
VISION

Information to knowledge
and
Knowledge to Wisdom

MISSION

To nurture and foster an innovative academic environment for critical thinking, all-round growth and continuous development of students and staff to make them responsible and sensitized citizens of society.

OBJECTIVES

- *To Provide an atmosphere of learning and encouragement to all students and staff.*
- *To motivate students from even the most humble background forwards achieving excellence in academic and other fields.*
- *To inculcate values for holistic development and character building.*
- *To encourage and imbibe ICT Skills that gives students a competitive edge.*
- *To Prepare students to take their rightful place in society and contribute to national development.*

LEARNING OUTCOMES AND GRADUATE ATTRIBUTES

The college provides suitable infrastructure, learning resources, environment and qualified faculty for the programmes offered. Students are expected to put in appropriate learning inputs and take benefit of all this during their course period.

Thus, on completing the course, every student graduating from this college should reap at least the following benefits of his / her personality development.

- *Becoming a good human being and a mature, responsible and sensitized citizen.*
- *Acquiring a foundation that can grow into any desired field in life.*
- *Possessing sufficient subject-related knowledge and skills for useful application in a job / business / real-life situation in the contemporary world.*

Vidya Prasarak Mandal was founded in the year 1935. Its founding fathers led by late Dr. V.N. Bedekar, a medical practitioner were men imbued with idealism and desire to serve the educational needs of the people of Thane.

Beginning with a primary school, Dr. Bedekar and his team, worked with missionary zeal. Today, the educational institutions established by Vidya Prasarak Mandal in Thane serves the needs of nearly fifteen thousand students. The Educational Institutions include:-

- Dr. Bedekar Vidya Mandir (Marathi Medium)
- Sou. A.K. Joshi English Medium School
- B.N. Bandodkar College of Science
- K.G. Joshi College of Arts
- N.G. Bedekar College of Commerce
- VPM's TMC Law College
- VPM's Polytechnic
- VPM's Polytechnic IT Centre
- Advanced Study Centre
- Dr. V.N. Bedekar Institute of Research & Management Studies
- Maharshi Parshuram College of Engineering

In 2008-2009 Vidya Prasarak Mandal opened its doors to international institutions of repute. An educational collaboration was signed with California University of Technology, USA, (CalUniversity) for conducting professional courses namely, Master of Business Administration and Doctoral Programme in Business Administration. An MOU was signed with the University of Skovde Hogskolevagen, Sweden for conducting Graduate and Post Graduate Courses in Medical Biotechnology, Molecular Biology and Physiology. Another milestone has been the establishment of the VPM's London Academy for Education and Research. This Academy offers courses in Management, Indian Culture and other emerging areas. The foundations of the proposed world class Engineering College (VPM's Maharshi Parshuram College of Engineering) with state-of-the-art facilities has been laid in Velneshwar 55 Km. from Chiplun (Mumbai - Goa highway). Work on this project is completed. First batch has Started from June 2012.

K.G. JOSHI & N.G. BEDEKAR COLLEGE:

K.G. Joshi & N.G. Bedekar College of Arts & Commerce was the first institution of higher learning to be established in Thane City in 1969.

Strategically located, the college is at walking distance from Thane Railway Station on the Central Railway line. It is well connected by bus services to every part of the city including Navi Mumbai.

The College received permanent affiliation, in January 1988 with effect from June 1982. The college was reaccredited by **National Assessment and Accreditation Council (NAAC), Banglore and awarded 'A' grade in January 2011.**

The College is also one of the Community Colleges of the University of Mumbai and has got the Best College Award of University of Mumbai.

COURSES OFFERED

The College offers a number of courses. They are as follows:

- Bachelor of Arts with specialization in English, Marathi, Hindi, Sanskrit, Philosophy, Economics, Politics, History, Geography, Psychology (all 6 papers) and Statistics (3 papers)
 - Bachelor of Commerce with specialization in Advanced Accounting and Auditing and Business Management.
 - Bachelor of Management Studies (BMS)
 - Bachelor of Commerce (Accounting and Finance)
 - Bachelor of Commerce (Banking and Insurance)
 - Bachelor of Commerce (Financial Markets)
 - Bachelor in Mass Media (English & Marathi)
 - Bachelor of Library and Information Science (BLISc)
 - Masters in Commerce in Business Management
 - Masters in Commerce in Advance Accountancy
 - Masters in Commerce in Banking & Finance
 - Masters in Arts by Research and Ph.D in Philosophy. Principal Dr. (Mrs.) Shakuntala A. Singh is the recognized Ph.D research guide in Philosophy.
 - Masters in Library and Information Science (MLISc)
 - Masters in Arts in Mass Communication and Journalism
 - Masters in Philosophy by papers
 - Masters in Hindi by papers
- Autonomous Courses :
- Post Graduate Diploma in Library Automation & Networking (PGDLAN)
 - Certificate Course in Tourism Business Management (CCTBM) in association with Thomas Cook (India) Ltd.

Add on Certificate Courses recognised by University Grants Commission (UGC)

- Conversational English
- Gandhian Philosophy

Now Courses, Divisions and Subjects Commencing from Academic year 2015-16

- Masters in Business Economics
- Additional Division in Masters in Commerce in Advanced Accountancy.
- Additional Division in Masters in Commerce in Banking and Finance.
- Optional subject of NCC in First Year Bachelor of Arts.

ENVIRONMENT

The College admits students from a variety of backgrounds. The students profile ranges from first generation learners to children of established professionals. The College provides an atmosphere of learning and encouragement to all its students irrespective of their background. The environment in the College is such that even a student from the most humble background is motivated towards achieving excellence.

The College is part of a vast campus aptly called *Jnanadweepa*. It offers all modern facilities such as spacious classrooms and reading hall, rich library, reference and research section, ladies room, gymkhana, conference hall and an amphitheatre called Kattyayan. The campus has a large canteen and a well equipped auditorium called Thorale Bajirao Peshwe Sabhagraha. Our entire college campus is interconnected with Fiber Optic Network having 24 hours access to internet via Leased Line. College has subscribed 10 Lines of MTNL Broadband Service. with Wi-Fi facility is also available on Campus.

A well laid path circumnavigating the campus offers an idyllic walk amidst trees and flowering plants. *Jnanpath* as it is called is a haven in a city starved of open spaces.

Physical Facilities are no doubt important, but it is the encouragement and support given to students at every stage that goes towards developing the personality of the student. Keeping this objective in view, the College offers a host of opportunities and facilities for the students.

