

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce (AUTONOMOUS)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for Second Year

Program: Bachelor of Arts

Course: Mass Media and Communication
(SYBAMMC)

Choice Based Credit System (CBCS)

with effect from

Academic Year 2024-2025

PROGRAM OUTCOMES

PO	Description
A student completing Bachelor's Degree in Arts Program will be able to	
PO1	Disciplinary Knowledge: Demonstrate a blend of conventional discipline knowledge and its applications to the modern world. Execute strong theoretical and practical understanding generated from the chosen programme.
PO2	Critical Thinking and Problem solving: Exhibit the skill of critical thinking and use higher order cognitive skills to approach problems situated in their social environment, propose feasible solutions and help in its implementation.
PO3	Social competence: Express oneself clearly and precisely to build good interpersonal relationships in personal and professional life. Make effective use of linguistic competencies to express themselves effectively in real and virtual media. Demonstrate multicultural sensitivity in group settings.
PO4	Research-Related Skills: Seeks opportunity for research and higher academic achievements in the chosen field and allied subjects and is aware about research ethics, intellectual property rights and issues of plagiarism. Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of a research project be it in field or otherwise under supervision.
PO5	Personal and professional competence: Equip with strong work attitudes and professional skills that will enable them to work independently as well as collaboratively in a team environment.
PO6	Effective Citizenship and Ethics: Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
PO7	Environment and Sustainability: Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.
PO8	Self-directed and Life-long learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Semester	Course Code	Course Title	Vertical	Credits
III	24MMCMJ311	Visual Communication	Major	4
	24MMCMJ312	Media & Culture Studies	Major	4
	24MMCMRA31	Advertising: Consumer Behaviour OR	Minor	4
	24MMCMRJ31	Journalism: Reporting OR	Minor	4
	24MMCMRF31	Film & Television: Film Appreciation	Minor	4
	24MMCOE331	Lifestyle Journalism	OE	2
	24MMCV341	Computers & Multimedia - II	VSC	2
IV	24MMCMJ411	Media Laws & Ethics	Major	4
	24MMCMJ412	Writing & Editing for Media	Major	4
	24MMCMRA41	Advertising: Agency Management OR	Minor	4
	24MMCMRJ41	Journalism: News Media Management OR	Minor	4
	24MMCMRF41	Film & Television: Film Production Management	Minor	4
	24MMCOE431	Advertising & Sales Promotion	OE	2
	24MMCV441	Reading Skills	VSC	2

Course Code	MAJOR SEM – III – Visual Communication	Credits	Lectures /Week
24MMCMJ311	Paper I	4	4
Course Outcomes: After successful completion of this course, students would be able to:			
- Review a basic overview of Visual Communication and its significance in the field of mass media. - Relate the various theories and elements of Visual Communication to Case Studies. - Appraise the various tools & media to understand their role in Communication through their visual nature. - Contrast upon the relevance and influence of Visual Communication on masses in the age of Social Media.			
Unit	Topics	No. of Lectures	
I	Development of Visual Communication	15	
	1. Need for and Importance of Visual Communication		
	2. Visual Communication as a Process and as an Expression		
	3. Language and Visual Communication		
	4. Visible and Invisible Concepts of Visual Communication		
II	Theories of Visual Communication & Design	15	
	1. Sensual Theories – Gestalt, Constructivism, Ecological		
	2. Perceptual Theories – Semiotics, Cognitive		
	3. Colour Theory – Colour Schemes, Colour Wheel, Colour Harmonies, Psychological Implications of Colour, Colours and Visual Pleasure		
	4. Elements of Design		
III	Tools/Media of Visual Communication	15	
	1. Paintings, Photography, Comics, Newspapers		
	2. Films, Television, Documentaries		
	3. Scripts, Newspapers, Photojournalism		
	4. Cartoons, Animation, Visual Effects		
	5. Folk Arts, Performing Arts, Theatre		

IV	Visual Communication in the age of Social Media	15
	1. Ethics while communicating visually on social media	
	2. Impact of language & culture, images & messages, signs & symbols (GIF, etc.)	
	3. Audience Behaviour	
	4. Citizen Journalism, Going Viral	
	5. Visual Stereotyping in Social Media	
Total Lectures		60
Suggested Reading:		
1. Handbook of Visual Communication <i>Edited by Ken Smith/ Sandra Moriarty/ Gretchen Barbatsis & Keith Kenny</i> 2. Visual Communication Theory & Research <i>by Shahira Fahmy, Mary Angela Bock & Wayne Wanta</i> 3. Visual Communication <i>by Ralph E Wileman</i>		

Course Code	MAJOR SEM – III – Media & Culture Studies	Credits	Lectures /Week
24MMCMJ312	Paper II	4	4
Course Outcomes: After successful completion of this course, students would be able to • Discuss the relevance and application of various Cultural Theories in various eras up until present times on the mass society. • Contrast upon the relevance and application of various Media Theories with regards to major past and current events in mass society. • Synthesize upon the impact of global trends on various aspect of the mass society. • Evaluate the various perspectives of culture in the mass society and the influence of gender and media on one another.			
Unit	Topics	No. of Lectures	
I	Mass Society and Culture	15	
	1. Eras, Relevance and Connection to Culture - Era of Mass Society and Culture till 1965		
	2. Concepts related to Culture – Acculturation, Enculturation, Ethnocentrism, Cultural Relativism, Cultural Shock and its relevance in media		
	3. Cultural Theories – Stuart Hall, John Fiske, Feminism and Post Feminism, Techno Culture and Risk (Ulrich Beck)		
	4. Normative Theories – Social Responsibility Theory, Development Media Theory		
II	Media Theories and Mass Media Effect	15	
	1. Propaganda - Hypodermic Needle / Magic Bullet Theory, Harold Lasswell's Model of Communication		
	2. Scientific Perspective to Limited Perspectives – Paul Lazerfeld's Two Step Flow Theory, Carl Hovland's Attitude Change Theory		
	3. Media Effects and Theories – Agenda Setting Theory, Cultivation Theory, Media Effects and Behaviour, Argument against Media Effect Theories		
	4. Politics and Media Studies – Media Bias, Media Decency, Media Consolidation		
III	Globalization and Media Culture	15	

