approaches of Rural communication in contemporary Rural Society- Rural radio. Community based Radio. Television. Audio Visual media.	
	3.	Rural Advertising. Meaning and definition of Advertising. Objectives of Advertising. Characteristics of Advertising. Effects of advertising on Society.	
	4.	Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Harikatha' etc. Decorated Bullock carts. Folk Theatre. Demonstration house to house. Hats and Mela. Wall paintings. Posters. Agricultural Games.	
	5.	Modern Media: Selecting Media mix- Radio. Television. Print Media. Cinema hall. Outdoor. POPs. Music Records. Study Classes.	
5	ADVERTISING STRATEGIES FOR RURAL MARKETING		10
	1.	Understanding Rural Consumer.	
	2.	Effective use of Language and content.	
	3.	Copy writing and creative advertisement for Rural Consumer. Designing the Message.	
	4.	Determining Communication objects. Effective use of	
		Conventional and Non-Conventional media. Branding and Positioning.	

5.	Case study- TATA Namak, Coco-Cola, Colgate toothpaste. Dabur Dantmanjan Tooth powder. Case study – Rural and Urban Babool Tooth Pest. Navratan Hail Oil.	
Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
1. PROF. DR. PRIYADARSINI PODDAR (CONVENER) 2. PROF. DR. KOEL ROY CHOUDHURY (SUBJECT EXPERT) 3. PROF. DR. SAVITRI DHOLEY (SUBJECT EXPERT)		
INTERNALS (The objective of internal exercise is to help the learner acquire skills)		
25 MARKS		
Sr. no.	Project/Assignment	
01	Rural Economy and Education	
02	Rural economy and government policies	
03	Role of Modern Communication in Rural Economy	
04	Project on contrastive advertising campaign for the same product category in rural and urban set-up.	
05	Designing Advertising Campaign for rural area.	
06	Designing Communication strategies for Rural Market	
References:		
1. Chaudhuri C.M, Rural Economics, Jaipur, Sublime Publication		
2. Dutt, Rudra and Sundaram, Indian Economy, New Delhi		
3. Kashyap Pradeep and Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2		
4. Dogra B. and Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2		
5. Krishnamacharyulu C.S.G. and Ramakrishnan Lalitha (2011), Rural Marketing Text and Cases, Pearson Education ISBN:978-81-317-3263-2		
6. Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford and IBH Publishing Co Pvt. Ltd Calcutta.		

ELECTIVE 06

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	RETAILING & MERCHANDISING
COURSE CODE	BAMMC EARE 2606
PAPER	6 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EARE 2606	RETAILING & MERCHANDISING	
COURSE OUTCOME:		
1 To introduce the students the concept of Retailing. 2 To make them understand the strategies of Retail Marketing. 3 To make the students aware about the need of retail consumers and their behavior. 4 To introduce the concept of merchandising. 5 Introducing social behavior and attitude of consumers over merchandising and Retailing. 6 Introduces students to different skills of merchandising. 7 Skills of retail communication and trends of information technology tools.		
MODULE	DETAILS	LECTURES
1	ABOUT FEATURES	10
	1.Introduction to the World of Retailing	Introduction to the World of Retailing
	2.Types of Retailers,	Multichannel Retailing , Customer Buying Behaviour, Retail Market Strategy , Overview of Merchandising
	3.Identifying and Understanding Retail Consumer:	Factors affecting retail strategies, Consumer Demographic and lifestyles,
	4.Social Factor	Social factors , Consumer needs and desires , Shopping attitudes and behaviour , Consumer decision making process, Retailers' actions
	5.Formats based on Pricing	Pricing as a competitive advantage, Discount retailing , Super Store retailing , Off Price retailing
2	RETAIL COMMUNICATION AND IT	08
	1.Managing Communication for a Retail Store Offering:	Introduction, Objectives, Marketing Communication, Thematic Communication,
	2.Methods of Communication	Methods of Communication, Graphics, Signage
	3.IT for Retailing:	Information Systems, Barcoding, Retail ERP
	4.Trends & Innovation	Analytics & Tools
3	INTRODUCTION TO MERCHANDISING	10
	1.Concept of Retail Merchandising	Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers
	2.Merchandise Mix	Merchandise Mix, Concept of Assortment Management, Merchandise Mix of Show off
	3.Merchandise Displays	Concept of Merchandise Displays, Importance of Merchandise Displays

	4.Space Management	Concept of Space Management, Role of IT in Space Management, Concept of Planogram	
	5.Formats based on Merchandise selection:	Merchandise selection as a competitive advantage, Specialty store retailing, Department store retailing, Super specialist, Niche specialist	
4	VISUAL AND ON-LINE MERCHANDISING		12
	1. Visual Merchandising	Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising	
	2. Visual Merchandising in India	Visual Merchandising in India, Product Positioning and Visual Merchandising	
	3.Non Store Merchandising	Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising	
	4.Online Merchandising	Internet retailing/online shopping, Catalogue Management	
	5.Trends &Innovation	Analytics and Tools	
	Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. PROF. DR. PRIYADARSINI PODDAR (CONVENER) 2. PROF. YOGESH DHANJANI (SUBJECT EXPERT) 3. PROF. RAJESH NAIR (SUBJECT EXPERT)			
Reading and References:			
Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York, Fairchild Fernie, J, Logistics and Retail Management. London, Kogan PageTepper, Bette K, Mathematics for Retail Buying.New York, Fairchild Drake, M .F, Retail Fashion Promotion and Advertising. New York, Macmillan Berman, Retail Management. New Jersey, Prentice Hall Lucas, G. H. , Retail Management, 3rd Edition, London, Pitman Publication Gercas , G. H , Retailing, Chennai, All India Publication Levy, Michael (2012)Retailing Management 8 th Ed. New York, NY: McGraw-Hill Donnellan, John (2016) Merchandising and Buying Management, 4 th Edition, Bloomsbury Publications.			

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ENTERTAINMENT & MEDIA MARKETING
COURSE CODE	BAMMC EAEM 2607
PAPER	07 DSE 2B (ELECTIVE)

TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAEM 2607	ENTERTAINMENT & MEDIA MARKETING	
COURSE OUTCOME:		
<p>1.To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector</p> <p>2. Introducing the students to television industry and film industry.</p> <p>3. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.</p> <p>4.Will help to know the impact of media industry on the viewers, understanding its characteristics</p>		
MODULE	DETAILS	LECTURES
1. INTRODUCTION TO MARKETING	<ul style="list-style-type: none"> • What is marketing? • Review the emerging marketing communications area of 'entertainment marketing' and reconceptualises the phenomenon • 7 Ps • Brand Basics • Case Studies 	<i>06</i>
2. LATEST ENTERTAINMENT MARKETING STRATEGIES	<ul style="list-style-type: none"> • Integrated Marketing Communications • Experiential Marketing □ Advertiser Funded Programing □ Why Entertainment Marketing? • The Scope and Growth of Entertainment Marketing Practice • The Effect of Entertainment Marketing on Consumers 	<i>06</i>
3. OVERVIEW OF INDIAN MEDIA INDUSTRY	<ul style="list-style-type: none"> • Explore various media in terms of size and impact • Media characteristics • Compare various media • Opportunities for cross-promotions 	<i>08</i>

4	MARKETING IN TELEVISION INDUSTRY	<ul style="list-style-type: none"> • Structure and function of TV • Terminology used in TV • TV Planning, Marketing • Future trends in TV • Maintaining aggressive promotion and packaging approach for all programmes. • Hold on to the leadership position in prime time slot through timely innovations based on audience feedback. • Expand the market by launching programmes that are relatable to all generations' audience. • Advertisement of programmes by print media • Celebration of festivals • Broadcasting famous TV show for full day 	08
5	NICHE MARKETING	<ul style="list-style-type: none"> □ Niche TV and there marketing strategies (Sports TV, Lifestyle TV, Kids TV, Regional TV) 	02
6	MARKETING IN FILM INDUSTRY	<ul style="list-style-type: none"> • Marketing and Distribution Structure of films (Domestic and International) • Create Film Marketing Plan. • Research for reach to target market. • Set up marketing schedule. • Film marketing budget. • Designing EPK (Electronic Press Kit) 	06
7	MARKETING IN ONLINE AND SOCIAL MEDIA	<ul style="list-style-type: none"> • Strategy and Case studies of social media marketing in India. • Using Social Media Marketing For Entertainment Industry • <i>YouTube Marketing For Entertainment Industry</i> • <i>Facebook Marketing For Entertainment Industry</i> • <i>Instagram Marketing For Entertainment Industry</i> • Launch Trailers, Teasers, Snippets • Keep Sharing Across Social Media Platforms • Actively Engage With Your Audience • Post A Variety Of Content • Capitalize On The Power Of IGTV 	06
	8.MARKETING IN RADIO INDUSTRY	<ul style="list-style-type: none"> • Exploring the Radio industry in India, Radio channels and radio programs Marketing case studies • Strengths of Radio in Communicating a Message niche market and listening demographic 	06

- Variety of promotional activities by Radio stations
- Radio advertising works as an everywhere medium

	• Cost-effectiveness of advertising on radio	
Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Gajendra Deoda (Convener) 2. Priyanka Khanvilkar (Subject Expert) 3. Atul Ketkar (Industry Expert) 		
INTERNALS		25 MARKS
Group presentations that will explore both product build and marketing campaigns.		
Recommended Readings:		
The Insider's Guide to Independent Film Distribution by Stacey Parks The Complete Independent Movie Marketing Handbook by Mark Steven Bosko Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich Movie Marketing: Opening the Picture and Giving It Legs by TiiuLukk Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durie, Annika Pham and Neil Watson		

ELECTIVE 08	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	TELEVISION PROGRAM PRODUCTION
COURSE CODE	BAMMC EATP 2608
PAPER	8 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EATP 2608	TELEVISION PROGRAM PRODUCTION	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. Making Understand the Indian Television History. 2. Will help to analyse the cultural impact of television on the audience. 3. Understating Television Journalism. 4. Introducing the Contemporary Trends of Television programming to students. 5. Help the students to gain knowledge regarding the various measurement formats and reporting skills of television. 		
MODULE	DETAILS	LECTURES
1	TELEVISION IN INDIA	10
	News, Information and Entertainment – Doordarshan Audience Segments and Cultural Impact Satellite TV and Private TV Channel	
2	FORMATS AND TYPES OF TV PROGRAMMES	08

	Theories of Visual Literacy: Gestalt, Semiotics Reporting Skills, Research and Editing Use of graphics and special effects Positioning the Camera for TV shots	
3	TELEVISION NEWS GATHERING	10
	The Camera - News for TV Finding the Story and Sources Packaging Ethical issues in TV Journalism	
4	PRESENTING REALITY IN TV	10
	News/Debates/ Opinions Breaking News Interviews The Soap Constructing Reality in Reality shows	
5	CONSUMING TELEVISION	10
	SEC Vs NCCS Measurement Of Viewership: TAM, TRP, TVT, GVT and so on	
Total Lectures		48
SYLLABUS DESIGNED BY: 1.Gajendra Deoda (Convener) 2.Priyanka Khanvilkar (Subject Expert) 3.Atul Ketkar (Industry Expert)		
Indicative Reading List Boyd, Andrew. Broadcast Journalism, Oxford. <ul style="list-style-type: none"> • Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981. • Kumar, Keval J. Mass Communication in India, Jaico Publishing House. • Lawrence Lorenz, Alfred and Vivian John. News Reporting and Writing, Pearson Education. • Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999. • Trevin, Janet, Presenting on TV and Radio, Focal Press. • Yorke, Ivor, Television News (Fourth Edition), Focal Press. 		

*****The End*****

Ability Enhancement Courses (AEC)

4. Business Communication- I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Obstacles to Communication in Business World	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60

Concept of Communication: Meaning, Definition, Process, Need, Feedback
Emergence of Communication as a key concept in the Corporate and Global world
Impact of technological advancements on Communication
Channels and Objectives of Communication: Channels-
 Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine
Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)
Methods and Modes of Communication:
 Methods: Verbal and Nonverbal, Characteristics of Verbal Communication
 Characteristics of Non-verbal Communication, Business Etiquette
 Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax]
 Computers and E- communication Video and Satellite Conferencing

2 **Obstacles to Communication in Business World**

Problems in Communication / Barriers to Communication:
 Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers
Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4
Introduction to Business Ethics:
 Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility
 Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:
 Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,
 Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace
 Piracy, Insurance, Child Labour

3 **Business Correspondence**

Theory of Business Letter Writing:
 Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,
Personnel Correspondence:
 Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation
 [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]

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Commercial Terms used in Business Communication

Paragraph Writing:

Developing an idea, using appropriate linking devices, etc

Cohesion and Coherence, self-editing, etc [Interpretation of technical data]

Composition on a given situation, a short informal report etc.]

Activities

- Listening Comprehension
- Remedial Teaching
- Speaking Skills: Presenting a News Item, Dialogue and Speeches
- Paragraph Writing: Preparation of the first draft, Revision and Self – Editing
Rules of spelling.
- Reading Comprehension: Analysis of texts from the fields of Commerce and
Management

*Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester I
with Effect from the Academic Year 2016-2017*

Skill Enhancement Courses (SEC)

5. Foundation Course -I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	45

Sr. No	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender. Appreciate the concept of linguistic diversity in relation to the Indian situation. Understand regional variations according to rural, urban and tribal characteristics. Understanding the concept of diversity as difference.
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality. Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.
3	Concept of Disparity- 2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism. Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values strengthening the social fabric of Indian society; Basic features of the Constitution.
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.

*Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester II
with Effect from the Academic Year 2016-2017*

Skill Enhancement Courses (SEC)

5. Foundation Course – II

Modules at a Glance

Modules	No. of Lectures
Globalisation and Indian Society	07
Human Rights	10
Ecology	10
Understanding Stress and Conflict	10
Managing Stress and Conflict in Contemporary Society	08
Total	45

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress in society; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society

*Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester III
with Effect from the Academic Year 2017-2018*

3. Core Courses (CC)

Business Law (Business Regulatory Framework) - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	The Indian Partnership Act - 1932	30
2	Limited Liability Partnership Act - 2008	10
3	Factories Act - 1948	20
Total		60

Sr. No.	Modules / Units
1	The Indian Partnership Act - 1932
	a) Concept of Partnership - Partnership and Company - Test for determination of existence for partnership - Kinds of partnership b) Registration and effects of non-registration of Partnership c) Rights and Duties of Partners d) Authority and Liability of partners e) Admission, Retirement and Expulsion of Partner f) Dissolution of Partnership
2	Limited Liability Partnership Act – 2008
	a) Nature of Limited Liability Partnership b) Incorporation of Limited Liability Partnership c) Extent and Limitation of Liability of Limited Liability Partnership and Partners d) Contributions e) Conversion Into Limited Liability Partnership f) Winding Up and Dissolution
3	Factories Act – 1948
	a) Definitions <ul style="list-style-type: none"> • Section 2 (k) – Manufacturing Process, • Section 2 (l) – Workers • Section 2 (m) – Factory b) Provisions pertaining to <ol style="list-style-type: none"> i. Health- Section 11 to Section 20 ii. Safety- Section 21 to Section 41 iii. Welfare- Section 42 to Section 49

Note: Relevant Law/ Statute/ Rules in force on 1st April immediately preceding commencement of Academic Year is applicable for ensuring examination after relevant year.

*Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester III
with Effect from the Academic Year 2017-2018*

3. Core Courses (CC)

Business Economics - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Macroeconomics	10
2	Money, prices and Inflation	10
3	Introduction to Public Finance	10
4	Public revenue, Public Expenditure and Debt	20
5	Fiscal Management and Financial Administration	10
	Total	60

Sr. No.	Modules / Units
1	Overview of Macroeconomics
	<p>Macroeconomics: Meaning, Scope and Importance. Circular flow of aggregate income and expenditure and its Importance- closed and open economy models The Measurement of National Product: Meaning and Importance of National Income Accounting- conventional and Green GNP and NNP concepts -National Income and Economic Welfare. Trade Cycles: Features and Phases Classical Macro economics : Say's law of Markets - Features, Implications and Criticism</p>
2	Money, prices and Inflation
	<p>Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest - Friedman's restatement of Demand for money Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach Inflation : Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy - policy measures to curb inflation- monetary policy and inflation targeting</p>
3	Introduction to Public Finance
	<p>Meaning and Scope of Public finance. Major fiscal functions : allocation function, distribution function & stabilization function Principle of Maximum Social Advantage: Dalton and Musgrave Views - the Principle in Practice, Limitations. Relation between Efficiency, Markets and Governments The concept of Public Goods and the role of Government</p>
4	Public revenue, Public Expenditure and Debt
	<p>Sources of Public Revenue : tax and non-tax revenues Objectives of taxation - Canons of taxation - Types of taxes : direct and indirect - Tax Base and Rates of taxation : proportional, progressive and regressive taxation Shifting of tax burden: Impact and incidence of taxation - Processes- factors influencing incidence of taxation Economic Effects of taxation: on Income and Wealth, Consumption, Savings, Investments and Production. Redistributive and Anti – Inflationary nature of taxation and their implications Public Expenditure: Canons - classification - economic effects of public spending - on production, consumption, distribution, employment and stabilization - Theories of Public Expenditure: Wagner's Hypothesis and Wiseman Peacock Hypothesis - Causes for Public Expenditure Growth. Significance of Public Expenditure: Social security contributions- Low Income Support and Social Insurance Programmes. Public Debt : Classification - Burden of Debt Finance : Internal and External- Public Debt and Fiscal Solvency</p>

DSPM's K. V. Pendharkar College (Autonomous), Dombivli

Revised Syllabus for F.Y.B.A. /B.Sc. /F. Y. B.Com /FYBAF/FYBMS/FYMAMMC/FYBIOTECH/FYBBI

Foundation Course – Sem- I and Sem –II

Module	Lecture	Credit
I	11	02
II	12	
III	11	
IV	11	

SYLLABUS OF ORGANIZATIONAL BEHAVIOR

Sr. No. Modules / Units

1 The Individual Behaviour

A) Personality: Meaning, Determinants of Personality, Major personality traits Influencing OB, The Big Five Model, Trait Theory of personality, Psychoanalytic theory of Personality, Freud Stages of Personality Development, Locus of Control, Self-Monitoring.

B) Learning: Meaning and Definition of Learning-The Learning Process, Principles of Learning, Theories of Learning-Classical conditioning, Operant Conditioning, Social Learning Theory, Learning through Reinforcement, Learning by Observing, Learning through Experience.

C) Perception-Meaning, Factors Influencing Perception, Attribution Theory, Improving Perceptions- Johari Window, Empathy.

D) Workplace Emotions, Values and Ethics: Meaning of Emotions, Cognitive Dissonance, Emotional Dissonance, Managing Emotions at Work (Emotional Labor) - The Six Universal Emotions. Meaning and Types of Values, Sources of Value systems, Values across Cultures, Values and Ethical Behaviour.

E) Individual Decision Making: How are Decisions made in organization , Decision Making process, Decisional Styles.

2 The Group Dynamics

A) Group Communication: Importance, Corporate Communication – Need, Importance and Techniques of Corporate Communication.

B) Power and Politics: Meaning of Power, Bases of Power, Power Tactics, Organizational Politics, Reasons for Organizational Politics, Managing Organizational Politics.

C) Negotiations: Meaning, Process, Strategies, Third Party Negotiations, Crisis Negotiations, Focus Areas of Negotiations.

D) Transactional Analysis Model: Types of Transactions, Ego states, Life

Positions, Elaboration of Transactional styles.

E) Virtual teams and Group Cohesiveness: Structure, Types, Stages in Management of Virtual teams, Features of Cohesive Groups, Effects/Consequences/Impact of Group Cohesion.

F) Group Decision-Making: Advantages, Disadvantages, Assumptions, Managing Group Decision-Making, Strength and Weakness of Group Decision-Making.

3 The Organizational Dynamics

A) Organization structure: Meaning, Meaning and key features of the concept of Centralization, Decentralization, Span of control and Departmentation , Simple structure, Bureaucratic & Matrix structure.

B) New design options: Team structure, Virtual organizations, Boundary less organizations

C) Organization structure differentiation: Strategy, Organization size, Technology & Environment, Organizational Designs and employee Behavior.

Board of Studies-in-Banking & Finance, University of Mumbai 11 | P a g e

D) Organizational Climate: Impact of Communication, Impact of Rewards & Punishment, Quality work life with reference to Banking & Insurance, Job Frustration-Sources, Causes, Effects, Ways to Overcome Frustration, Impact of Frustration on Banking and Insurance companies.

4 Organization Behaviour in Banking and Insurance Sector

A) Practices of OB in Banks and Insurance

B) Issue of organization behaviour in Banks

C) Strategies to manage issues of organization behaviour in banks

D) Case Studies – Transfer, Promotion, Separation

UNIVERSITY OF MUMBAI

No. UG/116 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the B.Sc. degree course , **vide** this office Circular No. UG/126 of 2011, dated 13th June, 2011 and the Principals of affiliated Colleges in Science are hereby informed that the recommendation made by Ad-hoc Board of Studies in Biotechnology at its meeting held on 18th February, 2016 has been accepted by the Academic Council meeting held on 24th June, 2016 **vide** item No. 4.88 and that in accordance therewith, the revised syllabus as per the Choice Based Credit System for F.Y. B.Sc. Biotechnology (Sem. I & II), which are available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032
October, 2016


(Dr.M.A.Khan)
REGISTRAR

To,

The Principals of the affiliated Colleges in Science.

A.C/4.88/24.06.2016

No. UG/116 -A of 2016

MUMBAI-400 032

24 October, 2016

Copy forwarded with Compliments for information to:-

- 1) The Deans, faculties of Science,
- 2) The Convener, Ad-hoc-Committee in Biotechnology,
- 3) The Professor-cum-Director, Institute of Distance & Open Learning (IDOL)
- 4) The Director, Board of College and University Development,
- 5) The Co-Ordinator, University Computerization Centre,
- 6) The Controller of Examinations.


(Dr.M.A.Khan)
REGISTRAR

PTO..