FACILITIES FOR STUDENT DEVELOPMENT

- **Library** : The College boasts of excellent library facilities with Home Lending Section, Acquisition Section, Reference and Research Section and Reading Hall. Library has started 'Braille Section' for visually

challenged students. A complete Database of the Library is available on OPAC-Online Public Access Catalogue for the students and teachers. In addition to this, the library provides online access to reputed databases like JSTOR, EBSCO, HOST, CMIE, ERIC, UGC N-List E resources and ART STOR. The Library offers external membership facility.

- **Book Bank Facility :** The College offers University of Mumbai's Book Bank facility to the students belonging to backward class Category. In addition of this facility, College also offers Book Bank Facility to the needy Students Belonging to weaker sections to the society from its own funds.
- **Computer Lab:** The College has a well designed air-conditioned computer laboratories with LCD facilities. Every student has access to a computer with software designed according to the syllabus. Practicals are conducted under the supervision of trained IT and Computer staff.
- **Language Laboratory :** A state-of-the-art language laboratory with seating arrangement for 30 students is available for the students. The laboratory has friendly audio communication facilities for student teacher interaction. The laboratory is used for programmes in functional English and Communication Skills.
- **Gymkhana:** The College has a well-equipped gymkhana, managed by a team of professors and physical instructor. There is a gymnasium free of charge with a trained instructor. Special timings are reserved for girl students.
- **Sports Academy:** A Sports Academy has been set up for students with an inclination towards sports activities. The college encourages individuals and teams who participate in various sports and aim at achieving excellence. Our students have distinguished themselves in National and International sporting events. The College believes that a healthy mind and healthy body go together. Towards realizing this objective, a fitness-training programme has been introduced for the students.
- **Cultural Activities:** The cultural needs of the students are taken care of through various activities such as dramatics, music, dance etc. The college encourages and support festivals organized by students. Our festivals – Navrang, Gandharva and Chrysalis have become very popular among the students.
- **Talent Academy:** A Talent Academy is constituted to unfold the hidden talents of the students. Workshops are conducted in creative arts to nurture and develop talents of the students.

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- **Scholars' Academy:** To encourage academic excellence, a Scholars Academy has been formed. Students are invited to become members of the Academy. The Academy arranges for its students to attend lectures and discussions on various subjects in the college and outside, pursue academic interests and develop ones personality.
 - **Speakers' Academy:** A Speakers Academy trains the students in the art of public speaking. Students trained by the Speakers Academy have won a number of prizes in inter-school and inter-college competitions.
 - **Research Academy:** To inculcate research aptitude among the students a Research Academy has been set up. The Research Academy encourages students to conduct surveys and present their findings.
 - **National Service Scheme (NSS):** The college has a vibrant NSS Unit that encourages the development of the students into responsible citizens of the society. Students under the guidance of Professors are actively involved in a number of programmes that are carefully monitored by the NSS Unit of University of Mumbai.
 - **National Cadet Corps (NCC):** The College has an active Army and Naval wings for both men and women. Aspirants to a career in the defence services will find it rewarding to join the NCC.
 - **Counselling:** The College has an in house counsellor to offer support and guidance to students in need of help. In addition to psychological support, career guidance is provided to help individual student focus on his/her strength and there by plan his/her sucess path.
 - **Students Council:** A students council is formed in accordance with the provisions of the Maharashtra Universities Act 1994. It consists of class representatives and secretaries of different associations. The council acts as a liaison between the students and the Principal. Student representatives are provided a training ground for leadership roles in future.
 - **Civil Defence:** The College has a Civil Defence unit to train the students in life saving techniques. Training is imparted in first aid, fire fighting, self rescue, facing unexploded bomb situations in civil areas and general rescue methods. Students who complete the civil defence course are awarded certificates by the Maharashtra Government.
 - **Women Development Cell (WDC):** The WDC believes in empowerment of girl students. The cell encourages the students into developing into confident individuals.

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- **Placement Cell:** The Placement Cell assists students in career counselling by professionals and securing placements. Our students have secured assignments in TCS, ICICI, Dawnaday AV, Thane Janata Sahakari Bank, etc.
 - **(DLLE) DEPARTMENT OF LIFELONG LEARNING & EXTENSION:** To facilitate the sensitization of the students to the socio-cultural realities, the college has introduced the extension work prospects program offered by the Department of Life Long Learning and Extension of University of Mumbai. These projects are based on promoting the aims and values of human development in community, college and university and encouraging interaction, support and networking among students. The student is awarded Ten Additional Marks at the final examination on completion of 120 hours of work and the submission of a project report based on two different units : 1) Vocational Career oriented projects OR ii) Community oriented projects respectively.
 - **Generation Dialogue:** A forum titled Generation Dialogue has been established to encourage mutual understanding between the youth and senior citizens and bridge the generation gap. Senior citizens are invited to share their wisdom and experiences.
 - **Students' Forum:** To give the students platform to discuss various current issues and develop their analytical and debating skills Students' Forum motivates the students.
 - **Remedial Coaching and Entry in Service Schemes of UGC:** The College offers the Remedial Coaching and Entry in Service Schemes of University Grants Commission (UGC) to the students belonging to SC, ST, OBC (Non-creamy layer) and Minority categories of Grant-in-aid Section.
 - **Business English Certificates (BEC):** The College offers the Business English Certificate courses of Cambridge University (United Kingdom) to the college students. There are three levels of these certificate exams and these are,
Level-1-Preliminary
Level-2-Vantage and
Level-3- Higher.
 - **Summer Placements :** Students are offered placements during summer vacation in association with Neilsen India (Worlds Largest Research Company)
 - **National Seminars:** The College has been conducting workshops

and seminars at National level. Experts from various fields / subjects are invited as resource persons.

Seminars Conducted:

- 2004 - National Seminar – ‘Water Management Scenario 2025’
 - 2005 - State Seminar – ‘Marathi and Computers’
 - 2006 - National Seminar – ‘Bio-Ethics’
 - 2007 - National Seminar – ‘Indian Philosophy – Its Relevance in the 21st Century’
 - 2008 - National Seminar – ‘Post Independence Indian Literature’
 - 2009 - International Seminar – ‘Mind, Brain & Consciousness’
 - 2011 - National Seminar – Development of India through Micro Financing
 - 2011 - National Seminar – Post Modernization of Libraries : Challenges and Opportunities.
 - 2013 - International Seminar – Geography of Change: Contemporary issues in development environment and society.
 - 2013 - National Seminar – Jammu Kashmir Affairs:
 - 2014 - International Seminar – Money, Finance and Economic Growth: Emerging Issues.
 - 2014 - National Seminar – Article 370 of Indian Constitution.
 - 2015 - National Seminar – Women’s Quest for Equality in India Promises, Problems and Prospects
 - 2016 - National Conference – Indian Cinema : Past,Present and Future
 - 2017 - (Forthcoming) – Revisiting Shakespeare Four
National Conference Hundred Years After
- **Film Society:** A Film Society has been established in the campus. Internationally acclaimed films are screened for the members of staff and students regularly. The Joshi-Bedekar College Film Society is the first college Film Society in Maharashtra to be affiliated to the Federation of Film Societies of India.