	1. Globalization and Local Culture – Media Imperialism, Issues and Perspectives, Threat to Regional and Local Identities, Impact of Global Culture and its relevance in media and gender. 2. Digital Media Culture and – Recent Trends and Challenges 3. Consumer Culture and Media Globalization – Global Economic Flows, Global Cultural Flows, Homogenization & Fragmentation, Glocalization, Creolization, Globalization & Power 4. Culture Industry and communication with reference to film, TV, social media, advertisements, etc.	
IV	Cultural Perspective, Gender & Media Effects	15
	1. Various Schools – Marshall McLuhan’s Toronto School, Stuart Hall’s Birmingham School, Theodor Adorno and Max Horkheimer’s Frankfurt School, Raymond Williams’ Technological Determinism, Harold Innis’ Bias of Communication 2. Media and Identity – Feminism, Racism, Ethnicity, Caste, Tribe, Class, Tribal, Queer Representations (Indian Examples) 3. The influence of media on view of gender (theme, under representation, stereotypes, women and men, stereotype images, roles, etc.) 4. Role of media in social construction of gender, changing attitudes & behaviour for empowerment of women: movements of change	
Total		60
Suggested Reading:		
1. Mass Communication Theory <i>by Dennis Quail</i> 2. Introduction to Mass Communication: Media Literacy and Culture (8th Edition) 3. Media and Cultural Studies <i>by Meenakshi Gigi Durham and Douglas M. Kellner</i> 4. Social Media: A Critical Introduction <i>by Christian Fuchs</i> 5. Cultural Studies – Theory and Practice <i>by Chris Barker</i> 6. Culture Change in India – Identity and Globalisation <i>by Yogendra Singh</i> 7. Indian Media in a Globalised World <i>by Maya Ranganathan, Usha M. Rodrigues</i> 8. Media, Gender and Popular Culture in India – Tracking Change and Continuity <i>by Sanjukthe Dasgupta</i>		

Course Code	MINOR (ADVERTISING) SEM – III – Consumer Behaviour	Credits	Lectures /Week
24MMCMRA31	Paper III	4	4
Course Outcomes: After successful completion of this course, students would be able to • Classify an overview of the basic concepts pertaining to Consumer Behaviour and Marketing. • Contrast upon the relevance of various determinants of psychology on consumer behaviour. • Elucidate upon the way in which various internal and external factors that influence the behaviour of consumers. • Defend the determinants of the consumers decision making process at play.			
Unit	Topics	No. of Lectures	
I	Understanding Consumer Behaviour & Marketing	15	
	1. Need to Study Consumer Behaviour		
	2. Psychological & Sociological Dynamics of Consumption		
	3. Consumer Behaviour in a Dynamic & Digital World		
	4. Segmentation Strategies – VALS		
	5. Persuasion – Needs, Importance of Persuasion, ELM, Persuasive Advertising Appeals		
II	Psychological Determinants & Consumer Behaviour	15	
	1. Motivation – Types & Theories		
	2. Attitude – Characteristics, Theories, Tricomponent		
	3. Multi-attitude Model		
	4. Cognitive Dissonance		
	5. Personality – Theories, Personality Traits & Consumer Behaviour, Self-Concept, Application of these theories in marketing and consumer behaviour		
III	Factors influencing Consumer Behaviour	15	
	1. Perception – Subliminal Perception, Perceptual Interpretation (Stereotyping in Advertising)		
	2. Learning, Behaviour & Cognitive Learning		

	3. Family & Culture – Role of Family in Socialization & Consumption, Subculture & its influence on Consumption, Changing Indian Core Values, Cross Culture Consumer Perspective	
	4. Social Group – Primary and Secondary, The Role of Reference Group and Consumer Behaviour	
	5. Economic Social Class as the Economic Social Determinants of Consumer Behaviour	
IV	Consumer Decision Making	15
	1. Process of Decision Making	
	2. Models of Decision Making	
	3. Opinion Leadership	
	4. Diffusion & Adoption Process	
Total Lectures		60
Suggested Reading:		
1. Consumer Behaviour (Pearson 11 th Edition) <i>by Leon Schiffman, Joseph Wiserblit, S. Ramesh Kumar</i> 2. Consumer Behaviour – Concepts & Application <i>by Albert J. Della Bitta and David L. Loudon</i> 3. Consumer Behaviour – Insights from Indian Market <i>by Ramanuj Majumdar</i>		

Course Code	MINOR (JOURNALISM) SEM – III – Reporting	Credits	Lectures /Week
24MMCMRJ31	Paper III	4	4
Course Outcomes: After successful completion of this course, students would be able to • Explain the basic concepts of News as a medium of communication and those concerning the process of gathering news. • Describe the functionality of the various beats and newer, evolved forms of Reporting. • Contrast upon significant cases of coverage disasters of the recent times in India. • Elucidate upon ethical concerns pertaining to specified significant cases from across the globe.			
Unit	Topics	No. of Lectures	
I	Concept of News & News Gathering	15	
	1. Overview – Definition of News, Types of News, Elements of News, Collection of Facts, Writing a News Story		
	2. Basic Principles of Reporting – Reporting Accuracy, Balance / Brevity & Clarity, Objectivity as the Basic Principle, Verification, Attribution of Sources, Speed		
	3. News Gathering – Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs		
	4. Sources – Primary, Secondary, Citizen Journalism, Role of Anonymous Sources		
	5. New Age Technological Sources – RTI, Records, Camera, Spy Camera and Spy Tools, Social Media, Being Undercover		
II	Beats System in Reporting	15	
	1. Introduction to Beat System – Importance, Functions, Requirements		
	2. Types of Beats – Crime, Civic Affairs, Local Administration, Law and Courts, Politics, State Administration, Transport, Infrastructure, Education, Health, Lifestyle, Entertainment, Defense		
	3. New Upcoming Beats – Community, Women and Children Welfare, Technology, Science and Environment, Youth and Career, Consumer		

