

Deccan Education Society's

**Kirti M. Doongursee College of Arts, Science
and Commerce (AUTONOMOUS)
Dadar (W), Mumbai -28**



Affiliated to
UNIVERSITY OF MUMBAI

Title of the program

- A-** U.G. Certificate in _Bachelors of Arts in Mass Media and Communication.
- B-** U.G. Diploma in Mass Media and Communication
- C-** BA in (Mass Media and Communication)

Syllabus for

Semester – Sem I & II

**Ref: GR dated 20th April, 2023 for Credit Structure of UG
(With effect from the academic year 2026-27 Progressively)**

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.

PROGRAM SPECIFIC OUTCOMES

PSO	Description
PSO1	Disciplinary Knowledge and Application Learner will be able to demonstrate comprehensive knowledge of mass communication and apply theoretical and practical concepts effectively in contemporary media contexts.
PSO 2	Critical Thinking and Research Skill Learner will be able to analyze media-related issues, conduct basic research, and propose feasible solutions while adhering to research ethics and academic integrity.
PSO 3	Communication and Social Competence Learner will be able to communicate effectively across media platforms, work collaboratively, and exhibit multicultural sensitivity in personal and professional environments.
PSO 4	Professional Ethics and Lifelong Learning Learner will be able to demonstrate ethical responsibility, environmental awareness, and a commitment to continuous learning in response to evolving socio-technological changes.



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

Sr. No.	Heading	Particulars	
1	Title of program O: _____A	A	U.G. Certificate in Mass Media and Communication
	O: _____B	B	U.G. Diploma in Mass Media and Communication.
	O: _____C	C	B.A in Mass Media and Communication
2	Eligibility O: _____A	A	HSC (Science) OR Passed Equivalent Academic Level 4.0
	O: _____B	B	Under Graduate Certificate in Mass Media and Communication OR Passed Equivalent Academic Level 4.5
	O: _____C	C	Under Graduate Diploma in Mass Media and Communication OR Passed Equivalent Academic Level 5.0
3	Duration of program R: _____	A	One Year
		B	Two Years
		C	Three Years
4	Intake Capacity R: _____	120	

A handwritten signature in blue ink, appearing to read 'Kirti M. Doongursee', written over a horizontal line.

**Sign of the HOD &
Coordinator
BOS in _____**

**Sign of the NEP Coordinator,
DES's Kirti M. Doongursee
College**

**Sign of Principal
DES's Kirti M.
Doongursee College,
Mumbai 28.**

Preamble

1) Introduction

Bachelor of Arts in Mass Media and Communication is three-year all-encompassing degree program that is focused on imparting application based media education to craft successful personnel of tomorrow.

2) Aims and Objectives

- To impart knowledge and inculcate values that promotes integrity, credibility and social responsibility in the learner.
- To prepare learner for a variety of careers in media and allied business including, communication advertising, public relation, journalism, research and more.

Objectives:

- To equip the learners with professional skills essential for making career in Entertainment Industry, cinema, Television, OTT platforms, social media platforms etc.
- 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.
- They will be better equipped to grasp the complex relationship between communicate/media theories and a diverse set of Individual, social and professional practices.

3) Learning Outcomes

- Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.
- Learners would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
- Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
- Learners will be comprehending the foundations, process, practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
- Learners will be able to conceptualize, design, and product one or more works in media based on effective principles and practices of media aesthetics for a target audience.

Semester	Course Code	Course Title	Vertical	Credit
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I	26MMCMJ111	Fundamentals of Mass Communication	Major	4
	26MMCMJ112	History of Indian Media	Major	2
	26MMCOE131	Travel & Photo Journalism	OE1	2
	26MMVC141	Computer & Multimedia - I	VSC	2
	26MMCSC151	Personality Development	SEC	2
II	26MMCMJ211	Media Psychology & Sociology	Major	4
	26MMCMJ212	Principles of Media Management	Major	2
	26MMCMRA221	Advertising Foundation	Minor	2
	26MMCMRJ221	Journalism Foundation	Minor	2
	26MMCMRF221	Film & Television Foundation	Minor	2
	26MMCOE231	Social Media Marketing	OE1	2
	26MMVC241	Introduction to Photography	VSC	2
	26MMCSC251	Public Speaking	SEC	2

Course Code	MAJOR SEM – I – Fundamentals Of Mass Communication	Credits	Lectures /Week
26MMCMJ111	Paper I	4	4
Course Objectives(CO): (List the course objectives) CO1. Learner will be able to define and explain basic concepts and models of communication. CO2. Learner will be able to classify and differentiate communication theories and their evolution. CO3. Learner will be able to explain and apply mass communication concepts in the Indian context. CO4. Learner will be able to analyze and evaluate the impact of mass media on society.			
Course Outcomes (OC): (List the course outcomes) OC1. Memorize concepts, process and various models of Communication OC2. Classify the concept, theories and evolution of Mass Communication OC3. Elucidate on the various aspects of Mass Communication in India OC4. Critique the various impacts of Mass Media on the society			
Unit	Topics	No of Lectures	
I	Introduction to Communication	15	
	Concept of Communication – Origin of the term Communication, Definitions, Characteristics, Elements, Objectives, Significance, Process of Communication		
	Types of Communication – Relationship Based, Purpose and Style Based, Direction Based		
	Types of Effective Communication – Verbal, Non-Verbal, Intercultural, Group,		
	Models of Communication – Shannon-Weaver Model, Laswell’s Model, David Berlo’s Model, Aristotle Model, Helical Spiral Model, Schramm’s Model, Gate Keeper Model		
II	Introduction to Mass Communication	15	
	Concept of Mass Communication – Definitions, Various Aspects, Nature, Scope, Objectives, Functions, Features, Significance, Constituents		
	Theories of Mass Communication – Hypodermic Needle Theory, Personal Influence Theory, Normative Theories, Sociological Theories		