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- **Foreign Languages Programme:** Vidya Prasarak Mandal has foreign languages programme in German, French, Japanese & Chinese. Students are invited to take advantage of this unique programme, that will provide them a competitive edge in a global society.
 - **Community College :** Our College has become the Community College of the University of Mumbai. For details please log on to www.vpmthane.org
 - **Anti-Ragging Committee :** The College has formed the Anti-Ragging Committee as per the guidelines of University Grants Commission and the University of Mumbai.

Students involved in offence of Ragging will be strictly punished by the College Administration.

Email : helpline@antiragging.in

Toll free Anti-Ragging helpline : 1800-180-5522

- **Yoga :** The College conducts the training sessions of yoga for the Students and teachers.
- **Rules & Regulations:**

To enable the smooth working of the college, students are expected to observe rules and regulations that are in force.

- 1) Students must wear their Identity Card to enter the college through Gate No.2. Six turnstile machines are placed-three for entry and three for exit. If any student forgets to bring their Identity Card they must enter through Gate No. 1 and register their entry in the Security Cabin. Strict action will be taken against any student misusing their Identity Card and allowing unauthorized entry through Gate No.2.
- 2) Students must wear and display their college identity card whenever in college or when representing the college at any other place. It should be produced whenever demanded by any of the college staff.
- 3) The use of mobile phones in the college premises is strictly prohibited.
- 4) During lecture hours, students should be present in the class. Students should not loiter around college premises.
- 5) Students are expected to observe decorum and decency in clothing and behaviour.
- 6) In case of any problem, students can approach the Vice Principal.
- 7) Students should not collect any fund from other students or from outsiders without the written permission of the Principal.
- 8) Students shall not organize on their own picnics, excursion, trips, etc., without prior, written permission of the Principal.

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- 9) Students should not write on benches/walls and should help in maintaining the learning environment neat and clean.
 - 10) The powers relating to disciplinary action in the college will vest with the Principal and her decision in this respect shall be final.

- **Library Rules**

1. **Rules and Regulations of the library (for students)**

- a. Every individual entering the library should be a BONAFIDE STUDENT of the College and must have a valid IDENTITY SMART CARD. Students should wear and display identity card whenever they are on the campus. If any student is found without wearing identity smart card, he/she will be charged fine of Rs. 100/- (Hundred Rupees). The identity smart card should be produced as and when demanded by any of the library staff.

2. **Duplicate Smart Identity Card**

- a. In case Identity Smart Card is lost, it should be reported to the Librarian immediately. A duplicate Identity card will be issued to the student against a payment of Rs. 300/- on Fridays only, after receiving prescribed application and copy of a police complaint in this respect.

3. **Circulation**

- a. Library books are lent to readers for home reading between 8.00 a.m. to 5.00p.m.

Note: For in-house reading, books from reading hall as well as home lending section and 'Reference and Research Section' are provided during all working hours.

4. **Library Fine**

- a. Books are issued for a period of one week from the Home Lending section. Books reserved for in-house reading are not allowed to be taken out. A book must be returned on or before the due date shown on the book. In case a student fails to return a book within the time limit, a fine of Re. 1 per day per book will be charged for first 15 days and Rs. 2/- per day per book after 15 days onwards. During Examination days the fine would be Rs. 10/- per day per book. A student may get a book reissued, if it is not in demand.

5. **Mutilation of Books**

- a. It is strictly forbidden to mark library books with pencil or ink or mutilate them in any way. The reader to whom the book was /is issued last will

be held responsible for loss of pages or any other damage unless he/she has brought it to the notice of the library staff before borrowing. Any student held responsible for damage of reading materials will be liable to fine equivalent to the damage caused.

6. Reading Hall

- a. Reading hall copies of the books should be used in reading hall only. A student taking books outside the reading hall without the permission of the librarian will have to pay a fine of Rs. 10.- per day per book.
- b. Reserving of seats is not permitted in the reading hall of the library under any circumstance.
- c. **Complete Silence** must be observed in and around the library. Disregard of this rule will invite punishment leading to suspension of members.
- d. Please note that Reading Hall is meant for reading purpose and self study only. Students should not discuss anything in the Reading Hall.

7. Discipline

- a. The smooth working of the library is possible only if students adhere to the rules and regulations of the library. The Librarian reserves the right to refer cases of breach of discipline to the Principal.

Note : Although no specific rules and regulations are formulated for the staff, all the members are advised to observe general rules and decorum.

● Dress Code

A formal dress code is prescribed for students of self-finance course. It is mandatory for students to follow the prescribed dress code on two days of the week namely Tuesday and Friday and Whenever specified. The formal dress will comprise of the following.

Girl Students

- Navy blue blazer with trouser. The blazer must be waist length
- White self-printed shirt
- Formal foot wear
- Neatly brushed / tied hair

Boy Students

- Navy blue blazer with trouser
- White self-printed shirt
- Navy blue tie
- Formal foot wear
- Well set trimmed hair

NOTE: skirt / tight fit trousers / slippers / floaters will not be permitted.

- **Attendance:**

The attendance of the students is regulated by ordinance 119 of Mumbai University.

1. The ordinance states that, "For granting of terms, attendance of 75% of theory, practical and tutorials (wherever prescribed) separately will be required, and of the total number of lectures, practicals and tutorials conducted in the term."
2. Students who fail to maintain the condition of minimum attendance on account of bonafide illness, or any other reason which is deemed right by the Principal, should apply in writing to the Principal for leave of absence, prior or within 2 days from the date of commencement of such leave, failing which they will be treated as defaulters.
3. All applications for leave of absence along with medical certificate, if any are to be submitted to the Vice-Principals.

ORDINANCE AND REGULATIONS FRAMED BY THE UNIVERSITY OF MUMBAI.

BACHELOR OF MASS MEDIA (B.M.M.)