SEMESTER I

Chemistry I

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Basic Chemistry I	2	
Unit I Nomenclature and Classification	<p>Nomenclature and Classification of Inorganic Compounds: Oxides, Salts, Acids, Bases, Ionic, Molecular and Coordination Compounds</p> <p>Nomenclature and Classification of Organic Compounds: Alkanes, Alkenes, Alkynes, Cyclic hydrocarbons, Aromatic compounds, Alcohols and Ethers, Aldehydes and Ketones, Carboxylic acids and its derivatives, Amines, Amides, Alkyl halides and Heterocyclic compounds</p>	15 lectures	
Unit II Water and Buffers	<p>Chemistry of Water: Properties of Water, Interaction of Water with solutes (Polar, Non-polar, Charged), non-polar compounds in water – change in its structure and the hydrophobic effect, role of water in biomolecular structure and function and water as a medium for life</p> <p>Solutions: Normality, Molarity, Molality, Mole fraction, Mole concept, Solubility, Weight ratio, Volume ratio, Weight to volume ratio, ppb, ppm, millimoles, milliequivalents (Numericals expected).</p> <p>Primary and Secondary Standards: Preparation of standard solutions Principle of Volumetric Analysis.</p> <p>Acids and Bases: Lowry-Bronsted and Lewis Concepts. Strong and Weak Acids and Bases - Ionic product of Water - pH, pK_a, pK_b. Hydrolysis of Salts.</p> <p>Buffer solutions – Concept of Buffers, Types of buffers, Derivation of Henderson equation for acidic and Basic buffers, Buffer action, Buffer capacity. (Numericals expected.) pH of buffer solution.</p>	15 lectures	
Unit III Titrimetry and Gravimetry	<p>Titrimetric Analysis: Titration, Titrant, titrand, End point, Equivalence point, Titration Error, Indicator, Primary and Secondary standards characteristics and examples</p> <p>Types of Titration – Acid – Base, Redox.</p>	15 lectures	

	<p>Precipitation, Complexometric titration. Acid – base titration.-Strong Acid Vs Strong Base -Theoretical aspects of titration curve and end point evaluation.</p> <p>Theory of Acid –Base Indicators, Choice and suitability of Indicators.</p> <p>Gravimetric Analysis: Solubility and Precipitation, Factors affecting Solubility, Nucleation, Particle Size, Crystal Growth, Colloidal State, Ageing/Digestion of Precipitate. Co-Precipitation and Post-Precipitation. Washing, drying and ignition of Precipitate. (NumericalsExpected).</p>		
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Chemistry II

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Bioorganic Chemistry I	2	
Unit I Chemical Bonds	<p>Chemical Bonds: Ionic bond: Nature of Ionic bond, structure of NaCl, KCl and CsCl, factors influencing the formation of ionic bond.</p> <p>Covalent Bond: Nature of covalent bond, structure of CH₄, NH₃, H₂O, shapes of BeCl₂, BF₃</p> <p>Coordinate Bond: Nature of coordinate bond,</p> <p>Non Covalent bonds: van Der Waal's forces: dipole - dipole, dipole - induced dipole.</p> <p>Hydrogen Bond: Theory of hydrogen bonding and types of hydrogen bonding (with examples of RCOOH, ROH, salicylaldehyde, amides and polyamides).</p>	15 lectures	
Unit II Stereochemistry	<p>Isomerism – Types of isomerism: constitutional isomerism (chain, position and functional) and stereoisomerism, Chirality.</p> <p>Geometric Isomerism and Optical Isomerism: Enantiomers, diastereomers, and racemic mixtures cis-trans, threo, erythro and meso isomers. Diastereomerism (cis-trans isomerism) in alkenes and cycloalkanes (3 and 4 membered ring)</p> <p>Conformation: Conformations of ethane. Difference between configuration and conformation.</p>	15 lectures	

	<p>Configuration, asymmetric carbon atom, stereogenic/ chiral centers, chirality, representation of configuration by “flying wedge formula”</p> <p>Projection formulae – Fischer, Newman and Sawhorse. The interconversion of the formulae.</p>		
<p>Unit III Analytical Techniques</p>	<p>Methods of Separation Precipitation, Filtration, Distillation and Solvent Extraction.</p> <p>Analytical Techniques Chromatography: Definition, Principles of Chromatography. Types of Chromatography: Introduction to Paper Chromatography, Thin Layer Chromatography, Column Chromatography and its Applications.</p> <p>Colorimetry: Principle, Beer-Lambert’s law.</p>	15 lectures	

SEMESTER I

Basic Life I

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Biodiversity and Cell Biology	2	
<p>Unit I Origin of Life and Biodiversity (Animal, Plant, Microorganism)</p>	<p>Origin of Life, Chemical and Biological Evolution, Origin of Eukaryotic cell.</p> <p>Concept of Biodiversity, Taxonomical, Ecological and Genetic Diversity and its Significance</p> <p>Introduction to Plant Diversity: Algae, Fungi, Bryophyta, Pteridophyta, Gymnosperms and Angiosperms (with one example each)</p> <p>Introduction to Animal Diversity: Non-Chordates and Chordates with at least one representative examples.</p>	15 lectures	

	Introduction to Microbial Diversity Archaeobacteria, Eubacteria, Blue-green Algae, Actinomycetes, Eumycota-habitats, Examples and Applications.		
Unit II Ultra Structure of Prokaryotic and Eukaryotic Cell.	<p>Ultrastructure of Prokaryotic cell: Concept of Cell Shape and Size. Detail structure of Slime Layer, Capsule, Flagella, Pilli, Cell Wall (Gram Positive and Negative), Cell Membrane, Cytoplasm and Genetic Material Storage Bodies and Spores</p> <p>Ultrastructure of Eukaryotic Cell: Plasma membrane, Cytoplasmic Matrix, Microfilaments, Intermediate Filaments, and Microtubules Organelles of the Biosynthetic-Secretory and Endocytic Pathways – Endoplasmic Reticulum & Golgi Apparatus. Lysosome, Endocytosis, Phagocytosis, Autophagy, Proteasome Eucaryotic Ribosomes, Mitochondria and Chloroplasts Nucleus –Nuclear Structure, Nucleolus</p> <p>External Cell Coverings: Cilia And Flagella</p> <p>Comparison Of Prokaryotic And Eukaryotic Cells</p>	15 lectures	
Unit III Bacteria and Viruses	<p>Bacteria : Classification, Types, Morphology (Size, Shape and Arrangement) Cultivation of Bacteria. Reproduction and Growth (Binary Fission, Conjugation and Endospore formation) Growth kinetics. Isolation and preservation. Significance of Bacteria</p> <p>Viruses :General characters, Classification (Plant, Animal and Bacterial Viruses) Structure and Characterization of Viruses and Significance</p>	15 lectures	

Basic Life II

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Microbial Techniques	2	

<p align="center">Unit I Microscopy and Stains</p>	<p>Microscopy and Stains Microscope- Simple and Compound: Principle. Parts, functions and applications. Dark field and Phase contrast microscope Stains and staining solutions-Definition of dye and chromogen. Structure of dye and chromophore. Functions of mordant and fixative. Natural and synthetic dyes. Simple staining, Differential staining and acid fast staining with specific examples</p>	<p>15 lectures</p>	
<p align="center">Unit II Sterilization Techniques</p>	<p>Sterilization and Disinfection Definition : Sterilization and Disinfection. Types and Applications Dry Heat, Steam under pressure, Gases, Radiation and Filtration Chemical Agents and their Mode of Action - Aldehydes, Halogens, Quaternary Ammonium Compounds, Phenol and Phenolic Compounds, Heavy Metals, Alcohol, Dyes, and Detergents Ideal Disinfectant. Examples of Disinfectants and Evaluation of Disinfectant</p>	<p>15 lectures</p>	
<p align="center">Unit III Nutrition, Cultivation and Enumeration of Microorganisms</p>	<p>Nutrition and Cultivation of Microorganisms Nutritional Requirements : Carbon, Oxygen, Hydrogen, Nitrogen, Phosphorus, Sulphur and Growth Factors. Classification of Different Nutritional Types of Organisms. Design and Types of Culture Media. Simple Medium, Differential, Selective and Enrichment Media Concept of Isolation and Methods of Isolation. Pure Culture Techniques Growth and Enumeration Growth phases, Growth Curve. Arithmetic Growth and Growth Yield. Measurement of Growth. Chemostat and Turbidostat Enumeration of Microorganisms- Direct and Indirect Methods Preservation of Cultures- Principle and Methods. Cryogenic Preservation Advantages and Limitations</p>	<p>15 lectures</p>	

Biotechnology I

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Introduction to Biotechnology	2	
Unit I Scope and Introduction to Biotechnology	History and Introduction Of Biotechnology What is Biotechnology? Definition of Biotechnology, Traditional and Modern Biotechnology, Branches of Biotechnology- Pharmaceutical Biotechnology, Plant, Animal Biotechnology, Marine Biotechnology, Industrial Biotechnology, Environmental biotechnology. Biotechnology research in India. Biotechnology in context of developing world. Public perception of Biotechnology Ethics in biotechnology and IPR	15 lectures	
Unit II Introduction to Industrial Biotechnology	-Industrial production of Antibiotics , enzymes, organic acids ,vitamins, amino acids, beverages and single cellproteins	15 lectures	
Unit III Introduction to Food Biotechnology	Food Biotechnology Biotechnology application to food stuffs Career in Food Biotechnology Activities of Food Biotechnologist Unit Operation in Food Processing Quality Factors in Preprocessed Food Food deterioration and its control Rheology of Food products Microbial role in food products Yeast, Bacterial and other microorganisms based process and products Modern Biotechnological regulatory aspects in food industries Biotechnology and Food : A Social Appraisal	15 lectures	

Biotechnology II

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Molecular biology	2	
Unit I Replication	DNA replication in prokaryotes and eukaryotes- Semi-conservative DNA replication, DNA polymerases and its role, E.coli chromosome replication, Bidirectional Replication of circular DNA molecules. Rolling circle replication, DNA replication in Eukaryotes DNA recombination – Holliday model for Recombination	15 lectures	
Unit II	Definition and Types of Mutations. Mutagenesis and Mutagens.(Examples of P		

Mutation and DNA repair	Physical, Chemical and Biological Mutagens) Mutation- Definition, Classification of Mutation, Types of Point Mutations, Mutagen- Physical and Chemical Mutagens and Mode of Action Photoreversal, Base Excision Repair, Nucleotide Excision Repair, Mismatch Repair, SOS Repair and Recombination Repair.	15 lectures	
Unit III r-DNA technology	Experimental evidences for DNA and RNA as genetic material. Chromosome Structure in Prokaryotes and Eukaryotes : Structure of Functional state of E.coli Chromosome, Chemical Composition of Eukaryotic Chromosomes, Levels of DNA Packaging in Eukaryotic Chromosomes, Nucleosome, Centromere and Telomeres . Chromosome Banding Control of gene expression and gene complexity in Prokaryotes and Eukaryotes., Genetic Engineering in Ecoli and other Prokaryotes, Yeast, Fungi and Mammalian Cells Enzymes- DNA Polymerases, Restriction Endonucleases, Ligases, Reverse Transcriptases, Nucleases, Terminal Transferases, Phosphatases Cloning Vectors-Plasmids, Bacteriophage Vectors, Cosmids, Phagemids, Vectors for Plant and Animal Cells, Shuttle Vectors, YAC Vectors, Expression Vectors Isolation and Purification of DNA (Genomic, Plasmid) and RNA,, Isolation of Gene of Interest- Restriction Digestion, Electrophoresis, blotting,, Cutting and Joining of DNA,, Methods of Gene Transfer in Prokaryotic and Eukaryotic Cells Model Organism for Genetic Analysis of Development. Development results from Differential Gene expression. Genetic study: Genetic Regulation of the development of the Drosophila body plan	15 lectures	

SEMESTER II

Chemistry I

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Bioorganic Chemistry	2	
Unit I Biomolecules: Carbohydrates and Lipids	<p>Carbohydrates: Structure, Function, Classification, Characteristic Reactions, physical and Chemical properties, D & L Glyceraldehydes, structure of monosaccharide, disaccharides, and polysaccharides. Isomers of monosaccharides, chemical/physical properties of carbohydrate, chemical reactions for detection of mono., di and polysaccharides,</p> <p>Lipids: Classification of Lipids, Properties of saturated, unsaturated fatty acids, rancidity, and hydrogenation of oils Phospholipids: lecithin cephalin, plasmalogen Triacylglycerol: structure and function Sterols: Cholesterol: structure and function, Lipoproteins: structure and function, Storage lipids, Structural lipids, Action of phospholipases, Steroids</p>	15 lectures	
Unit II Biomolecules: Proteins and Amino acids	<p>Proteins and Amino acids: Classification, preparation and properties, isoelectric point, peptide synthesis Proteins: Classification based on structure and functions, primary structure, N-terminal (Sanger and Edmans method) and C-terminal analysis (enzyme), Reactions of amino acids, Sorenson's titration, ninhydrin test. Denaturation of protein Structure of peptides. Titration curve of amino acids. Concept of Isoelectric pH, zwitter ion. Glycoproteins</p>	15 lectures	
Unit III Biomolecules: Nucleic Acids	<p>Nucleic Acids: Structure, function of Nucleic acids, properties and types of DNA, RNA. Structure of Purine and Pyrimidine bases Hydrogen bonding between nitrogenous bases in DNA Differences between DNA and RNA, Structure of nucleosides, nucleotides and polynucleotides.</p>	15 lectures	

Chemistry II

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Basic Chemistry	2	
	Thermodynamics: System,		

<p align="center">Unit I Thermodynamics</p>	<p>Surrounding, Boundaries Sign Conventions, State Functions, Internal Energy and Enthalpy: Significance, examples, (Numericals expected.)</p> <p>Laws of Thermodynamics and its limitations, Mathematical expression. Qualitative discussion of Carnot cycle for ideal gas and mechanical efficiency. Laws of thermodynamics as applied to biochemical systems.</p> <p>Concept of Entropy, Entropy for isobaric, isochoric and isothermal processes.</p>	<p>15 lectures</p>	
<p align="center">Unit II Chemical Kinetics</p>	<p>Reaction kinetics: Rate of Reaction, rate constant, Measurement of Reaction Rates Order & Molecularity of reaction, Integrated rate equation of first and second order reactions (with equal initial concentration of reactants). (Numericals expected) Determination of order of reaction by a) Integration method b) Graphical Method c) Ostwald's Isolation Method d) Half Time method. (Numericals expected).</p>	<p>15 lectures</p>	
<p align="center">Unit III Oxidation Reduction reactions</p>	<p>Atomic Chemistry Principals of Oxidation & Reduction Reactions -Oxidising and Reducing agents, Oxidation number, Rules to assign Oxidation numbers with examples ions like oxalate, permanganate and dichromate. Balancing redox reactions by ion electron method Oxidation, Reduction, Addition and Substitution, Elimination Reactions. Synthesis of molecules</p>	<p>15 lectures</p>	

SEMESTER II

Basic Life I

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Physiology and Ecology	2	
	Photosynthesis ,Intracellular		

<p>Unit I Plant Physiology</p>	<p>organization of photosynthetic system. Fundamental reactions of photosynthesis, photosynthetic pigments, role of light. Hill reaction and its significance, light reactions, cyclic and non-cyclic photo induced electron flow, energetics of photosynthesis, photorespiration, dark phase of photosynthesis, Calvin cycle, C-4 pathway</p> <p>Plant hormones - Auxin ,Gibbrellins, Cytokinins, Ethylene, Abscissic acid Introduction to Secondary Metabolites</p>	<p>15 lectures</p>	
<p>Unit II Animal Physiology</p>	<p>Physiology of Digestion</p> <p>Movement of food and absorption, Secretary functions of alimentary canal, digestion and absorption in gut</p> <p>Digestion in Ruminant and Monogastric Animals</p> <p>Excretion and Osmoregulation,</p> <p>Physiology of Respiration, Mechanism of Respiration</p> <p>Physical principles of gaseous exchange transport of O₂ and CO₂ in the blood and body fluids</p> <p>Respiration in Birds</p> <p>Blood and Circulation :Blood composition, Structure and Function of its Constituents Blood Coagulation and anti-coagulants Hemoglobin and its Polymorphism Regulation of the circulation Mechanism and working of Heart in human.</p> <p>Reproduction : Gonidal Hormones and their Function in Male and Female, Reproductive Cycle in Animals, Asexual Reproduction:Fission, Fragmentation and Budding. Sexual reproduction Study of Reproductive Organs in Earthworm</p>	<p>15 lectures</p>	
<p>Unit III</p>	<p>Ecology and Biogeography. Ecosystems, Definition and Compone</p>		

Ecosystem and Interactions	<p>nts, Structure and Function of Ecosystems. Aquatic and terrestrial ecosystems, Biotic and Abiotic factors, Trophic levels, Food chain and Food web, Ecological Pyramids (Energy, biomass and Number) Nutrient Cycle and Biogeochemical cycles: water, Carbon, Oxygen, Nitrogen and Sulphur. Interactions: Commensalism, Mutualism, predation and Antibiosis, Parasitism.</p>	15 lectures	
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Basic Life II

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Genetics	2	
Unit I Genetics Fundamentals	<p>Mendel's Laws of heredity Monohybrid cross: The principle of dominance and segregation. Dihybrid cross: The principle of Independent assortment. Application of Mendel's Principles Punnett Square. Mendel's Principle in Human Genetics. Incomplete dominance and codominance. Multiple alleles. Allelic series. Variations among the effect of the mutation. Genotype and phenotype. Environmental effect on the expression of the Human Genes. Gene Interaction. Epistasis.</p>	15 lectures	
Unit II Microbial Genetics	<p>Microbial Genetics Genetic analysis in bacteria- prototrophs, auxotrophs. Bacteriophages: lytic and lysogenic development of phage. Mechanism of genetic exchange in Bacteria: Conjugation; Transformation; Transduction; (Generalized transduction, Specialized Transduction) Bacterial transposable elements.</p>	15 lectures	
Unit III Population Genetics	<p>Population Genetics Genetic structure of populations – genotypic frequencies and allelic frequencies,</p>		

	<p>Hardy- Weinberg law and its assumptions</p> <p>Genetic variations in populations- Measuring genetic variation at protein level and measuring genetic variations at DNA level</p> <p>Natural Selection.</p> <p>Genetic Drift</p> <p>Speciation</p> <p>Role of population genetics in Conservation biology</p>	15 lectures	
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SEMESTER II

Biotechnology I

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Tissue Culture and Communication Skills	2	
Unit I Plant Tissue Culture	<p>Basics of Plant Tissue Culture Cell theory, Concept of cell culture, cellular totipotency,</p> <p>Organization of plant tissue culture laboratory : Equipments and instruments Aseptic techniques: Washing of glassware, Media sterilization, Aseptic workstation, Precautions to maintain aseptic conditions.</p> <p>Culture medium: Nutritional requirements of the explants, PGR's and their in vitro roles, Media preparation Callus culture technique: Introduction, principle, protocols, Genetic variation and applications.</p>	15 lectures	
Unit II Animal Tissue Culture	<p>Basics of Animal Tissue Culture Introduction Cell culture techniques, Equipment and sterilization methodology. Introduction to animal cell cultures: Nutritional and physiological: Growth factors and growth Parameters. General metabolism and Growth Kinetics Primary cell cultures : Establishment and maintenance of primary cell cultures of adherent and non-adherent cell lines with examples.</p>	15 lectures	

	Application of cell cultures :		
Unit III Scientific Writing and Communication Skills	<p>Communication Skills Introduction to communication -- Elements, definitions, scope of communication and communication as part of science Communication elements --Verbal and nonverbal communications. Principles of effective communication, Oral presentations Scientific reading, writing & presentation Scientific writing Process of Scientific writing: thinking, planning, rough drafts and revising context.</p> <p>Introduction to scientific reports and writings Compilation of experimental data, Communication methods in science, Examples of Scientific and Unscientific writing. Writing papers, reviews, Bibliography Plagiarism--Introduction to Plagiarism , Examples of Plagiarism.</p>	15 lectures	

Biotechnology II

COURSE CODE	TITLE	CREDITS	Notional Hours
USBT	Enzymology, Immunology and Biostatics	2	
Unit I Enzymes	<p>Definition, Classification, Nomenclature, Chemical Nature, Properties of Enzymes, Mechanism of Enzyme action, Active sites, Enzyme specificity, Effect of pH, Temperature, substrate concentration on enzyme activity, enzyme kinetics, Michelis-Menten equation, types of enzyme inhibitions-Competitive, Uncompetitive, Non-competitive, allosteric modulators Co-Factors, Zymogens, Immobilized Enzymes Application of enzymes</p>	15 lectures	
Unit II Immunology	<p>Introduction to Immunology Overview of Immune Systems, Cell and Organs involved, T and B cells. Innate immunity, Acquired immunity,</p>	15	

	<p>Local and Herd Immunity, Humoral and Cellular immunity - Factors influencing and mechanisms of each.</p> <p>Antigens and Antibodies: Types of antigens, General properties of antigens, Haptens and Superantigens Discovery and Structure of antibodies (Framework region) Classes of immunoglobulins, Antigenic determinants.</p> <p>Antigen-Antibody Interactions Hypersensitivity Monoclonal antibodies, Vaccines (Live, Killed) and Toxoid. Problems with traditional vaccines, Impact of Biotechnology on vaccine development.</p>	lectures	
<p>Unit III Biostatistics</p>	<p>Defination and Importance of Statistics in Biology Types of Data, Normal and Frequency Distribution Representation of Data and Graphs (Bar Diagrams, Pie Charts and Histogram, Polygon and Curve) Types of population sampling Measures of Central tendency (For Raw, Ungroup & group Data) Mean Median Mode Measures of Dispersion Range, Variance, Coefficient of Variance. Standard Deviation. Standard Error.</p>	15 lectures	

1

Unit I
Nomenclature and Classification

Unit II
Water and Buffers

Unit III
Titrimetry and Gravimetry

2

Unit I
Chemical Bonds

Unit II
Stereochemistry

Unit III
Analytical Techniques

7

Unit I
Biomolecules: Carbohydrates and Lipids

Unit II
Biomolecules:
Proteins and Amino acids

Unit III
Biomolecules:
Nucleic Acids

8

Unit I
Thermodynamics

Unit II
Chemical Kinetics

Unit III
Oxidation Reduction reactions

SEM I

1. Characterization of organic compounds containing only C, H, O elements (no element test) - Compounds belonging to the following classes: carboxylic acid, phenol, aldehyde/ketone, ester, alcohol, hydrocarbon
2. Characterization of organic compounds containing C, H, O, N, S, halogen elements (element tests to be done)
3. Compounds belonging to the following classes: Amine, Amide, Nitro compounds, Thiamide, Haloalkane, Haloarene
- 4 to 6. Qualitative analysis of Inorganic compounds - Three experiments

1. Determination of strength of HCl in commercial sample
2. To standardise commercial sample of NaOH using KHP (Potassium hydrogen phthalate)
3. To standardise commercial sample of HCl using borax.
4. Determination of alkalinity of water sample
5. Determination of strength of HCl in commercial sample
6. Preparation of buffer solutions

1. Determination of acetic acid in vinegar by titrimetric method
2. Determination of the amount of Mg (II) present in the given solution complexometrically
3. Determination of the amount of Fe (II) present in the given solution titrimetrically
4. Determination of amount of NaHCO₃ + Na₂CO₃ in the given solid mixture titrimetrically
5. Determination of percent composition of BaSO₄ and NH₄Cl in the given mixture gravimetrically
6. Determination of percent composition of ZnO and ZnCO₃ in the given mixture gravimetrically

Unit volume & weight measurements

Molarity , molality , normality

pH measurement

Reagent Preparation & biochemical calculations

Optical activity of a chemical compound by polarimeter

Conductometry

Safety Measures and practices in chemistry laboratory

SEM II

1. Separation of Cu, Ni and Fe using paper chromatography
2. Amino acids - paper chromatography
3. Determination of fluoride ion using colorimetry
4. Determination of Fe (III) by using salicylic acid by colorimetric titration

1. To determine enthalpy of dissolution of salt like KNO_3
2. Determine the rate constant for hydrolysis of ester using HCl as a catalyst
3. To determine the rate constant for the hydrolysis of ester using H_2SO_4 as catalyst using scientific calculator by Regression analysis
4. To determine the rate constant for the saponification reaction between ethyl acetate and NaOH by back titration method
5. Study the kinetics of reaction between thiosulphate ion and HCl
6. Study reaction between potassium persulphate and potassium periodate kinetically and hence to determine order of reaction

1. Study the reaction between NaHSO_3 and KMnO_4 and balancing the reaction in acidic, alkaline and neutral medium
2. Study transfer of electrons (Titration of sodium thiosulphate with potassium dichromate)
3. Determination of the volume strength of hydrogen peroxide solution by titration with standardised potassium permanganate solution
4. Determination of Fe (II) and Fe (III) in the given mixture titrimetrically
5. Determination of amount of K oxalate and oxalic acid in the given solution titrimetrically

Spot test for carbohydrates & amino acids

Isolation of starch from potato

Isolation of protein from plant source

Isolation of oil from plant source

Estimation of protein by Biuret method

Estimation of protein by Lowry method

Estimation of Reducing sugar by DNSA method

Saponification of fats

Enzyme assay (amylase)

Thin layer chromatography for lipids

Thermochemistry

Determination of an order of reaction

~~Acid~~ titrations

3

<p style="text-align: center;">Unit I Origin of Life and Biodiversity (Animal, Plant, Microorganism)</p>
<p style="text-align: center;">Unit II Ultra Structure of Prokaryotic and Eukaryotic Cell.</p>
<p style="text-align: center;">Unit III Bacteria and Viruses</p>

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<p style="text-align: center;">Unit I Microscopy and Stains</p>
<p style="text-align: center;">Unit II Sterilization Techniques</p>
<p style="text-align: center;">Unit III Nutrition, Cultivation and Enumeration of Microorganisms</p>

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<p style="text-align: center;">Unit I Plant Physiology</p>
<p style="text-align: center;">Unit II Animal Physiology</p>
<p style="text-align: center;">Unit III Ecosystem and Interactions</p>

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<p style="text-align: center;">Unit I Genetics Fundamentals</p>
<p style="text-align: center;">Unit II Microbial Genetics</p>

Unit III
Population Genetics

Sem I Life Science

Cell wall staining

Growth curve of E.Coli

Preservation of culture (Glycerol stock)

Enumeration by Breed's count

Enumeration of microorganisms by serial dilution, pour plate, spread plate method

Sterilization of media using autoclave

Gram staining

Differential staining

Study of microscope and its parts

Isolation techniques: T-streak, polygon method

Sem II Life Science

Hill's reaction

Absorbance maxima of plant pigments

Blood grouping study

Study of Animal tissues

Study of pseudopodia (Amoeba)

Study of respiratory system in cockroach (trachea)

Problems in Mendelian genetics

Determination of Allelic and genotype frequencies

Study of effect of mutagens (colchicine, UV)

Earthworm practicals (nerve ring)

5

Unit I
Scope and Introduction to Biotechnology

Unit II

Introduction to Industrial Biotechnology

**Unit III
Introduction to Food Biotechnology**

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**Unit I
Replication**

**Unit II
Mutation and DNA repair**

**Unit III
r-DNA technology**

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**Unit I
Plant Tissue Culture**

**Unit II
Animal Tissue Culture**

**Unit III
Scientific Writing and Communication Skills**

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**Unit I
Enzymes**

**Unit II
Immunology**

**Unit III
Biostatistics**

Sem I Biotechnology

Estimation of starch by Willstater's method

Estimation of glucose by DNSA method

Fermentative production of citric acid

Analysis of milk- Methylene blue

Resazurin test

Phosphatase test

Determination of alcohol content

Qualitative test for biomolecules-Anthrone & Molisch's test for carbohydrates

Estimation of protein by Biuret method

DNA estimation by DPA method

RNA estimation by Orcinol method

Isolation of organism causing Food spoilage

Sem II Biotechnology

PTC: Preparation of stock solutions,

Preparation of Media

Surface Sterilization of explants

Inoculation for callus culture

Media Preparation and sterilization (ATC)

Determination of cell viability by haemocytometer

Extraction of enzyme amylase

Determination of optimum pH for amylase activity

Determination of optimum Temperature for amylase activity

Effect of substrate concentration on enzyme activity

Preparation of review reports of 5 Scientific Papers and presentation (last 5 years)

Laboratory organization-layout assignment

Biostatistics: Biometric analysis for mean, median, mode, standard deviation (e.g. leaves, hair length)

Data representation, frequency polygon, histogram, pie diagram

Academic Council:

Item No:

UNIVERSITY OF MUMBAI



Syllabus for S.Y.B.Sc.

(Restructured)

Programme: B.Sc.