	4. Mobile Journalism – Influence of Mobile Phones on Modern Journalism, Mobile Centric Reporting & Editing, Mobile as a Newsroom, Branding of News using Social Media, Mobile News Catering to Niche Beats 5. Evolution of M-Learning (Mobile Learning) amongst the Youth with Mobile Apps – Social News Gathering and Listening, Social Media Collaboration with M-Learning and Crowd Sourcing, Going Viral	
III	Coverage of Disasters	15
	1. Do's and Don'ts – Role of Reporters, Mitigation, Nuisance Value, Constructive Role, Risks Involved, Special Training as Applicable 2. Precautions and Responsibilities 3. Imminent Dangers & Threats in Reporting – To be Studied with Special Reference to 26/11 Terrorist Attack, Pulwama Attack, Gadchiroli Naxal Attack, Return of Abhinandan Varthaman, Kerala Flood, Orissa Thunderstorm, Assam & Chennai Floods	
IV	Ethical Issues in Reporting	15
	1. Credibility of Reporters 2. Follow-up Story 3. Yellow Journalism and its comparison with other forms 4. Case Studies – Rafale Scam, Agusta Westland Case, PNB Scam (Nirav Modi), National Herald, Panama Case, Bofors Scam, Watergate Scam	
Total		60
Suggested Reading:		
1. Essentials of Practical Journalism <i>by Vir Bala Aggarwal</i> 2. Understanding Journalis <i>by Lynette Sheridan Burns</i> 3. News Reporting and Writing <i>by Lawrence, Alders Lorenz and Jhon Vivan</i> 4. Dimensions of Modern Journalism <i>by N. C. Pant and Jitenderkumar</i> 5. MOJO: The Mobile Journalism Handbook – How to Make Broadcast Videos with an iPhone and iPad <i>by Ivo Burum, Stephen Quinn</i> 6. The Mobile Journalism Handbook – Routledge Textbooks		

Course Code	MINOR (FILM & TELEVISION) SEM – III – Film Appreciation	Credits	Lectures /Week
24MMCMRF31	Paper III	4	4
Course Outcomes: After successful completion of this course, students would be able to • Discuss various eras of cinema from the earliest era till 1950s. • Contrast upon the themes and impact of early works in World Cinema. • Compare the Art vs Commercialism at various stages of development in Cinema. • Contrast upon the works of noted film makers of the yesteryears.			
Unit	Topics	No. of Lectures	
I	Early Era of Cinema	15	
	1. Early years (1895 – 1919) World and India		
	2. The Silent Era (1920 – 1931)		
	3. Early Sound Era (1930 – 1939)		
	4. The Developmental Stage (1940 – 1950)		
II	Major Film Movements and its Impact	15	
	1. Hollywood Cinema – Brief History, Star System, Academy Awards, Global Audience of Hollywood Cinema		
	2. Italian Neo-Realism – Origin and Impact on World Cinema, Work of Roberto Rosellini and Vittorio De Sica		
	3. Japanese Cinema – Work of Yasujiro Ozu, Akira Kurosawa, Hayao Miyazaki, etc.		
	4. Irani Cinema – Contribution of Abbas Kiarostami, Majid Majidi, etc.		
III	Art vs Commercialism	15	
	1. The Angry Young Man		
	2. The Indian Diaspora and Bollywood		
	3. Contemporary Bollywood Cinema		
	4. Globalization and Indian Cinema – The Multiplex Era		
IV	Golden Era of Indian Cinema	15	

	1. Important Work of Bimal Roy, Guru Dutt, Raj Kapoor, V. Shantaram	
	2. Indian New Wave Cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu	
	3. Parallel Cinema – Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Said Mirza, etc.	
Total		60
Suggested Screenings:		
1. Documentaries on World and Indian Cinema (100 years of Cinema) 2. Films of Dada Saheb Phalke 3. Citizen Kane 4. The Battle over Citizen Kane 5. Bicycle Thief 6. Roshomon 7. Do Bhiga Zamin / Bindi 8. Sahab, Bibi aur Ghulam / Pyaasa 9. Awara / Shri 420 10. Lajwanti / Ek Ke Baad Ek		

Course Code	OE SEM – III – Lifestyle Journalism	Credits	Lectures /Week
24MMCOE331	Paper IV	2	2
Course Outcomes: After successful completion of this course, students would be able to • Distinguish lifestyle journalism and its function in the media industry • Practice the learnings of this course by writing articles about various types of lifestyle writing • Examine the role of Fashion Influencers in the field of Lifestyle Journalism • Assess the role of Social Media for marketing in Lifestyle Journalism			
Unit	Topics	No. of Lectures	
I	Introduction to Lifestyle Journalism	15	
	1. Writing about Lifestyle – Who are we writing for?; Knowing the publication house audience 2. Lifestyle News, critique/review/ evaluate on stories from magazines 3. Lifestyle Journalist: balance between Elite and Mass Lifestyle Culture (newspapers); Source of Lifestyle stories 4. Writing Style – 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 5. Types of Lifestyle Writing – a. Review: Art show, Movie, Theatre Performance, Book b. Travel: Various types of Travel writings c. Food: Street, Restaurant food, Food festival, Restaurant review d. Health and Fitness: Gym, Yoga, various new forms of workout e. Other forms fashion, Garden, Home and General Tips and guidelines		
II	Fashion Influencers and the Role of Social Media	15	
	1. Fashion, Gender, Social Identity and the impact of fashion bloggers and magazines on the society 2. E-fashion markets defining the trends amongst the youth		

	3. Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle	
	4. Role of Music's Fashion in the society	
	5. Marketing Lifestyle on Social Media – The power of marketing in the contemporary fashion world; Labelling and branding; Shakespearian theatre and the aesthetic image; The influence of celebrities on fashion; Fashion Lifestyles and Hashtags, Lifestyle advertising , Collaborations and Co-Marketing of Brands, Fashion and Social Media Campaigns	
Total Lectures		30
Suggested Reading:		
1. Lifestyle Journalism <i>by Folker Hanusch (Editor)</i> 2. Lifestyle Journalism, Media, Consumption and Experience <i>by Lucia Vodanovic</i> 3. Lifestyle Journalism <i>by Jean Ann Colbert</i> 4. Feature Writing <i>by Susan Pape and Sue Featherstone</i> 5. http://www.thelifestylejournalist.in/ 6. https://www.reuters.com/news/lifestyle		

Course Code	VSC SEM – III – Computers & Multimedia (II)	Credits	Lectures /Week
24MMVC341	Paper V	2	2
Course Outcomes: After successful completion of this course, students would be able to • Develop edited photographs, typography and graphics using Adobe Photoshop. • Design basic branding essentials using Adobe Photoshop • Construct vector-based designs for typography and branding using CorelDraw. • Develop branding essentials using CorelDraw and Adobe Illustrator for various occasions and professional purposes.			
Unit	Topics	No. of Lectures	
I	Pixel Based Image Editing Software	15	
	6. Introduction to Photoshop – Image Editing Theory, Bitmaps vs Vectors, When to use Photoshop and when to use drawing tools		
	7. Photoshop Workspace – The Tools, Toolbox Controls, Property Bar, Options Bar, Floating Palates		
	8. Working With Images – Image Mode, Image Size, Canvas Size, Image Resolution, Resizing vs Resampling, Perfect Resolution, Cropping to Size and Resolution		
	9. Image Editing – Levels, Curves, Contrast Adjustment, Colour Adjustment, Photo Filters		
	10. Working with Text – Text Layer, Character Palate, Paragraph Palate, Text Resizing, Text Colour, Text Attributes, Working on Simple Project / One Page Design		
II	Vector Based Drawing Software	15	
	1. Introduction to CorelDraw – Interface, Toolbox, Importing Files, Different File Formats, Exporting, Types of Export, Exporting for other Software		
	2. Text and Tools – Artistic Paragraph Text, Formatting Text, Embedding Objects into Text, Wrapping Text Around Objects, Linking Text to Objects, Text C2C, Basic Shapes, Shaping Tools, Convert to Curves		
	3. Applying Effects in CorelDraw – Power of Blends, Distortion and Contour Effects, Envelopes, Lens Effects,		