ADMISSION TO DEGREE COLLEGE:

Eligibility criteria are specified separately for each of the non-grant course namely Bachelor of Management Studies (B.M.S), and Bachelor of Mass Media (B.M.M.) separately. However for students coming from University / Board other than Maharashtra and also from the **Maharashtra Technical Board** an eligibility certificate from University of Mumbai is required to be produced for admission to each of the course mentioned above. No such students will be admitted to college without eligibility certificate issued by University of Mumbai. **In case the admission of the student is found to be invalid for any reason, the responsibility will lie with the student.**

DOCUMENTS REQUIRED FOR ADMISSION :-

Students should bring the following documents in original along with duly attested photocopies for verification at the time admission :-

- (I) (a) Original Marks sheet of H.S.C., two xerox copies of Mark sheet and one xerox copy of Leaving Certificate (LC) for F.Y. admission.
- (b) Original Mark sheet of Semester I & II along with one photo copy each for S.Y. admission.
- (c) Original Mark sheet of Semester I, II III & IV along with one xerox copy each for T. Y. admission.
- (d) For new admission at S.Y. / T.Y. - NOC with enrolment details to be produced from the previous college.
- (e) One recent Passport size photograph taken with **light coloured dress** for all classes.
- ii) Caste certificates (if applicable)
- iii) Caste Validity Certificate
- iv) Documentary evidence regarding **special category status**
- v) Eligibility Certificate (issued by University) for students coming from other than Maharashtra Board and Maharashtra Technical Board.
- vi) Physically challenged candidates should produce the relevant

certificate from competent authority. In case the original marks sheet of H.S.C. has been submitted for admission to any college, a certificate to that effect, signed by the Principal of the College must be produced.

Eligibility :

A candidate for being eligible for admission to the Degree Course in Bachelor of Mass Media shall have passed XII Std. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent, from the Science, Arts or Commerce Stream.

R. 4290 Scheme of Examination

- i) The Examination shall be conducted at the end of each Semester.
- ii) A paper shall carry 100 marks. The evaluation of the performance of the students in the papers shall be on the basis of both Internal Assessment (25%) and Semester End examination (75%). Internal Assessment shall be on the basis of class assignments, projects, presentations, group discussions, seminar attendance, field visits, etc.
- iii) The Semester End Examination shall be a written theory paper held at the end Semester and shall be of 2.5 hours duration.

I. STANDARD OF PASSING AND PERFORMANCE GRADING :

STANDARD OF PASSING

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment & Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 30 Out of 75) separately, to pass the course and minimum of Grade E in each project wherever applicable to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment & Semester End Examination together.

PERFORMANCE GRADING

The PERFORMANCE GRADING of the learner shall be on the SEVEN point Grading system as under:

Grade	Marks	Grade Point
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The performance grading shall 'be based on the aggregate performance of internal assessment and Semester End Examination.

II. CARRY FORWARD OF THE MARKS IN CASE IF THE LEARNER FAILS IN ONE OR MORE COURSES:

1. A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the course shall reappear for the Semester End Examination of that course. However his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
2. A learner who PASSES in the Semester End Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of the course. However his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled grade obtained by him/her on passing.
3. **a) For Courses without practical**

In case of learner who is reappearing for the Internal Examination, the examination will consist one project of 40 marks which will be divided into 20 marks for the documentation of the project, 10 marks for the presentation and 10 marks for the viva and the interaction.

b) For Courses with practicals

In case of learner who is reappearing for the Internal Examination for subjects with Practical, the examinations will consist of practical examination of 25 marks which will be divided into 10 marks for the machine work / laboratory work, 05 marks for the Viva Examination and 05 marks for the Journal.

III ALLOWED TO KEEP TERMS (ATKT)

Eligibility for Admission to all the Under Graduate Programs (aided and non-aided) in the Faculties of Arts and Commerce under Credit Based Semester and Grading System

- a. A learner shall be allowed to keep term for Semester II if he/she passes each of semester I failure in the Semester I.
- b. A learner shall be allowed to keep term for Semester III if he/she passes each of semester I and Semester II.

OR

A learner fails in not more than FOUR courses of Semester I and Semester II taken together with not more than TWO courses at each of Semester I & Semester II.

- c. A learner shall be allowed to keep term for Semester IV irrespective of number of courses of failure in Semester III.
- d. Eligibility criteria for a learner, to be admitted in Semester V (Third year) of UG programs (aided and non aided) in Faculties of Arts and Commerce is emended as follows.
 - i) Shall have passed Semester I, II, III and IV in full

OR

- ii) Shall have passed Semester I and II in full and secured ATKT in the Second year by failing in not more than two Courses in each of Semester III and Semester IV

OR

- iii) Shall have Secured ATKT in First Year by failing in not more than Two Courses in each of Semester I and Semester II and have passed Semester III and Semester IV in full.
- e. A learner shall be allowed to keep term for Semester VI irrespective of grades obtained in each course of Semester V. The result of Semester VI shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester VI, and Semester V in full

ADDITIONAL SEMESTER END EXAMINATION

ELIGIBILITY TO APPEAR FOR ADDITIONAL SEMESTER END EXAMINATION:

A learner who does not appear i.e. remains absent in some or all the courses on medical grounds or for representing the college / university in sports, cultural activities, activities of NSS, NCC, DLLE or sports

training camps conducted by recognized bodies / competent authorities or for any reason which is considered valid under exceptional circumstances and to the satisfaction of the Principal or the Head of the Institute OR fails in some or all the subjects is eligible to appear for the additional examination.

A learner who does not appear for both the Internal Assessment and Semester End Examination shall not be eligible to appear for the additional Semester End Examination.

The additional Semester End Examination shall be of two hours duration and of 75 marks per course. The learner shall appear for the course of the Semester End Examination for which he/she was absent or has failed. Learners who are punished under O.5050 are not eligible to appear for this additional examination.

PROJECT EVALUATION (IF APPLICABLE)

- a) A learner who PASSES IN ALL THE COURSES BUT DOES NOT secure minimum grade of E in project as applicable has to resubmit a fresh project for evaluation till he. she secures a minimum of grade E. His/her marks in the theory papers that the learner has passed will be carried forward and he/she shall be entitled for grade obtained by him/her on passing.
- b) The evaluation of project and viva-voce examination shall be by awarding grade in the seven point scale as given in the grade point table.
- c. A learner shall have to obtain minimum of Grade “E” (or its equivalent marks) in project evaluation and viva voce taken together.