	Evolution of Mass Communication – Rocks and Cave Inscriptions, Pictograms, Ideograms and Phonograms, The Alphabet, Manuscripts, Printing Press, Newspapers, Telegraph, Telephone, Radio, Television, Mainframe Computer, Satellites, The Internet, Personal Computers, Mobile Phones, World Wide Web, Social Media	
III	Mass Communication in India	15
	Indian Traditions and Approaches to Communication – The Vedic Era, Eastern Perceptions of Communication (Hindu, Buddhist, Islamic), Western Perceptions of Communication (Plato, Aristotle)	
	Approaches of Communication in the Age of New Technology	
	Media and Culture – Framework for Understanding Culture in a Globalized World.	
	Media Literacy and Media Criticism	
IV	Mass Media and its Impact on Society	15
	Role of Mass Media in the formation of States of India	
	Important Units or Institutions of Mass Media	
	Impact of Mass Media on Society and its Types – Social, Political, Economic, Developmental	
	Impact of Mass Media on Education, Children, Women, Culture, Youth.	
	Total Lectures	60

Suggested Readings

1. Mass Communication Theory *by Denis McQuil*
2. Mass Communication *by Rowland Lorimer*
3. The Media in your Life: An Introduction to Mass Communication *by Jean Folkerts and Stephen Lacy (Pearson Education)*
4. Mass Communication Effects *by Joseph Klapper*
5. Mass Communication & Development *by Dr. Baldev Raj Gupta*
6. Mass Communication in India *by Keval J. Kumar*
7. Mass Communication Journalism in India *by D. S. Mehta*
8. The Story of Mass Communication *by Gurmeet Singh*
9. Perspective Human Communication *by Aubrey B. Fisher*
10. Communication Technology & Development *by I. P. Tiwari*
11. The Process of Communication *by David K. Berlo*
12. Cinema & Television *by Jacques Hermabon & Kumar Shahan*

13. Mass Media Today *by Subir Ghosh*

14. Mass Culture, Language & Arts in India *by Mahadev L. Apte*

15. Communication Facts & Ideas in Business *by L. Brown (Prentice Hall)*

16. India's Communication Revolution *by Arvind Singhal & Everett Rogers*

17. The Myth of Mass Culture *by Alan Swing Wood*

18. Communication – Concepts & Process *by Joseph A. Devito*

19. Communication *by C. S. Rayadu (Himalaya Publishing House, Mumbai)*

Lectures of Mass Communication *by S. Ganesh*

Course Code	MAJOR SEM – I – History of Indian Media	Credits	Lectures/Week
26MMCMJ112	Paper II	2	2
Course Objectives(CO): (List the course objectives) CO1: Learner will be able to explain the history of media through key cultural events. CO2: Learner will be able to identify major developments in media history. CO3: Learner will be able to discuss the role of media professionals in shaping communication. CO4: Learner will be able to recognize the values influencing Indian mass media.			
Course Outcomes (OC): (List the course outcomes) OC1. Understand the history of media through key events in the cultural history OC2. Identify the major developments in media history OC3. Discuss the history and role of professionals in shaping communication OC4. Recognize the values that shaped and continue to influence Indian Mass Media			
Unit	Topics	No of Lectures	
I	Indian Press	15	
	1. Evolution of Press in India 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 d. Newspapers – a social aspect for freedom struggle e. Press Acts of India f. Press during the Emergency Period		
	2. Language Press a. Rise of Hindi & Marathi Language Newspapers (detailed report on vernacular press in India referring to Newspapers) b. Vernacular Press Act of 1876		
II	Documentaries, Films & Broadcasting	15	
	1. History of Documentaries & Films a. Genesis of documentaries and short films (screening of few documentaries is essential like – <i>Hindustan Humara, Zalzala, The</i>		

	<i>Vanishing Tribe)</i> b. Role of Documentarians – P. V. Pathy, D. G. Tendulkar, H. S. Hirlekar, Paul Zils and Fali Billimoria, Anand Patwardhan c. Evolution of film making in India – brief history, Photography to moving films d. Origin of Hindi Cinema e. Origin of Short Films to what it is today, role of YouTube and WhatsApp f. Great Masters of World Cinema 2. History of Radio and Television in India 1. Radio & Television Mass Media 2. Radio & Television Broadcasting 3. The Beginning of Radio & Television Shows ● A New Era of Broadcasting in India ● Satellite Television & Privatization in Broadcasting ● Advertising in India 4. Internet Protocol Television	
Suggested Readings- 1. Mass Communication in India by <i>Keval J. Kumar (Paperback)</i> 2. Journalism in India: History, Growth, Development by <i>K. C. Sharma</i> 3. Media's Shifting Terrain: Five Years that Transformed the way India communicates by <i>Pamela Philipose</i> 3. Indian News Media: From Observer to Participant by <i>Usha M. Rodrigues & Maya Ranganathan</i> 4. Documentary Films and Indian Awaken by <i>Jagmohan, Publications Division Ministry of Broadcasting and Information, Government of India</i> 5. History of Indian Cinema by <i>Renu Saran (Paperback – 1 Jan 2012)</i> 6. History of Broadcasting in India by <i>Dr. P. Thangamani</i> 7. India on Television by <i>Nalin Mehta (Harper Collins Publishers)</i> 8. Press in India: New History by <i>G. S. C. Raguavan (Hardcover – 1 Aug 1995)</i> Communication in History: Stone Age Symbols to Social Media by <i>David Crowley, Peter Urquhart, Paul Heyer</i>		

Course Code	OPEN ELECTIVE SEM – I – Travel & Photo Journalism	Credits	Lectures/Week
26MMCOE131	Paper III	2	2
Course Objectives(CO): (List the course objectives) CO1: Learner will be able to explain the requirements of becoming a travel journalist. CO2: Learner will be able to write effective travel stories. CO3: Learner will be able to apply basic photojournalism skills professionally. CO4: Learner will be able to plan and promote content online to reach a wider audience.			
Course Outcomes (OC): (List the course outcomes) OC 1. Discuss the requirements of becoming a good travel journalist OC 2. Practice writing effective travel stories OC 3. Practice photojournalism professionally OC 4. Plan to market their work online and reach maximum readers			
Unit	Topics	No of Lectures	
I	Introduction to Travel Journalism	15	
	1. Writing about destinations a. Compelling beginnings and endings b. Building a theme and narrative structure c. Drawing characters from real life d. Submitting writings for publications		
	2. Creation of the Story a. Salient examples of what is good travel writing b. Finding and focusing your story, crafting, and structure – the beginning, middle, the end, and transitions c. Bring your story to life – characters and descriptions d. Show don't tell – exercises in enlivening your writing		
	3. Elements of style a. Use of first person b. Developing your voice c. Rewriting and self-editing		
	4. The qualities of a good travel writer A. Use of vivid language B. Voice C. Tone D. Readings from published travel writers		