	Transparency, Creating Depth Effects, Power Clips	
	4. Introduction to Adobe Illustrator - Interface, Toolbox, Panels and Bars Importing Files, Different File Formats, Exporting, Types of Export, Exporting for other Software	
	5. Using Text & Creating Simple Design - Artistic Paragraph Text, Formatting Text, Embedding Objects into Text, Wrapping Text Around Objects, Linking Text to Objects, Text Based Logo Replication, Shape Based Logo Replica, Creating New Symbols, Fill Colour, Outline Colour, Weight and Opacity	
	6. Applying Effects in Adobe Illustrator – Power of Blends, Distortion and Contour Effects, Envelopes, Lens Effects, Transparency, Creating Depth Effects, Power Clips	
Total Lectures		30
Suggested Reading:		
7. Photoshop Bible <i>by McLeland</i> 8. CorelDraw Practical Learning – <i>BPB Publication</i> 9. Adobe Illustrator Classroom in a Book – Adobe House		

Course Code	MAJOR SEM – IV – Media Laws & Ethics	Credits	Lectures /Week
24MMCMJ411	Paper I	4	4
Course Outcomes: After successful completion of this course, students would be able to • Extend upon the significant aspects of the Indian Constitution that are significant to the works of Media. • Classify the functions of regulatory bodies overlooking the effective, ethical and lawful functionality of various Media. • Contrast upon the importance and relevance of laws pertaining to the Media by referring to applicable cases. • Synthesize upon the ethics involved in working for the media and the social responsibility that must be upheld which working as a part of any media.			
Unit	Topics	No. of Lectures	
I	Constitution and Media	15	
	1. Core Values of the Constitution – Refreshing Preamble, Unique Features of the Indian Constitution		
	2. Freedom of Expression – Article 19 (1) (a), Article 19 (2)		
	3. Judicial Infrastructure – Hierarchy of the Courts, Independency of the Judiciary, Legal Terminologies		
	4. 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,		
II	Regulatory Bodies	15	
	1. Press Council of India – Brief History, Statutory Status, Structure, Powers and Limitations		
	2. TRAI – Role of Telecom Regulatory Authority of India		
	3. IBF – Indian Broadcasting Foundation, Broadcasting Content Complain Council, Broadcasting Audience Research Council		
	4. ASCI – Advertising Standard Council of India, Mission, Structure, Consumer Complain Council		

	5. NBA – New Broadcasters Association, Structure, Mission, Role	
III	Media Laws	15
	1. Copyright, IPR & AT Act – What is Copyright, Intellectual Property Rights, Expectations, Major Amendments, Information Technology Act 2000, Amendment 2008, Section 66A, Section 67, Recent Case Studies 2. Defamation and Contempt – Definition of Defamation, Civil vs Criminal, Expectations, Contempt of Court, Contempt of Parliament, Recent Case Studies 3. Right to Privacy, RTI & OSA – Evolution of Right to Privacy, Right to Privacy as a Fundamental Right, Violation by Media, Right to Information Act 2005, Brief History of RTI, Importance and Current Status, Official Secrets Act, Controversies, Case Studies 4. Morality, Obscenity & Unfair Practices – Indecent Representation of Women Act, 19.2, IPC 292, IPC 293, Change in Perception with Time, Unfair Trade Practices and the Competition Act 2002 5. Other Acts – Whistleblowers Protection Act, Press and Registration of Books Act, Indian Evidence Act	
IV	Media Ethics and Social Responsibility	15
	1. Overview of Ethics – Definition, Need for Ethics 2. Ethical Responsibility of Journalist – Code of Conduct for Journalist, Conflict of Interest, Misinterpretation, Shock Value, Sting Operation 3. Fake News – Post Truth and Challenges of Fighting Fake News, Techniques of Fact Verification 4. Ethical Responsibility of Advertisers – Violation of Ethical Norms by Advertisers, Case Studies 5. Stereotyping of Minorities, Women, Senior Citizens, LGBTQI+ Community	
Total		60
Suggested Reading:		
1. Press Laws <i>by Durga Das Basu</i> 2. Mass Media Laws and Regulations in India <i>by V. Iyer</i> 3. Media Ethics <i>by P. G. Thakurta</i> 4. Cyber Law in India <i>by P. Duggal</i>		

- 5. Advertising Laws and Ethics *by P. B. Sawant and P. K. Bandhopadhyay***
- 6. Media Laws *by Dr. S. R. Myneni***
- 7. Press Laws and Ethics *by P. K. Ravindranath***
- 8. Journalism in India *by Rangaswamy Parthasarathy***
- 9. Textbook on Indian Penal Code *by Krishna Deo Gaur***
- 10. The Law of Intellectual Property Rights (Edited) *by Shiv Sahai Singh***
- 11. The Journalists' Handbook *by M. V. Kamath***
- 12. Media Ethics *by S. K. Aggarwal***
- 13. Introduction to Media Laws and Ethics *by Juhi P. Pathak***