BACHELOR OF MASS MEDIA (B.M.M.):

R. 4291 : The scheme of the modules shall be as follows :

Semester I

- 1) Effective Communication Skills - I
- 2) Fundamentals of Mass Communication
- 3) Introduction to Computers
- 4) Introduction to History of World, India & Maharashtra
- 5) Introduction to Sociology
- 6) Introduction to Economics

Semester II

- 1) Effective Communication Skills - II
- 2) Political Concepts and Indian Political System
- 3) Principles of Management
- 4) Introduction to Media Psychology
- 5) Principles of Marketing
- 6) Introduction to Literature

Semester III

- 1) Introduction to Creative Writing
- 2) Introduction to Culture Studies
- 3) Introduction to Public Relations
- 4) Introduction to Media Studies
- 5) Understanding Cinema
- 6) Advanced Computers

Semester IV

- 1) Introduction to Advertising
- 2) Introduction to Journalism
- 3) Print Production and Photography
- 4) Radio and Television
- 5) Mass Media Research
- 6) Organisational Behaviour

Semester V (Journalism)

- 1) Reporting
- 2) Editing
- 3) Feature and Opinion
- 4) Journalism and Public Opinion
- 5) Indian Regional Journalism
- 6) Newspaper - Magazine Making

Semester V (Advertising)

- 1) Advertising in Contemporary Society
- 2) Copy Writing
- 3) Advertising Design
- 4) Consumer Behaviour
- 5) Media Planning and Buying
- 6) Brand Building

Semester VI (Journalism)

- 1) Press Law and Ethics
- 2) Broadcast Journalism
- 3) Business and Magazine Journalism (Niche I & II)
- 4) Internet and Issues in the Global Media
- 5) News Media Management
- 7) Contemporary Issues

Semester VI (Advertising)

- 1) Advertising and Marketing Research
- 2) Legal Environment and Advertising Ethics
- 3) Financial Management for Marketing & Advertising
- 4) Agency Management
- 5) The Principles and Practice of Direct Marketing
- 6) Contemporary Issues

Fees Chargeable per annum for B. M. M.***(Subject to Revision)**

Fees Details		Bachelor of Mass Media (BMM)		
	F.Y. BMM	S.Y. BMM	T.Y. BMM	
Tuition fees	10,000	10,000	10,000	
Enrolment fee only for FY	220	0	0	
Library Deposit (refundable)	300	300	300	
Gymkhana fees per year	200	200	200	
Others Fee/Extra Curricular Activity	250	250	250	
Library Deposits	250	0	0	
Laboratory Deposit	400	0	0	
Caution Money	150	0	0	
College Exam Fee	1420	1420	1420	
Computer Practical	1000	1000	1000	
Laboratory Fees	1000	1000	1000	
Industrial Visit	500	500	500	
Project Fees	0	0	500	
Adm. Processing	200	200	200	
Utility Fee	250	250	250	
Magazine Fee	100	100	100	
Identity & Library Card Fee	50	50	50	
Group Insurance	20	20	20	
Student Welfare Fund	50	50	50	
Development Fund	500	500	500	
V.C. Fund	20	20	20	
Uni Sports & Cultural Activity	30	30	30	
University E Suvidha	50	50	50	
E Charges	20	20	20	
Disaster Relief Fund	10	10	10	
Total	16990	15970	16470	

SC/ST/VJNT/SBC category degree students are required to make a nominal payment of Rs. 1820/- for F.Y., S.Y.& T.Y. (Fee + Exam. Fee) at the time of taking admission. They must fill government freeship / scholarship form on notification by the college failing which they are liable to pay full fees. Students belonging to OBC category must pay 50 percent of total fees.

REFUND OF FEES

O. 2859 : Refund of Tuition, Development and all other fees after cancellation of admission :

The candidates who have taken admission in under graduate courses in Govt. colleges, in Govt. aided and unaided courses conducted affiliated colleges and recognized Institutions may request for refund of fees after applying in writing for cancellation of their admission to the course. The refund of fees as applicable shall be made on or before 30th day after the date of cancellation and thereafter. The percentage of fee for the course shall be refunded to the candidate after deducting charges as follows :

Table - 1: Fee Deduction on cancellation of admission

	Period and Percentage of deduction charges					
	(i)	(ii)	(iii)	(iv)	(v)	(vi)
	Prior to commencement of academic term and instruction of the course	Upto 20 day after the commencement of academic term of the course	From 21 st day upto 50 days after commencement of academic term of the course	From 51 st day upto 80 days commencement of academic term and course of August 31 st whichever is earlier.	From September 1 st to 30 th September	After September 30 th
Deduction Charges	Rs. 500/- Lump sum	20% of the total amount of fees	30% of the total amount of fees	50% of the total amount of fees	60% of the total amount of fees	100% of the total amount of fees

NOTE : The total amount considered for the refund of fees from the commencement of academic term of the courses includes the following:-

- (i) All the fees items chargeable for one year are as per relevant University circulars for different Faculties (excluding the courses for which the total amount is fixed by other competent authorities.)
- (ii) The Fee charged towards group insurance and all fee components to be paid as University share (including Vice-Chancellor fund,

University fee for sports and cultural activities, E-charge, disaster management fund, exam. fee and Enrollment fee) are non-refundable if payment is made by the college prior to the date of cancellation.

- (iii) Fee collected for Identity card and Library card, admission form and prospectus, enrollment and any other course specific fee **are not refundable** after the commencement of the academic term.
- (iv) All refundable deposit (Laboratory, Caution Money and Library etc.) **shall be fully returned** at the time of cancellation.)

Scholarships / Freeships

A number of scholarships and freeships are available for needy and deserving students. Students who wish to apply for SC/ST/OBC/SBC/VJNT Scholarship are required to keep the following documents ready.

1. Income certificate 2015-16
2. Caste Certificate
3. Caste Validity Certificate for ST
4. Ration Card
5. Non creamy layer certificate for OBC freeship
6. Photocopy of previous marksheets

Rules and regulations governing scholarships and freeships are available in the office.

- N.B. :**
- a) If there is a gap in the students academic career a gap certificate must be enclosed along with the scholarship form.
 - b) August 30th 2016 is the last date for accepting scholarship & freeship forms.
 - c) Students who do not fill scholarship / freeship forms must pay full fees prescribed for the course.