	E. The dos and don'ts from professionals 5. Types of Travel Writing a. Freelance Travel writing b. Travel blogging c. Books d. General Tips and guidelines e. Travel writing for guidebooks and apps	
II	Photojournalism	15
	Introduction to Photojournalism – Basic Concepts of photography and photo editing Fields of Photojournalism Digital Photography, Camera Topology and Operations Analysis of Photojournalist's work, Photojournalism Ethics, Case Studies in Photojournalism 1. Marketing your story a. Networking, niche markets, travel trends, market research b. Communicating with editors of different media, preparing the manuscript for submission Total Lectures	
Suggested Reading- 1. How to Be A Travel Writer (Lonely Planet) <i>by Don George</i> 2. The Writer's Handbook Guide to Travel Writing <i>by Barry Turner (Editor)</i> 3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences <i>by Jacqueline Harmon Butler, Louise Purwinzobel</i> 4. Travel Writing: See The World. Sell The Story <i>by L. Peat O'neil</i>		

Course Code	VOCATIONAL SKILL COURSE SEM – I – Computers and Multimedia (I)	Credits	Lectures/Week
26MMCVC141	Paper IV	2	2
Course Objectives(CO): (List the course objectives) CO1: Learner will be able to identify and explain the components of computer hardware and their basic functions. CO2: Learner will be able to operate basic features of Microsoft Word, Excel, and PowerPoint. CO3: Learner will be able to apply essential software skills required for entry-level industry tasks. CO4: Learner will be able to understand and differentiate elements of the creative process to make informed specialization choices.			
Course Outcomes (OC): (List the course outcomes) OC1: Identify the components of computer hardware and explain their basic functions. OC2: Operate basic features of Microsoft Word, Excel, and PowerPoint. OC3: Apply essential software skills required for entry-level industry tasks. OC4: Understand and differentiate elements involved in a creative process to make informed stream choices.			
Unit	Topics	No of Lectures	
I	Computer Fundamentals & MS Office	15	
	Components of a Computer, Popular Operating Systems		
	The User Interface, Files & Directory Management		
	Understanding USB, HDMI & Audio Jack		
	Basics of MS Office – Word, Excel, PowerPoint		
	Introduction to Adobe Photoshop, QuarkXPress , WordPress.		
II	Introduction to Internet	15	
	Basics of Computer Networks – LAN, MAN, WAN		
	Basics of Internet – Concept, Application, Connecting and Troubleshooting		
	World Wide Web (www), Web Browsing, Understanding URL, Domain, IP Address		
	Search Engines & Surfing the Web		
	Electronic Mailing – Email Address, Inbox, Outbox, Composing an Email, Replying, Forwarding, CC, BCC, Attaching &		

	Downloading Documents, Instant Messaging	
Suggested Reading- 1. Introduction to Computers by <i>Peter Norton</i> 2. Absolute Beginner's Guide to Computing by <i>Wallace Wang</i> 3. Computer Fundamentals: Concepts, Systems & Applications by <i>Priti Sinha, Pradeep K. Sinha</i> 4. Photoshop Bible McClelland Willey Publication - Corel Draw Practical Learning: BPB Publication		

Course Code	SKILL ENHANCEMENT COURSE SEM – I – Personality Development	Credits	Lectures/Week
26MMCSC151	Paper V	2	2
Course Objectives(CO): (List the course objectives) CO1: Learner will understand personal branding, professional appearance, workplace etiquette, and professional image. CO2: Learner will develop self-confidence and assert themselves in professional settings. CO3: Learner will manage stress, build resilience, and maintain wellbeing. CO4: Learner will set goals and work towards continuous self-improvement.			
Course Outcomes (OC): (List the course outcomes) OC1: Understand the importance of personal branding, professional appearance, workplace etiquette and maintaining a professional image. OC2: Demonstrating self-confidence, overcome self-doubt, and be able to assert one-self in professional settings. OC3: Employ techniques to manage stress, build resilience, and maintain overall wellbeing in professional life. OC4: Set up professional and personal goals, creating action plans, and continuously working towards self-improvement.			
Unit	Topics	No of Lectures	
I	Personality, Attitude, Motivation & Self Esteem	15	
	Concept of Personality – Five Dimensions of Personality (Openness to Experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism), Personality Development & Its Significance, Theories of Personality (Freud Theory, Erikson Theory)		
	The Concept of Success and Failure, SWOC Analysis		
	Concept of Attitude – Types, Significance, Factors Affecting Attitude, Positive Attitude, Negative Attitude		
	Concept of Motivation – Significance & Types, Stages of Motivation to Demotivation, Motivating and Demotivating Factors		
	Concept of Self Esteem – High or Positive Self Esteem, Low Self Esteem, Increasing our Self Esteem, Personality with Low Self Esteem, Interpersonal Relationships, Differences between		

	Aggressive, Submissive and Assertive Behaviors, Lateral Thinking	
II	The Employability Quotient	15
	Body Language – Definition, Importance, Factors	
	Crisis Management – Problem Solving, Conflict Management, Stress Management, Decision Making Skills	
	Leadership Skills – Qualities of a Successful Leader, Teamwork, Time Management, Work Ethics, Good Manners & Etiquettes	
	Getting a Job – Resume Building, Group Discussion, Facing the Interview, FAQs in an Interview, Psychometric Tests, Mock Interviews,	
	Total Lectures	30
Suggested Reading:		
1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill. 2. Stephen P. Robbins and Timothy A. Judge (2014), <i>Organizational Behavior 16th Edition</i>: Prentice Hall. 3. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988. 4. Heller, Robert. Effective leadership. Essential Manager series. Dk Publishing, 2002 5. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003 6. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001 7. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004). 8. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005. Smith, B. Body Language. Delhi: Rohan Book Company. 2004		