Course: Biotechnology

with effect from the academic year

2017 – 2018

SEMESTER- III				
Course code	Course type	Course Title	Credits	Lectures/ Week
USBT301	Core Subject	Biophysics	2	3
USBT302	Core subject	Applied Chemistry- I	2	3
USBT303	Core Subject	Immunology	2	3
USBT304	Core Subject	Cell Biology and Cytogenetics	2	3
USBT305	Core Subject	Molecular Biology	2	3
USBT306	Skill enhancement elective	Bioprocess Technology	2	3
USBT307	General Elective	Research Methodology	2	3
USBTP301	Core subject Practicals	Practicals of USBT301 and USBT302	2	6
USBTP302	Core subject Practicals	Practicals of USBT303 and USBT304	2	6
USBTP303	Core Subject and Skill enhancement elective Practicals	Practicals of USBT305 and USBT306	2	6
SEMESTER-IV				
Course code	Course type	Course Title	Credits	Lectures/ Week
USBT401	Core Subject	Biochemistry	2	3
USBT402	Core subject	Applied Chemistry- II	2	3
USBT403	Core Subject	Medical Microbiology	2	3
USBT404	Core Subject	Environmental Biotechnology	2	3
USBT405	Core Subject	Biostatistics and Bioinformatics	2	3
USBT406	Skill enhancement elective	Molecular Diagnostics	2	3
USBT407	General Elective	Entrepreneurship Development	2	3
USBTP401	Core subject Practicals	Practicals of USBT401 and USBT402	2	6
USBTP402	Core subject Practicals	Practicals of USBT403 and USBT404	2	6
USBTP403	Core Subject and Skill enhancement elective Practicals	Practicals of USBT405 and USBT406	2	6

SEMESTER III

Course Code	Title	Credits	No. of Lectures	Notional hours
USBT301	BIOPHYSICS	2		
<p>Course objectives:- The objective of this course is to have a firm foundation in the fundamentals and applications of current biophysical theories.</p> <p>Learning outcomes:- By the end of the course the student will:</p> <ul style="list-style-type: none"> • develop an understanding of the different aspects of classical physics. • be able to relate principles of physics to applications and techniques in the field of biology such as microscopy, spectroscopy and electrophoresis. 				
<p>UNIT I Optics and Electromagnetic Radiations</p>	<p>Introduction to Optics and Lasers: <i>Optics :</i> Properties of Light - Reflection, Refraction, Dispersion, Interference. <i>Lasers :</i> Properties of Lasers, Stimulated Emissions, Laser Action; Applications of Laser. Electromagnetic Radiations: Introduction to Electromagnetic Radiation. Spectroscopy : Types and Properties of Spectra; Basic Laws of Light Absorption. Spectrophotometer:-Principle, Instrumentation and Applications; UV-Vis Spectrophotometer, Single and Dual Beam Spectrophotometer. Microscopy: Types of Microscopy; Electron Optics; Electron Microscopy- Preparation of Specimen, SEM, TEM and Immuno-Electron Microscopy. Fluorescence Microscopy.</p>		15	
<p>UNIT II Heat, Sound, Magnetism and Fluid Dynamics</p>	<p>Heat: Concept of Temperature; Modes of Heat Transfer; Measuring Temperature; Platinum Resistance Thermometer; Thermocouple and Thermistors. Sound: Types of Sound Waves - Audible, Ultrasonic and Infrasonic Waves; Doppler Effect; Applications of Ultrasonic Waves. Magnetism: Magnetic Field; Magnetism of Earth; Paramagnetism, Diamagnetism, Ferromagnetism. Nuclear Magnetism and Biomagnetism.</p>		15	

	<p>Fluid Dynamics :</p> <p>Viscosity: Definition Flow of Liquids through Capillaries; Stokes' Law; Terminal Velocity. Determination of 'η' by Falling Sphere Method; Viscosity Estimation by Oswald's Viscometer.</p> <p>Surface Tension: Definition - Surface Tension and Surface Energy; Capillary Action; Angle of Contact; Wettability; Temperature Dependence of Surface Tension. Applications in Biology.</p>			
UNIT III Electrophoretic Techniques	<p>Electrophoresis: Migration of Ions in an applied electric field; Factors affecting Electrophoretic Mobility; Moving Boundary Electrophoresis; Principle of Electrophoresis; Supporting Matrix; Paper electrophoresis; AGE; Native and SDS PAGE (reducing and non-reducing, continuous and discontinuous); IEF and 2D PAGE. Staining and Detection methods; Gel-Documentation. Applications in Biology.</p>		15	

Course Code	Title	Credits	No. of Lectures	Notional hours
USBT302	APPLIED CHEMISTRY –I	2		
<p>Course objectives:- The objective of this course is to have a firm foundation in the fundamentals and applications of organic and green chemistry.</p> <p>Learning outcomes:- By the end of the course the student will be able to:</p> <ul style="list-style-type: none"> • develop an understanding of the different aspects of organic and green chemistry. • discuss role of organic compounds in biology and synthesis of organic compounds. • discuss role of green chemistry and its application in industry. 				
UNIT I Organic Chemistry	<p>Introduction to Types of Organic Reactions : Addition, Elimination and Substitution Reactions. Essential and Non-essential Elements in Biological Systems. Role of Metal Ions in Biological Systems.</p> <p>Metal Coordination in Biological Systems : Enzymes, Apoenzymes and Coenzymes. Biological Role of Metalloenzymes wrt Myoglobins, Haemoglobin. Biological Role of Carboxypeptidases, Catalases and Peroxidases.</p>		15	

	Structure and Function : Dioxygen Binding, Transfer and Utilization; Metal Complexes in Medicines.			
UNIT II Synthesis of Organic Compounds	Synthesis of Organic Compounds : Criteria for Ideal Synthesis; Selectivity and Yield. Linear and Convergent Synthesis and Multicomponent Reactions. Microwave Assisted Organic Synthesis, Ultrasound in Synthesis and Polymer supported Synthesis. Retrosynthesis.		15	
UNIT III Green Chemistry and Synthesis	Green Chemistry and Synthesis: Introduction to Green Chemistry; Need and Relevance of Green Chemistry; Principles of Green Chemistry. Green Synthesis in Industry: Green Materials, Green Reagents, Green Solvents and Green Catalysts.		15	

Course Code	Title	Credits	No. of lectures	Notional hours
USBT303	IMMUNOLOGY	2		
Course objectives:- The objective of this course is to familiarize students with the immune effector mechanisms and various immunotechniques.				
Learning outcomes:- By the end of the course the student will be able to:				
<ul style="list-style-type: none"> • understand the role of different types of cells, effector molecules and effector mechanisms in immunology. • understand the principles underlying various immunotechniques. 				
UNIT I Effectors of Immune Response	Haematopoiesis; Cells of the Immune System; Primary and Secondary Lymphoid Organs. Complement System- Classical, Alternate and Lectin; Regulation and Biological Effects of Complement System; Deficiencies of Complement System		15	
UNIT II Cell Receptors	T-cell Receptor Complex : Structure and Activation. MHC Classes - General Organization and Inheritance; Structures and Peptide Interactions; Class I and II Diversity and Polymorphism; Antigen Presentation - Endocytic and Exocytic Pathways; MHC Restriction. B-cell Receptor : Structure, Maturation and Activation B-T cell interaction (B-T cell cooperation).		15	

UNIT III Immuno- Techniques	<p>Precipitation Reactions : Immunoprecipitation, Immunoelectrophoresis, CIEP, Rocket Electrophoresis and 2-D Immunoelectrophoresis.</p> <p>Agglutination Reactions : Passive, Reverse Passive, Agglutination Inhibition.</p> <p>Coomb's Test; Complement Fixation Tests, RIA, ELISA, ELISPOT, Chemiluminescence, Western Blot, Immunofluorescence, Flow Cytometry.</p> <p>Alternatives to Antigen-Antibody Reactions.</p>		15	
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Course Code	Title	Credits	No. of lectures	Notional hours
USBT304	CELL BIOLOGY AND CYTOGENETICS	2		

Course objectives:-

The objective of this course is to have a firm foundation in the fundamentals of cell biology and cytogenetics.

Learning outcomes:- By the end of the course the student will be able to:

- develop an understanding of the cytoskeleton and cell membrane.
- discuss the structure of chromosomes and types of chromosomal aberrations.
- discuss the principles underlying sex determination, linkage and mapping.

UNIT I Cytoskeleton	<p>Cytoskeleton : Overview of the Major Functions of Cytoskeleton.</p> <p>Microtubules: Structure and Composition. MAPs: Functions- Role in Mitosis, Structural Support and Cytoskeleton Intracellular Motility.</p> <p>Motor Proteins: Kinesins, Dynein; MTOCs. Dynamic Properties of Microtubules. Microtubules in Cilia and Flagella.</p> <p>Microfilaments: Structure, Composition, Assembly and Disassembly. Motor Protein: Myosin.</p> <p>Muscle Contractility: Sliding Filament Model. Actin Binding Proteins : Examples of Non-Muscle Motility.</p> <p>Intermediate Filaments :Structure and Composition; Assembly and Disassembly; Types and Functions.</p>		15	
UNIT II Cell Membrane	<p>Cell Membrane : Uptake of Nutrients by Prokaryotic Cells; Cell Permeability.</p> <p>Principles of Membrane Transport- Transporters and Channels; Active Transport,</p>		15	

	<p>Passive Transport; Types of Transporters; Types of ATP Driven Pumps - Na⁺ K⁺ Pump. Cell Junctions; Cell Adhesion and Extracellular Material Microvilli; Tight Junctions, Gap Junctions; Cell Coat and Cell Recognition.</p> <p>Cellular Interactions.</p>			
UNIT III Cytogenetics	<p>Cytogenetics : Structure of Chromosome - Heterochromatin, Euchromatin, Polytene Chromosomes.</p> <p>Variation in Chromosomal Structure and Number : Deletion, Duplication, Inversion, Translocation, Aneuploidy, Euploidy and Polyploidy and Syndromes- Klinefelter, Turner, Cri-du-Chat, Trisomy -21, Trisomy 18 and Trisomy 13.</p> <p>Sex Determination and Sex Linkage : Mechanisms of Sex Determination (XX-XY, ZZ-ZW, XX-XO) Dosage Compensation and Barr Body.</p> <p>Genetic Linkage, Crossing Over and Chromosomal Mapping : Tetrad Analysis; Two-point Cross; Three-point Cross; Pedigree Analysis.</p>		15	

Course Code	Title	Credits	No. of Lectures	Notional hours
USBT305	MOLECULAR BIOLOGY	2		
<p>Course objectives:- The objective of this course is to have an insight into mechanism of gene expression and regulation.</p> <p>Learning outcomes:- By the end of the course the student will be able to:</p> <ul style="list-style-type: none"> • discuss the mechanisms associated with gene expression at the level of transcription and translation. • discuss the mechanisms associated with regulation of gene expression in prokaryotes and eukaryotes 				
UNIT I Gene Expression- Transcription	<p>Gene Expression- an Overview.</p> <p>Transcription Process in Prokaryotes : RNA Synthesis; Promoters and Enhancers; Initiation of Transcription at Promoters; Elongation and Termination of an RNA Chain.</p> <p>Transcription in Eukaryotes : Eukaryotic RNA Polymerases; Eukaryotic Promoters; Transcription of Protein Coding Genes by RNA Polymerase; Eukaryotic mRNA's; Transcription of other genes;</p>		15	

	Spliceosomes; RNA editing.			
UNIT II Gene Expression-Translation	Nature of Genetic Code. Wobble Hypothesis. Translation : Process of Protein Synthesis (Initiation, Elongation, Translocation, Termination); Post Translation Modifications. Protein sorting.		15	
UNIT III Regulation of Gene Expression	In Prokaryotes: In Bacteria : <i>lac</i> Operon of <i>E.coli</i> ; <i>trp</i> Operon of <i>E.coli</i> . In Viruses : Lytic / Lysogenic Regulation In Eukaryotes : Operons in Eukaryotes; Control of Transcriptional Initiation; Gene Silencing and Genomic Imprinting; Post-Transcriptional Control; RNA Interference.		15	

Course Code	Title	Credits	No. of Lectures	Notional hours
USBT306	BIOPROCESS TECHNOLOGY	2		
Course objectives:- The objective of this course is to understand the basics skills applied in fermentation technology and build a foundation for more advanced studies in bioprocess technology. Learning outcomes:- By the end of the course the student will be able to:				
<ul style="list-style-type: none"> • develop an understanding of the various aspects of bioprocess technology. • develop skills associated with screening of industrially important strains. • understand principles underlying design of fermentor and fermentation process. 				
UNIT I Microorganisms in Industrial Processes	Types of Microorganisms used in Industrial Processes : Bacteria, Actinomycetes, Fungi and Algae. Screening and maintenance of strains: Primary Screening and Secondary Screening; Cultivation; Preservation of Industrially Important Microbial Strains.		15	
UNIT II Fermentor and Fermentation Processes	Design of a fermentor : Stirred Tank Fermentor- Basic Design; Parts of a Typical Industrial Fermentor. Fermentation Media : Components; Design and Optimization. Sterilization : Sterilization of Fermentor and Fermentation Media.		15	

	<p>Process Parameters : pH, Temperature, Aeration, Agitation, Foam, etc.</p> <p>Types of Fermentation : Surface and Submerged; Batch and Continuous, Aerobic and Anaerobic.</p> <p>Product Isolation and Purification.</p> <p>Study of representative fermentation processes : Outline of Penicillin and Ethanol Production by fermentation along with a flow-diagram.</p>			
<p>UNIT III <i>In-vivo and In-vitro</i> Assay of Industrial Products</p>	<p>Assay of Industrial Products: Chemical and Biological; Types and Subtypes; Kinetics. Advantages and Disadvantages. Half-Life Determination of Pharmacological Products. Bioavailability and Bioequivalence Studies</p>		15	

Course Code	Title	Credits	No. of Lectures	Notional hours
USBT307	RESEARCH METHODOLOGY	2		
<p>Course objectives:- The objective of this course is to develop research aptitude, logical thinking and reasoning. Learning outcomes:- By the end of the course the student will be able to:</p> <ul style="list-style-type: none"> • understand basic principles of research methodology and identify a research problem. • understand a general definition of research design. • identify the overall process of designing a research study from its inception to its report. 				
<p>UNIT I Introduction to Research Methodology and Research Problem</p>	<p>Meaning of Research; Objectives of Research; Motivation in Research; Types of Research; Research Approaches; Significance of Research; Research Methods versus Methodology; Research Process; Criteria of Good Research; Problems Encountered by Researchers in India; What is a Research Problem? Selecting the Problem; Necessity of Defining the Problem; Technique Involved in Defining a Problem</p>		15	
<p>UNIT II Research Design and Data Collection</p>	<p>Meaning of Research Design; Need for Research Design; Features of a Good Design; Important Concepts Relating to Research Design; Different Research Designs; Basic Principles of Experimental Designs; Developing a Research Plan- Collection of Primary Data; Observation Method; Interview Method; Collection of Data through Questionnaires; Collection of Data through Schedules; Other Methods of Data Collection, Collection of Secondary Data,</p>		15	

	Selection of Appropriate Method for Data Collection, Case Study Method			
UNIT III Interpretation and Report Writing	Meaning of Interpretation, Why Interpretation?, Technique of Interpretation, Precaution in Interpretation, Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, Mechanics of Writing a Research Report, Precautions for Writing Research Reports.		15	
Internal Evaluation	Submission of Research Report/ Project/ Case Study/ Assignment			

PRACTICALS

SEMESTER III		
Course code	Title	Credits
USBTP301 (PRACTICALS based on USBT301 and USBT302)	<ol style="list-style-type: none"> 1. Study of Absorption Spectra of Coloured Compounds (CuSO₄, CoCl₂, KMnO₄). 2. Verification of Beer-Lambert's Law. 3. Extraction of Plasmid DNA and Separation by Agarose Gel Electrophoresis. 4. Determination of Purity of Plasmid DNA using UV Spectrophotometry. 5. Study of the Structure and Function of an Electron Microscope (Visit / Video Demonstration - including Sample Preparation and Staining). 6. Demonstration of Structure and Working of a Fluorescence Microscope (Stained Preparation). 7. Electrophoresis of Proteins by PAGE and SDS-PAGE. 8. Purification of any TWO Organic Compounds by Recrystallization Selecting Suitable Solvent. 9. Organic Estimations: Acetone, Amide, Benzoic Acid. 10. Organic Preparations : <ol style="list-style-type: none"> a) Acetylation of Primary Amine (Preparation of Acetanilide). b) Base Catalysed Aldol Condensation (Synthesis of Dibenzalpropanone). 	2
Course code	Title	Credits
USBTP302 (PRACTICALS based on USBT303 and USBT304)	<ol style="list-style-type: none"> 1. Complement Fixation Test (CFT). 2. Passive Agglutination- RA Factor Test. 3. Immunoelectrophoresis. 4. ELISA (Kit-based) - HEPALISA. 5. DOT-ELISA. 6. Western Blotting - Demonstration. 7. Flow Cytometry - Lab Visit. 8. Study of Chromosomal Aberrations- Deletion, Duplication, Inversion, Translocation and Syndromes- Trisomy 21 Trisomy 13 Trisomy 18, Klinefelter and Turner, Cri-du-Chat. 	2

	<p>9. Induction of Polyploidy by PDB Treatment using Suitable Plant Material.</p> <p>10. Study of Polytene Chromosomes.</p> <p>11. Mapping based on Tetrad Analysis and Three Point Cross.</p> <p>12. Pedigree Analysis- Autosomal and Sex-Linked.</p>	
Course code	Title	Credits
<p>USBTP303 (PRACTICALS based on USBT305 and USBT306)</p>	<p>1. Study of <i>E.coli</i> Diauxic Growth Curve- (Lactose and Glucose).</p> <p>2. Study of <i>lac</i> Gene Expression using Blue-White Selection.</p> <p>3. Expression of β-galactosidase and Measurement of Activity.</p> <p>4. Screening for an Antibiotic Producing Strain of Microorganism.</p> <p>5. Screening for an Alcohol Producing Strain of Microorganism.</p> <p>6. Lab Scale Production of Penicillin (Static and shaker).</p> <p>7. Purification of Penicillin from Broth Culture of <i>Penicillium spp.</i> by Solvent Extraction.</p> <p>8. Lab Scale Production of Ethanol.</p> <p>9. Purification of Ethanol from Broth Culture of <i>Saccharomyces spp.</i> by Distillation.</p> <p>10. Estimation of Penicillin from Recovered Broth by Chemical (Iodometric) Method.</p> <p>11. Estimation of Penicillin from Recovered Broth by Biological (Bioassay) Method.</p> <p>12. Estimation of Alcohol from Recovered Broth by Dichromate Method.</p>	2

SEMESTER-IV

Course Code	Title	Credits	No. of Lectures	Notional hours
USBT401	BIOCHEMISTRY	2		
<p>Course objectives:- The objective of this course is to gain an insight into the metabolic processes associated with catabolism of carbohydrates, amino acids, lipids and nucleotides.</p> <p>Learning outcomes:- By the end of the course the student will be able to</p> <ul style="list-style-type: none"> • discuss the metabolic pathways of carbohydrates, amino acids, lipids and nucleotides. • explain the role of energy rich molecules in metabolism. 				
<p>UNIT I Carbohydrate Metabolism, ETS and Energy Rich Compounds</p>	<p>Carbohydrate Metabolism : Glycolytic Pathway and its Regulation, Homolactic Fermentation; Alcoholic Fermentation; Energetics of Fermentation; Citric Acid Cycle and its Regulation; Gluconeogenesis; Pentose Phosphate Pathway; Glyoxalate Pathway; Reductive TCA . (Sequence of Reactions, Regulation, Energy Yield and Metabolic Disorders of the above pathways)</p> <p>Electron Transport System : Electron Transport and Oxidative Phosphorylation. Inhibitors of ETS.</p> <p>Energy Rich Compounds : ATP as Energy Currency, Structure of ATP, Hydrolysis, Other Energy Rich Compounds other than ATP like PEP, Creatine Phosphate, etc.</p>	15	15	
<p>UNIT II Amino Acid Metabolism</p>	<p>Amino Acid Breakdown : Deamination, Transamination, Urea Cycle, Breakdown of Glucogenic and Ketogenic Amino Acids.</p> <p>Amino Acids as Biosynthetic Precursors : Biosynthesis of Epinephrine, Dopamine, Serotonin, GABA, Histamine, Glutathione. (Sequence of Reactions, Regulation and Metabolic Disorders of the above pathways)</p>	15	15	
<p>UNIT III Lipid and Nucleotide Metabolism</p>	<p>Lipid Metabolism : Mobilization, Transport of Fatty Acids. Beta, Alpha and Omega Oxidation of Saturated Fatty Acids; Oxidation of Unsaturated Fatty Acids; Oxidation of Odd Chain Fatty Acids. Energy Yield, Ketone Body Breakdown to Yield Energy. (Sequence of Reactions, Regulation, Energy Yield and Metabolic Disorders of the above pathways)</p>	15	15	

	Nucleotide Metabolism : Degradation of Purines and Pyrimidines.			
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Course Code	Title	Credits	No. of Lectures	Notional hours
USBT402	APPLIED CHEMISTRY –II	2		

Course objectives:-

The objective of this course is to have a firm foundation in the fundamentals and applications of current chemical theories for the physical world.

Learning outcomes:- By the end of the course the student will:

- develop an understanding of the different aspects of analytical chemistry.
- gain knowledge of natural product chemistry and related acquired skills.
- gain an understanding of basic concepts in polymer chemistry and Nanomaterials.

UNIT I Sampling and Separation Techniques	<p>Sampling : Importance of Sampling and Sampling Techniques Types of Sampling - Random and Non-Random Sampling of Solids, Liquids and Gases.</p> <p>Separation Techniques : Types of Separation Techniques - Filtration, Zone refining, Distillation, Vacuum Distillation. Solvent Extraction - Partition Coefficient and Distribution Ratio, Extraction Efficiency, Separation Factor, Role of Complexing Agents, Chelation, Ion pair Formation, Solvation, and Soxhlation. Centrifugation - Basic principles of sedimentation.</p>	15	15	
UNIT II Natural Product Chemistry	<p>Natural Product Chemistry : Primary and Secondary Metabolites. Classification of Natural Products based on Bio-Synthesis. Classification of Natural Products based on Structure- Alkaloids, Phenolics, Essential oils and Steroids. Structure Determination of Natural Products. Commercial Synthesis of Natural Products.</p> <p>Chromatographic Separation of Natural Products : Gas Chromatography and its Applications. Liquid Chromatography : HPLC and its Applications. HPTLC for separation and analysis of Natural products.</p>	15	15	

UNIT III Polymers and Nanomaterials	Polymers : Introduction to Polymers. Types of Polymers - Monomer, Polymer, Homopolymer, Copolymer, Thermoplastics and Thermosets, Addition and Condensation Polymers (Examples and Uses) Stereochemistry of Polymers. Biodegradable Polymers. Nanomaterials : Introduction to Nanomaterials. Forms of Nanomaterials : Nanoparticles, Nanofilms and Nanotubes Synthesis and Characterization of Nanomaterials. Applications of Nanomaterials.	15	15	
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Course Code	Title	Credits	No. of lectures	Notional hours
USBT403	MEDICAL MICROBIOLOGY	2		
Course objectives:- The objective of this course is to gain insight into disease factors and processes and diseases caused by microorganisms. Learning outcomes:- By the end of the course the student will be able to: <ul style="list-style-type: none"> • list the factors playing a role in causing a disease gain. • discuss the various aspects of systemic infections including causative agents, symptoms and prophylaxis. • gain the technical capability of handling, isolating and identifying various bacteria. 				
UNIT I Infectious Diseases	Host Parasite Relationship: Normal Flora; Factors Affecting the Course of Infection and Disease; Mechanisms of Infection and Virulence Factors. Infection: Patterns of Infection; Types of Infections; Signs and Symptoms; Epidemiology and Epidemiological Markers. Diseases: Origin of Pathogens; Vectors; Acquisition of Infection; Koch's Postulates.		15	
UNIT II Medical microbiology- Causative Organisms- I	Skin : <i>S. aureus, S. pyogenes.</i> Respiratory Tract Infections : <i>M. tuberculosis, S. pneumoniae</i> (Characteristics Transmission, Course of Infection, Lab Diagnosis, Management of TB, Prevention and Control, Immuno and Chemoprophylaxis, DOTS and MDR).		15	

	Urinary Tract Infections : <i>E.coli</i> : Characteristics, Virulence, Clinical disease, and <i>E.coli</i> Infections. <i>Proteus</i> .			
UNIT III Medical microbiology - Causative Organisms- II	GI Tract Infections : <i>Salmonella and Shigella spp.</i> (Characteristics, Virulence- Pathogenesis and Immunity, Clinical Disease, Carriers Lab Diagnosis, Phage Typing Prophylaxis and Treatment). Sexually Transmitted Diseases : Syphilis and Gonorrhoea. Nosocomial Infections : <i>Ps. aeruginosa</i>		15	

Course Code	Title	Credits	No. of Lectures	Notional hours
USBT404	ENVIRONMENTAL BIOTECHNOLOGY	2		
Course objectives:- The objective of this course is to gain awareness about different types of environmental pollution and related issues. Learning outcomes:- By the end of the course the student will be able to: <ul style="list-style-type: none"> gain an understanding of the causes, types and control methods for environmental pollution. application of different life forms in environmental remediation. 				
UNIT I Environmental Pollution	Sources of Pollution. Air Pollution : Types; Sources; Classification of Air Pollutants; Air Pollution Monitoring and Control. Water Pollution : Causes, Types and Classification; Eutrophication; Assessment of Water Quality- Pollutant Monitoring and Control; Soil and Solid Waste Pollution : Characteristics of Wastes, Impacts of Solid waste on Health, Occupational Hazards and Control. Soil Erosion : Concept, Causes and Effects.		15	
UNIT II Global Environmental Problems and Issues	Green House Effect : Factors Responsible for Green House Effect; Green House Gases. Global Warming; Ozone Depletion; Kyoto Protocol; UV Radiation; Acid Rain.		15	

UNIT III Bioremediation	Concept of bioremediation. Microorganisms in Bioremediation, Myco-remediation and Phytoremediation. Bioremediation Technologies. Measuring Bioremediation in the Field. Bioaugmentation and Biostimulation. Monitoring the Efficacy of Bioremediation.		15	
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Course Code	Title	Credits	No. of Lectures	Notional hours
USBT405	BIOINFORMATICS and BIOSTATISTICS	2		

Course objectives:-

The objective of this course is learning and understanding basic concepts of Bioinformatics and Biostatistics.