SEMESTER I (Paper I)

Subject: Effective Communication Skills I

- Objectives:**
- **The To make the students aware of functional and operational use of language in media.**
 - **To equip or enhance students with structural and analytical reading, writing and thinking skills.**
 - **To introduce key concepts of communications**
1. The concept of communication - Process and Barriers.
 2. Reading (English, Marathi or Hindi)
 3.
 - i. Types of reading (skimming and scanning)
 - ii. Types of reading (same with examples Newspaper Magazine article, TV, Feature and Documentary. Radio Bulletins, Advertising Copy, Press Release in English, Hindi and Marathi.)
 - Vocabulary 100 media words
 - Grammatical structure - spelling, structure of sentences, Active / Passive voice, tenses.
 3. Writing (English, Marathi of Hindi)
 - Letter Writing - Application Letter, Resume, Personal Correspondence, Informal, Paragraph writing.
 - Introduction to Feature and Script Writing.
 4. Oral Communication - Presentation, Anchoring, Viva Voice, Interview, Public Speaking, Skits Plays, Panel Discussions, Voice over, Elocution Debates Group discussion
 5. Thinking and Listening Skills.
 - Types of thinking (rational and logical)
 - Errors in thinking
 - Partialism
 - Time scale
 - Egocentricity

-
- Prejudices
 - Adversary Thinking
 - Extremes
 - Types of listening, Barriers to listening
6. Introduction of Translation & Views of Translation : Concept and importance of translation
- External view of translation
 - Textual reliability.
 - The Translator's, Cost, Trade-offs.
 - Internal view of Translation -
 - Translator as a learner,
 - Translator's memory - Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding
 - The translator's Learning Styles : Context, Field Dependent/Independent, Flexible/Structural Environment, Independence/Dependence Interdependence, Relationship/Content Driven.
7. Processing in Translation :
- Input and Processing : Input - Visual, Auditory and Kinetic, Processing - Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings).
 - The Process of Translation : The Shuttle Experience, Charles Sanders Pierce on Intinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention.

SEMESTER I (Paper II)

Subject: Fundamentals of Mass Communication

Objectives :

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

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- To study the evolution of Mass Media as an important social institution.
 - To understand the development of Mass Communication models.
 - To develop a critical understanding of Mass Media.
 - To understand the concept of New Media and Media Convergence and its implications.

Unit - I Mass Communication

- Meaning and Need for Mass Communication
- Forms of Communication : Intra Persona Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc.
- Elements and Process of communication
- Models of Mass Communication : Gerber's Model Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model
- Functions of Mass Communication
- Barriers of Mass Communication

Unit - II Impact of Mass Media

- Introduction to Mass Media.
- Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience.
- Differentiate between Mass Communication:
 1. Traditional & folk Media, Types, importance of traditional media
 2. Print : Books, Newspapers, Magazines
 3. Broadcast: Television, Radio
 4. Films
 5. Internet
 6. Advertising, Public Relations
 7. Other outdoor media

Unit - III Mass Communicators

Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)

Unit - IV The New Mass Media

- Media Convergence : conceptual framework, technological dimension, economic demension, socio-cultural dimension and its implication to ‘Mass Communication.’
- Developments in the Economy, Society and Culture and its impact on current communication meida.
- Introduce key terms such as “information economy” and “information society”.
- Digital”, “multimedia convergence”, “information superhighway,” “channel abundance” and “interactivity.”
Impact of social media on Mass Communication.

Unit - V Impact of Mass Media on Society

1. Education
2. Children
3. Women
4. Culture
5. Youth
6. Development

SEMESTER I (Paper III)

Subject: Introduction To Computers

Objectives:

- To equip the students with a general understanding of computer basics for everyday use.
- To train them to use this understanding to supplement their presentation skills.
- To equip the student with basic knowledge of use of technology in Media Industry.

I. Computer Basics

- Basic structure of a PC, Types of computers, Input / output devices (definition), Use of Printer, Scanner, microphone speaker.
- Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer?
- Operating Systems, Windows operating System, Windows basics, windows commands and keyboard shortcuts.
- File management, importance of organizing work in folders, Disk partitions, physical and logical drives etc.
- Scratch programming; Introduction to Scratch Project, Sprite and movements types of statements and sequencing.

II. Networking Basics

- Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN etc.) Intranet and Internet, Client server Architecture.
- Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking, through satellites, transfer of footage through OB Vans

III. Introduction to Internet

- Domain names, web servers, URL and parts of a URL, Types of websites Static and Dynamic websites, Portal (Horizontal and vertical portals)
- Services (e-mail, search engines, ftp, etc.) Searching on web, keywords, etc. Internet Security, threats, legal challenges - copyright issues, technology issues, political issues, social issues, economic issues - ethical issues
- Importance of internet in media, effect of internet on journalism, Newsrooms, and the internet, internet and research, journalists and the internet. Media and Internet : advantages, limitations.

IV. Text and Documents Editing and Presentation Microsoft Word

- Creating, Saving documents
Editing documents (formatting characters, lines and

paragraphs, Section & Page Breaks, Headers & Footers, Tool, Index)

- Language tools (spelling, grammar thesaurus) Inserting images, cut, copy, paste Creating Tables
- Mail Merge, Use of keyboard shortcuts

V. Microsoft S Excel

- Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet
- Entering data, Formulae, Functions, Editing sheets, Formatting
- Finding, replacing and filling data, Database management, sorting, Preparing Charts, Use of keyboard shortcuts

VI. PowerPoint

- Introduction to presentations, create, save
- Types of presentation layouts, Slides, outlines, slide sorter, presentation, Formatting, Tables, ClipArt's, pictures, organization charts, charts etc.
- Animation (present, custom), Setting up slide show, timing, on click, hyperlinks, etc. Inserting images, videos and sounds.
- PowerPoint presentation, PowerPoint show, Presentation skills, Keyboard Shortcuts

VII. Introduction to designing

- Types of communication, What is design, Types of design
- Colour theory, Hierarchy in a design, Typography (fonts & typefaces, types of fonts) Observation and visualization, perspective.
- Unicode, installing and using Unicode

VIII. Page Layouts (Page Maker in design and Quarkxpress)

- Introduction to different pagemaking software, Tools, menus, Tools, Making pages in Quark Express/ PageMaker.
- Inserting a photograph / graphic for print, Creating blurbs, Using drop caps etc. Differences between Quark Express and PageMaker
- Creative page layouts in different media (flyers, brochures, books, newspapers etc.) Basics of newspaper layout, folds,

importance of placement of news above and below the fold, preparing a dummy newspaper.