Course Code	MAJOR SEM – II – Media Psychology and Sociology	Credits	Lectures/Week
26MMCMJ211	Paper I	2/4	2/4
Course Objectives(CO): (List the course objectives) CO1: Learner will be able to explain basic concepts, developments, issues, and debates in media psychology. CO2: Learner will be able to differentiate key theories and processes of media use and its effects. CO3: Learner will be able to analyze the effects of media on children and adolescents. CO4: Learner will be able to explain media representation of social groups and its psychological impact, including media violence.			
Course Outcomes (OC): (List the course outcomes) OC1: Discuss the basic concepts, developments, issues and debates in the field of media psychology. OC2: Contrast on principal theories and processes of medial use and its effects. OC3: Analyze the effects of media on childhood and adolescence periods. OC4: Elucidate on the representation of different social groups in media and understand the psychological effects of media and its violence.			
Unit	Topics	No of Lectures	
I	Psychology and Media	15	
	Definition of Psychology – Branches of Psychology, Media Psychology, Relationship between Media and Psychology, Research Methods in Media Psychology		
	Memory – Definition, Information Processing Model, LOP		
	Thinking – Definition, Lateral Thinking and Creative Thinking		
	Perception – Visual and Depth Perception		
	Cognitive and Behavioral Effects of Media (Focus on Print, Interactive Medium and Web Advertising)		
II	Psychological Effects and Influence of Media	15	
	Personality Theories – Trait Theory, Cognitive Theory, Psychoanalytical Theory and Behaviour Theory (relevance of each theory in mass media)		
	Social Influence – Definition, Conformity, Compliance, Obedience and Indoctrination		

	Effects of Media Violence	
	Effects of Pro-Social Media	
III	Development of Psychological Issues with Respect to Media	15
	Learning – Theories, Classical and Operant Conditioning, Cognitive Learning, Observation Learning	
	Social Cognition – Script and Schema	
	Motivation – Definition, Types, Maslow’s Hierarchy of Needs	
	Young Children and Media – Socialization through media, Media use and influence during adolescence	
IV	Social Psychology of the Media	15
	Attitude Formation – Theories, Cognitive Dissonance, Role of Media in Attitude Formation, Persuasion, Prejudice	
	Gender Representation in Media (Internal Assessment) – Representation of Minority Groups, Media Representation of Disability, Media Presentation of Mental Health, Audience Participation and Reality TV	
	Ideological Wars in Mass Media – Constitutional Debates, Winners and Losers of Ideological Warfare	
Total Lectures		60

Suggested Reading:

1. Giles. D, (2003). Media Psychology, Lawrence Erlbaum Associates & Publishers: London.
2. The Oxford Handbook of Media Psychology *Edited by Karen E. Dill*
3. Baron, R. & Misra. G. (2013). Psychology. Pearson.
4. Chadha, N.K. & Seth, S. (2014). The Psychological Realm: An Introduction. Pinnacle Learning, New Delhi.
5. Ciccarelli, S. K., & Meyer, G. E. (2010). Psychology: South Asian Edition. New Delhi: Pearson Education.
6. Passer, M.W. & Smith, R.E. (2010). Psychology: The science of mind and behaviour. New Delhi: Tata McGraw-Hill
7. Carr, A. (2011): Positive psychology. Routledge
8. Cornelissen, R.M.M., Misra, G. & Varma, S. (2011). Foundations of Indian Psychology, Vol 1. Pearson
9. Gregory, R.J. (2006). Psychological Testing: History, Principles, and Applications (4th Ed.). New Delhi: Pearson Education.

10. Mentis, M., Dunn-Bernstein, M., Mentis, M., & Skuy, M. (2009). Bridging learning: Unlocking cognitive potential in and out of the classroom. Corwin

Course Code	Major SEM – II – Principles of Media Management	Credits	Lectures/Week
26MMCMJ212	Paper I	2	2
Course Objectives(CO): (List the course objectives) CO1: Learner will be able to outline the marketing environment and its role in value creation. CO2: Learner will be able to analyze and apply the marketing mix in decision-making. CO3: Learner will be able to evaluate the global context for managerial functions. CO4: Learner will be able to choose effective actions in different marketing situations.			
Course Outcomes (OC): (List the course outcomes) OC1: Outline the environment in which marketing organizations operate and the importance of marketing in value creation. OC2: Analyze the components of the marketing mix and apply the components in making marketing decisions. OC3: Evaluate the global context for taking managerial actions of planning, organizing, and controlling. OC4: Determine the most effective action to take in specific situations			
Unit	Topics	No of Lectures	
I	Principles of Marketing	15	
	Introduction – Nature, Scope, Importance, Selling vs Marketing, Marketing Mix, Components of Marketing Environment (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal)		
	Consumer Behaviour and Market segmentation – Factors Influencing Consumer Buying Behaviour, Bases of Marketing Segmentation, Product Differentiation vs. Market Segmentation		
	Product – 7Ps of marketing, Concept, Importance, Product Classification, Concept of Product Mix, Branding, Packaging, Labelling, Product Lifecycle, New Product Development Process		
	Pricing, Distribution Channels and Physical Distribution – Significance of Pricing, Factors Affecting Price of a Product, Pricing Policies and Strategies, Distribution Channels and Physical Distribution, Types of Distribution Channels, Factors Affecting Choice of Distribution		