Learning outcomes:- By the end of the course the student will be able to:

- gain an understanding of the basic concepts of Bioinformatics and Biostatistics.
- understand the tools used in bioinformatics.
- apply the various statistical tools for analysis of biological data.

UNIT I Introduction to Computers and Biological Databases	<p>Computer Basics : Organization of a Computer; I/O Units; Computer Memory; Processor; Binary Arithmetic; Logic Circuit; Architecture; Operating System.</p> <p>Internet Basics : Connecting to the Internet, E-mail, FTP, www, Difference between www and Internet.</p> <p>Biological Databases : Classification of Databases - Raw and Processed databases; Primary (NCBI), Secondary (PIR) and Tertiary or Composite (KEGG) databases; Structure and Sequence databases. Specialized Databases - Protein Pattern Databases; Protein Structure and Classification Databases (CATH/SCOP).</p> <p>Genome Information Resources: DNA Sequence Databases specialized Genomic Resources. Protein Databases based on Composition, Motifs and Patterns.</p> <p>Protein Structure Visualization Software.</p>		15	
UNIT II BLAST and Sequence Alignment	<p>BLAST and Sequence Alignment : BLAST and its Types; Retrieving Sequence using BLAST.</p> <p>Pairwise Alignment : Identity and Similarity; Global and Local Alignment; Pairwise Database Searching.</p>		15	

	Multiple Sequence Alignment: Goal of Multiple Sequence Alignment; Computational Complexity; Manual Methods; Simultaneous Methods; Progressive Methods; Databases of Multiple Alignment; Secondary Database Searching; Analysis Packages; MSA and phylogenetic trees.			
UNIT III Biostatistics	Theory and Problems based on- Coefficient of Correlation and Regression Analysis; Steps in Testing Statistical Hypothesis; Parametric Tests:- Z Test – Single Mean and Two Means, t-Test – Single Mean, Paired and Unpaired; Chi-square Test.		15	

Course Code	Title	Credits	No. of Lectures	Notional hours
USBT406	MOLECULAR DIAGNOSTICS	2		
<p>Course objectives:- The objective of this course is learning and understanding molecular techniques and utilizing these techniques in diagnosis.</p> <p>Learning outcomes:- By the end of the course the student will be able to:</p> <ul style="list-style-type: none"> gain an understanding of the basic principles used in molecular diagnosis. gain critical thinking and analytical skills to understand new diagnostic methods. apply the knowledge and skills gained in the course should be useful in developing new diagnostic kits. 				
UNIT I Basics of Molecular Diagnostics	<p>Introduction to Molecular Diagnostics : Overview of Molecular Diagnostics; History of Molecular Diagnostics; Molecular Diagnostics in post genomic era; Areas used in Molecular Diagnostics; Future prospects - Commercialising Molecular Diagnostics, personalized medicine, Theranostics.</p> <p>Characterisation and analysis of Nucleic – acids and Proteins : Extraction, Isolation and Detection of DNA, RNA and Proteins; Restriction Endonucleases and restriction enzyme mapping.</p> <p>Hybridisation techniques : Southern, Northern, Western and FISH; Markers, probes and its Clinical applications.</p>		15	
UNIT II Nucleic acid amplification Methods	<p>Target amplification : PCR - General Principle; Components of a Typical PCR reaction; Experimental Design; Primer Designing; Control of PCR Contamination and Mispriming; PCR Product Clean-up and Detection.</p> <p>PCR Types : Reverse Transcriptase and Real Time PCR.</p>		15	

	Probe amplification : Ligase Chain Reaction			
UNIT III Molecular Biology based Diagnostics	DNA Polymorphism and Identification: RFLP and Parentage Testing; RFLP and Sickle-Cell Anaemia. Molecular Diagnostics for infectious diseases : Molecular testing for <i>Neisseria</i> , Molecular diagnosis for HIV-1; Genetic Counselling and Molecular Diagnosis Genetic testing- Need and uses; genetic counselling. Case studies- Diagnostic testing for Cystic fibrosis; Fragile X diagnostic and Carrier testing. Ethical, Social and legal issues to molecular genetic testing		15	

Course Code	Title	Credits	No. of Lectures	Notional hours
USBT407	ENTERPRENEURSHIP DEVELOPMENT	2		
Objective: To develop and systematically apply an entrepreneurial way of thinking that will allow identification and creation of business opportunities.				
Learning Outcome: By the end of the course the student will be able to:				
<ul style="list-style-type: none"> • develop an understanding of the systematic process and to select and screen a business idea. • design strategies for successful implementation of ideas. • write a business plan. 				
UNIT I Introduction to Entrepreneurship Development	Concept of Entrepreneur; Entrepreneurship; Need and Importance; Factors Influencing Entrepreneurship; Essentials of a Successful Entrepreneur		15	
UNIT II Setting-up of an Enterprise and Planning	Location of Enterprise; Real Estate and Human Resource Planning, Financial Planning; Role of Government and Financial Institutions in Entrepreneurship Development; Raising Money from Venture Capitalists, Government Grants, Product Selection and Ideas; Project Planning and Formulation; Project Feasibility Assessment; Regulatory Affairs, Corporate Laws, Innovation, IPR generation and Protection, Preparation of a Business Plan, Characteristics and Importance of Planning;		15	

UNIT III Marketing, Sales, Advertising and International Market research	Marketing Plan for an Entrepreneur; Strategic Alliances, Advertising and Sales Promotion; Market Assessment, Need for International Market Research, Domestic vs. International Market Research, Cost and Methodology of Market Research, Desk and Field Research		15	
Internal Evaluation	Submission and Presentation of Business Proposal for any Biotechnological Product/ Enterprise			

SEMESTER IV		
Course code	Title	Credits
USBTP401 (PRACTICALS based on USBT401 and USBT402)	<ol style="list-style-type: none"> 1. Determination of Lactate Dehydrogenase (LDH) Activity in Blood Serum. 2. Determination of Total, LDL and HDL Cholesterol in Serum. 3. Organ Function Tests: Liver (SGPT, SGOT); Kidney (Urea from Serum). 4. Estimation of Uric acid and Creatinine in Urine. 5. Qualitative Detection of Ketone Body in Urine. 6. Isolation of Mitochondria and Demonstration of ETC using a Marker Enzyme. 7. Separation of Binary (Solid-Solid) Mixture (Min 4 Compounds). 8. Identification of Organic Compound of Known Chemical Type (Min 4 Compounds). 9. HPLC analysis and interpretation of any one secondary metabolite from plants 10. Analysis of essential oils from any plant source using GC. 11. HPTLC fingerprint analysis of any one medicinally important plant. 12. Chemical and Biological Synthesis of Silver Nanoparticles and its characterisation by UV- Vis Spectrophotometer. 	2
Course code	Title	Credits
USBTP402 (PRACTICALS based on USBT403 and USBT404)	<ol style="list-style-type: none"> 1. Identification of <i>S.aureus</i>-Isolation, Catalase, Coagulase Test. 2. Identification of <i>E.coli</i>-Isolation, Sugar Fermentations, IMViC. 3. Identification of <i>Salmonella</i>- Isolation, Sugar Fermentations, TSI Slant. 4. Identification of <i>Shigella</i>- Isolation, Sugar Fermentations, TSI Slant. 5. Identification of <i>Proteus</i>- Isolation, Sugar Fermentations, IMViC. 6. Identification of <i>Pseudomonas</i> - Isolation, Urease test, Oxidase Test, TSI Slant. 7. RPR Test (Kit Based). 8. Permanent Slide- <i>Mycobacterium</i>. 9. Biological Oxygen Demand (BOD). 10. Chemical Oxygen Demand (COD). 11. Isolation of Bacteria from Air by Gravity Sedimentation Method. 12. Most Probable Number (MPN) – Presumptive, Confirmed and Completed tests. 	2

	13. Bioremediation of metal. 14. Visit to STP / CETP	
Course code	Title	Credits
USBTP403 (PRACTICALS based on USBT405 and USBT406)	1. Familiarization with NCBI, EMBL, DDBJ, PIR, KEGG Databases. 2. Use of NCBI BLAST Tool. 3. Pairwise and Multiple Sequence Alignment and Phylogeny. 4. Classification of Proteins using CATH/SCOP. 5. Visualization PDB Molecules using Rasmol/Raswin. 6. Handling and Calibration of Micropipette. 7. Isolation, Quantitative Analysis and AGE of Genomic DNA from Bacteria and Yeast. 8. Isolation and Detection of RNA from Bacteria and Yeast. 9. Restriction Enzyme Digestion. 10. RFLP- Kit Based. 11. Primer Designing through Open Online Source NCBI- BLAST. 12. DNA Amplification – PCR.	2

Summer Training:

1. This should be taken up in the summer over a period of one month preferably in an immunology / veterinary / virology institute or a laboratory using recombinant DNA methods.
2. The students could also be assigned to assist a clinic (in a hospital), a fermentation plant, brewery or bakery and watch the various stages in brewing and baking and post-fermentation processing. Prior arrangement must be made on the mode of interaction of the educational institute with the clinic and the industry.

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3. Food Microbiology- Frazier
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13. An Introduction to Practical Biochemistry.3rd Edition, (2001), David Plummer, Tata McGraw Hill Edu.Pvt.Ltd. New Delhi, India
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42. Entrepreneurship – Kurup
43. Handbook of Entrepreneurship development- Basotia and Sharma
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57. Principles & techniques of Biochemistry & Molecular Biology, Wilson & Walker.

EVALUATION PATTERN

The performance of the learner shall be evaluated in TWO parts.

The learner's Performance shall be assessed by internal assessment of 25 Marks and Semester end examination (theory) of 75 marks for each term.

Practical examination will be conducted at end of each semester for 300 marks

Internal Assessment- 25 Marks

SR. No.	Particulars	Marks
1.	Class test Objective type questions(10) Concept based questions-Answer in one/two sentences (5) Short notes-answer any two out of three	5 Marks 5 Marks 10 Marks
2.	Department activities, Attendance etc.	5 Marks
	TOTAL	25 Marks

Internal Assessment – 25 Marks (General Elective each semester)

For course code USBT 307 (Research Methodology) and USBT 407 (Entrepreneurship Development)

SR. No.	Particulars	Marks
1.	Submission as per instructed in theory course code USBT 307 and USBT 40	20 Marks
2.	Department activities, Attendance etc.	5 Marks
	TOTAL	25 Marks

Semester end exam- 75 marks

SR. No.	Particulars	Marks
	All questions are compulsory Number questions : 5 (Five) Each question carries 15 Marks	
1.	Q 1 – Objective questions based on unit I, II, III (internal options)	15 Marks
2.	Q 2 – Unit I	15 Marks
3.	Q 3 – Unit II	15 Marks
4.	Q 4 – Unit III	15 Marks
5.	Q 5 – Short notes based on Unit I, II, III (any 3 out of 5)	15 Marks
	TOTAL	75 Marks

Note:-

- All questions are compulsory with internal options within the questions.
- Each question may be sub-divided into sub questions as a, b, c, d, e etc. & the allocation of marks depends on the weightage of the topic.

Practical examination – 300 marks

SEMESTER III

USBTP301	Core subject Practicals	Practicals of USBT301 and USBT302	100 Marks
USBTP302	Core subject Practicals	Practicals of USBT303 and USBT304	100 Marks
USBTP303	Core Subject and Skill enhancement elective Practicals	Practicals of USBT305 and USBT306	100 Marks

SEMESTER IV

USBTP301	Core subject Practicals	Practicals of USBT301 and USBT302	100 Marks
USBTP302	Core subject Practicals	Practicals of USBT303 and USBT304	100 Marks
USBTP303	Core Subject and Skill enhancement elective Practicals	Practicals of USBT305 and USBT306	100 Marks

UNIVERSITY OF MUMBAI



Revised Syllabus for T.Y.B.Sc.
Programme- B.Sc.
Course- Biotechnology (USBT)
(Third Year – Sem. V & VI)

(Credit Based Semester and Grading System with effect from
the academic year 2018-2019)

TYBSC Biotechnology Course Structure

Semester V

Course code USBT	Title	Theory /Practical	Marks	Credits	Nos of Lectures & Practical
501	Cell biology	Theory	100	2.5	60
502	Medical Microbiology & Instrumentation	Theory	100	2.5	60
503	Genomes and Molecular Biology	Theory	100	2.5	60
504	Marine Biotechnology	Theory	100	2.5	60
P501+502	Cell biology+ Medical Microbiology & Instrumentation	Practical	100	3.0	72
P503+504	Genomes and Molecular Biology+ Marine Biotechnology	Practical	100	3.0	72
Applied Component	Biosafety	Theory	100	2.0	48
	Biosafety	Practical	100	2.0	48
	TOTAL		800	20	480

Semester VI

Course code USBT	Title	Theory/ Practical	Marks	Credits	Nos of Lectures & Practical
601	Biochemistry	Theory	100	2.5	60
602	Industrial Microbiology	Theory	100	2.5	60
603	Pharmacology and Neurochemistry	Theory	100	2.5	60
604	Environmental Biotechnology	Theory	100	2.5	60
P 601-P 602	Biochemistry& Industrial Microbiology	Practical	100	3	72
P 603-P 604	Pharmacology - Neurochemistry and Environmental Biotechnology (50M)+ Project work (50M)	Practical	100	3	72
Applied component	Agribiotechnology	Theory	100	2.0	48
Applied component	Agribiotechnology	Practical	100	2.0	48
	TOTAL		800	20	480

Teaching pattern:

One (01) Credit would be of thirty- forty (30-40) learning hours; of this more than fifty percent of the time will be spent on class room instructions including practical as prescribed by the University. Rest of the time spent invested for assignments, projects, journal writing, case studies, library work, industrial visits, attending seminars / workshops, preparations for examinations etc. would be considered as notional hours. The present syllabus considers (60L as class room teaching and 15 lectures as Notional hours/ paper). Each lecture duration would be for 48 min

The names of the reference books provided in the syllabus are for guidance purpose only. Students and faculty are encouraged to explore additional reference books, online lectures, videos, science journals for latest/ additional information.

Examination pattern for:

Theory:

- The question paper for the Term End Exam would be of **100 marks** consisting of 5 Questions (20M each), of which one question would be common for all units in the syllabus.
- The question paper would be set for 150 marks including internal options.
- There shall be no internal exam for any paper.

Practical:

- Would be conducted over a period of 3 days; 50M each paper.
- Each student to perform 2 major and 2 minor practical for Sem V and 2 major and project presentation for Sem VI ,
- Viva would be conducted during the practical during Sem V; Sem VI would have ONLY project presentation
- Journals would be uniform throughout all the centres; matter would be communicated to all the centres by the syllabus committee.
- Distribution of marks for the experiments carried out during the examination:

Sem V (50M/ paper): Major: 20M; Minor: 10M; Viva: 10M; Journal 10M.

Sem VI (50M/paper): Major (x2): 40M; Journal: 10M; Project 50M

The report could be around 25-30 pages with appropriate referencing and formatting.

Marks distribution for the project would be as follows:

25M documentation, 15M presentation, 10 M viva and interactions;

- Students would undertake a project for 1-2 months during the last semester for 50 M. The project **should** include **either** of the following:
 1. One/ more major instrumentation OR
 2. One / more major technique/s required in the field of interest OR
 3. Bioinformatics OR
 4. Biostatistics

Semester V

Course code USBT	Title	Unit	Topics	Credit	No of Lectures
501	Cell Biology	I: Cell cycle	Cell cycle Introduction: Prokaryotic and Eukaryotic- 3 Lectures; The Early Embryonic Cell Cycle and the Role of MPF- 4 Lectures; Yeasts and the Molecular Genetics of Cell-Cycle Control – 4 Lectures; Apoptosis, Cell-Division Controls in Multicellular Animals- 4 Lectures	2.5	15
		II: Cell Signalling	Cell signalling and signal transduction:Introduction General Principles of Cell Signaling - 3 Lectures; Signaling via G-Protein-linked Cell-Surface Receptors - 3 Lectures; Signaling via Enzyme-linked Cell-Surface Receptors - 3 Lectures; Target-Cell Adaptation, The Logic of Intracellular - 3 Lectures; Signaling: Lessons from Computer-based "Neural Networks"- 3 Lectures		15
		III: Developmental Biology	Overview of how the modern era of developmental biology emerged through multidisciplinary approaches - 5 Lectures; Stages of development- zygote, blastula, gastrula, neurula cell fate & commitment – potency- concept of embryonic stem cells, differential gene expression, terminal differentiation ,lineages of three germ layers, fate map - 6 Lectures; Mechanisms of differentiation- cytoplasmic determinants, embryonic induction, concept of morphogen, mosaic and regulative development Pattern formation-- axis specification, positional identification (regional specification), Morphogenetic movements, Model organisms in Developmental biology - 4 Lectures		15
		IV: Cancer Biology	Cancer: Introduction, Cancer as a Microevolutionary Process - 4 Lectures; The Molecular Genetics of Cancer - 6 Lectures; Cancer and Virus Cancer diagnosis and chemotherapy - 5 Lectures		15
		Total			60

References:

1. Molecular Cell Biology. 7th Edition, (2012) Lodish H., Berk A, Kaiser C., K Reiger M., Bretscher A., Ploegh H., Angelika Amon A., Matthew P. Scott M.P., W.H. Freeman and Co., USA
2. Molecular Biology of the Cell, 5th Edition (2007) Bruce Alberts, Alexander Johnson, Julian Lewis, Martin Raff, Keith Roberts, Peter Walter. Garland Science, USA
3. Cell Biology, 6th edition, (2010) Gerald Karp. John Wiley & Sons., USA
4. The Cell: A Molecular Approach, 6th edition (2013), Geoffrey M. Cooper, Robert E. Hausman, Sinauer Associates, Inc. USA
5. Developmental Biology; Scott Gilbert; 9th Edition

Course code USBT	Title	Unit	Topics	Credit	No of Lectures
502	Medical Microbiology and Instrumentation	I: Virology	Introduction to viruses-Position in biological spectrum; Virus properties - 2 Lectures ; General structure of viruses Baltimore Classification and Taxonomy(ICTV) - 2 Lectures ; Cultivation of viruses - 2 Lectures ; Reproduction of ds DNA phages Hepatitis /ss RNA (influenza), animal viruses and plant (TMV)virus - 4 Lectures ; Virus purification and assays - 2 Lectures ; Cytocidal infections and cell damage - 2 Lectures ; Viroids and Prions - 1 Lecture	2.5	15
		II: Chemotherapeutic drugs	Discovery and Design of antimicrobial agents - 1 Lecture ; Classification of Antibacterial agents, Selective toxicity, MIC, MLC - 2 Lectures Inhibition of cell wall synthesis (Mode of action for): Beta lactam antibiotics: Penicillin, Cephalosporins; Glycopeptides: Vancomycin; Polypeptides: Bacitracin - 2 Lectures Injury to Plasma membrane: Polymyxin – 1 Lecture ; Inhibition of protein synthesis Aminoglycosides, Tetracyclines Chloramphenicol, Macrolides-Erythromycin- 2 Lectures ; Inhibition of Nucleic acid synthesis: Quinolones, Rifampicin, Metronidazole - 2 lectures ; Antimetabolites: Sulphonamides, Trimethoprim - 1 lecture ; Drug Resistance: Mechanism, Origin and transmission of drug resistance - 1 lecture ; Use and misuse of antimicrobial agents - 1 lecture ; Antifungal drugs, Antiviral drugs - 2 lectures		15

	III: Spectroscopy	Principle, instrumentation, working and applications of: Fluorescence Spectroscopy - 3 Lectures Luminometry - 3 Lectures Light scattering spectroscopy - 3 Lectures Infrared Spectroscopy - 3 Lectures Atomic absorption Spectroscopy - 3 Lectures	15
	IV: Bio-analytical techniques	Principle, working and applications of: Affinity chromatography - 2 Lectures Ion-exchange chromatography - 2 Lectures Molecular (size) exclusion chromatography - 2 Lectures ; HPLC - Method development and validation- 3 Lectures ; Isotopes in Biology: Nature of radioactivity - 1 Lecture ; Detection Techniques using GM counter, Scintillation counter, autoradiography - 4 Lectures ; Applications of Tracer techniques in Biology - 1 Lecture	15
	Total		60

References:

1. Principles and techniques in biochemistry and molecular biology (2010), Keith Wilson and John Walker, 7th edition, Cambridge University Press
2. Biophysics (2002) Vasantha Pattabhi and N. Gautham, Kluwer Academic Publishers
3. Physical Biochemistry: principles and applications, 2nd edition (2009), David Sheehan, John Wiley & Sons Ltd
4. HPLC method validation for pharmaceuticals: a review (2013), Harshad V. Paithankar, International Journal of Universal Pharmacy and Bio Sciences 2(4): July-August.
5. Mim's Medical Microbiology 5th edition
6. Microbiology by Prescott Harley and Klein 5th edition Mc Graw Hill
7. Medical Microbiology Jawetz, E., Brooks, G.E, Melnick, J.L., Butel, J.S Adelberg E. A 18th edition
8. Medical Microbiology by Patrick Murray 5th edition
9. Foundations In Microbiology by Talaro and Talaro Third edition W.C Brown
10. Understanding Viruses by Teri Shors

PRACTICALS

USBT P 501-502

3 credits

72hrs

1. Separation of components from a mixture using Affinity chromatography
(Kit may be used)
2. Separation of components from a mixture using ion exchange chromatography
(Kit may be used)
3. Separation of components from a mixture using Size exclusion chromatography
(Kit may be used)
4. HPLC method validation.
5. MIC and MLC of any one antibiotic
6. Antibiotic sensitivity test using agar cup method
7. Antibiotic sensitivity test using paper disc method
8. Antibiotic sensitivity test using ditch method.
9. Cancer Biology: (Field visit and 2 page report in the journal)
10. Chick embryo candling and inoculation methods Demonstration experiment
11. Book review (Emperor of all Maladies)

Course Code USBT	Title	Unit	Topics	Credit	No of Lectures
503	Genomics and Molecular Biology	I: Genetic engineering of plants	Genetic engineering of plants; Methodology. Plant transformation with the Ti plasmid of <i>A.tumefaciens</i> , Ti plasmid derived vector system - 4 Lectures ; Transgenic plants: Physical methods of transferring genes to plants : electroporation, microprojectile bombardment, liposome mediated, protoplast fusion- 5 Lectures ; Vectors for plant cells - 4 Lectures ; Improvement of seed quality protein - 2 Lectures	2.5	15
		II: Transgenic Animals	Transgenic mice- methodology-retroviral method, DNA microinjection, ES method - 5 Lectures ; genetic manipulation with cre-loxP - 2 Lectures ; Vectors for animal cells - 2 Lectures ; Transgenic animals recombination system - 2 Lectures ; Cloning live stock by nuclear transfer - 2 Lectures ; Green Fluorescent Protein - 1 Lectures ; Transgenic fish – 1 Lectures		15
		III: Tools in Molecular Biology	Cloning vectors-Plasmids (pUC series), Cosmids, phagemids M13, shuttle vectors, YAC vectors, expression vectors pET - 4 Lectures ; Gene cloning-Isolation and purification of DNA; Isolation of gene of interest: Restriction digestion, electrophoresis, blotting, cutting, and joining DNA, methods of gene transfer in prokaryotes and eukaryotes - 3 Lectures ; Recombinant selection and screening methods: genetic, immunochemical, Southern and Western analysis, nucleic acid hybridization, HART,HRT- 2 Lectures ; Expression of cloned DNA molecules and maximization of expression - 2 Lectures ; Cloning strategies-genomic DNA libraries, cDNA libraries, chromosome walking and jumping - 4 Lectures		15
		IV: Gene sequencing and editing	Maxam Gilbert's method, Sanger's dideoxy method, Automated DNA sequencing, Pyrosequencing - 6 Lectures ; Human genome mapping and it's implications in health and disease - 3 Lectures ; RNAi, ZNF(Zinc finger nucleases), TALENS(Transcription Activator Like Effector Nucleases), CRISPER/Cas system(Clustered Regularly Interspersed Repeats) - 6 Lectures		15
		Total			60

References:

1. iGenetics A Molecular Approach 3rd Edition Peter J. Russell.
2. Molecular Biotechnology-Principles and Applications of Recombinant DNA Technology 3rd Edition Glick B.R., Pasternak J.J., Patten C.L.
3. Principles of Gene Manipulation 7th Edition Primrose S.B., Twyman R.M.
4. Biotechnology 3rd Edition S.S. Purohit.
5. Genomes 3rd Edition T.A. Brown.
6. Biotechnology B.D. Singh.
7. Gene Cloning and DNA Analysis 6th Edition T.A. Brown.
8. Genomics Cantor C.R., and Smith C.L. John Wiley & Sons. (1999)

Course Code USBT	Title	Unit	Topics	Credit	No. of Lectures
504	Marine Biotechnology	I: Marine Biotechnology-Introduction & Bioprospecting	Introduction to Marine Biotechnology- 1 lecture; The marine ecosystem and its functioning: intertidal, estuarine, salt marsh, mangrove, coral reef, coastal & deep sea ecosystems. Hydrothermal vents- 4 lectures; Bioprospecting, Marine Microbial Habitats and Their Biotechnologically relevant Microorganisms- 2 lectures; Methods for Microbial Bioprospecting in Marine Environments - 2 lectures; Biotechnological Potential of Marine Microbes - 1 lecture; Bioactive compounds from other Marine Organisms: fungi, Microalgae, Seaweeds, Actinomycetes, sponges - 5 lectures	2.5	15
		II: Marine Drugs and Enzymes	Drugs from Marine organisms: Pharmaceutical compounds from marine flora and fauna - marine toxins, antiviral and antimicrobial agents - 4 lectures; Approved Marine Drugs as Pharmaceuticals - 2 lecture; Marine Natural products and its Challenges - 2 lectures; Marine Microbial Enzymes- Marine Extremozymes and Their Significance, Current Use of Marine Microbial Enzymes - 7 lectures.		15
		III: Marine Functional foods and Nutraceuticals	Marine Functional Foods: Marine Sources as Healthy Foods or Reservoirs of Functional Ingredients - 3 lectures; Marine-Derived Ingredients with Biological Properties- 3 lectures; Functional Foods Incorporating Marine-Derived Ingredients - 2 lectures; Marine Nutraceuticals : Marine Bioactives as Potential Nutraceuticals, Functional Carbohydrates, Polyunsaturated Fatty Acids- 3 lectures; Carotenoids, Soluble Calcium, Fish Collagen and Gelatin, Marine Probiotics - 4 lectures.		15
		IV: Marine Bioresources and	Marine Bioresources, Marine Secondary Metabolites, Marine Proteins, Marine Lipids- 4 lectures; Cosmetics from Marine Sources: Scenario of Marine Sources in the Cosmetic Industry, Cosmetics: Definition and Regulations,		15

		Cosmetics	Cosmeceuticals , Target Organs and Cosmetics Delivery Systems , Components of Cosmetics, Major Functions of Some Marine Components in Cosmetics and Cosmeceuticals , Treatments Based on Marine Resources , Products Based on Marine Resources - 11 lectures.		
		Total			60

References:

1. Kim, S.K. Springer Handbook of Marine Biotechnology; Springer: Berlin, Germany; Heidelberg, Germany, 2015.
2. Nollet, Leo M. L- Marine microorganisms- extraction and analysis of bioactive compounds-CRC Press_Taylor& Francis (2017)
3. R. S. K. Barnes, R. N. Hughes(auth.)-An Introduction to Marine Ecology, Third Edition-Wiley-Blackwell (1999)
4. Blanca Hernández-Ledesma, Miguel Herrero-Bioactive Compounds from Marine Foods-Plant and Animal Sources-Wiley-Blackwell (2013)
5. Fabio Rindi, Anna Soler-Vila, Michael D. Guiry (auth.), Maria Hayes (eds.)-Marine Bioactive Compounds_ Sources, Characterization and Applications-Springer US (2012)
6. W. Evans-Trease and Evans Pharmacognosy 15 th ed.-Saunders (2010)

PRACTICALS

USBT P 503-504

3 credits

72hrs

1. Transformation in *E.coli*.
2. Genomic DNA Extraction: Animal cells.
3. Restriction enzyme digestion and ligation (Kit may be used).
4. Phage titration: *Demonstration*
5. Polymerase chain reaction. *Demonstration*
6. Gradient plate technique
7. Bacterial gene expression (Kit may be used).
8. Study of any 5 marine bacteria and algae (Macro and micro)
9. DPPH assay for antioxidant extracted from marine algae
10. Extraction of carotenoids from marine algae/Bacteria/Fungi
11. Extraction and estimation of Gelatin / Collagen.
12. Extraction of alkaloids from marine organisms and their separation by TLC.