Course Code	MAJOR SEM – IV – Writing & Editing For Media	Credits	Lectures /Week
24MMCMJ412	Paper II	4	4
Course Outcomes: After successful completion of this course, students would be able to • Write and edit articles, reports and copies for various forms of print and digital media. • Produce scripts and storyboards for various forms of broadcast media. • Appraise the writing styles of various noted playwrights by studying their famous plays. • Evaluate the written and edited content for its effectiveness and impactfulness.			
Unit	Topics	No. of Lectures	
I	Print & Digital Media	15	
	1. Introduction to the Media and the Message – Newspapers, Magazines, E-Book, E-Magazine, E-Journal, E-Newspaper, Social Media, Blogs, Advertisements		
	2. Newspaper Writing – News Article, Feature, Editorials, Book & Film Reviews, Interviews, Op-ed Pieces,		
	3. Writing for Digital Media – Web Writing, Technical Writing, Blogging, Profile Writing, Caption Writing, Copywriting		
	4. Elements of an Article – Inverted Pyramid, Lead, Dateline, Credit Line, Bylines, Nut Graphs, Headline, Blurb, Writing for Magazine		
	5. Editing – Grammar, Punctuation, Subbing, Proof Reading, Freelancing, Digital Editing		
II	Broadcast Media	15	
	1. Scripting for Radio – Story Structure, Lead Body Ending, Writing Radio News (Live & Daily) and Feature Programmes for Radio, Radio Interviews, Radio Jockeying		
	2. Scripting for Television Fiction – Structure of a Television Show, Creating Intriguing Premises, Developing Multi-Episode Arcs & Character Growth, Navigating Dialogues and Subtext in TV Show Scripts, Exploring Genres, Emerging Trends in Script Writing for TV		

	3. Scripting for Television Non-Fiction – Writing for Scripted Non-Fiction TV, Writing for Unscripted Non-Fiction TV 4. Scripting for TVCs – Format of TVC Script, Terms to use while writing a TVC Script, Characteristics of a good TVC 5. Making a Storyboard – Introduction to Storyboarding, Choosing a Storyboard Medium, Determining Aspect Ratio, Creating or Importing Images, Use of Arrows for Motion, Adding Shot Numbers & Notes	
III	Theatre & Drama	15
	1. Writing for Theatre – Plot, Arc, Scene, Character Setting 2. Playwright – Types of Playwrights, Role of a Playwright, Script Format 3. Theatre and its Contribution to Cinema and Television in India 4. Role of IPTA and National School of Drama in the flourishing of theatre in India 5. Deconstructing Famous Plays – Romeo & Juliet / Hamlet by William Shakespeare, The Glass Menagerie by Tennessee Williams, Yayati by Girish Karnad, Silence the Court is in Session! (Shantata! Court Chalu Ahe) / Sakharam Baidar by Vijay Tendulkar	
IV	Evaluation of Content	15
	1. Checking Grammar and Spelling 2. Rewriting Leads 3. Achieving spacing requirements at any newspaper, magazine or webpage 4. Checking advertising agency copies and maintaining sequence and flow in body copy 5. Online editing – requirements, content, layout, content, layout, clarity, style, conciseness, online headlining, web design	
Total		60
Suggested Reading:		
1. Writing for the Mass Media (6 th Edition) by James Glen Stovall		

- 2. Reporting and Producing for Digital Media *by Claudette G. Artwick***
- 3. Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content *by Paul Lima***
- 4. News Writing and Reporting for Today's Media *by B. D. Itule and D. A. Anderson***
- 5. An Introduction to Writing for Electronic Media – Scriptwriting Essentials Across The Genres *by Robert B. Musburger***
- 6. The Basics of Media Writing – A Strategic Approach *by Scott A. Kuehn***
- 7. Writing for Journalists (Media Skills) *by Wynford Hicks***
- 8. Feature Writing for Journalists (Media Skills) *by Sharon Wheeler***

Course Code	MINOR (ADVERTISING) SEM – IV – Agency Management	Credits	Lectures /Week
24MMCMRA41	Paper III	4	4
Course Outcomes: After successful completion of this course, students would be able to • Contrast upon the campaigns of the best advertising agencies from India as well as abroad. • Devise a Media Plan appropriate to for the campaign of concerned brands. • Distinguish the factors affecting a media mix decision. • Execute a Business Plan to build their own Advertising Agency and become skilled Entrepreneurs.			
Unit	Topics	No. of Lectures	
I	Introduction to Agency Management	15	
	1. Advertising Agencies – Agencies Role, Functions, Organization and Importance 2. Account Planning – Role of Account Planning in Advertising, Role of Account Planner, Account Planning Process 3. Client Servicing – The Client – Agency Relationship, 3P's of Service (Physical Evidence, Process and People), The Gaps Model of Service Quality, Stages in the client-agency relationship, How Agencies Gain Clients, Why Agencies Lose Clients, The Roles of Advertising Account Executives 4. Advertising Campaign Management – Means-End Chaining, Method of Laddering as guides to Creative Advertising Formulation 5. (i) Study and Analyze Current Advertising Campaigns of the Best Advertising Agencies for their Client – Two Current Campaigns (Previous Two Years) for each of these Agencies including TVC, Print, Outdoor and Digital a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB (ii) At Least three International Award-Winning Previous Year Campaigns		
II	Media Planning & Buying	15	

	1. Introduction to Media Planning – Basic Terms and Concept, Function in Advertising, Objectives, Role of a Media Planner, Challenges, BARC and NCCS Grid, Factors influencing Media Strategy Decisions, Criterion for Selecting Media Vehicles 2. Negotiation Skills in Media Buying – Negotiation Strategies 3. Media Planning Process – Situation Analysis and Marketing Strategy Plan, Media Briefing, Media Objectives and Target Audience Analysis, Media Selection and Strategy, Media Budgeting, Media Buying, Evaluation 4. Sales Promotion – The Scope and Role of Sales Promotion, Reasons for the Increase in Sales Promotion, Objectives of Trade-Oriented Sales Promotion, Techniques of Trade-Oriented Sales Promotion, Objectives of Consumer-Oriented Sales Promotion, Techniques of Consumer-Oriented Sales Promotion 5. Selecting Suitable Media – Advantages & Disadvantages of Selecting Different Media (Newspaper, Magazine, Television – Regional / Local), Radio, Outdoor, OOH, Transit, Entertainment, Digital), Sources of Media Research (Nielson Clear Decision - NCD, Broadcast Audience Research Council – BARC, Audit Bureau of Circulation – ABC, Ram, Comscore – Digital, Alexa)	
III	Measuring a Campaign	15
	1. The Response – Traditional Response, Hierarchy Models: AIDA, Communications Objectives, DAGMAR: An Approach to Setting Objectives 2. Agency Compensation – Various Methods of Agency Remunerations 3. Growing the Agency – The Pitch: Request for Proposal, Speculative Pitches, Pitch Process, References, Image and Reputation, PR 4. Sales Promotion – The Scope and Role of Sales Promotion, Reasons for the Increase in Sales Promotion, Objectives of Trade-Oriented Sales Promotion, Techniques of Trade-Oriented Sales Promotion, Objectives of Consumer-Oriented Sales Promotion, Techniques of Consumer-Oriented Sales Promotion 5. Media Measurement – Factors Affecting Media Mix Decision, Reach, Frequency, GRPS/GVT Ratings, TRP/TVT Ratings, Impressions, Cost Efficiency, Cost Per Thousand, Cost Per Rating, Circulation/Readership/AIR, Selectivity Index, Share of Voice	