	Channels. Concept of wholesalers and retailers.	
	Promotion and Recent Developments in Marketing – Nature and Importance of Promotion, Types of Promotion, Social Media Marketing, Influencer Marketing, Direct Marketing, Services Marketing, Green Marketing	
II	Principles of Management	15
	Introduction to Management and Organizations – Definition, Science or Art, Manager Vs Entrepreneur, Types of managers, Managerial Roles and Skills, Evolution of Management, Various Approaches, Types of Business Organizations, Organization culture and Environment, Current Trends and Issues in Management	
	Planning – Nature and Purpose, Planning Process, Types of Planning, Objectives, Policies, Planning Premises, Strategic Management, Planning Tools and Techniques, Decision Making Steps and Process	
	Organizing – Nature and Purpose, Formal and Informal Organization, Organization Chart, Organization Structure, Types, Line and Staff Authority, Departmentalization, Delegation of Authority, Centralization and De-centralization, Job Design, Human Resources Management, Performance Management, Career Planning and Management	
	Directing – Foundations of Individual and Group Behaviour, Motivation, Motivation Theories, Motivational Techniques, Job Satisfaction, Job Enrichment, Leadership, Types and Theories of Leadership,	
	Controlling – System and Process of Controlling, Budgetary and Non-budgetary Control Techniques, Use of Computers and IT in Management Control, Productivity Problems and Management, Control and Performance, Direct and Preventive Control, Reporting	
	Total	30

Suggested Reading:

1. Marketing: An Introduction by Philip Kotler (1987 – Prentice-Hall, International Editions)
2. Marketing Management by Ramaswamy V.S. (2002 – Macmillan India)
3. Principles of Marketing by Kotler P & Armstrong G (2008 – 9th Edition, Prentice-Hall,

International Editions)

4. Marketing – A Managerial Introduction by *Gandhi J.C. (1985 – Tata McGraw-Hill)*

Course Code	Minor II - Course Title - Advertising Foundation	Credits	Lectures/Week
26MMCMRA221	Paper III	2	2
Course Objectives(CO): (List the course objectives) CO1: Learner will understand the basics, growth, importance, and types of advertising. CO2: Learner will recognize effective advertising campaigns, tools, and models. CO3: Learner will apply basic creativity techniques to create advertisements. CO4: Learner will understand the role of advertising, its departments, careers, and creativity.			
Course Outcomes (OC): (List the course outcomes) OC1: Extend a basic understanding of advertising, growth, importance and types. OC2: Recognize an effective advertisement campaign, tools, models, etc. OC3: Employ basic creativity techniques to create Advertisements. OC4: Appraise the role of advertising, various departments, careers and creativity.			
Unit	Topics	No of Lectures	
I	Overview of Advertising Industry	15	
	Introduction to Advertising – Evolution, Importance, Features, Benefits, Limitations, Effects, 5 Ms of Advertising, Types of Advertising, Theories		
	Ethics and Laws in Advertising – Puffery, Subliminal, Weasel Claim, Surrogate, Shocking Ads, Controversial, Advertising Code of Ethics, Regulatory Bodies, Laws and Regulations, Social, Cultural and Economic Impact of Advertising		
	Structure of Ad agencies.		
	Integrated Marketing Communications – Emergence, Role, Tools, Communication Process, The IMC Planning Process		
	Tools of Advertising & Visibility – Newspaper Advertising, Magazine Advertising, Out Of Home (OOH) Advertising, On-Premise Advertising, Transit Advertising, Posters, Directory Advertising, Radio Advertising, Television Advertising, Film Advertising, Public Relations, Sales Promotions, Direct Marketing		
II	Creativity in Advertising	15	
	Copywriting – Features of Copywriting, Responsibilities of a Copywriter, Idea Incubation Process, The BIG Idea, Idea		

	Generation Techniques	
	Role of Different Elements in Ads – Logo, Jingle, Brand Identity, Slogan, Tagline, Headline, Subhead, Layout, Body Copy, Storyboard	
	Writing for Advertising – Briefs, Writing a Persuasive Copy, Trans-creativity, Writing for Various Media, Types of Appeals & Execution Styles	
	Case Studies – Ogilvy, McCann Erikson India, MullenLowe Lintas, J. Walter Thompson, Leo Burnett, DDB Mudra Group, Grey Worldwide, FCB Ulka, Contract Advertising, Redifussion DYR	
	Techniques for Evaluation & Challenges	
Total		30
Suggested Reading:		
1. Advertising Principles and Practices (7th Edition) <i>by William D. Wells, John Burnett, Sandra Moriarty</i> 2. Adland: Global History of Advertising <i>by Mark Tungate</i> 3. Copy Paste: How Advertising Recycle Ideas <i>by Joe La Pompe</i> 4. Indian Advertising: Laughter & tears <i>by Arun Chaudhuri</i> 5. Adkatha: The Story of Indian Advertising <i>by Halve Anand</i> 6. Pandeymonium <i>by Piyush Pandey</i> 7. Introduction to Advertising <i>by Amita Shankar</i> 8. Contemporary Advertising <i>by Loudon & Britta</i> 9. Advertising <i>by Pearson Education</i>		

Course Code	Minor II - Course Title - Journalism Foundation	Credits	Lectures/Week
26MMCMRJ221	Paper II	2	2
Course Objectives(CO): (List the course objectives) CO1: Learner will understand the basics, growth, importance, and types of advertising. CO2: Learner will recognize effective advertising campaigns, tools, and models. CO3: Learner will apply basic creativity techniques to create advertisements. CO4: Learner will understand the role of advertising, its departments, careers, and creativity.			
Course Outcomes (OC): (List the course outcomes) OC1: Recognize the basics of journalism and recognize the contributions of the renowned journalists to the field of print media. OC2: Demonstrate the art of headline writing, rewriting and translation and familiarize the concept of page layout design. OC3: Contrast upon ethical concepts, legal implications, considerations and practices that guide the journalists. OC4: Develop balanced reports through objectivity, accuracy, and brevity and understand the duties and qualities of a responsible reporter.			
Unit	Topics	No of Lectures	
I	Journalism in India	15	
	Changing face of journalism from Guttenberg to new media		
	Introduction to Regional Journalism, Importance of Regional Journalism, Challenges in Regional Journalism.		
	Technological Advancement in Indian Journalism and New Media with special reference to Citizen Journalism		
	Understanding News – Definition, The news process from the event to the render, What makes a good story, Anatomy of a news story, Types of Beats		
	Producing News – Background Research, Finding a news angle, Capturing the right pictures for a photo feature, Writing Headline, Captions & Lead		
II	Working as a Journalist	15	
	What makes a great Journalist: Objectivity, Accuracy, Without Fear or Favour, Balance, Proximity		