Course	Title	Unit	Topics	Credits	Lectures
Applied component	Biosafety	I: Introduction to biosafety	Introduction - 1 lecture Biological Risk Assessment, Hazardous Characteristics of an Agent- 2 lectures ; Genetically modified agent hazards - 1 lecture ; Cell cultures - 1 lecture ; Hazardous Characteristics of Laboratory Procedures - 1 lecture ; Potential Hazards Associated with Work Practices – 2 lectures ; Safety Equipment and Facility Safeguards - 2 lectures ; Pathogenic risk and management - 2 lectures	2.0	15
		II: GLP	Concept of GLP- 1 lectures ; Practicing GLP- 1 lecture ; Guidelines to GLP - 2 lectures ; Documentation of Laboratory work - 1 lectures ; Preparation of SOPs - 2 lectures ; Calibration records - 1 lectures ; Validation of methods - 1 lectures ; Documentation of results - 1 lecture ; Audits & Audit reports - 1 lecture.		12
		III: Detection and testing of contaminants	Microbial Contamination in food and pharma product - 3 lectures ; Some common microbial contaminants - 3 lectures ; Microbiological Assays for pharmaceutical products - 4 lectures ; Regulatory Microbiological testing in pharmaceuticals - 3 lectures.		12
		IV: Biosafety in Biotechnology	Concepts on biosafety in Biotechnology - 2 lectures ; Regulating rDNA technology - 2 lectures ; Regulating food and food ingredients - 3 lectures ; Genetically engineered crops, livestock Bioethics - 3 lectures ; Contemporary issues in Bioethics - 2 lectures.		12
		Total			48

References:

1. Pharmaceutical Microbiology - Hugo, W.B, Russell, A.D 6th edition Oxford Black Scientific Publishers.
2. Biosafety in Microbiological and Biomedical Laboratories - 5th Edition, L. Casey Chosewood Deborah E. Wilson U.S. Department of Health and Human Services Centers for Disease Control and Prevention National Institutes of Health.
3. Molecular Biotechnology –Principles and Applications of Recombinant DNA Glick, B.R, Pasternak, J.J Patten, C.L 3rd edition ASM press

PRACTICALS**Applied Component- Biosafety****2 Credits****48hours**

1. Validation of micropipette, measuring cylinders, colorimeters
2. Calibration of pH meter and weighing balance
3. Vitamin B12 bioassay
4. Testing for adulterants in food; ex. Starch in milk
5. Making SOP for any 2 major laboratory instruments
6. Sterility of injectables

Semester VI

Course Code USBT	Title	Unit	Topics	Credits	Lectures
601	Biochemistry	I: Protein Biochemistry	Protein structure: Protein Tertiary and Quaternary Structures - 2 Lectures ; Protein Denaturation and Folding – 3 Lectures ; Protein Function: Reversible Binding of a Protein to a Ligand: Oxygen-Binding Proteins – 2 Lectures ; Complementary Interactions between Proteins and Ligands: Immunoglobulins – 1 Lecture ; Protein Interactions Modulated by Chemical Energy: Actin, Myosin, and Molecular Motors - 3 Lectures ; Protein purification – 4 Lectures .	2.5	15
		II: Metabolism	Carbohydrate biosynthesis and its regulation: Peptidoglycan in Bacteria - 2 Lectures ; Starch and sucrose in Plants - 4 Lectures ; Glycogen in Animals - 4 Lectures ; Biosynthesis and regulation of Cholesterol, Atherosclerosis – 5 Lectures .		15
		III: Endocrinology	Mechanism of action of group I and II hormones- 1 Lecture ; Structure, storage, release, transport, biochemical functions and disorders associated with hormones secreted by Hypothalamus - 1 Lecture ; Anterior Pituitary gland - GH, stimulating hormones) - 1 Lecture ; Posterior Pituitary gland – oxytocin and vasopressin - 1 Lecture ; Thyroid gland – Thyroxine, calcitonin - 2 Lectures ; Parathyroid gland – PTH - 1 Lecture ; Adrenal medulla – epinephrine and norepinephrine - 1 Lecture ; Adrenal cortex – Glucocorticoids - 1 Lecture ; Pancreas – insulin and glucagon - 2 Lectures ; Female Gonads – estrogen and progesterone - 2 Lectures ; Male gonads – testosterone- 1 Lecture ; Placenta – hCG - 1 Lecture .		15
		IV:	Minerals and Vitamins;		

		Nutrition	Dietary sources, bioactive form, functions and disorders associated with fat soluble (A D E K) and water soluble vitamins- 7 Lectures; Minerals - physiological and biochemical functions of principal and trace elements. - 7 Lectures; Malnutrition – Over nutrition (obesity) and PEM (Kwashiorkor and Marasmus)- 1 Lecture.		15
		Total			60

References:

1. Lehninger, principles of biochemistry, 4th edition (2005), David Nelson and Michael Cox *W.H. Freeman and Company*, New York.
2. Biochemistry , 4th edition (2010), Voet and Voet, John Wiley and sons, USA
3. Harper’s Illustrated Biochemistry, 27th edition, RK Murray, DK Granner, PA Mayes and VW Rodwell, McGraw Hills publication.
4. Biochemistry, 4nd edition (2017), Satyanarayana and Chakrapani, Books & Allied (P) Ltd
5. Nutrition Science, 6th edition (2017), Srilakshmi, new age international publishers.

Course Code USBT	Title	Unit	Topics	Credit	No. of Lectures
602	Industrial Microbiology	I: Dairy technology	Milk: Normal flora, changes in raw milk - 2 lectures ; Enumeration - 1 lecture ; Factors affecting bacteriological quality - 1 lecture ; Dairy technology Preservation methods - 2 lectures ; Pasteurization- 1 lecture ; Starter Cultures - 2 lectures ; Fermented products-Production process and spoilage of Cheese: Swiss and Cheddar - 2 lectures ; Butter - 2 lectures ; Yogurt - 1 lectures and Buttermilk - 1 lecture .	2.5	15
		II: Down-stream Processing (DSP)	Introduction of DSP - 2 lectures ; Foam separation - 1 lecture ; Types of Precipitation - 1 lecture ; Filtration 2 lectures , Centrifugation - 1 lecture ; Chromatography in DSP - 2 lectures ; Cell disruption- physical and chemical methods - 2 lectures ; Solvent recovery, Membrane processes - 1 lecture ; Drying - 1 lecture ; Crystallization and Whole broth processing - 2 lectures .		15
		III: Fermentation process	Introduction to Inoculum development - 2 lectures ; Bacterial and fungal inoculum development with one example each - 3 lectures , scale up, scale down - 2 lectures ; Production of: Streptomycin - 1 lecture ; Protease - 1 lecture ; Mushroom - 1 lecture ; Glutamic acid - 1 lecture ; Lysine - 1 lecture , ethanol production 1 lecture Semi-synthetic Penicillin 1 lecture , Biotransformation - 1 lecture .		15
		IV: QA-QC	Concept of GMP- 1 Lectures ; Requirements of GMP implementation - 2 Lectures ; Documentation of GMP practices - 2 Lectures ; Regulatory certification of GMP - 2 Lectures ; Quality Control (QC): Concept of QC - 2 Lectures ; Requirements for implementing QC -		15

			2 Lectures; QA concepts: Concept of QA - 2 Lectures; Requirements for implementing - 2 Lectures.		
		Total			60

References:

1. Applied Dairy Microbiology Elmer H Marth and James L Steele Mercel Dekker Inc
New York, 2nd edition
2. Microbial Technology Peppler,H.J and Perlman,D 2nd Academic Press Practicals
3. Industrial Microbiology Prescott and Dunn CBS publishers
4. Dairy technology by Yadav and Grower
5. Fermentation technology by Stanbury and Whittkar
6. Pharmaceutical Microbiology by Russel and Hugo

PRACTICALS

USBT P 601-602

3 credits

72hrs

1. Estimation of Milk protein-Pynes method
2. Microbial analysis of Milk by MBRT and RRT
3. Phosphatase test in Milk
4. DMC of milk sample
5. Isolation of Normal flora from Milk and curd
6. Determination of blood glucose levels for detection of diabetes mellitus.
7. Determination of serum cholesterol (total, HDL and LDL ratio)
8. Estimation vitamin C by DCPIP method from food samples.

Course Code USBT	Title	Unit	Topics	Credits	No of Lectures
603	Basic pharmacology and Neurochemistry	I: General principles of Pharmacology	Mechanism of drug action - 2 Lectures ; drug receptors and biological responses - 2 Lectures ; second-messenger systems, the chemistry of drug-receptor binding - 2 Lectures ; dose-response relationship: therapeutic index - 3 Lectures ; ED, LD, - 2 Lectures ; Potency and Intrinsic Activity - 2 Lectures ; Drug antagonism - 2 Lectures .	2.5	15
		II: Drug Absorption and Distribution	Absorption of drugs from the alimentary tract - 2 Lectures ; factors affecting rate of gastrointestinal absorption - 2 Lectures ; absorption of drugs from lungs - 1 Lecture ; skin - 1 Lecture ; absorption of drugs after parenteral administration factors influencing drug distribution - 2 Lectures ; binding of drugs to plasma proteins - 2 Lectures ; Physiological barriers to drug distribution - 3 Lectures .		15
		III: Basic Toxicology and Regulatory Toxicology	Background Definitions - 1 Lectures ; Causation: degrees of certainty Classification - 1 Lectures ; Causes Allergy in response to drugs Effects of prolonged administration: chronic organ toxicity - 2 Lectures ; Adverse effects on reproduction - 1 Lecture ; <u>Poisons</u> : Deliberate and accidental self-poisoning Principles of treatment Poison-specific measures General measures - 2 Lectures ; Specific poisonings: cyanide, methanol, ethylene glycol, hydrocarbons, volatile solvents, heavy metals, - 3 Lectures ; herbicides and pesticides, - 2 Lectures ; biological substances (overdose of medicinal drugs is dealt with under individual agents) - 1 Lecture ; Incapacitating agents: drugs used for torture - 1 Lecture ; Nonmedical use of drugs - 1 Lecture .		15
		IV: Neurochemistry	Anatomy and functioning of the brain - 2 Lectures ; Neuronal pathways - 2 Lectures ;		15

			Propogation of nerve impulses - 2 Lectures; Neuronal excitation and inhibition - 3 Lectures; Synapses and gap junctions - 3 Lectures; Action of Neuro toxins and neurotransmitters - 3 Lectures.		
		Total			60

References:

1. Textbook of Medical Physiology Guyton, A.C and Hall 11th edition J.E Saunders
2. Modern Pharmacology with clinical Applications Craig,C.R, Stitzel,R.E 5th edition
3. Clinical Pharmacology Bennet,PN,Brown,M.J, Sharma,P 11th edition Elsevier
4. Biochemistry Metzler, D.E Elsevier

Course Code USBT	Title	Unit	Topics	Credits	No of Lectures
604	Environmental Biotechnology	I: Renewable sources of energy	Energy sources renewable – solar energy, wind power, geothermal energy and hydropower, biomass energy - 5 Lectures ; Biogas technology- biogas plant & types, biodigester. Biogas- composition, production and factors affecting production, uses - 5 Lectures ; Biofuels – ethanol production. Microbial hydrogen production Biodiesel, Petrocrops - 5 Lectures ;	2.5	15
		II Industrial effluent treatment	Biological processes for industrial effluent treatment, aerobic biological treatment- activated sludge process, CASP, advanced activated sludge processes (any two) Biological filters, RBC, FBR - 5 Lectures ; Anaerobic biological treatment- contact digesters, packed bed reactors, anaerobic baffled digesters, UASB - 3 Lectures ; Solid waste treatment - 2 Lectures ; pollution indicators & biosensors - 2 Lectures ; biodegradation of xenobiotics- persistent compounds, chemical properties influencing biodegradability, microorganisms in biodegradation - 2 Lectures ; Use of immobilized enzymes or microbial cells for treatment - 1 Lecture .		15
		III Wastewater treatment	Wastewater treatment- introduction, biological treatment, impact of pollutants on biotreatment, use of packaged organisms and genetically engineered organisms in waste treatment - 5 Lectures ; Heavy metal pollution – sources, microbial systems for heavy metal accumulation, techniques used for heavy metal removal - 5 Lectures ; biosorption by bacteria, fungi and algae, factors affecting biosorption limitations of biosorption - 5 Lectures .		15
		IV Hazardous waste management	Biodegradation of waste from tanning industry - 2 Lectures ; petroleum industry - 2 Lectures ; paper & pulp industry - 2 Lectures ; Dairy - 2 Lectures ; Distillery - 2 Lectures ; Dye - 1 Lecture ; Antibiotic industry - 2 Lectures ; Removal of oil spillage & grease deposits - 2 Lectures .		15
		Total			60

References:

1. Environmental Biotechnology Allan Scragg Oxford University press
2. Environmental Biotechnology (Basic concepts and applications) Indu Shekar Thakur
IK International
3. Environmental Biotechnology (Industrial pollution management) S.D. Jogdand
Himalaya Publishing House

PRACTICALS

USBT P 603-604

3 credits

72hrs

1. LD 50, ED 50 evaluation using suitable models e.x daphnia
2. Study the effect of heavy metals on the growth of bacteria.
3. Determination of Total Solids from an effluent sample.
4. Study of physico-chemical (pH, color, turbidity, BOD, COD) parameters of any one industrial effluent sample
5. Estimation of chromium from Effluents (Demonstration)
6. Visit to ETP/ CETP

Course	Title	Unit	Topics	Credit	No. of Lectures
Applied component	Agri Biotechnology	I: Precision Agriculture and Agriculture systems	Introduction to Agriculture and Agriculture systems- 1 Lecture ; Green house Technology-- Types of green house, importance, functions and features of green house, Design criteria and calculation - 2 Lectures ; Construction material, covering material and its characteristics, growing media, green house irrigation system. nutrient management - 3 Lectures ; Greenhouse heating, cooling and shedding and ventilation system, Computer controlled environment - 3 Lectures ;; Phytotrons, fertigation and roof system - 1 Lecture ; Precision Cultivation- tools, sensors for information acquisition - 2 Lectures .	2	12
		II: Plant stress biology	Abiotic stress –Physiological and molecular responses of plants to water stress, salinity stress, temperature stress – heat and cold, Photooxidative stress, stress perception and stress signaling pathways, Ionic and osmotic homeostasis, reactive oxygen species scavenging- 4 Lectures ; Biotic stress - plant interaction with bacterial, viral and fungal pathogens, plant responses to pathogen–biochemical and molecular basis of host-plant resistance , toxins of fungi and bacteria , systemic and induced resistance –pathogen derived resistance, signalling - 8 Lectures .		12
		III: Molecular Markers in Plant Breeding	Genetic markers in plant breeding-- Classical markers, DNA markers (RFLP, RAPD, AFLP, SSR, SNP)- 4 Lectures ; Application of Molecular Markers to Plant Breeding [quantitative trait locus (QTL) mapping] - 4 Lectures ; Plant DNA Barcoding- Barcoding Markers (matK, rbcL, ITS, tmH-psbA), steps, recent advances, Benefits, Limitations - 4 Lectures .	12	

		IV: Biofertilizers and Biopesticides	Biofertilizer: Nitrogen-fixing Rhizobacteria - Symbiotic Nitrogen Fixers -2 Lectures; Nonsymbiotic Nitrogen Fixers Plant Growth Promoting Microorganisms-Phosphate-Solubilizing Microbes (PSM), Phytohormones and Cytokinins, Induced Systemic Resistance- 2 Lectures; Plant Growth Promotion by Fungi--Mycorrhizae Arbuscular Mycorrhizae Ectomycorrhizae -2 Lectures; Microbial Inoculants -- Inocula, Carriers, and Applications, Monoculture and Co-culture Inoculant Formulations Biocontrol, Polymicrobial Inoculant Formulations- 3 Lectures; Biopesticides – types, Bacillus thuringiensis, insect viruses and entomopathogenic fungi (characteristics, physiology, mechanism of action and application) -3 Lectures.		12
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References:

1. M. Ajmal Ali, G. Gyulai, F. Al-Hemaid -Plant DNA Barcoding and Phylogenetics, LAP Lambert Academic Publishing (2015)
2. P. Parvatha Reddy (auth.)-Sustainable Crop Protection under Protected Cultivation- Springer Singapore (2016)
3. S.B. Anderson (ed.), Plant Breeding from Laboratories to Fields, InTech,2013
4. Henry Leung, Subhas Chandra Mukhopadhyay (eds.) - Intelligent Environmental Sensing (2015, Springer International Publishing)
5. Travis R. Glare, Maria E. Moran-Diez - Microbial-Based Biopesticides_ Methods and Protocols (2016, Humana Press)
6. Altieri, Miguel A.Farrell, John G-Agroecology- The Science Of Sustainable Agriculture, Second Edition-CRC Press (2018)
7. Arie Altman, Paul Michael Hasegawa-Plant Biotechnology and Agriculture_ Prospects for the 21st Century-Academic Press (2011)

PRACTICALS

Applied component-Agri-Biotechnology

USBT P 603-604

2 credits

48 hrs

1. RAPD analysis demonstration experiment
2. Isolation of Rhizobium
3. Isolation of Azotobacter
4. Isolation of Phosphate solubilising bacteria
5. Study of effect of abiotic stress on plants.
6. Rapid screening tests for abiotic stress tolerance (drought, - PEG, Mannitol & salinity NaCl)
7. Estimation of antioxidants and antioxidant enzymes - Ascorbate, Catalase, and Peroxidase
8. Visit to green house facility and submission of field visit report.

Syllabus

1. Introduction to Marketing (12 Lec.)

- Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s. Traditional Marketing
- Marketing Research - Concept, Features, Process
Marketing Information System - Concept, Components
Data Mining - Concept, Importance
- Consumer Behaviour - Concept, Factors Influencing Consumer Behaviour
Market Segmentation - Concept, Benefits, Bases of Market Segmentation
Customer Relationship Management - Concept, Techniques
Market Targeting - Concept, Five Patterns of Target Market Selection

2. Marketing Decisions - I (11 Lec.)

- Marketing Mix - Concept
Product - Product Decision Areas
Product Life Cycle - Concept, Managing Stages of PLC
Branding - Concept, Components
Brand Equity - Concept, Factors Influencing Brand Equity
- Packaging - Concept, Essentials of a Good Package
Product Positioning - Concept, Strategies of Product Positioning
Service Positioning - Importance and Challenges
- Pricing - Concept, Objectives, Factors Influencing Pricing, Pricing Strategies

3. Marketing Decisions - II (11 Lec.)

- Physical Distribution - Concept, Factors Influencing Physical Distribution, Marketing Channels (Traditional and Contemporary Channels)
Supply Chain Management - Concept, Components of SCM

- Promotion - Concept, Importance, Elements of Promotion Mix
- Integrated Marketing Communication (IMC) - Concept, Scope, Importance
- Sales Management - Concept, Components, Emerging Trends in Selling
- Personal Selling - Concept, Process of Personal Selling, Skill sets required for Effective Selling

4. Key Marketing Dimensions

(11 Lec.)

- Marketing Ethics - Concept, Unethical Practices in Marketing, General Role of Consumer Organisations
- Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics
- Rural Marketing - Concept, Features of Indian Rural Market, Strategies For Effective Rural Marketing
- Digital Marketing - Concept, Trends in Digital Marketing
- Green Marketing - Concept, Importance
- Challenges Faced by Marketing Managers in 21st Century
- Careers in Marketing - Skill sets required for Effective Marketing
- Factors contributing to Success of Brands in India with Suitable Examples
- Reasons for Failure of Brands in India with Suitable Examples

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**ADVERTISING
AND
SALES
MANAGEMENT**

**PRERNA SHARMA
PARVEEN NAGPAL**



SYLLABUS

No.	Modules / Units	No. of Lectures
1	Advertising Fundamentals and Media:	15
	<p>(a) Basics of Advertising: Concept and Features, Significance, Classification of Advertising, Integrated Marketing Communication (IMC) - Elements, Behavioural Model (E. K. Strong AIDA), DAGMAR Model (Russell Colley), Hierarchy of Effects (Lavidge and Steiners).</p> <p>(b) Ad Agency: Various Functional Department, Types, Measures for gaining and reasons for losing clients, Evaluation Criteria for Selecting an Advertising Agency.</p> <p>(c) Media: New Media Options, Forms of Digital Media, Media Objectives, Criteria for Selecting Suitable Media, Methods of Setting Advertising Budget.</p>	
2	Creativity, Social and Regulatory Framework of Advertising:	15
	<p>(a) Creativity and Research: Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods.</p> <p>(b) Society: Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising.</p> <p>(c) Regulatory framework of advertising: Legal Framework of Advertising, Role of Information and Broadcasting Ministry (IBM), Self-Regulatory Bodies – Advertising Standards Council of India (ASCI) and Indian Broadcasting Foundation (IBF).</p>	

3	Sales Management:	15
	<p>(a) Introduction: Sales Management - Features, Functions and Importance, Art of Selling – Types, Process, Qualities of an Effective Salesman.</p> <p>(b) Sales force management: Selection Procedure, Training Methods, Motivational Factors and Compensation methods of sales personnel.</p> <p>(c) Sales Organistion: Concept, Objectives, Structure and Steps in Developing a Sales Organisation.</p>	
4	Sales Planning and Controlling:	15
	<p>(a) Sales planning: Concept, Process, Sales Forecasting - Methods and Limitations.</p> <p>(b) Sales controlling: Concept of Sales Budget and Sales Audit, Sales Quota - Methods and Types, Objectives and Factors Determining and Designing Sales Territory.</p> <p>(c) Recent trends: Importance of Customer Feedback, Sales Management - Data Mining, Role of IT.</p>	
	Total	
		60

Vipul'sTM

ENTREPRENEURIAL MANAGEMENT

ROMEO S. MASCARENHAS



SYLLABUS

No.	Modules/ Units	No. of Lectures
1	Entrepreneurship Development Perspective:	15
	<ul style="list-style-type: none"> ◆ Entrepreneurship: Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure. ◆ Entrepreneurial Culture: Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture. ◆ Theories of Entrepreneurship: Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness. 	
2	Creating Entrepreneurial Venture:	15
	<ul style="list-style-type: none"> ◆ Entrepreneurial Environment: Significance, SWOC Analysis, Problems of Entrepreneurship ◆ Financial Analysis of Entrepreneurial Venture: Significance, Tools of Financial Analysis, Sources of development finance ◆ Social Entrepreneurship: Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India. 	
3	Project Management:	15
	<ul style="list-style-type: none"> ◆ Project: Concepts and Classification of Project, Search of Business Idea, Project Cycle. ◆ Project formulation: Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM. ◆ Project Management: Concept, Phases, Project Identification and Project Feasibility Analysis. 	