IV	Setting Up An Advertising Agency	15
	1. Entrepreneurship – Definitions, Meaning, Concept, Functions, Need and Importance, Entrepreneurship as Innovation, Risk Taking and Problem Solving, Social Entrepreneurship 2. Sources of Capital for Startup Company – Personal Investment, Family, Venture Capital, Angels Finance, Business Incubators, Government Grants and Subsidies, Bank Loans 3. Creating and Starting the Venture – Sources of New Ideas 4. Business Plan for Setting up an Agency – Business Plan Introduction, Various Stages in Setting up a New Agency 5. Marketing Plan of the Client – The Marketing Brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the Plan, Evaluating the Plan	
Total		30
Suggested Reading:		
1. Advertising and Promotion <i>by G. Belch and M. Belch</i> 2. Advertising promotion and Other Aspects of Integrated Marketing Communications <i>by Terence A. Shimp</i> 3. Advertising Media Planning (7th Edition) <i>by Roger Baron, Jack Sissors, McGraw Hill</i>		

Course Code	MINOR (JOURNALISM) SEM – IV – News Media Management	Credits	Lectures /Week
24MMCMRJ41	Paper III	4	4
Course Outcomes: After successful completion of this course, students would be able to • Describe the various aspects of the News Media as a Business Enterprise. • Summarize the organizational structure and functionality of a News Organisation. • Distinguish the various marketing techniques employed in news organization business models for maximum outreach. • Summarize the business models of well-known news organisations to understand the aspects of functionality and success.			
Unit	Topics	No. of Lectures	
I	Introduction to News Media Management	15	
	1. Making news – Truth, Ideology, News Work		
	2. Legacy Media – Broadcast Media Overview and Print Publishing Overview		
	3. A Comparative Analysis with Electronic Media – Contemporary Elements, Dimensions and Image of Print Media		
	4. News Media as Business Enterprise – Proprietary Concerns, Types of Ownership		
II	Organizational Structure	15	
	1. Human Resource Development – Hierarchy, Decision Making, Inter-relationship Between Departments, Specialized Training for Skilled Workers		
	2. Financial Management – Cost and Profitability, Costing Classification and Allocation, Nature of Cost, Factors Affecting Cost, Fixed and Variable Costs		
	3. Challenges of Globalization and Liberalization – Foreign Direct Investment, Cross Media Ownership, Commercialization of Media		
	4. Understanding Company Law – Press and registration of Books Act, Relevant Aspects of Company Law		
III	Media Business Models and Marketing Techniques	15	

	1. Resource and Supply Chain – Newsprint, Technology, Production Process 2. Managing Resources – Advertising Revenue Building and Maintenance, Circulation Revenue, Ways to Cut Cost and Boost Revenue 3. Marketing Techniques – Brand Building, Public Relations, Role of Research and Readership Surveys, Sales Forecasting and Planning, Advertising the Newspaper / Website / Channel, Becoming Digital Media Brand 4. Disruptive Technology – The Role of Advertising, From Web 1.0 to 2.0, Yahoo, Craigslist, Google, Facebook, Twitter, WhatsApp, Pinterest	
IV	Case Studies	15
	1. Eenadu and Network 18 2. Expansion of Sky Network (Star Network in India) 3. Relevance of TAM Ratings in News Channels along with IRS Studies	
Total		60
Suggested Reading:		
1. Media Monopoly <i>by Ben Badgikian</i> 2. India’s Communication Revolution from Bullock Carts to Cyber Carts <i>by Arvind Singhal, Everett M. Rogers</i> 3. Advertising and Integrated Marketing Communications <i>by Kruti Shah</i> 4. Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement <i>by Daniel Rowles</i> 5. Disruptive Innovation: Strategies for Enterprise Growth <i>by Jayanta Bhattacharya</i> 6. Understanding Company Law <i>by Alstair Hudson</i> 7. Newspaper Organization and Management <i>by Rucket and Willians</i> 8. The Paper Tigers <i>by Nicholas Coleridge</i> 9. News Media Management <i>by Mr. P. K. Ravindranath</i> 10. Print Media Communication and Management <i>by Aruna Zachariah</i> 11. News Culture <i>by Stuart Allan</i>		

Course Code	MINOR (FILM & TELEVISION) SEM – IV – Film Production Management	Credits	Lectures /Week
24MMCMRF41	Paper III	4	4
Course Outcomes: After successful completion of this course, students would be able to • Distinguish between the responsibilities of a Production Manager, Production Controller and a Production Supervisor in the Film Production Management Setup. • Employ a fruitful production design for the project at hand. • Contrast upon the budget requirements of a Film Project and employ the necessary steps required. • Assemble various departments of a film production to produce, wrap up and deliver a successful film project.			
Unit	Topics	No. of Lectures	
I	Early Stage of Pre-Production	15	
	1. Development vs Production & Post – Production Manager (PM) vs Production Controller (PC) vs Producer, The “Package”, The Vision		
	2. Hiring & Managing Crew – Structure of Cast & Crew Departments; The role of the cover letter vs resume; Being Interviewed, Interviewing & Active Listening; Mentorships, Internships & Volunteering; Inspiring, Managing & Firing Crew		
	3. Pre-Production Essentials - PM & PC’s roles in Preproduction, Scope of PM’s vs PC’s responsibilities in Preproduction, Information & Documentation Distribution Systems, Handling Confidentiality, Negotiation & Drafting Letters of Agreement, Music & Research Regarding Legal Clearances		
II	Pre-Production	15	
	1. Casting & Credits – Auditions, Talent Agencies & Casting Agencies, Stars, Principles, Actors and Background Performers, Working with Actors Union, Performer’s Work Fees vs Rights Fees, Medicals, Credits for Feature Film vs Television		
	2. Location – Scouting vs Managing Locations, Considerations for the Production and the Owners, Location Surveys & Safety, Burned Locations		