	Difference between a PR and a Journalist	
	Criteria for Newsworthiness	
	Hard News, Soft News, News Reports, Features, Editorials	
	Careers in Journalism – Reporter, Feature Writer, Mobile Journalist, Data Journalist, Real Time Journalist, Investigative Journalist, Rural Journalist, In-Depth Journalist, Lifestyle Journalist	
Total		30
Suggested Reading:		
1. Writing and Reporting news by <i>Carole Rich, Thomson Wadsworth</i> 2. Journalism: Principles and Practice by <i>Tony Harcup (Sage Publication - 2011 Edition)</i> Recommended Reading – Nalin Mehta on India TV 3. Behind the by-line: Journalists' Handbook, Professional Journalism by <i>M. V. Kamath</i> 4. Introduction to Journalism: Essential Technique by <i>Richard Rudin</i> 5. Introduction to Journalism by <i>Carole Fleming</i> 6. Introduction to Journalism by <i>James Glenn Stowal</i>		

Course Code	MINOR SEM – II – Film & Television Foundation	Credits	Lectures/Week
26MMCMRF221	Paper III	2	2
Course Objectives(CO): (List the course objectives) CO1: Learner will outline the history of film, television, and new media. CO2: Learner will classify the key disciplines in film, television, and web production. CO3: Learner will demonstrate collaborative skills in a production environment. CO4: Learner will generate and develop creative ideas for film and media.			
Course Outcomes (OC): (List the course outcomes) OC1: Outline the history of film, television, and new media OC2: Classify the fundamental disciplines inherent in motion picture, television, and web production			

OC3: Demonstrate cooperative, collaborative skills to bring together the aforementioned disciplines into a cohesive whole in a production environment.

OC4: Generate and develop ideas for film and other media that include writing from personal experience, visual and aural acuity, technical proficiency, dramatic distillation, and emotional resonance.

Unit	Topics	No of Lectures
I	Introduction to Films & Television	15
	Understanding Cinema – History of Cinema, Birth of Visual Art, Language of Cinema, Transition to Feature Film, Film Genres	
	Aspects of Film Appreciation – Grammar of Films, Director, Writer, Screenplay & Script, Mis-en-scene, Cinematography, Film Sound, Creating Meaning Through Editing	
	Film Making – Aspects of Production Systems, Stages of Film making, Censorship of Films, ROI System in Film Industry	
	Television in India – News, Information and Entertainment, Audience Segments and Cultural Impact, Satellite TV and Private TV	
	Formats and Types of TV Programs – Fiction (Daily Soaps, Sitcoms, Short Films, Comedy Shows, Advertisements, Animation Programs), Non Fiction (News Bulletin, Newsreels, Interviews, Discussions, Vox Pops, Documentaries, Reality Shows, Audience Participation Programs, Sports Programs, Concerts and Award Shows, Cookery Shows, Infomercials Programs)	
II	Transition from Cinema & Television to OTT Platforms	15
	Consuming Television – Overview, Commercial Skipping, Change in Consumption, Binge Watching, Effects of Television Consumption	
	Understanding the Over The Top (OTT) Platform – Definition, OTT Platforms in India, Advantages and Disadvantages, Regulations on OTT Platforms	
	OTT: Boon or Bane - OTT Platforms an Alternative to Cinema / Movie Theatres and Television, Revolutionizing the Portrayal of Indian Women in Mainstream Media, Gender Equality and OTT Content	
	Future of OTT - Reason for Rapid Growth of OTT Platforms, Challenges Faced by the Streaming Industry, The Way Forward	
Total		30

Suggested Reading:

1. The Filmmakers Handbook – By Steve Ascher
2. Shot By Shot – By Steven Katz
3. Making Movies – By Sidney Lumet.
4. On Directing Film – By David Mamet
5. Rebel without a Crew – By Robert Rodriguez
6. The Television Handbook – Patricia Holland
7. Studio Television Production – By Andrew Utterback

Course Code	OPEN ELECTIVE SEM – II – Social Media Marketing	Credits	Lecture s/Week
26MMCOE231	Paper IV	2	2
Course Objectives(CO): (List the course objectives)			
CO1: Learner will recognize real-world skills from designers, artists, and entrepreneurs.			
CO2: Learner will identify and apply strategies to improve and succeed.			
CO3: Learner will solve problems and take creative risks using design principles and processes.			
CO4: Learner will use digital tools for visual storytelling and meet job market demands.			
Course Outcomes (OC): (List the course outcome)			
OC1: Recognise real-world skills from leading designers, artists, and entrepreneurs.			
OC2: Identify and apply strategies to improve and succeed no matter what their initial skills.			
OC3: Solve problems and learn from creative risks by using people skills, design principles, and processes.			
OC4: Execute the demands of a diverse and expanding job market in visual story with a fundamental understanding of digital tools and their creative applications.			

Unit	Topics	No of Lectures
I	The Era of Digital and Social Media Marketing	15
	Introduction to E-Marketing – What is the E-marketing?; The changing marketing landscapes; The internet and business; E-marketing strength and application; Communication modes; The behavioural internet (B2C, B2B, C2C and C2B); E-marketing and Online advertising; E-marketing and Consumer segmentation; E-marketing and Sales & Trade promotions 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, 10 step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms Facebook, Instagram & LinkedIn Marketing – What is Facebook marketing?, Facebook page best practices, KPI and insights , Facebook ad campaign Objectives and targeting and Content creation and sharing, Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads, LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn Pinterest Marketing – Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins 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	
II	Social Media Marketing Plan and Campaign Management	15
	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 Cs of strategy development; Uses of keywords hashtags, and emoji in targeting branded posts; Evaluating Social media marketing success 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?	
	Ethics – Code of ethics, 9 Rules of engagement for Social Media Marketing	
	Careers in Social media marketing	
Total Lectures		30
Suggested Reading:		
1. Digital marketing <i>by Vanadana Ahuja</i> 2. Social Media Marketing: A Strategic Approach <i>by Barker and Barker</i>		