4	Assistance and Incentives for Promotion and Development of Entrepreneurship:	15
	<ul style="list-style-type: none"> ◆ Incentives: Need, Promotion and development Entrepreneurship-Types of Assistance and incentives - Fiscal, Financial, Promotional, Marketing, and Organisational. ◆ NPSD: National Policy for Skill Development and Entrepreneurship 2015. ◆ Institutions in aid of Entrepreneurship Development: The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs. 	
	Total	60

Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hrs.

Questions to be set: 04

All Questions are Compulsory Carrying 15 Marks each.

No.	Particular	Marks
Q-1	Full length Question OR	15 Marks
Q-1	Full length Question	15 Marks
Q-2	Full length Question OR	15 Marks
Q-2	Full length Question	15 Marks
Q-3	Full length Question OR	15 Marks
Q-3	Full length Question	15 Marks
Q-4	Objective Question (Multiple Choice/True or False/ Fill in the Blanks/Match the Columns/Short Questions.) OR	15 Marks
Q-4	Short Notes (Any three out of five)	15 Marks

Note: Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks.

Vipul'sTM

ADVERTISING - 1

**N. G. KALE
M. AHMED**



VIPUL PRAKASHAN

MUMBAI - 400 004

SYLLABUS

Course Objectives:

- ◆ To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
- ◆ It aims to orient learners towards the practical aspects and techniques of advertising.
- ◆ It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.

No.	Modules	No. of Lectures
1	Introduction to Advertising:	12
	<ul style="list-style-type: none"> • Integrated Marketing Communications (IMC): Concept, Features, Elements, Role of Advertising in IMC. • Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of Advertising to Business Firms and Consumers. • Classification of Advertising: Geographic, Media, Target Audience and Functions. 	
2	Advertising Agency:	11
	<ul style="list-style-type: none"> • Ad Agency: Features, Structure and Services Offered, Types of Advertising Agencies, Agency Selection Criteria. • Agency and Client: Maintaining Agency-Client Relationship, Reasons and Ways of Avoiding Client Turnover, Creative Pitch, Agency Compensation. • Careers In Advertising: Skills required for a Career in Advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing. 	
3	Economic and Social Aspects of Advertising:	11
	<ul style="list-style-type: none"> • Economic Aspects: Effect of Advertising on Consumer Demand, Monopoly and Competition, Price. • Social Aspects: Ethical and Social Issues in Advertising, Positive and Negative Influence of Advertising on Indian Values and Culture. • Pro Bono/Social Advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory Body – Role of ASCI (Advertising Standard Council of India). 	
4	Brand Building and Special Purpose Advertising:	11
	<ul style="list-style-type: none"> • Brand Building: The Communication Process, AIDA Model, Role of Advertising in Developing Brand Image and Brand Equity, and Managing Brand Crises. • Special Purpose advertising: Rural Advertising, Political Advertising, Advocacy Advertising, Corporate Image Advertising, Green Advertising – Features of all the above Special Purpose Advertising. • Trends In Advertising: Media, Ad spends, Ad Agencies, Execution of Advertisements. 	
	TOTAL	45

As Per the Revised Syllabus w.e.f. June 2017

Discipline Related Elective (DRE) Courses

Commerce-III

S.Y.B.Com. : Semester - III

*Michael Vaz
Aurora Vaz*



MANAN PRAKASHAN

Syllabus

1. **Introduction To Management** (11 Lec.)
 - **Management** - Concept, Nature, Functions, Managerial Skills & Competencies
 - **Evolution of Management Thoughts**
 - Classical Approach: Scientific Management – F.W.Taylor's Contribution
 - Classical Organisation Theory: Henri Fayol's Principles
 - Neo Classical : Human Relations Approach – Elton Mayo's Hawthorne experiments
 - **Modern Management Approach** - Peter Drucker's Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.
2. **Planning & Decision Making** (10 Lec.)
 - **Planning** - Steps, Importance, Components, Coordination – Importance
 - **M.B.O** - Process, Advantages, Management By Exception-Advantages; Management Information System - Concept, Components
 - **Decision Making** - Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making
3. **Organising** (12 Lec.)
 - **Organising** - Steps, Organisation Structures - Features of Line & Staff Organisation, Matrix Organisation, Virtual Organisation, Formal v/s Informal Organisation
 - **Departmentation** - Meaning - Bases, Span of Management - Factors Influencing Span of Management, Tall and Flat Organisation
 - **Delegation of Authority** - Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation : Factors Influencing Decentralisation, Centralization v/s Decentralisation
4. **Directing And Controlling** (12 Lec.)
 - **Motivation** - Concept, Importance, Influencing factors. Importance of Communication, Barriers to effective Communication
 - **Leadership** - Concept, Functions, Styles, Qualities of a good leader.
 - **Controlling** - Concept, Steps, Essentials of good control system, Techniques of Controlling - PERT, CPM, Budgetary Control, Management Audit.

F.Y.B.Com. :
Semester - I

Introduction to Business

*Michael Vaz
Aurora Vaz*



Celebrating 25 Years !

MANAN PRAKASHAN

Syllabus

MODULE - I : BUSINESS (12 Lectures)

- 1.1 **Introduction** : Concept, Functions, Scope and Significance of business, Traditional and Modern Concept of business.
- 1.2 **Objectives of Business** : Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives.
- 1.3 **New Trends in Business** : Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and Turnaround Strategies.

MODULE - II : BUSINESS ENVIRONMENT (11 Lectures)

- 2.1 **Introduction** : Concept and Importance of business environment, Inter-relationship between Business and Environment.
- 2.2 **Constituents of Business Environment** : Internal and External Environment, Educational Environment and its impact,
International Environment – Current Trends in the World,
International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.

MODULE - III : PROJECT PLANNING (12 Lectures)

- 3.1 **Introduction** : Business Planning Process; Concept and Importance of Project Planning; Project Report; Feasibility Study Types and its Importance.
- 3.2 **Business Unit Promotion** :
Concept and Stages of Business Unit Promotion,
Location – Factors determining location and Role of Government in Promotion.
- 3.3 **Statutory Requirements in Promoting Business Unit** :
Licensing and Registration Procedure, Filing returns and other documents, Other important legal provisions.

MODULE - IV : ENTREPRENEURSHIP (10 Lectures)

- 4.1 **Introduction** : Concept and Importance of Entrepreneurship, Factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur.
- 4.2 **The Entrepreneurs** : Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development Centers in India, Incentives to Entrepreneurs in India.
- 4.3 **Women Entrepreneurs** : Problems and Promotion.

Question Paper Pattern

Marks : 75

Time : 2½ Hours

- N.B.** 1. All questions are Compulsory.
2. All questions carry equal marks.

- | | |
|--|-----------------|
| Q.1 Answer any Two of the following (out of Three)
From Module – I | Marks 15 |
| Q.2 Answer any Two of the following (out of Three)
From Module – II | Marks 15 |
| Q.3 Answer any Two of the following (out of Three)
From Module – III | Marks 15 |
| Q.4 Answer any Two of the following (out of Three)
From Module – IV | Marks 15 |
| Q.5 Objective Questions covering all Four Modules | Marks 15 |

**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester I
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

**4. Business Ethics and Corporate Social
Responsibility**

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Business Ethics	15
2	Indian Ethical Practices and Corporate Governance	15
3	Introduction to Corporate Social Responsibility	15
4	Areas of CSR and CSR Policy	15
Total		60

Objectives

SN	Objectives
1	To familiarize the learners with the concept and relevance of Business Ethics in the modern era
2	To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context

SN	Modules/ Units
1	Introduction to Business Ethics
	<ul style="list-style-type: none"> • Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos, • Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee. • Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory • Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa, • Emergence of new values in Indian Industries after economic reforms of 1991
2	Indian Ethical Practices and Corporate Governance
	<ul style="list-style-type: none"> • Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents • Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, • Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards. • Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences
3	Introduction to Corporate Social Responsibility
	<ul style="list-style-type: none"> • Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. • Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India. • CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India. • Role of NGO’s and International Agencies in CSR, Integrating CSR into Business
4	Areas of CSR and CSR Policy
	<ul style="list-style-type: none"> • CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. • CSR and environmental concerns. • Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR • Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR. • CSR and Sustainable Development • CSR through Triple Bottom Line in Business

**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)**

Group B: Business Studies (Management)

3. Retail Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Retail Management	15
2	Retail Management Strategy	15
3	Retail Location, Layout and Merchandising	15
4	Use of Technology and Career options	15
Total		60

SN	Modules/ Units
1	Introduction to Retail Management
	<ul style="list-style-type: none"> • Retailing: Concept, Scope and Importance of Retailing and Retail Management, Retail Formats, Theories of Retail change, Retail Environment- Economic, Legal, Technological & Competitive • Retail sector in India: Size, and Drives of Retail changes, FDI in Retailing in Indian Context • Recent Trends in Retailing: Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector, Ethics in Retailing.
2	Retail Management Strategy
	<ul style="list-style-type: none"> • Retail Strategies: Promotional Strategies, Retail Planning Process, Retail - Market Segmentation - Concept and Significance • Relationship Marketing Strategies: CRM in Retailing, Retail Value Chain, Retail life Cycle, HRM in retailing- Growing importance of HR and Challenges faced by HR in retailing • Consumer Strategies: Consumer Behaviour in Retail Context, Buying Decision Process, Customer Service as a Part of Retail Strategy.
3	Retail Location, Layout and Merchandising
	<ul style="list-style-type: none"> • Retail Location & Merchandising: Importance, Types, Steps involved in choosing a Retail Location. • Merchandising: Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, Visual Merchandising • Store Design and Layout: Store Design - Elements, Store Layout - Importance, Steps for Designing
4	Use of Technology and Career options
	<ul style="list-style-type: none"> • Technologies: Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Data Base Management system • E-Retailing: Formats, Challenges, Green Retailing - Concept and Importance • Retail as a Career: Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager

UNIVERSITY OF MUMBAI



Syllabus for
Program: Bachelor of Science
Course: Computer Science

With effect from
Academic Year 2016-2017

Preamble

Information and Communication Technology (ICT) has today become integral part of all industry domains as well as fields of academics and research. The industry requirements and technologies have been steadily and rapidly advancing. Organizations are increasingly opting for open source systems. The students too these days are thinking beyond career in the industry and aiming for research opportunities.

The B.Sc. Computer Science course structure therefore needed a fresh outlook and complete overhaul. A real genuine attempt has been made while designing the new syllabus for this 3-year graduate course. Not only does it prepares the students for a career in Software industry, it also motivates them towards further studies and research opportunities.

The core philosophy of overall syllabus is to -

- a. Form strong foundation of Computer science,
- b. Introduce emerging trends to the students in gradual way,
- c. Groom the students for the challenges of ICT industry

In the first year i.e. for semester I & II, basic foundation of important skills required for software development is laid. The syllabus proposes to have four core subjects of Computer science and two core courses of Mathematics-Statistics. All core subjects are proposed to have theory as well as practical tracks. While the Computer Science courses will form fundamental skills for solving computational problems, the Mathematics & Statistics course will inculcate research-oriented acumen.

The syllabus design for further semesters encompasses more advanced and specialized courses of Computer Science.

We sincerely believe that any student taking this course will get very strong foundation and exposure to basics, advanced and emerging trends of the subject. We hope that the students' community and teachers' fraternity will appreciate the treatment given to the courses in the syllabus.

We wholeheartedly thank all experts who shared their valuable feedbacks and suggestions in order to improvise the contents, we have sincerely attempted to incorporate each of them. We further thank Chairperson and members of Board of Studies for their confidence in us.

Special thanks to Department of Computer Science and colleagues from various colleges, who volunteered or have indirectly helped designing certain specialized courses and the syllabus as a whole.

F.Y.B.Sc. Computer Science Syllabus
Credit Based System and Grading System
Academic year 2016-2017

Semester – I				
Course Code	Course Type	Course Title	Credits	Lectures/Week
USCS101	Core Subject	Computer Organization and Design	2	3
USCS102	Core Subject	Programming with Python- I	2	3
USCS103	Core Subject	Free and Open Source Software	2	3
USCS104	Core Subject	Database Systems	2	3
USCS105	Core Subject	Discrete Mathematics	2	3
USCS106	Core Subject	Descriptive Statistics and Introduction to Probability	2	3
USCS107	Ability Enhancement Course 1	Soft Skills Development	2	3
USCSP01	Core Subject Practical	Practical of USCS101 + USCS102 + USCS103+USCS104+USCS105+USCS106	6	18

Semester – II				
Course Code	Course Type	Course Title	Credits	Lectures/Week
USCS201	Core Subject	Programming with C	2	3
USCS202	Core Subject	Programming with Python– II	2	3
USCS203	Core Subject	Linux	2	3
USCS204	Core Subject	Data Structures	2	3
USCS205	Core Subject	Calculus	2	3
USCS206	Core Subject	Statistical Methods and Testing of Hypothesis	2	3
USCS207	Ability Enhancement Course 2	Green Technologies	2	3
USCSP02	Core Subject Practical	Practical of USCS201 + USCS202 + USCS203+USCS204+USCS205+USCS206	6	18

Semester I – Theory

Course: USCS101	Computer Organization and Design (Credits : 2 Lectures/Week: 3)	
<p>Objectives. To understand the structure and operation of modern processors and their instruction sets</p> <p>Expected Learning Outcomes:</p> <ol style="list-style-type: none"> 1) To learn about how computer systems work and underlying principles 2) To understand the basics of digital electronics needed for computers 3) To understand the basics of instruction set architecture for reduced and complex instruction sets 4) To understand the basics of processor structure and operation 5) To understand how data is transferred between the processor and I/O devices 		
Unit I	<p>Computer Abstractions and Technology: Basic structure and operation of a computer, functional units and their interaction. Representation of numbers and characters.</p> <p>Logic circuits and functions: Combinational circuits and functions: Basic logic gates and functions, truth tables; logic circuits and functions. Minimization with Karnaugh maps. Synthesis of logic functions with and-or-not gates, nand gates, nor gates. Fan-in and fan-out requirements; tristate buffers. Half adder, full adder, ripple carry adder. (Flip flops) Gated S-R and D latches, edge-triggered D latch. Shift registers and registers. Decoders, multiplexers.</p> <p>Sequential circuits and functions: State diagram and state table; finite state machines and their synthesis.</p>	15 L
Unit II	<p>Instruction set architectures: Memory organization, addressing and operations; word size, big-endian and little-endian arrangements. Instructions, sequencing. Instruction sets for RISC and CISC (examples Altera NIOS II and Freescale ColdFire). Operand addressing modes; pointers; indexing for arrays. Machine language, assembly language, assembler directives. Function calls, processor runtime stack, stack frame. Types of machine instructions: arithmetic, logic, shift, etc. Instruction sets, RISC and CISC examples.</p>	15 L
Unit III	<p>Basic Processor Unit: Main components of a processor: registers and register files, ALU, control unit, instruction fetch unit, interfaces to instruction and data memories. Datapath. Instruction fetch and execute; executing arithmetic/logic, memory access and branch instructions; hardwired and microprogrammed control for RISC and CISC.</p> <p>Basic I/O: Accessing I/O devices, data transfers between processor and I/O devices. Interrupts and exceptions: interrupt requests and processing.</p>	15 L

<p>Text book:</p> <ol style="list-style-type: none"> 1. Carl Hamacher et al., Computer Organization and Embedded Systems, 6 ed., McGraw-Hill 2012 <p>Additional References:</p> <ol style="list-style-type: none"> 1. Patterson and Hennessy, Computer Organization and Design, Morgan Kaufmann, ARM Edition, 2011 2. R P Jain, Modern Digital Electronics, Tata McGraw Hill Education Pvt. Ltd. , 4th Edition, 2010 	
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Course: USCS102	Programming with Python- I (Credits : 2 Lectures/Week: 3)	
<p>Objectives The objective of this paper is to introduce various concepts of programming to the students using Python.</p> <p>Expected learning outcomes</p> <ol style="list-style-type: none"> 1) Students should be able to understand the concepts of programming before actually starting to write programs. 2) Students should be able to develop logic for Problem Solving. 3) Students should be made familiar about the basic constructs of programming such as data, operations, conditions, loops, functions etc. 4) Students should be able to apply the problem solving skills using syntactically simple language i.e. Python (version: 3.X or higher) 		
Unit I	<p>Reasons for Python as the learner’s first programming language. Introduction to the IDLE interpreter (shell) and its documentation. Expression evaluation: similarities and differences compared to a calculator; expressions and operators of types int, float, boolean. Built-in function type. Operator precedence.</p> <p>Enumeration of simple and compound statements. The expression statement. The assert statement, whose operand is a boolean expression (values true or false). The assignment statement, dynamic binding of names to values, (type is associated with data and not with names); automatic and implicit declaration of variable names with the assignment statement; assigning the value None to a name. The del (delete) statement. Input/output with print and input functions. A statement list (semicolon-separated list of simple statements on a single line) as a single interpreter command. The import statement for already-defined functions and constants. The augmented assignment statement. The built-in help() function.</p> <p>Interactive and script modes of IDLE, running a script, restarting the shell.</p> <p>The compound statement def to define functions; the role of indentation for delimiting the body of a compound statement; calling a previously defined function. Compound data types str, tuple and list (enclosed in quotes, parentheses and brackets, respectively). Indexing individual elements within these types. Strings and tuples are immutable, lists are mutable. Built-in functions min, max, sum. Interactive solution of model problems, (e.g., finding the square root of a number or zero of a function), by repeatedly executing the body of a loop (where the body is a statement list).</p>	15 L

Unit II	Advantages of functions, function parameters, formal parameters, actual parameters, global and local variables. The range function, the iterative for statement. The conditional statements if, if-else, if-elif-else. The iterative statements while, while-else, for-else. The continue statement to skip over one iteration of a loop, the break statement to exit the loop. Nested compound statements. Dictionaries: concept of key-value pairs, techniques to create, update and delete dictionary items. Problem-solving using compound types and statements.	15 L
Unit III	Anonymous functions. List comprehensions. Gentle introduction to object-oriented programming; using the built-in dir() function, enumerate the methods of strings, tuples, lists, dictionaries. Using these methods for problem-solving with compound types.	15 L

Text books:

1. Magnus Lie Hetland, *Beginning Python: From Novice to Professional*, Apress
2. Paul Gries, et al., *Practical Programming: An Introduction to Computer Science Using Python 3*, Pragmatic Bookshelf, 2/E 2014

Additional References:

1. Charles Dierbach, *Introduction to Computer Science using Python*, Wiley, 2013
2. Paul Gries, Jennifer Campbell, Jason Montojo, *Practical Programming: An Introduction to Computer Science Using Python 3*, Pragmatic Bookshelf, 2/E 2014
3. Adesh Pandey, *Programming Languages – Principles and Paradigms*, Narosa, 2008

Course: USCS103	Free and Open-source Software (Credits : 2 Lectures/Week: 3)	
<p>Objective: Open Source has acquired a prominent place in software industry. Having knowledge of Open Source and its related technologies is an essential for Computer Science student. This course introduces Open Source methodologies and ecosystem to students.</p> <p>Expected Learning Outcome:</p> <ol style="list-style-type: none"> 1) Upon completion of this course, students should have a good working knowledge of Open Source ecosystem, its use, impact and importance. 2) This course shall help student to learn Open Source methodologies, case studies with real life examples. 		
Unit I	<p>Introduction Introduction: Open Source, Free Software, Free Software vs. Open Source software, Public Domain Software, FOSS does not mean no cost. History: BSD, The Free Software Foundation and the GNU Project.</p> <p>Methodologies Open Source History, Initiatives, Principle and methodologies. Philosophy : Software Freedom, Open Source Development Model Licenses and Patents: What Is A License, Important FOSS Licenses (Apache,BSD,GPL, LGPL), copyrights and copy lefts, Patents Economics of FOSS : Zero Marginal Cost, Income-generation opportunities, Problems with traditional commercial software, Internationalization</p>	15L

	<p>Social Impact Open source vs. closed source, Open source government, Open source ethics. Social and Financial impacts of open source technology, Shared software, Shared source, Open Source in Government.</p>	
Unit II	<p>Case Studies Example Projects: Apache web server, GNU/Linux, Android, Mozilla (Firefox), Wikipedia, Drupal, wordpress, GCC, GDB, github, Open Office. Study: Understanding the developmental models, licensings, mode of funding, commercial/non-commercial use. Open Source Hardware, Open Source Design, Open source Teaching. Open source media.</p> <p>Collaboration, Community and Communication</p> <p>Contributing to Open Source Projects Introduction to github, interacting with the community on github, Communication and etiquette, testing open source code, reporting issues, contributing code. Introduction to wikipedia, contributing to Wikipedia Or contributing to any prominent open source project of student's choice. Starting and Maintaining own Open Source Project.</p>	15L
Unit III	<p>Understanding Open Source Ecosystem Open Source Operating Systems: GNU/Linux, Android, Free BSD, Open Solaris. Open Source Hardware, Virtualization Technologies, Containerization Technologies: Docker, Development tools, IDEs, debuggers, Programming languages, LAMP, Open Source database technologies</p>	15L
<p>Text books:</p> <ol style="list-style-type: none"> 1. Unix Concepts and Applications by Sumitabha Das, Tata McGraw Hill Education, 2006 2. The official Ubuntu Book, 8th Edition <p>Additional references:</p> <ol style="list-style-type: none"> 1. The Linux Documentation Project: http://www.tldp.org/ 2. Docker Project Home: http://www.docker.com 3. Linux kernel Home: http://kernel.org 4. Open Source Initiative: https://opensource.org/ 5. Linux Documentation Project: http://www.tldp.org/ 6. Wikipedia: https://en.wikipedia.org/ 7. https://en.wikipedia.org/wiki/Wikipedia:Contributing_to_Wikipedia 8. Github: https://help.github.com/ 9. The Linux Foundation: http://www.linuxfoundation.org/ 		

Course: USCS104	Database Systems (Credits : 2 Lectures/Week: 3)	
<p>Objectives: The objective of this course is to introduce the concept of the DBMS with respect to the relational model, to specify the functional and data requirements for a typical database application and to understand creation, manipulation and querying of data in databases</p> <p>Expected Learning Outcomes</p> <ol style="list-style-type: none"> 1) Students should be able to evaluate business information problem and find the requirements of a problem in terms of data. 2) Students should be able to design the database schema with the use of appropriate data types for storage of data in database. 3) Students should be able to create, manipulate, query and back up the databases. 		
Unit I	<p>Introduction to DBMS – Database, DBMS – Definition, Overview of DBMS, Advantages of DBMS, Levels of abstraction, Data independence, DBMS Architecture</p> <p>Data models - Client/Server Architecture, Object Based Logical Model, Record Based Logical Model (relational, hierarchical, network)</p> <p>Entity Relationship Model - Entities, attributes, entity sets, relations, relationship sets, Additional constraints (key constraints, participation constraints, weak entities, aggregation / generalization, Conceptual Design using ER (entities VS attributes, Entity Vs relationship, binary Vs ternary, constraints beyond ER)</p> <p>Relational data model– Domains, attributes, Tuples and Relations, Relational Model Notation, Characteristics of Relations, Relational Constraints - primary key, referential integrity, unique constraint, Null constraint, Check constraint</p> <p>ER to Table- Entity to Table, Relationship to tables with and without key constraints.</p>	15L
Unit II	<p>Schema refinement and Normal forms: Functional dependencies, first, second, third, and BCNF normal forms based on primary keys, lossless join decomposition.</p> <p>Relational Algebra operations (selection, projection, set operations union, intersection, difference, cross product, Joins –conditional, equi join and natural joins, division)</p> <p>DDL Statements - Creating Databases, Using Databases, datatypes, Creating Tables (with integrity constraints – primary key, default, check, not null), Altering Tables, Renaming Tables, Dropping Tables, Truncating Tables, Backing Up and Restoring databases</p> <p>DML Statements – Viewing the structure of a table insert, update, delete, Select all columns, specific columns, unique records, conditional select, in clause, between clause, limit, aggregate functions (count, min, max, avg, sum), group by clause, having clause</p>	15L

Unit III	<p>Functions – String Functions (concat, instr, left, right, mid, length, lcase/lower, ucase/upper, replace, strcmp, trim, ltrim, rtrim), Math Functions (abs, ceil, floor, mod, pow, sqrt, round, truncate) Date Functions (adddate, datediff, day, month, year, hour, min, sec, now, reverse)</p> <p>Joining Tables – inner join, outer join (left outer, right outer, full outer)</p> <p>Subqueries – subqueries with IN, EXISTS, subqueries restrictions, Nested subqueries, ANY/ALL clause, correlated subqueries</p> <p>Database Protection: Security Issues, Threats to Databases, Security Mechanisms, Role of DBA, Discretionary Access Control</p> <p>Views (creating, altering dropping, renaming and manipulating views)</p> <p>DCL Statements (creating/dropping users, privileges introduction, granting/revoking privileges, viewing privileges)</p>	15L
<p>Text books:</p> <ol style="list-style-type: none"> 1. Ramez Elmasri & Shamkant B.Navathe, Fundamentals of Database Systems, Pearson Education, Sixth Edition, 2010 2. Ramakrishnam, Gehrke, Database Management Systems, McGraw-Hill, 2007 3. Joel Murach, Murach’s MySQL, Murach, 2012 <p>Additional References:</p> <ol style="list-style-type: none"> 1. Robert Sheldon, Geoff Moes, Begning MySQL, Wrox Press, 2005. 		