	3. Script Format & Revisions for Production – Feature Film vs Comedy Script Format, Scene Numbering, Script Revisions, Finalising a Script	
	4. Script Breakdown & Scheduling for Budgeting – Production Schedule, Prep Schedule, One-Liner, Shooting Schedule, Scheduling for Low-Budget Productions, AD vs PM Script Breakdowns, Expensive Production Elements (hotspots) that affect budgets vs schedule	
III	Budgeting & Finance	15
	1. Budgeting Basics – Basic Budgeting Principles, ATL / BTL Structure including “The Line”, Budget Format (Top Sheet, Detail Pages, and List of Assumptions), Union Scale Rates vs Non-Union Pattern Budgeting, Fringes, Budgeting to a Fixed Minimum vs Budgeting Line-by-Line, Amortization and Pattern Budgeting	
	2. Movie Magic Basics (MMB) – Budget Format and “Line” Differences of Various Studios and Countries; Navigation of Level 1, 2, 3; Fringes, Units, Globals; Printing Options & Access to Header Information; Start Budgeting Below-The-Line	
	3. More Budgeting & Reduce the Budgeting – Service / Facility Deals, Deferrals, Modify the Budgeting using MMB Goals, Sub-Groups & Libraries in MMB	
	4. Cash-Flow and PM’s Point of View of Financing – Producer Closes the Financing, Financing Agreement Drawdown Triggers, Cash Flow Issue vs Budget Issue, Cash Flow for TV Series, Co-Productions & Micro Budget Productions	
IV	Production to Wrap Up	15
	1. Production Days & Special Departments – Blocking, Lighting, Rehearsal, Shooting; Production Reports; Call Sheets; Production Issues Week-By-Week During The Shoot; Special Departments: SPFX, CGI, Motion Control, Animals, Children, Stunts	
	2. Money Audit – Purchase Orders (P.O.) and P.O. Logs; Cash, Cheques and Credit Cards; Official vs PM Only Cost Reports; Managing Cost Spend at the Start of Production vs the End of Production; Preparing for the Audit in Pre-Production & in Wrap; Audit vs Review Engagement vs Final Costs Report	
	3. Insurance, Bonds & Publicity – Production Package, General Liability, E&O Insurance, Insurance for Micro-Budget	

	Productions, Insurance Claims, Completion Bonds & Alternatives; Copyright, Public Domain, Creative Commons, Product Placement	
	4. Wrap, Post-Production & Freelance Life – Wrap Activities for PM vs PC, Wrap Party, Stages of Post-Production, Handover Memo from Production to Post-Production; Delivery, Vaults, Storage; Freelance Life & Career Paths	
Total		60
Suggested Reading:		
1. Film Production Management 101 <i>by Deborah S. Patz</i> 2. Surviving Production <i>by Deborah S. Patz</i> 3. The Complete Film Production Handbook <i>by Eve Light Honthaner</i> 4. Film Production Management <i>by Bastian Cleve</i>		

Course Code	OE SEM – IV – Advertising & Sales Promotion	Credits	Lectures /Week
24MMCOE431	Paper IV	2	2
Course Outcomes: After successful completion of this course, students would be able to • Demonstrate a thorough understanding of the major sales promotion concepts • Practice a framework to make effective sales promotion decisions • Employ the necessary skills and point of view of an effective sales promotion • Operate as professional sales promotion executives with the help of the learnings of this course			
Unit	Topics	No. of Lectures	
I	An Overview of Sales Promotion	15	
	1. Introduction – Nature and importance of sales promotion, Role of Promotion in the Marketing Mix, The Scope and Role of Sales Promotion, Reasons for the Increase in Sales Promotion, Consumer franchise building versus non-franchise building promotions		
	2. Theories in Sales Promotion – Push Promotion, Pull Promotion, Combination Theory		
	3. The Psychological Theories Behind Sales Promotion – Reciprocation, Social Proof, Foot-in-the-door Technique, Door-in-the-face Technique, Loss Aversion, Social Norms Marketing, High-Medium-Low		
	4. Methods of Consumer Oriented Sales Promotion – Sampling, Coupons, Premiums, Refunds-Rebates-Cashbacks, Contests and Sweepstakes, Bonus packs, Price off, Exchange offers, EMI, Demonstration of product, After Sales Service		
	5. Methods of Trade Oriented Sales Promotion – Contest & Incentives for dealers, Trade allowances (Buying allowances, slotting allowances, promotional allowances), Point of purchase displays, Sales training programs, Trade shows and dealer conferences, Stock return, Credit terms, Dealer trophies		
	6. Methods of Sales Force Oriented Sales Promotion – Bonus and incentives to Sales Force, Sales Promotion Contest, Sales Meetings and Conferences (Free travel), Sales literature (Demonstration kits), Honour or recognition		

II	Evaluating Sales Promotion	15
	1. Study and Analyze Sales Promotion Campaign of the Major Brands – Three loyalty programs (One each of FMCG, Consumer durable and service), Three Consumers oriented sales promotion program (One each of FMCG, Consumer durable and service), Three trade-oriented sales promotion program (One each of FMCG, Consumer durable and service), Three sales force-oriented sales promotion program (One each of FMCG, Consumer durable and service), Two sales promotion of any luxury brands 2. Predicting Sales Promotion Effects – Evaluation Methods of sales promotion, Short term and long-term effects of sales promotions, Long-term impact of sales promotion on brand image, Influence of Sales Promotion on Customer Purchasing Behaviour 3. Steps in Designing of Sales Promotion Campaign – Designing Loyalty, continuity and frequency program, Big Data and Loyalty, Gratification and Loyalty 4. Coordination Sales Promotion & Advertising – Budget allocation, Coordination of Ad and Promotion Themes, Media Support and Timing 5. Sales Promotion Abuse – Overuse, Sales promotion trap	
Total Lectures		30