Course Code	VOCATIONAL SKILL COURSE SEM – II – Introduction to Photography	Credits	Lectures/ Week
26MMCVC241	Paper V	2	2
Course Objectives(CO): (List the course objectives) CO1: Learner will create images that evoke emotional response. CO2: Learner will apply lighting and color principles to produce quality photographs. CO3: Learner will use photographic equipment and technology effectively. CO4: Learner will demonstrate teamwork and professional skills like time management and organization.			
Course Outcomes (OC): (List the course outcomes) OC1: Execute artistry by creating images that evoke an emotional response. OC2: Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images. OC3: Demonstrate effective use photographic equipment and technologies appropriate to the task. OC4: Prove effective working skills individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.			
Unit	Topics	No of Lectures	
I	The Art of Photography	15	
	Understanding Photography – History of Photography		
	Working with a Camera – The Body, Aperture, Shutter, Image Sensor, View Finder, Parameters of Light, Lens		
	Composition & Framing – Dimensions, Visual Indicators, Rules of Composition, Breaking the Rules, Viewpoint & Perspective		
	Aesthetics & Language of Photography		
	Film Process & Print – Darkroom Techniques & Digital Darkrooms		
II	Modern Photography	15	
	Digital Imaging & Photography – Image Sensor, Megapixel, Resolution, Image Magnification, File Formats, Aspects of Mobile Photography		
	Telling a Story through Photography – Photo Story, Storyboard, Cropping & Editing		
	Appreciation of Award Winning Photographs		
	Softwares of Photo Editing – Adobe Photoshop, Adobe Lightroom, Google Snapseed		

	Professional Application of Photography	
	Total	30
Suggested Reading:		
1. Collins Books Series: Pentax Inc. ○ Taking successful pictures, ○ Making most of colour, ○ Expanding SLR system, ○ Lighting techniques 2. Minolta Photographer's Handbook ○ Indoor Photography ○ Outdoor Photography 3. Life Book Series ○ Colour ○ Camera ○ Light ○ Portrait 4. Photography Course ○ Volume 1: Understanding Camera ○ Volume 2: Secrets behind successful pictures ○ Volume 3: Practicing Photography ○ Volume 4: Handling Professional assignments 5. Me and My Camera ○ Portrait photography ○ Glamour photography ○ Do it in Dark (Darkroom Techniques) 6. Pro-Technique Photo ○ Night Photography ○ Beauty and Glamour ○ Product Photography		

Course Code	SKILL ENHANCEMENT COURSE SEM – II – Public Speaking	Credits	Lecture s/Week
26MMCSC251	Paper VI	2	2
Course Objectives(CO): (List the course objectives) CO1: Learner will understand their public speaking strengths and audience needs. CO2: Learner will learn speech management techniques for a professional presence.			

CO3: Learner will understand tools of effective public speaking to create impact.
CO4: Learner will learn methods to prepare and organize information effectively.

Course Outcomes (OC): (List the course outcomes)

OC1: Distinguish their Public Speaking strengths as a presenter and how to appeal to different types of people.

OC2: Classify various Speech Management techniques to create a professional presence.

OC3: Recognize how various tools of effective Public Speaking can create impact and attention in Public Speaking.

OC4: Employ different ways to prepare and organize information.

Unit	Topics	No of Lectures
I	Introduction to Public Speaking	15
	Concept of Public Speaking – Meaning, Need for Public Speaking Skills, Importance of Public Speaking Skills, Principles of Effective Public Speaking, Basic Skills Required for Public Speaking	
	Personal Benefits of Public Speaking - Developing Critical Thinking Skills, Polishing Verbal and Nonverbal Skills, Overcoming Fear of Public Speaking, Influencing the World Around You, Developing Leadership Skills, Becoming a Thought Leader	
	Steps of Speechmaking Process – Types of Public Speech, Foundations of Public Speaking, Impact of Elements of Communication	
	Dialogic Theory of Public Speaking – Overview, Dialogue vs Monologue, Meanings are in People and Not Words, Contexts and Social Situations	
	Ethics in Public Speaking – Overview of Ethical Speaking, Objectives of Ethical Speaking, the Ethics Pyramid, Guidelines of Ethical Public Speaking, A Speaker's Ethical Obligation, Important Ethical Principles, Applying Ethical Principles, Guidelines of Ethical Listening	
II	Speech Management	15
	Managing Speech Anxiety - Speech Anxiety / Communication Apprehension, Self-Defeating Thoughts / Sabotaging Your Speech, Anxiety Provoking Situations, Speech Content Issues, Technical Difficulties, Managing Stages of Speech Anxiety	
	Getting The Audience to Listen – Difference Between Listening & Hearing, Benefits of Listening, Different Styles of Listening, Difficulties in Listening,	

	Listener or Receiver Apprehension, Listening Critically, Listening Ethically	
	Use of Language – Difference between Oral and Written Language, Effective Use of Language, Elements of Language for Public Speakers	
	Aesthetics of Speech & Delivery	
	Presenting Yourself & Reaching the Audiences	
Total		30
Suggested Reading:		
1. Beebe, S.A. & Masterson, J.T. (2009). Communicating in small groups: Principles and practices (9th edition). Boston: Allyn & Bacon. 2. Beebe, S.A. & Mottet, T.P. (2010). Business and professional communication: Principles and skills for leadership. 3. Benne, K.D. & Sheats, P. (1948). Functional roles of group members. <i>Journal of Social Issues</i> 4, 41-49. 4. Bohn, E. & Jabusch, D. (1982). The effect of four methods of instruction on the use of visual aids in speeches. <i>The Western Journal of Speech Communication</i>, 46, 253-265. 5. Brillhart, J.K., Galanes, G.J., & Adams, K. (2001). Effective group discussions: Theory and practice (10th edition). New York: McGraw-Hill 6. Caarnagey Dale and J. Berg Esenwein The Art of Public Speaking July 17, 2005 7. Dolman J, 1922. A handbook of public speaking. 1922. New York, Harcourt, Brace and Company. EBook #16317] Beebe, S.A. & Masterson, J.T. (2009). Communicating in small groups: Principles and practices 8. Fripp, P. (2011). 9 timely tips for pre-presentation preparation. 9. Keller, J.M. (1983). Motivational design of instruction. In C.M. Reigeluth (Ed.), Instructional design theories: An overview of their current status (pp. 383-434). Hillsdale, NJ: Lawrence Erlbaum. 10. Kelley, R.E. (1992). The power of followership: How to create leaders that people want to follow and followers who lead themselves. New York: Doubleday/ Currency. 11. Kowitz, A.C. & Knutson., T.J. (1980). Decision making in small groups: The search for alternatives. New York: Allyn and Bacon. 12. Kreitner, R. & Kinicki, A. (1995). Organizational behavior (3rd edition). Chicago: Irwin. 13. Lahiff, J. & Pemose, J. 1997, Business communication: Strategies and skills (5th edition). Princeton, NJ: Prentice Hall.		