Course: USCS105	Discrete Mathematics (Credits : 2 Lectures/Week: 3)	
<p>Objectives: The purpose of the course is to familiarize the prospective learners with mathematical structures that are fundamentally discrete. This course introduces sets and functions, forming and solving recurrence relations and different counting principles. These concepts are useful to study or describe objects or problems in computer algorithms and programming languages.</p> <p>Expected Learning Outcomes:</p> <ol style="list-style-type: none"> 1) To provide overview of theory of discrete objects, starting with relations and partially ordered sets. 2) Study about recurrence relations, generating function and operations on them. 3) Give an understanding of graphs and trees, which are widely used in software. 4) Provide basic knowledge about models of automata theory and the corresponding formal languages. 		

Unit I	<p>Recurrence Relations</p> <p>(a) Functions: Definition of function. Domain, co domain and the range of a function. Direct and inverse images. Injective, surjective and bijective functions. Composite and inverse functions.</p> <p>(b) Relations: Definition and examples. Properties of relations , Partial Ordering sets, Linear Ordering Hasse Daigrams , Maximum and Minimum elements, Lattices</p> <p>(c) Recurrence Relations: Definition of recurrence relations, Formulating recurrence relations, solving recurrence relations- Back tracking method, Linear homogeneous recurrence relations with constant coefficients. Solving linear homogeneous recurrence relations with constant coefficients of degree two when characteristic equation has distinct roots and only one root, Particular solutions of non linear homogeneous recurrence relation, Solution of recurrence relation by the method of generation functions, Applications- Formulate and solve recurrence relation for Fibonacci numbers, Tower of Hanoi, Intersection of lines in a plane, Sorting Algorithms.</p>	15L
Unit II	<p>Counting Principles , Languages and Finite State Machine</p> <p>(a) Permutations and Combinations: Partition and Distribution of objects, Permutation with distinct and indistinct objects, Binomial numbers, Combination with identities: Pascal Identity, Vandermonde’s Identity, Pascal triangle, Binomial theorem, Combination with indistinct objects.</p> <p>(b) Counting Principles: Sum and Product Rules, Two-way counting, Tree diagram for solving counting problems, Pigeonhole Principle (without proof); Simple examples, Inclusion Exclusion Principle (Sieve formula) (Without proof).</p> <p>(c) Languages, Grammars and Machines: Languages , regular Expression and Regular languages, Finite state Automata, grammars, Finite state machines, Gödel numbers, Turing machines.</p>	15L
Unit III	<p>Graphs and Trees</p> <p>(a) Graphs : Definition and elementary results, Adjacency matrix, path matrix, Representing relations using diagraphs, Warshall’s algorithm- shortest path , Linked representation of a graph, Operations on graph with algorithms - searching in a graph; Insertion in a graph, Deleting from a graph, Traversing a graph- Breadth-First search and Depth-First search.</p> <p>(b) Trees: Definition and elementary results. Ordered rooted tree, Binary trees, Complete and extended binary trees, representing binary trees in memory, traversing binary trees, binary search tree, Algorithms for searching and inserting in binary search trees, Algorithms for deleting in a binary search tree</p>	15L

Textbook:

1. Discrete Mathematics and Its Applications, Seventh Edition by Kenneth H. Rosen, McGraw Hill Education (India) Private Limited. (2011)
2. Norman L. Biggs, Discrete Mathematics, Revised Edition, Clarendon Press, Oxford 1989.
3. Data Structures Seymour Lipschutz, Schaum's out lines, McGraw- Hill Inc.

Additional References:

1. Elements of Discrete Mathematics: C.L. Liu , Tata McGraw- Hill Edition .
2. Concrete Mathematics (Foundation for Computer Science): Graham, Knuth, Patashnik Second Edition, Pearson Education.
3. Discrete Mathematics: Semyour Lipschutz, Marc Lipson, Schaum's out lines, McGraw- Hill Inc.
4. Foundations in Discrete Mathematics: K.D. Joshi, New Age Publication, New Delhi.

Course: USCS106	Descriptive Statistics and Introduction to Probability (Credits : 2 Lectures/Week: 3)	
Objectives: The purpose of this course is to familiarize students with basics of Statistics. This will be essential for prospective researchers and professionals to know these basics.		
Expected Learning Outcomes: 1) Enable learners to know descriptive statistical concepts 2) Enable study of probability concept required for Computer learners		
Unit I	Data Presentation Data types : attribute, variable, discrete and continuous variable Data presentation : frequency distribution, histogram o give, curves, stem and leaf display Data Aggregation Measures of Central tendency: Mean, Median, mode for raw data, discrete, grouped frequency distribution. Measures dispersion: Variance, standard deviation, coefficient of variation for raw data, discrete and grouped frequency distribution, quartiles, quantiles Real life examples	15L
Unit II	Moments: raw moments, central moments, relation between raw and central moments Measures of Skewness and Kurtosis: based on moments, quartiles, relation between mean, median, mode for symmetric, asymmetric frequency curve. Correlation and Regression: bivariate data, scatter plot, correlation, nonsense correlation, Karl pearson's coefficients of correlation, independence. Linear regression: fitting of linear regression using least square regression, coefficient of determination, properties of regression coefficients (only statement)	15L

Unit III	<p>Probability : Random experiment, sample space, events types and operations of events</p> <p>Probability definition : classical, axiomatic, Elementary Theorems of probability (without proof)</p> <ul style="list-style-type: none"> – $0 \leq P(A) \leq 1$, – $P(A \cup B) = P(A) + P(B) - P(A \cap B)$ – $P(A') = 1 - P(A)$ – $P(A) \leq P(B)$ if $A \subset B$ <p>Conditional probability, 'Bayes' theorem, independence, Examples on Probability</p>	15L
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Text Book:

1. Trivedi, K.S.(2001) : Probability, Statistics, Design of Experiments and Queuing theory, with applications of Computer Science, Prentice Hall of India, New Delhi

Additional References:

1. Ross, S.M. (2006): A First course in probability. 6th Edⁿ Pearson
2. Kulkarni, M.B., Ghatpande, S.B. and Gore, S.D. (1999): common statistical tests. Satyajeet Prakashan, Pune
3. Gupta, S.C. and Kapoor, V.K. (1987): Fundamentals of Mathematical Statistics, S. Chand and Sons, New Delhi
4. Gupta, S.C. and Kapoor, V.K. (1999): Applied Statistics, S. Chand and Son's, New Delhi
5. Montgomery, D.C. (2001): Planning and Analysis of Experiments, wiley.

Course: USCS107	Soft Skills Development (Credits : 2 Lectures/Week: 3)	
<p>Objectives:</p> <p>To help learners develop their soft skills and develop their personality together with their technical skills. Developing professional, social and academic skills to harness hidden strengths, capabilities and knowledge equip them to excel in real work environment and corporate life. Understand various issues in personal and profession communication and learn to overcome them</p> <p>Expected Learning Outcomes:</p> <ol style="list-style-type: none"> 1) To know about various aspects of soft skills and learn ways to develop personality 2) Understand the importance and type of communication in personal and professional environment. 3) To provide insight into much needed technical and non-technical qualities in career planning. 4) Learn about Leadership, team building, decision making and stress management 		

Unit I	<p>Introduction to Soft Skills and Hard Skills</p> <p>Personality Development: Knowing Yourself, Positive Thinking, Johari's Window, Communication Skills, Non-verbal Communication, Physical Fitness</p> <p>Emotional Intelligence: Meaning and Definition, Need for Emotional Intelligence, Intelligence Quotient versus Emotional Intelligence Quotient, Components of Emotional Intelligence, Competencies of Emotional Intelligence, Skills to Develop Emotional Intelligence</p> <p>Etiquette and Mannerism: Introduction, Professional Etiquette, Technology Etiquette</p> <p>Communication Today: Significance of Communication, GSC's 3M Model of Communication, Vitality of the Communication Process, Virtues of Listening, Fundamentals of Good Listening, Nature of Non-Verbal Communication, Need for Intercultural Communication, Communicating Digital World</p>	15L
Unit II	<p>Academic Skills</p> <p>Employment Communication: Introduction, Resume, Curriculum Vitae, Scannable Resume, Developing an Impressive Resume, Formats of Resume, Job Application or Cover Letter</p> <p>Professional Presentation: Nature of Oral Presentation, Planning a Presentation, Preparing the Presentation, Delivering the Presentation</p> <p>Job Interviews: Introduction, Importance of Resume, Definition of Interview, Background Information, Types of Interviews, Preparatory Steps for Job Interviews, Interview Skill Tips, Changes in the Interview Process, FAQ During Interviews</p> <p>Group Discussion: Introduction, Ambience/Seating Arrangement for Group Discussion, Importance of Group Discussions, Difference between Group Discussion, Panel Discussion and Debate, Traits, Types of Group Discussions, topic based and Case based Group Discussion, Individual Traits</p>	15L
Unit III	<p>Professional Skills</p> <p>Creativity at Workplace: Introduction, Current Workplaces, Creativity, Motivation, Nurturing Hobbies at Work, The Six Thinking Hat Method</p> <p>Ethical Values: Ethics and Society, Theories of Ethics, Correlation between Values and Behavior, Nurturing Ethics, Importance of Work Ethics, Problems in the Absence of Work Ethics</p> <p>Capacity Building: Learn, Unlearn and Relearn: Capacity Building, Elements of Capacity Building, Zones of Learning, Ideas for Learning, Strategies for Capacity Building</p> <p>Leadership and Team Building: Leader and Leadership, Leadership Traits, Culture and Leadership, Leadership Styles and Trends, Team Building, Types of Teams,</p> <p>Decision Making and Negotiation: Introduction to Decision Making, Steps for Decision Making, Decision Making Techniques, Negotiation Fundamentals, Negotiation Styles, Major Negotiation Concepts</p> <p>Stress and Time Management: Stress, Sources of Stress, Ways to Cope with Stress</p>	15L

Text book:

1. *Soft Skills: an Integrated Approach to Maximise Personality*, Gajendra S. Chauhan, Sangeeta Sharma, Wiley India

Additional References:

1. *Personality Development and Soft Skills*, Barun K. Mitra, Oxford Press
2. *Business Communication*, Shalini Kalia, Shailja Agrawal, Wiley India
3. *Soft Skills - Enhancing Employability*, M. S. Rao, I. K. International
4. *Cornerstone: Developing Soft Skills*, Sherfield, Pearson India

Semester I – Practical

Course: USCSP1	Practical of USCS101 + USCS102 + USCS103+USCS104+USCS105+USCS106 (Credits : 6, Lectures/Week: 18)	
USCSP101	<p>Computer Organization and Design</p> <ol style="list-style-type: none"> 1. Study and verify the truth table of various logic gates (NOT, AND, OR, NAND, NOR, EX-OR, and EX-NOR). 2. Simplify given Boolean expression and realize it. 3. Design and verify a half/full adder 4. Design and verify half/full subtractor 5. Design a 4 bit magnitude comparator using combinational circuits. 6. Design and verify the operation of flip-flops using logic gates. 7. Verify the operation of a counter. 8. Verify the operation of a 4 bit shift register 9. Using SPIM, write and test an adding machine program that repeatedly reads in integers and adds them into a running sum. The program should stop when it gets an input that is 0, printing out the sum at that point. 10. Using SPIM, write and test a program that reads in a positive integer using the SPIM system calls. If the integer is not positive, the program should terminate with the message "Invalid Entry"; otherwise the program should print out the names of the digits of the integers, delimited by exactly one space. For example, if the user entered "528," the output would be "Five Two Eight." <p># Practical No. 1 to 8 can be performed using any open source simulator (like Logisim) (Download it from https://sourceforge.net/projects/circuit/)</p> <p># Practical No. 9 and 10 are required to be done using SPIM. SPIM is a self-contained simulator that will run MIPS R2000/R3000 assembly language programs. # Latest version is available at https://sourceforge.net/projects/spimsimulator/</p>	

<p>USCSP102</p>	<p>Programming with Python – I</p> <ol style="list-style-type: none"> 1. Installing and setting up the Python IDLE interpreter. Executing simple statements like expression statement (numeric and Boolean types), assert, assignment, delete statements; the print function for output. 2. Script and interactive modes; defining a function in the two modes; executing a script; interactively executing a statement list (semicolon-separated sequence of simple statements); the input function. 3. Programs based on lists, conditional constructs, the for statement and the range function; interactively using the built-in functions len, sum, max, min 4. Programs related to string manipulation 5. Programs based on the while statement; importing and executing built-in functions from the time, math and random modules 6. Programs using break and continue statements. 7. Programs related to dictionaries 8. Programs using list comprehensions and anonymous functions 9. Programs using the built-in methods of the string, list and dictionary classes 	
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USCSP103	<p>Free and Open Source Software</p> <ol style="list-style-type: none"> 1. Identify any Open Source software and create detailed report about it. Sample Guidelines. <ol style="list-style-type: none"> a. Idea b. What problem does it solves? c. Licensing model d. Intent behind making it open source e. Monetization models f. Popularity g. Impact 2. Learn at least three different open source licenses and create a brief report about them. <ol style="list-style-type: none"> a. History of license b. Idea c. What problems does it solve? d. Detailed licensing model e. Which popular software are released under this license? f. Any popular news associated with this license? g. Popularity h. Impact 3. Contributing to Open Source <ol style="list-style-type: none"> a. Identify any Open Source project of your interest b. Learn more about the project w.r.t. Lab 1. c. Start contributing to the project either by <ol style="list-style-type: none"> i. Testing ii. Reporting bugs iii. Coding iv. Helping in documentation v. Participating in discussions vi. Participating in pre-release testing programs vii. UI development. viii. Or any other important area. 4. Hands on with Open Source Software <ol style="list-style-type: none"> a. Identify any open source software of your interest b. Learn it from practical view-point c. Give a brief presentation about it to the class d. Sample projects: gcc, gdb, drupal, wordpress, apache web server, mysql database 5. Contributing to Wikipedia: <ol style="list-style-type: none"> a. Introduction to wikipedia: operating model, license, how to contribute? b. Create your user account on wikipedia c. Identify any topic of your choice and contribute the missing information 6. Github <ol style="list-style-type: none"> a. Create and publish your own open source project: Write any simple program using your choice of programming language. 	
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<p>USCSP103</p>	<ul style="list-style-type: none"> b. Create a repository on github and save versions of your project. You'll learn about the staging area, committing your code, branching, and merging, c. Using GitHub to Collaborate: Get practice using GitHub or other remote repositories to share your changes with others and collaborate on multi-developer projects. You'll learn how to make and review a pull request on GitHub. d. Contribute to a Live Project: Students will publish a repository containing their reflections from the course and submit a pull request. <p>7. Open Source Operating Systems</p> <ul style="list-style-type: none"> a. Learn any open source operating system of your choice : Linux, Android, FreeBSD, Open Solaris etc. b. Learn the installation. c. Identify the unique features of the OS of your choice. <p>8. Virtualization: Open Source virtualization technologies:</p> <ul style="list-style-type: none"> a. Install and configure any one: VirtualBox, Zen, KVM b. Create and use virtual machines <p>9. Containerization:</p> <ul style="list-style-type: none"> a. Containerization technologies: docker, rocket, LXD b. Install and configure any containerization technology c. Create and use containers using it <p>10. Linux Kernel: Learn Linux kernel with respect to:</p> <ul style="list-style-type: none"> a. What is Linux kernel? b. Operating model c. Licensing Model d. How development works? e. Download kernel source code. f. Compile the Kernel 	
<p>USCSP104</p>	<p>Database Systems</p> <ul style="list-style-type: none"> 1. For given scenario <ul style="list-style-type: none"> • Draw E-R diagram and convert entities and relationships to table. 2. Write relational algebra queries on the tables created in Practical-1. 3. Perform the following: <ul style="list-style-type: none"> • Viewing all databases • Creating a Database • Viewing all Tables in a Database • Creating Tables (With and Without Constraints) • Inserting/Updating/Deleting Records in a Table • Saving (Commit) and Undoing (rollback) 4. Perform the following: <ul style="list-style-type: none"> • Altering a Table • Dropping/Truncating/Renaming Tables • Backing up / Restoring a Database 	

	<ol style="list-style-type: none"> 5. Perform the following: <ul style="list-style-type: none"> • Simple Queries • Simple Queries with Aggregate functions • Queries with Aggregate functions (group by and having clause) 6. Queries involving <ul style="list-style-type: none"> • Date Functions • String Functions • Math Functions 7. Join Queries <ul style="list-style-type: none"> • Inner Join • Outer Join 8. Subqueries <ul style="list-style-type: none"> • With IN clause • With EXISTS clause 9. Views <ul style="list-style-type: none"> • Creating Views (with and without check option) • Dropping views • Selecting from a view 10. DCL statements <ul style="list-style-type: none"> • Granting and revoking permissions 	
<p style="text-align: center;">USCSP105</p>	<p>Discrete Mathematics</p> <ol style="list-style-type: none"> 1. Graphs of standard functions such as absolute value function, inverse function, logarithmic and exponential functions, flooring and ceiling functions, trigonometric functions over suitable intervals. 2. Partial ordering sets, Hasse diagram and Lattices. 3. Recurrence relation. 4. Different counting principles. 5. Finite state Automata and Finite state machines. 6. Warshall's Algorithm. 7. Shortest Path algorithms. 8. Operations on graph. 9. Breadth and Depth First search algorithms. 10. Concept of searching, inserting and deleting from binary search trees. 	
<p style="text-align: center;">USCSP106</p>	<p>Descriptive Statistics and Introduction to Probability <i>(To be implemented using R)</i></p> <ol style="list-style-type: none"> 1. Frequency distribution and data presentation 2. Measures of central tendency 3. Data entry using, functions, c(), scan (), Creating vectors, Mathematical Operations: ** +/-/*/ / ^ , exp, log, log10, etc, creating vector of text type, useful functions: data, frame, matrix operations, seq(), split() etc. 4. Frequency distribution using cut(), table() 5. Data presentation 6. Summary Statistics (measures of central tendency, dispersion) 7. Measures of skewness and kurtosis 8. Correlation and regression 9. Probability 10. Conditional probability 	

Semester II - Theory

Course: USCS201	Programming with C (Credits : 2 Lectures/Week: 3)	
<p>Objectives: The objective of this course is to provide a comprehensive study of the C programming language, stressing upon the strengths of C, which provide the students with the means of writing modular, efficient, maintainable, and portable code.</p> <p>Expected Learning Outcomes</p> <ol style="list-style-type: none"> 1) Students should be able to write, compile and debug programs in C language. 2) Students should be able to use different data types in a computer program. 3) Students should be able to design programs involving decision structures, loops and functions. 4) Students should be able to explain the difference between call by value and call by reference 5) Students should be able to understand the dynamics of memory by the use of pointers. 6) Students should be able to use different data structures and create/update basic data files. 		
Unit I	<p>Structure of C program: Header and body, Use of comments. Interpreters vs compilers, Python vs C. Compilation of a program. Formatted I/O: printf(), scanf().</p> <p>Data: Variables, Constants, data types like: int, float char, double and void, short and long size qualifiers, signed and unsigned qualifiers. Compare with datatypes in Python. Compare static typing in C vs dynamic typing in Python</p> <p>Variables: Declaring variables, scope of the variables according to block, hierarchy of data types. Compare explicit declarations in C with implicit declarations in Python.</p> <p>Types of operators: Arithmetic, relational, logical, compound assignment, increment and decrement, conditional or ternary, bitwise and comma operators. Precedence and order of evaluation, statements and Expressions. Automatic and explicit type conversion.</p> <p>Iterations: Control statements for decision making: (i) Branching: if statement, else.. if statement, (does the writer mean if-else or nested ifs)switch statement. (ii) Looping: while loop, do.. while, for loop. (iii) Jump statements: break, continue and goto.</p>	15L
Unit II	<p>Arrays: (One and two dimensional), declaring array variables, initialization of arrays, accessing array elements. Compare array types of C with list and tuple types of Python.</p> <p>Data Input and Output functions: Character I/O format: getch(), getche(), getchar(), getc(), gets(), putchar(), putc(), puts().</p> <p>Manipulating Strings: Declaring and initializing String variables, Character and string handling functions. Compare with Python strings.</p> <p>Functions: Function declaration, function definition, Global and local variables, return statement, Calling a function by passing values.</p> <p>Recursion: Definition, Recursive functions.</p>	15L

Unit III	<p>Pointer: Fundamentals, Pointer variables, Referencing and de-referencing, Pointer Arithmetic, Using Pointers with Arrays, Using Pointers with Strings, Array of Pointers, Pointers as function arguments, Functions returning pointers.</p> <p>Dynamic Memory Allocation: malloc(), calloc(), realloc(), free() and sizeof operator. Compare with automatic garbage collection in Python.</p> <p>Structure: Declaration of structure, reading and assignment of structure variables, Array of structures, arrays within structures, structures within structures. Compare C structures with Python tuples.</p> <p>Unions: Defining and working with unions.</p> <p>File handling: Different types of files like text and binary, Different types of functions: fopen(), fclose(), fgetc(), fputc(), fgets(), fputs(), fscanf(), fprintf(), getw(), putw(), fread(), fwrite(), fseek().</p>	15L
<p>Text books:</p> <ol style="list-style-type: none"> 1. Programming in ANSI C (Third Edition) : E Balagurusamy, TMH <p>Additional References:</p> <ol style="list-style-type: none"> 1. Pradip Dey, Manas Ghosh, "Programming in C", second edition, Oxford University Press 2. Yashavant P. Kanetkar. " Let Us C", BPB Publications 		

Course: USCS202	Programming with Python – II (Credits : 2 Lectures/Week: 3)	
<p>Objective: The objective of this paper is to explore the style of structured programming to give the idea to the students how programming can be used for designing real-life applications by reading/writing to files, GUI programming, interfacing database/networks and various other features.</p> <p>Expected Learning Outcomes</p> <ol style="list-style-type: none"> 1) Students should be able to understand how to read/write to files using python. 2) Students should be able to catch their own errors that happen during execution of programs. 3) Students should get an introduction to the concept of pattern matching. 4) Students should be made familiar with the concepts of GUI controls and designing GUI applications. 5) Students should be able to connect to the database to move the data to/from the application. 6) 6)Students should know how to connect to computers, read from URL and send email. 		
Unit I	<p>Python File Input-Output: Opening and closing files, various types of file modes, reading and writing to files, manipulating directories. Iterables, iterators and their problemsolving applications.</p> <p>Exception handling: What is an exception, various keywords to handle exceptions such try, catch, except, else, finally, raise.</p> <p>Regular Expressions: Concept of regular expression, various types of regular expressions, using match function.</p>	15 L
Unit II	<p>GUI Programming in Python (using Tkinter/wxPython/Qt) What is GUI, Advantages of GUI, Introduction to GUI library. Layout management, events and bindings, fonts, colours, drawing on canvas (line, oval, rectangle, etc.) Widgets such as : frame, label, button, checkbutton, entry, listbox, message, radiobutton, text, spinbox etc</p>	15 L
Unit III	<p>Database connectivity in Python: Installing mysql connector, accessing connector module module, using connect, cursor, execute & close functions, reading single & multiple results of query execution, executing different types of statements, executing transactions, understanding exceptions in database connectivity.</p> <p>Network connectivity: Socket module, creating server-client programs, sending email, reading from URL</p>	15 L
<p>Text books:</p> <ol style="list-style-type: none"> 1. Paul Gries , Jennifer Campbell, Jason Montojo, <i>Practical Programming: An Introduction to Computer Science Using Python 3</i>, Pragmatic Bookshelf, 2/E 2014 <p>Additional References:</p> <ol style="list-style-type: none"> 1. James Payne , <i>Beginning Python: Using Python 2.6 and Python 3</i>, Wiley India, 2010 2. A. Lukaszewski, <i>MySQL for Python: Database Access Made Easy</i>, Pact Publisher, 2010 		

Course: USCS203	Linux (Credits : 2 Lectures/Week: 3)	
<p>Objectives: This course introduces various tools and techniques commonly used by Linux programmers, system administrators and end users to achieve their day to day work in Linux environment. It is designed for computer students who have limited or no previous exposure to Linux.</p> <p>Expected Learning Outcomes:</p> <ol style="list-style-type: none"> 1) Upon completion of this course, students should have a good working knowledge of Linux, from both a graphical and command line perspective, allowing them to easily use any Linux distribution. 2) This course shall help student to learn advanced subjects in computer science practically. 3) Student shall be able to progress as a Developer or Linux System Administrator using the acquired skill set. 		
Unit I	<p>Introduction History of Linux, Philosophy, Community, Terminology, Distributions, Linux kernel vs distribution. Why learn Linux? Importance of Linux in software ecosystem: web servers, supercomputers, mobile, servers.</p> <p>Installation Installation methods, Hands on Installation using CD/DVD or USB drive.</p> <p>Linux Structure Linux Architecture, Filesystem basics, The boot process, init scripts, runlevels, shutdown process, Very basic introductions to Linux processes, Packaging methods: rpm/deb, Graphical Vs Command line.</p>	15L
Unit II	<p>Graphical Desktop Session Management, Basic Desktop Operations, Network Management, Installing and Updating Software, Text editors: gedit, vi, vim, emacs, Graphics editors, Multimedia applications.</p> <p>Command Line Command line mode options, Shells, Basic Commands, General Purpose Utilities, Installing Software, User management, Environment variables, Command aliases.</p> <p>Linux Documentation man pages, GNU info, help command, More documentation sources</p> <p>File Operations Filesystem, Filesystem architecture, File types, File attributes, Working with files, Backup, compression</p>	15L
Unit III	<p>Security Understanding Linux Security, Uses of root, sudo command, working with passwords, Bypassing user authentication, Understanding ssh</p> <p>Networking Basic introduction to Networking, Network protocols: http, ftp etc., IP address, DNS, Browsers, Transferring files. ssh, telnet, ping, traceroute, route, hostname, networking GUI.</p> <p>Basic Shell Scripting Features and capabilities, Syntax, Constructs, Modifying files, Sed, awk command, File manipulation utilities, Dealing with large files and Text, String manipulation, Boolean expressions, File tests, Case, Debugging, Regular expressions</p>	15L