Course Code	SKILL ENHANCEMENT COURSE SEM – IV – Reading Skills	Credits	Lectures /Week
24MMCV441	Paper V	2	2
Course Outcomes: After successful completion of this course, students would be able to • Demonstrate effective and commendable reading skills. • Contrast upon any literary text to unravel the inherent message they meant to deliver. • Summarize the texts catering to various categories of literature. • Illustrate the context of any literary material through the power of words and comprehension.			
Unit	Topics	No. of Lectures	
I	Learning to Read Effectively	15	
	1. The Reading Process – The Modern Classroom Environment, Developing Reading Skills, Classification of Reading Techniques, Reading Readiness Exercises, The Reading Process, Stages of Reading, Reading Through Stories		
	2. Developing Reading Skills – Types of Reading, Study Reading, Reading Faster		
	3. Learning Reading Comprehension Strategies – Definition and Levels of Comprehension, Types of Reading Comprehension, Strategies of Reading Comprehension, Skills for Reading Comprehension, Academic Reading and Knowledge in Comprehension		
	4. Reading a Literary Text - Structures and Tactics for Classroom Reading of Literary texts, Developing Awareness for Effective Reading, Developing Efficacy in Reading, The Process of Reading Literary Texts, Developing Literary Reading Ability, Reading a Literary Text: Prose, Reading a Literary Text: Poetry		
II	Reading Comprehension	15	
	1. Expository Text – Types of Expository Texts, Reading Strategies, Practice		
	2. Descriptive Text – Features of Descriptive Texts, Types of Descriptive Writing, Reading Strategies, Practice		
	3. Narrative Text – Features of Narrative Texts, Structure of Narrative Texts, Reading Strategies, Practice		

	4. Argumentative Text – Structure of Argumentative Texts, Reading Strategies, Practice	
	5. Persuasive Text – Difference between Argumentative vs Persuasive Texts, Structure of Persuasive Texts, Reading Strategies, Practice	
Total		30
Suggested Reading:		
1. Improving Reading Skills: Contemporary Readings for College Students (7th Edition) <i>by Deanne Spears</i> 2. How to read faster and recall more <i>by Gordon Wainwright</i> 3. Developing Reading Skills (2nd Edition) <i>by Deanne K. Milan</i> 4. Reading Comprehension: Strategies for Independent Learners (2nd Edition) <i>by Camille Blachowicz & Donna Ogle</i> 5. Understanding Reading: A Psycholinguistic Analysis of Reading and Learning to Read (6th Edition) <i>by Frank Smith</i> 6. Exploring How Texts Work <i>by Beverly Derewianka</i> 7. Modern Rhetoric (3rd Edition) <i>by Cleanth Brooks & Robert Penn Warren</i> 8. The Cambridge Introduction to Narrative <i>by H. Abbott</i> 9. Strategic Maneuvering in Argumentative Discourse <i>by F. H. van Eemeren</i> 10. Handbook of Persuasive Tactics: A Practical Language Guide <i>by Joan Mulholland</i> 11. Persuasive Communication: How Audiences Decide (2nd Edition) <i>by Richard O. Young</i>		

Exam Pattern for Second Year (UG) under NEP

SECTION	INTERNAL	EXTERNAL
1) MAJOR: <u>(2 Credits)</u>	<u>1) Continuous Internal Assessment (CIA)</u> Assignment – Tutorial / Individual Assignment – 10 Marks <u>2) Continuous Internal Assessment (CIA)</u> Assignment – Group Project Presentation – 10 marks	<u>External Examination for Theory Courses – 30 marks</u> Duration: 1 Hour Theory question paper pattern: All questions are compulsory. Q.1. Unit I (15 marks) Q.2. Unit II (15 marks)
1) MAJOR: <u>(4 Credits)</u>	<u>1) Continuous Internal Assessment (CIA)</u> Assignment – Tutorial / Individual Assignment – 20 Marks <u>2) Continuous Internal Assessment (CIA)</u> Assignment – Group Project Presentation – 20 marks	<u>External Examination for Theory Courses – 60 marks</u> Duration: 2 Hours Theory question paper pattern: All questions are compulsory. Q.1. Unit I (15 marks) Q.2. Unit II (15 marks) Q.3. Unit III (15 marks) Q.4. Unit IV (15 marks)
2) MINOR: <u>(2 Credits)</u>	<u>1) Continuous Internal Assessment (CIA)</u> Assignment – Tutorial / Individual Assignment – 10 Marks <u>2) Continuous Internal Assessment (CIA)</u> Assignment – Group Project Presentation – 10 marks	<u>External Examination for Theory Courses – 30 marks</u> Duration: 1 Hour Theory question paper pattern: All questions are compulsory. Q.1. Unit I (15 marks) Q.2. Unit II (15 marks)

		[Same as Major – 2C]
3,4) OPEN ELECTIVES / GENERAL ELECTIVES (OE): <u>(2 Credits + 2 Credits)</u>	-----NA-----	Online MCQ Test of 50 Marks Easy : 20 marks Medium : 20 marks Difficult : 20 marks
5) VOCATIONAL SKILLS (VSC): <u>(2 Credits)</u>	-----NA-----	Theory Oriented Courses: 50 marks for Project [20m] + Presentation [20m] + VIVA [10m] Practical Oriented Courses: 50 marks for Practical Examination with 1 Experiment [40m] + Journal [5m] + VIVA [5m]
6) SKILL ENHANCEMENT COURSES (SEC): <u>(2 Credits)</u>	-----NA-----	Theory Oriented Courses: 50 marks for Project [20m] + Presentation [20m] + VIVA [10m] Practical Oriented Courses: 50 marks for Practical Examination with 1 Experiment [40m] + Journal [5m] + VIVA [5m]
7) ABILITY ENHANCEMENT COURSES (AEC): <u>(1 Credit)</u>	-----NA-----	Marathi / Hindi → 25 marks for Assignment [15m] + VIVA [10m] English → 25 marks Online MCQ Exam
8) VALUE EDUCATION COURSES (VEC): <u>(2 Credits)</u>	-----NA-----	Online MCQ Test of 50 Marks Easy : 20 marks

		Medium : 20 marks Difficult : 20 marks
9) CO-CURRICULUAR COURSES (CC): <i>(2 Credits)</i>		
Yoga Education	-----NA-----	50 marks – Practical Demo [35m] + VIVA [15m]
Sports	-----NA-----	50 marks – Physical Fitness [10m] + Know the Game & Ground Marking [10m] + Rules of Game (viva exam) [10m] + Game playing ability [20m]
NCC	-----NA-----	50 marks – Parade [35m] + Activities [15m]
NSS	-----NA-----	50 marks – Diary Submission [35] + VIVA [15m]
Cultural Activities	-----NA-----	50 marks – Practical Demo [35m] + VIVA / Participation / Assignment [15m]
Performing Arts (Dance)	-----NA-----	50 marks – Practical Demo [35m] + VIVA [15m]
Performing Arts (Singing)	-----NA-----	50 marks – Practical Demo [35m] + VIVA [15m]
Performing Arts (Marathi Theatre)	-----NA-----	50 marks – Practical Demo [35m] + VIVA [15m]

**NOTE: To pass the examination, attendance is compulsory in both
Internal & External (Theory) Examinations.**