Evaluation Scheme for First Year _____ (UG)
under NEP 2020 (4 credits)

I. Internal Evaluation for Theory Courses – 40 Marks

1) Continuous Internal Assessment (CIA) Assignment - Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit. – 20 marks

2) Continuous Internal Assessment (CIA) ONLINE / OFFLINE Unit Test – 20 marks - 30 Minutes

II. External Examination for Theory Courses – 60 Marks

Duration: 2 Hours

Theory question paper pattern:

Question	Based on	Marks
Q.1	Unit I	15
Q.2	Unit II	15
Q.3	Unit III	15
Q.4	Unit IV	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, etc. & the allocation of Marks depends on the weightage of the topic.

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

Evaluation Scheme for First Year _____ (UG)
under NEP 2020 (2 credits)

I. Internal Evaluation for Theory Courses – 20 Marks

1) Continuous Internal Assessment (CIA) Assignment - Tutorial/ Case Study/
Project / Presentations/ Group Discussion / Ind. Visit. – 10 marks

2) Continuous Internal Assessment (CIA) ONLINE / OFFLINE Unit Test – 10
marks - 15 Minutes

II. External Examination for Theory Courses – 30 Marks

Duration: 1 Hour

Theory question paper pattern:

Question	Based on	Marks
Q.1	Unit I	15
Q.2	Unit II	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, etc. & the allocation of Marks depends on the weightage of the topic.

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

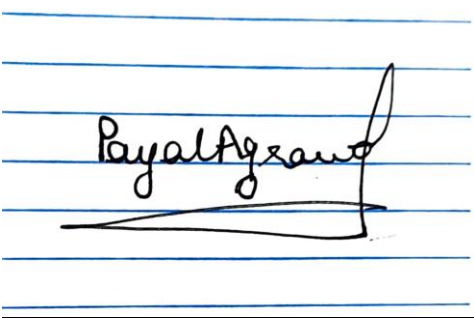
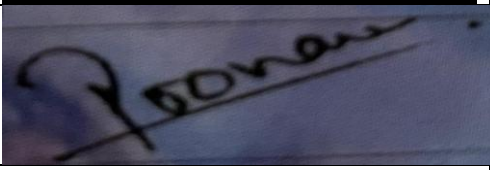
**FY_____ Evaluation pattern and Question paper
pattern for Semester End Practical
Examination of Major Course**

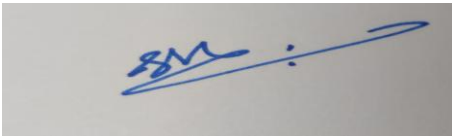
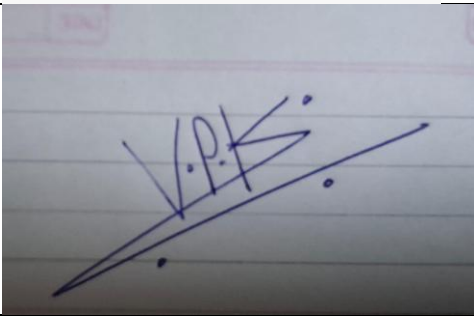
Internal Continuous Assessment: 40% (20 Marks)	Semester End Examination: 60% (30 Marks)	Duration for End semester examination
Viva/ assignment/ objective question test /Small experiments (15 Marks), Overall performance (5 Marks) = 20 Marks	As per paper pattern	1 hr 30 mins

**FY_____ Evaluation pattern and Question paper
pattern for Semester End Practical Examination of
Vocational Skill Courses and Skill Enhancement
Courses**

Internal Continuous Assessment: 40% (20 Marks)	Semester End Examination: 60% (30 Marks)	Duration for End semester examination
Viva/ assignment/ objective question test /Small experiments (15 Marks), Overall performance (5 Marks) = 20 Marks	As per paper pattern	1 hr 30 mins

Signatures of Team Members

SR.No.	Name	Signature
1.	Mr. Amit Chavan (Subject Expert)	
2.	Ms. Payal Agarwal (Subject Expert)	
3.	Ms. Poonam Chindarkar (Subject Expert)	
4.	Dr. Nimisha Kambli (External University Expert)	

5.	Ms. Surya Gune (External University Expert)	
6.	Mrs. Susmita Bhadane-Patil (Subject & Industry Expert)	
7.	Mr. Dushyanta Kawdikar (Industry Expert & Alumni of Kirti College BAMMC Dept.)	
8.	Mr. Vijay Kulkarni (Industry & Alumni of Kirti College BAMMC Dept.)	

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 – 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5

4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

Justification for Bachelors in _____

1.	Necessity for starting the course:	.
2.	Whether the UGC has recommended the course:	Yes
3.	Whether all the courses have commenced from the academic year 2023-24.	The course has already commenced in the university and in the academic year 2023-24 it is restructured under NEP 2020

4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	This course is aided / self-financed based on the sanction given by University of Mumbai to affiliated colleges time to time.
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	The duration of the program is three years (6 semesters). It is not possible to compress the course.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	120 per division
7.	Opportunities of Employability / Employment available after undertaking these courses:	