IX. Photoshop

- Introduction to graphics, difference between vector and bitmap images, CMYK and RGB
- Image size, canvas size, Resolution and DPI., Learning tools (all tools of the toolbox), colour separation.
- Different graphic formats (PSD, JPG, GIF etc.) Scanning and colour correction, touching up photographs, importance of highlights, mids and shadows, Cloning, duplicating and adjustments.
- Working with Images, giving effects to images, Cropping and resizing images, Masking, Working with layers, Preparing images for the web, print medium and films.

X. Adobe Illustrator

- Introduction to illustrator, tools and panels
- Creating a new document, drawing and painting, working with points - paths-layers-colours.
- Working with graphics, manipulation and effects.
- Exporting the file, proof reading and optimization for printing
- Creating for artwork design for web and devices

XI. Introduction to Corel Draw

- CorelDraw Terminology and Concepts
- Drawing Ellipses, Circles, Arcs and Pie Shapes
- Drawing Lines in CorelDraw
- Drawing Rectangles, Squares, Polygons and Stars
- Cloning objects, applying colour and tone effects

SEMESTER I (Paper IV)

Subject: Introduction to History of World India & Maharashtra

- To acquaint the student with global happening which have had historical milestones, changing power equations.

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- To help the students understand the role of media in these events. (The syllabus spans from global events, history of Africa in modern times, refugee problems, humanitarian work, human rights violation, Asian perspective and of course, India.)
- I. World Wars, Aftermath, changing boundaries: rise of dictatorships**
 - Negative propaganda by war perpetrators,
 - Positive media by president Wilson
 - Case studies: Holocaust; War crimes
 - II. Cold War:**
 - Ideological clash: Media espionage
 - Theatres of Cold War: Korea Vietnam, Brinkmanship in Cuba,
 - Economic Alliances
 - III. UNO Formation:**
 - Issues under UN: Humanitarian Aid (African famine, refugee problem), Formation of Israel, Middle East conflict
 - Case studies : Iran Iraq war, End of Saddam Hussein regime
 - IV. Red star over China-reign of Mao-tung**
 - Pol Pot-Cambodia Killing fields-human rights violation. UDHR document, role of UN in peace keeping in Sudan, Liberia
 - V. Nelson Mandela's contribution to removal of Apartheid.**
 - Peace time media intervention
 - Star Radio
 - Talking Drum Studio-Liberia
 - Voice of Hope in Sudan
 - VI. Collapse of Communism:**
 - USSR. East European nation, Glasnost & Perestroika
 - American hegemony-its role in Afghan War
 - People's Movement in China-Tiananmen Square
 - Case studies: Collapse of Berlin Wall, Formation of CIS

VII. Role of Social Media:

- Arab Spring, Tahrir Square, Egypt & Jasmine Revolution

VIII. India

- Partition of India: Refugee problem; Sino Indian War, Indo-Pak Wars 1965, 1971-formation of Bangladesh
- India & SAARC, India's Role in Non-Aligned Movement
- Cross Border terrorism, Kargil.

IX. Maharashtra Formation of State 1960.

SEMESTER I (Paper V)

Subject: Introduction to Sociology

Objectives:

- To acquaint the students with the basic foundations of Sociology
- To establish the relationship between Sociology and Mass Media
- To discuss Mas Media from a sociological perspective
- To highlight the need and relevance of Sociology in Mass Media.

1. Introduction to Sociology:

- Definition and features
- Sociological imagination
- Sociological perspectives-Functionalist, Conflict, Symbolic Interaction and Feminist perspective.

2. Society and Social Interaction

Dedination of society, features, Types of Society-Ruraj and Urban, civil society Social Interaction: Definition, Need for social interaction, Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, intergration

3. Social Institution

- Definition
- Need for social institutions
- Types: Family, Marriage education, religion, economy, polity and media

4. **Media with reference to sociology of news**

- Definition of news
- Types of news
- News values
- Sociological significance of news

5. **Culture and Media**

- Culture: meaning, elements, types, features
- Concepts related to culture (popular culture, sub-culture, ethnocentrism, acculturation, cultural relativism, culture shock, cultural lag)
- Discussion of Core Indian values
- Establish the link between culture and media

6. **Social stratification**

- Definition
- Segments: caste, class, gender and age.

7. **Socialization**

- Meaning
- Need
- Agencies of socialization with particular reference of Media

8. **Social group**

- Meaning
- Functions
- Formal and informal, in-group and out-group, Reference group)

9. **Social control**

- Meaning
- Functions
- Formal and informal means of control over media

10. **Social change and social movements:**

- **Social Change** - meaning, factors of social change, impact of social change with special reference to media and communication.
- **Social movements** - Definition, features, types of social movement, elements, stages of social movement, some examples.
- Formal and informal, in-group and out-group, Reference group)

-
- Definition
 - Need for social institutions
 - Types Family, Marriage, education, religion, economy, polity and media

SEMESTER I (Paper VI)

Subject: Introduction to Economics

Objectives :

- The aim of this paper is to introduce the basic concepts of Micro & Macro Economics to First Year BMM students. Coupled with this, a basic understanding of the Indian economy is crucial for media students. This will sensitise them on economic issues relevant to India, Considering the augmenting importance of the media in highlighting and debating such concerns, a brief overview is essential.

SECTION I

BASIC CONCEPTS OF MICROECONOMICS

1. **Nature and Scope of Micro Economics** – Meaning-nature-scope-significance & limitations, positive and normative economics, Basic Concepts, wealth-welfare and scarcity.
2. **Consumer Behaviour and Demand Analysis** : Marshallian Approach - Equimarginal utility - Law of demand -Determinants of demand - Elasticity of demand and its measurement-Price, Income, Cross and Promotional of Demand
3. **Production Function** : Short run and long run production function - Economies and Diseconomies of scale, scope - international economies
4. **Costs of Production** : Concepts of cost - measures of costs - Total, Fixed, Variable, Marginal, Average Costs, opportunity costs, social and private costs, implicit, explicit costs. Total Revenue - Breakeven Analysis
5. **Market Structure** : Features of Perfect Competition Monopoly, Monopolistic Competition and Oligopoly

SECTION II

MICROECONOMICS

1. **Introduction** : Meaning and scope of macroeconomics - Concepts of National Income -GNP, GDP, NNP, Per Capita Income - Circular flow of income - Trade Cycles - Features and Phases
2. **Money and Inflation** : Meaning and function of money- Constituents and Determinants of money supply-Velocity of circulation of money - RBJs approach to money supply - Demand for money - Inflation - meaning - causes - effects - measures to control inflation - Monetary policy - Functions of Commercial Banks and Central Bank
3. **Brief Understanding of Government** : Fiscal Policy-Sources of Public Expenditure - Union Budget - Social Expenditure - Millennium Development Goals
4. **Overview of Indian Economy** : Structure and macroeconomic scenario - salient features- challenges and economic issues - poverty - unemployment - infrastructure - population - India's position in world economy - share in world GDP, Trade and Capital flows
5. **Introduction to External Sector** : Balance of Payments - Exchange Rate - Trade Policy - Free Trade and Protectionism - FDI - FII, World Institutions - IMF, World Bank and WTO - India in a globalized world

SEMESTER II (Paper I)

Subject: Effective Communication Skills – II

Objective: To advance the communication and translation skills acquired in the semester

1. Editing :

(English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Re-structuring of sentence, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, precis writing, news paper editing and magazine editing

2. Summarization :

(English, Hindi and Marathi) To create awareness in students regarding organization of the material-the points and sub-points

and the logical connection between these points, Summarizing news content,

3. Interpretation of technical data :

Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them.