Text book:

- 1) Unix Concepts and Applications by Sumitabha Das.
- 2) Official Ubuntu Book, 8th Edition, by Matthew Helmke & Elizabeth K. Joseph with Jose Antonio Rey and Philips Ballew, Prentice Hall

Additional References:

- 1) Linux kernel Home: <http://kernel.org>
- 2) Open Source Initiative: <https://opensource.org/>
- 3) The Linux Foundation: <http://www.linuxfoundation.org/>

Course: USCS204	Data Structures (Credits : 2 Lectures/Week: 3)	
<p>Objectives: To explore and understand the concepts of Data Structures and its significance in programming. Provide and holistic approach to design, use and implement abstract data types. Understand the commonly used data structures and various forms of its implementation for different applications using Python.</p> <p>Expected Learning Outcomes:</p> <ol style="list-style-type: none"> 1) Learn about Data structures, its types and significance in computing 2) Explore about Abstract Data types and its implementation 3) Ability to program various applications using different data structure in Python 		
Unit I	<p>Abstract Data Types: Introduction, The Date Abstract Data Type, Bags, Iterators. Application</p> <p>Arrays: Array Structure, Python List, Two Dimensional Arrays, Matrix Abstract Data Type, Application</p> <p>Sets and Maps: Sets-Set ADT, Selecting Data Structure, List based Implementation, Maps-Map ADT, List Based Implementation, Multi-Dimensional Arrays-Multi-Array ADT, Implementing Multiarrays, Application</p> <p>Algorithm Analysis: Complexity Analysis-Big-O Notation, Evaluating Python Code, Evaluating Python List, Amortized Cost, Evaluating Set ADT, Application</p> <p>Searching and Sorting: Searching-Linear Search, Binary Search, Sorting-Bubble, Selection and Insertion Sort, Working with Sorted Lists-Maintaining Sorted List, Maintaining sorted Lists.</p>	15L
Unit II	<p>Linked Structures: Introduction, Singly Linked List-Traversing, Searching, Prepending and Removing Nodes, Bag ADT-Linked List Implementation. Comparing Implementations, Linked List Iterators, More Ways to Build Kinked Lists, Applications-Polynomials</p> <p>Stacks: Stack ADT, Implementing Stacks-Using Python List, Using Linked List, Stack Applications-Balanced Delimiters, Evaluating Postfix Expressions</p> <p>Queues: Queue ADT, Implementing Queue-Using Python List, Circular Array, Using List, Priority Queues- Priority Queue ADT, Bounded and unbounded Priority Queues</p> <p>Advanced Linked List: Doubly Linked Lists-Organization and Operation, Circular Linked List-Organization and Operation, Multi Lists</p>	15L

Unit III	<p>Recursion: Recursive Functions, Properties of Recursion, Its working, Recursive Applications</p> <p>Hash Table: Introduction, Hashing-Linear Probing, Clustering, Rehashing, Separate Chaining, Hash Functions</p> <p>Advanced Sorting: Merge Sort, Quick Sort, Radix Sort, Sorting Linked List</p> <p>Binary Trees: Tree Structure, Binary Tree-Properties, Implementation and Traversals, Expression Trees, Heaps and Heapsort, Search Trees</p>	15L
<p>Text book:</p> <ol style="list-style-type: none"> 1) <i>Data Structure and algorithm Using Python</i>, Rance D. Necaie, 2016 Wiley India Edition 2) <i>Data Structure and Algorithm in Python</i>, Michael T. Goodrich, Robertom Tamassia, M. H. Goldwasser, 2016 Wiley India Edition <p>Additional References:</p> <ol style="list-style-type: none"> 1) <i>Data Structure and Algorithmic Thinking with Python-</i> Narasimha Karumanchi, 2015, Careermonk Publications 2) <i>Fundamentals of Python: Data Structures</i>, Kenneth Lambert, Delmar Cengage Learning 		

Course: USCS205	Calculus (Credits : 2 Lectures/Week: 3)	
<p>Objectives:</p> <p>The course is designed to have a grasp of important concepts of Calculus in a scientific way. It covers topics from as basic as definition of functions to partial derivatives of functions in a gradual and logical way. The learner is expected to solve as many examples as possible to get complete clarity and understanding of the topics covered.</p> <p>Expected Learning Outcomes:</p> <ol style="list-style-type: none"> 1) Understanding of Mathematical concepts like limit, continuity, derivative, integration of functions. 2) Ability to appreciate real world applications which uses these concepts. 3) Skill to formulate a problem through Mathematical modeling and simulation. 		
Unit I	<p>DERIVATIVES AND ITS APPLICATIONS:</p> <p>Review of Functions, limit of a function, continuity of a function, derivative function. Derivative In Graphing And Applications: Analysis of Functions: Increase, Decrease, Concavity, Relative Extrema; Graphing Polynomials, Rational Functions, Cusps and Vertical Tangents. Absolute Maxima and Minima, Applied Maximum and Minimum Problems, Newton's Method.</p>	15L
Unit II	<p>INTEGRATION AND ITS APPLICATIONS:</p> <p>An Overview of the Area Problem, Indefinite Integral, Definition of Area as a Limit; Sigma Notation, Definite Integral, Evaluating Definite Integrals by Substitution, Area Between Two Curves, Length of a Plane Curve. Numerical Integration: Simpson's Rule. Modeling with Differential Equations, Separation of Variables, Slope Fields, Euler's Method, First-Order Differential Equations and Applications.</p>	15L
Unit III	<p>PARTIAL DERIVATIVES AND ITS APPLICATIONS:</p> <p>Functions of Two or More Variables Limits and Continuity Partial Derivatives, Differentiability, Differentials, and Local Linearity, Chain Rule, Directional Derivatives and Gradients, Tangent Planes and Normal, Vectors, Maxima and Minima of Functions of Two Variables.</p>	15L

Textbook:

1. Calculus: Early transcendental (10th Edition): Howard Anton, Irl Bivens, Stephen Davis, John Wiley & sons, 2012.

Additional References:

1. Calculus and analytic geometry (9th edition): George B Thomas, Ross L Finney, Addison Wesley, 1995
2. Calculus: Early Transcendentals (8th Edition): James Stewart, Brooks Cole, 2015.
3. Calculus (10th Edition): Ron Larson, Bruce H. Edwards, Cengage Learning, 2013.
4. Thomas' Calculus (13th Edition): George B. Thomas, Maurice D. Weir, Joel R. Hass, Pearson, 2014.

Course: USCS206	Statistical Methods and Testing of Hypothesis (Credits : 2 Lectures/Week: 3)	
Objectives: The purpose of this course is to familiarize students with basics of Statistics. This will be essential for prospective researchers and professionals to know these basics.		
Expected Learning Outcomes: 1) Enable learners to know descriptive statistical concepts 2) Enable study of probability concept required for Computer learners		
Unit I	Standard distributions: random variable; discrete, continuous, expectation and variance of a random variable, pmf, pdf, cdf, reliability, Introduction and properties without proof for following distributions; binomial, normal, chi-square, t, F. Examples	15L
Unit II	Hypothesis testing: one sided, two sided hypothesis, critical region, p-value, tests based on t, Normal and F, confidence intervals. Analysis of variance : one-way, two-way analysis of variance	15L
Unit III	Non-parametric tests: need of non-parametric tests, sign test, Wilcoxon's signed rank test, run test, Kruskal-Walis tests. Post-hoc analysis of one-way analysis of variance : Duncan's test Chi-square test of association	15L
Text Book: 1. Trivedi, K.S.(2009) : Probability, Statistics, Design of Experiments and Queuing theory, with applications of Computer Science, Prentice Hall of India, New Delhi		
Additional References: 1. Ross, S.M. (2006): A First course in probability. 6 th Ed ⁿ Pearson 2. Kulkarni, M.B., Ghatpande, S.B. and Gore, S.D. (1999): Common statistical tests. Satyajeet Prakashan, Pune 3. Gupta, S.C. and Kapoor, V.K. (2002) : Fundamentals of Mathematical Statistics, S. Chand and Sons, New Delhi 4. Gupta, S.C. and Kapoor, V.K. (4 th Edition) : Applied Statistics, S. Chand and Son's, New Delhi 5. Montgomery, D.C. (2001): Planning and Analysis of Experiments, Wiley.		

Course: USCS207	Green Technologies (Credits : 2 Lectures/Week: 3)	
Objectives: To familiarize with the concept of Green Computing and Green IT infrastructure for making computing and information system environment sustainable. Encouraging optimized software and hardware designs for development of Green IT Storage, Communication and Services. To highlight useful approaches to embrace green IT initiatives.		

<p>Expected Learning Outcomes:</p> <ol style="list-style-type: none"> 1) Learn about green IT can be achieved in and by hardware, software, network communication and data center operations. 2) Understand the strategies, frameworks, processes and management of green IT 		
Unit I	<p>Green IT Overview: Introduction , Environmental Concerns and Sustainable Development, Environmental Impacts of IT, Green I , Holistic Approach to Greening IT, Greening IT, Applying IT for Enhancing Environmental Sustainability, Green IT Standards and Eco-Labeling of IT , Enterprise Green IT Strategy, Green Washing, Green IT: Burden or Opportunity?</p> <p>Green Devices and Hardware: Introduction , Life Cycle of a Device or Hardware, Reuse, Recycle and Dispose</p> <p>Green Software: Introduction , Processor Power States , Energy-Saving Software Techniques, Evaluating and Measuring Software Impact to Platform Power</p> <p>Sustainable Software Development: Introduction, Current Practices, Sustainable Software, Software Sustainability Attributes, Software Sustainability Metrics, Sustainable Software Methodology, Defining Actions</p>	15L
Unit II	<p>Green Data Centres: Data Centres and Associated Energy Challenges, Data Centre IT Infrastructure, Data Centre Facility Infrastructure: Implications for Energy Efficiency, IT Infrastructure Management, Green Data Centre Metrics</p> <p>Green Data Storage: Introduction , Storage Media Power Characteristics, Energy Management Techniques for Hard Disks, System-Level Energy Management</p> <p>Green Networks and Communications: Introduction, Objectives of Green Network Protocols, Green Network Protocols and Standards</p> <p>Enterprise Green IT Strategy: Introduction, Approaching Green IT Strategies, Business Drivers of Green IT Strategy, Business Dimensions for Green IT Transformation, Organizational Considerations in a Green IT Strategy, Steps in Developing a Green IT Strategy, Metrics and Measurements in Green Strategies.</p>	15L
Unit III	<p>Sustainable Information Systems and Green Metrics: Introduction, Multilevel Sustainable Information, Sustainability Hierarchy Models, Product Level Information, Individual Level Information, Functional Level Information, Organizational Level Information, Measuring the Maturity of Sustainable ICT</p> <p>Enterprise Green IT Readiness: Introduction, Readiness and Capability, Development of the G-Readiness Framework, Measuring an Organization's G-Readiness</p> <p>Sustainable IT Services: Creating a Framework for Service Innovation: Introduction, Factors Driving the Development of Sustainable IT, Sustainable IT Services (SITS), SITS Strategic Framework</p> <p>Green Enterprises and the Role of IT: Introduction, Organizational and Enterprise Greening, Information Systems in Greening Enterprises, Greening the Enterprise: IT Usage and Hardware, Inter-organizational Enterprise Activities and Green Issues</p>	15L
<p>Text book:</p> <ol style="list-style-type: none"> 1) <i>Harnessing Green IT: Principles and Practices</i>, San Murugesan, G. R. Ganadharan, Wiley & IEEE. <p>Additional References:</p> <ol style="list-style-type: none"> 1) <i>Green IT</i>, Deepak Shikarpur, Vishwkarma Publications, 2014 2) <i>Green Communications: Principles, Concepts and Practice</i>- Samdanis et al, J. Wiley 3) <i>Green IT for Sustainable Business Practice: An ISEB Foundation Guide</i>, Mark G. O'Neill, The Chartered Institute for IT, 2010 		

Semester II – Practical

Course: USCSP2	Practical of USCS201 + USCS202 + USCS203+USCS204+ USCS205+ USCS206 (Credits : 6, Lectures/Week: 18)	
USCSP201	Programming with C <ol style="list-style-type: none">1. Programs to understand the basic data types and I/O.2. Programs on Operators and Expressions3. Programs on decision statements.4. Programs on looping.5. Programs on arrays.6. Programs on functions.7. Programs on structures and unions.8. Programs on pointers.9. Programs on string manipulations.10. Programs on basic file operations.	
USCSP202	Programming with Python-II <ol style="list-style-type: none">1. Programs to read and write files.2. Programs with iterables and iterators.3. Program to demonstrate exception handling.4. Program to demonstrate the use of regular expressions.5. Program to show draw shapes & GUI controls.6. Program to create server-client and exchange basic information.7. Program to send email & read contents of URL.	

USCSP203	<p>Linux</p> <ol style="list-style-type: none"> 1. Linux Installation: <ol style="list-style-type: none"> a. Install your choice of Linux distribution e.g. Ubuntu, Fedora, Debian. b. Try different installation media like CD/DVD, USB Drive to install. c. Customize desktop environment by changing different default options like changing default background, themes, screensavers. 2. <ol style="list-style-type: none"> a. Screen Resolution: Ascertain the current screen resolution for your desktop. b. Networking: Get the current networking configuration for your desktop. Are you on a wired or a wireless connection? What wireless networks are available, if any? c. Time Settings Change the time zone of your system to (or New York Time if you are currently in Indian time). How does the displayed time change? After noting the time change, change the time zone back to your local time zone. 3. Installing and Removing Software: <ol style="list-style-type: none"> a. Install gcc package. Verify that it runs, and then remove it. 4. Documentations: <ol style="list-style-type: none"> a. Finding Info Documentation: From the command line: bring up the info page for the grep command. Bring up the usage section. b. Finding man pages From the command line: Bring up the man page for the 'ls' command. Scroll down to the EXAMPLES section. c. Finding man pages by Topic What man pages are available that document file compression? d. Finding man pages by Section From the command line, bring up the man page for the printf library function. Which manual page section are library functions found? e. Command-Line Help List the available options for the mkdir command. How can you do this? 5. Command line operations: <ol style="list-style-type: none"> a. Install any newpackage on your system b. Remove the package installed c. Find the passwd file in / using find command d. Create a symbolic link to the file you found in last step e. Create an empty file example.txt and move it in /tmp directory using relative pathname. f. Delete the file moved to /tmp in previous step using absolute path. g. Find the location of ls, ps, bash commands. 6. File Operations: <ol style="list-style-type: none"> a. Explore mounted filesystems on your system. b. What are different ways of exploring mounted filesystems on Linux? c. Archive and backup your home directory or work directory using tar, gzip commands. d. Use dd command to create files and explore different options to dd. e. Use diff command to create diff of two files. f. Use patch command to patch a file. And analyze the patch using diff command again. 	
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	<ol style="list-style-type: none"> 7. Use environment <ol style="list-style-type: none"> a. Which account are you logged in? How do you find out? b. Display <code>/etc/shadow</code> file using <code>cat</code> and understand the importance of shadow file. How it's different than <code>passwd</code> file. c. Get you current working directory. d. Explore different ways of getting command history, how to run previously executed command without typing it? e. Create alias to most commonly used commands like. 8. Linux Editors: <code>vim/emacs</code> <ol style="list-style-type: none"> a. Create,modify, search, navigate a file in editor. b. Learn all essential commands like search, search/replace, highlight, show line numbers. 9. Linux Security: <ol style="list-style-type: none"> a. Use of <code>sudo</code> to change user privileges to root b. Identify all operations that require <code>sudo</code> privileges c. Create a new user and add it to <code>sudo</code> configuration file. d. Set password for new user. e. Modify the expiration date for new user using password ageing. f. Delete newly added user. 10. Network: <ol style="list-style-type: none"> a. Get IP address of your machine using <code>ifconfig</code>. b. If IP is not set, then assign an IP address according to your network settings. c. Get hostname of your machine. d. Use <code>ping</code> to check the network connectivity to remote machines. e. Use <code>telnet/ssh</code> to connect to remote machines and learn the difference between the two. f. Troubleshooting network using <code>traceroute</code>, <code>ping</code>, <code>route</code> commands. 11. Shell Scripting <ol style="list-style-type: none"> a. Searching with <code>grep</code>: Search for your username in the <code>/etc/passwd</code> file. b. Parsing files with <code>awk</code>: Display in a column a unique list of all the shells used for users in <code>/etc/passwd</code>. Which field in <code>/etc/passwd</code> holds the shell (user command interpreter in the manual page)? How do you make a list of unique entries, that is, no repeated entries? c. Searching and substituting with <code>sed</code>: Search all instances of the user command interpreter (shell) equal to <code>/bin/false</code> in <code>/etc/passwd</code> and substitute with <code>/bin/bash</code> using <code>sed</code>. d. Exit status: write a script which does <code>ls</code> to a non existent file. Display an exit status of the previous command. Now create the file and again display the exit status. In each task send the <code>ls</code> output to <code>/dev/null</code> e. Working with files: Write a shell script which will ask user for a directory, create that directory and switch to it and tell the user where you are using <code>pwd</code> command. Now use <code>touch</code> to create some new files followed by displaying the filenames. 	
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	<p>f. Environment variables: Write a script which displays all environment variables on the system.</p> <p>g. Functions: Write a script that asks user for a number (1,2 or 3) which is used to call a function with the number in its name. The function then displays a message with the function number within it, example: "This message is from function number 4."</p> <p>h. Arithmetic: Write a script which will work as arithmetic calculator to add, subtract, multiply, divide. The user should pass an argument on the command line a letter (a,s,m or d) and two numbers. If wrong number of arguments are passed then display an error message. Make use of functions to perform operations.</p> <p>i. Case Statements: Write a script that will be given a month number as the argument and will translate this number into a month name. The result will be printed to stdout.</p> <p>j. Script Arguments and Usage Information: Write a script that takes exactly one argument, a directory name. The script should print that argument back to standard output. Make sure the script generates a usage message if needed and that it handles errors with a message.</p> <p>k. Randomness: Create a script that takes a word as an argument from the user, then appends a random number to the word and display it to the user. Put in a check to make sure the user passed in a word, displaying a usage statement if a word was not passed as an argument.</p> <p>l. Strings: Write a script that will read two strings from the user. The script will perform three operations on the two strings: (1) Use the test command to see if one of the strings is of zero length and if the other is of non-zero length, telling the user of both results. (2) Determine the length of each string and tell the user which is longer or if they are of equal length. (3) Compare the strings to see if they are the same. Let the user know the result.</p> <p>12. Processes</p> <p>a. Background and Foreground Jobs: Create a job that writes the date to an output file thrice, with a gap of 60 seconds and 180 seconds. Check whether the job is running and bring it to foreground job. Stop the foreground job and make it run in the background. Finally, kill the background job and verify its status.</p> <p>b. Scheduling a One-Time Backup: Create job using at to back up files in one directory to another 10 minutes from now.</p> <p>c. Scheduling Repeated Backups: Set up a cron job to backup the files in one directory to another every day at 10 am. Put the commands in file called mycron.</p>	
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<p>USCSP204</p>	<p>Data structures</p> <ol style="list-style-type: none"> 1) Implement Linear Search to find an item in a list. 2) Implement binary search to find an item in an ordered list. 3) Implement Sorting Algorithms <ol style="list-style-type: none"> a. Bubble sort b. Insertion sort c. Quick sort d. Merge Sort 4) Implement use of Sets and various operations on Sets. 5) Implement working of Stacks. (pop method to take the last item added off the stack and a push method to add an item to the stack) 6) Implement Program for <ol style="list-style-type: none"> a. Infix to Postfix conversion b. Postfix Evaluation 7) Implement the following <ol style="list-style-type: none"> a. A queue as a list which you add and delete items from. b. A circular queue. (The beginning items of the queue can be reused). 8) Implement Linked list and demonstrate the functionality to add and delete items in the linked list. 9) Implement Binary Tree and its traversals. 10) Recursive implementation of <ol style="list-style-type: none"> a. Factorial b. Fibonacci c. Tower of Hanoi 	
<p>USCSP205</p>	<p>Calculus</p> <ol style="list-style-type: none"> 1. Continuity of functions; Derivative of functions 2. Increasing, decreasing, concave up and concave down functions 3. Relative maxima, relative minima, absolute maxima, absolute minima 4. Newton's method to find approximate solution of an equation 5. Area as a limit and length of a plane curve 6. Numerical integration using Simpson's rule 7. Solution of a first order first degree differential equation, Euler's method 8. Calculation of Partial derivatives of functions 9. Local linear approximation and directional derivatives 10. Maxima and minima of functions of two variables 	
<p>USCSP206</p>	<p>Statistical Methods and Testing of Hypothesis</p> <ol style="list-style-type: none"> 1. Problems based on binomial distribution 2. Problems based on normal distribution 3. Property plotting of binomial distribution 4. Property plotting of normal distribution 5. Plotting pdf, cdf, pmf, for discrete and continuous distribution 6. t test, normal test, F test 7. Analysis of Variance 8. Non parametric tests- I 9. Non- Parametric tests – II 10. Post-hoc analysis of one-way analysis 	

Evaluation Scheme

I. Internal Exam-25 Marks

(i) Test– 20 Marks

20 marks Test – Duration 40 mins

It will be conducted either using any open source learning management system such as Moodle (Modular object-oriented dynamic learning environment) Or a test based on an equivalent online course on the contents of the concerned course(subject) offered by or build using MOOC (Massive Open Online Course) platform.

(ii) 5 Marks - Active participation in routine class instructional deliveries

Overall conduct as a responsible student, manners, skill in articulation, leadership qualities demonstrated through organizing co-curricular activities, etc.

II. External Examination- 75 Marks

(i) Duration - 2.5 Hours.

(ii) Theory question paper pattern:-

All questions are compulsory.		
Question	Based on	Marks
Q.1	Unit I	20
Q.2	Unit II	20
Q.3	Unit III	20
Q.4	Unit I,II and III	15

- All questions shall be compulsory with internal choice within the questions.
- Each Question may be sub-divided into sub questions as a, b, c, d & e, etc & the allocation of Marks depends on the weightage of the topic.

III. Practical Examination – 300 marks (50 marks x 6 core papers)

- Each core subject carries 50 Marks : 40 marks + 05 marks (journal)+ 05 marks(viva)
- Minimum 75 % practical from each core subjects are required to be completed and written in the journal.

(Certified Journal is compulsory for appearing at the time of Practical Exam)

Objectives: -

1. To help students in building knowledge of the basic concepts and modern trends in Social Psychology.
2. To foster interest in Social Psychology as a field of study and research among students.
3. To make the students aware of the applications of the various concepts in Social Psychology in the Indian context.

Semester III Social Psychology: Part I (3 lectures per week)

Unit 1: Social Psychology: The Science of the Social Side of Life

- a) Social Psychology: What it is and is not
- b) Social psychology: Advances at the boundaries
- c) How social psychologists answer the questions they ask: Research as the route to increased knowledge
- d) The role of theory in social psychology
- e) The quest for knowledge and the rights of individuals: Seeking an appropriate balance

Unit 2: Social Perception: Seeking to Understand Others

- a) Nonverbal communication: An unspoken language
- b) Attribution: Understanding the causes of behavior
- c) Impression formation and management: Combining information about others
- d) What research tells us about the role of nonverbal cues in job interviews?
- e) What research tells us about why some people conclude they are superior to others?

Unit 3: Attitudes: Evaluating and responding to the social world

- a) Attitude formation: How attitudes develop
- b) When and why do attitudes influence behavior?
- c) How do attitudes guide behavior?
- d) The science of persuasion: How attitudes are changed
- e) Resisting persuasion attempts
- f) Cognitive dissonance: What it is and how do we manage it?
- g) What research tells us about culture and attitude processes?

Unit 4: Liking, Love and Other close relationships.

- a) Internal sources of liking others: The role of needs and emotions
- b) External sources of attraction: The effects of proximity, familiarity and physical beauty
- c) Sources of liking based on social interaction
- d) Close relationships: Foundations of social life
- e) What research tells us about dramatic differences in appearance between partners: Is love really blind?
- f) What research tells us about two factors that may destroy love—jealousy and infidelity

2. Help learners to evaluate personality theory and research
3. Understand modern approaches to personality
4. Understand applications of personality theory to various aspects of life.

Unit 1. Intrapsychic domain

- a. Psychoanalytic aspects of personality.
- b. Psychodynamic perspective: contemporary issues
- c. Motives and personality: basic concepts, big three motives,
- d. Humanistic tradition.

Unit 2. Biological domain and cognitive-behavioral domain

- a. Genetic and personality evolutionary approach to personality.
- b. Physiological approaches to personality.
- c. Behaviorist and learning aspects of personality.
- d. Cognitive and cognitive-experiential aspects of personality.

Unit 3. Dispositional domain: trait approach

- a. Allport, R. B. Cattell, Eysenck's three factor.
- b. Big-Five and Five-Factor Model: theory, evidence and applications, circumplex approach, HEXACO
- c. Personality trait and personality disorders.
- d. Measurement of trait and theoretical and measurement issues, personality dispositions over time.

Unit 4. Social-cultural and adjustment domain

- a. Personality and social interaction
- b. Sex-gender and personality
- c. Culture and personality
- d. Stress, coping adjustment and health.

Books for reading

1. Buss D. M. & Larsen R. J. (2009). *Personality Psychology: Domains of Knowledge About Human Nature*. NJ: McGraw-Hill Humanities.
2. Corr, P. J. & Gerald Matthews, G. (2009). *The Cambridge Handbook of Personality*