4. Letter writing :

(English, Hindi and Marathi) Business Correspondence, Trade letters, Letters of complaint, claim and adjustment, consumer grievance letters, Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor.

5. Copywriting :

(English, Hindi and Marathi) Basics and Formal (Making a headline, sub-headline, body copy, Slogans and Graphic Box)

6. Report writing :

(English, Hindi and Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, Various type of report - hard news and soft news)

7. Types of translation and Practical Exercises :

Actual translation of newspaper clips - Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.

SEMESTER II (Paper II)

Subject: Political Concepts and the Indian Political System

Objectives :

- 1) To acquaint the students with fundamental political concepts essential for understanding political systems and theories.
- 2) To Orient the student to the Indian Constitution and the functioning of the Indian political system.
- 3) To provide the students with a strong base on the 'Indian Concepts' and to expose them to its dynamics and complexities.
- 4) To establish a link between politics and Media

1. Concepts :

- Interaction between State and Society
- Definition and Elements of State and factors building a Nation
- Democracy : Principles, Institutions and Challenges
- Non-Democratic forms of government : Characteristics

2. Indian Constitution :

- Features of the Constitution
- Preamble and Philosophy of the Constitution
- Fundamental Rights
- Fundamental Duties
- Directive Principles of State Policy
- Federal structure

3. Political Dynamics (India) :

- India Party System : Evolution
- Major National and Regional Parties
- Caste and Reservation
- Role of Religion in Indian Politics
- Local Self Government
- Electoral System and Reforms
- Coalition governments

4. Political Dynamics (Maharashtra) :

- Party system in Maharashtra : Evolution
- Regional Imbalance
- Dominant Caste
- The Dalit movement in Maharashtra and its present status.
- The Naxal movement in Maharashtra
- Mumbai's political history

5. Political and Media :

- Role of Media in democracy
- Media and formation of Public opinion
- Political Campaigning and advertising in new media.

SEMESTER II (Paper III)

Subject: Principles of Management FY BMM

Objective: To provide an introduction to the fundamentals of management

1. Management:

Concept, nature, process and Significance. An overview of functional areas of management, managerial roles (Mintzberg)

2. Contribution of F.W. Taylor, Henri, Elton Mayo, Chester Barnard & Peter Drucker to the management though. Behavioral Science approach and Contingency approach to management.

3. Management Functions :

Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting.

4. Decision Making :

concept, importance and steps in decision making

5. Leadership qualities :

The need for different types of leaders for different work force. Different types of Leaders

6. Group Dynamics and Team Management :

Theories of Group Formation - Formal and Informal Group and their interaction. Importance of teams - Formation of teams - Team Work, Leading the team, Conflict Management - Traditional vis-a-vis Modern view of conflict, Stree management.

7. Recent Trends in Management :

Social Responsibility of Management - environment friendly management, Management of Change, Management of Crisis, Total Quality Management, International Management

SEMESTER II (Paper IV)

Subject : Introduction to MediaPsychology

Objectives:

1. To impart knowledge of the basic concepts and modern trends in psychology.

-
2. To provide an interdisciplinary study of concepts in the field of media, communication and psychology.
 3. To expose students to a multicultural understanding, use, influence and impact of media.
 4. To prepare students for a future filled with opportunities in the field of media and communication.
1. **Evolution of Psychology**
 - A) Definition of psychology
 - Branches of Psychology-Overview of the fields.
 - Media psychology-Definition, scope & objectives.
 - Psychology and media-An uneasy relationship.
 - B) Research methods in media psychology.
 2. **Role of Psychology in Media**
 - Memory-Definition-Information processing model, LOP
 - Thinking - Definition - Lateral thinking and creative thinking
 - Perception - Visual and depth perception
 - B) Cognitive and behavioural effects of media. (focus on print, interactive medium and web advertising)
 3. **Psychological Effects and Influence of Media**
 - A) Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance in mass media.
 - B) Effects of media violence.
Effects of pro-social media.
 4. **Developmental Psychological Issues with Respect to Media**
 - A) Learning-Theories-Classical conditioning and Operant conditioning.
 - Cognitive Learning
 - Observation learning.
 - Social Cognition-Script and schema.
 - Motivation Definition-Types-Need hierarchy theory.
 - B) Young children and media-socialization through media.
Media use and influence during adolescence.
 5. **Social Psychology of the Media**
 - A) Attitude formation - Theories, cognitive dissonance, role of media in attitude formation.

-
- Persuasion
 - Prejudice
- B) Gender representation in media. (internal assessment)
- Representation of minority groups.
 - Media representation of disability
 - Media representation of mental health
 - Audience participation and reality T.V.

SEMESTER II (Paper : V)

Subject : Principles of Marketing

Objectives : To Provide Fundamental of Marketing

1. Marketing :

scope, nature, definition, core marketing concepts, Marketing environment , and recent trends in marketing in India.

2. Developing the concept of marketing mix, managing the product :

types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packing decisions.

3. New product strategies :

Innovation, Market entry, Product line extension Pricing of products : Pricing considerations and approaches, strategies and methods

4. Managing marketing channels, channel design decision, channel dynamics, managing retailing wholesaling and market logistics.

5. Integrated Marketing Communications :

Factors contributing to the growth of IMC, Marketing, Communications and Promotions, The Marketing communication Process, The Promotion Mix. The IMC planning Process

6. Market Segmentation :

Bases for market segmentation of consumer goods, industrial goods and services - Market Targeting and positioning strategies

7. Types of Marketing :

Tele Marketing, E-Marketing, Service Marketing, Marketing

through Social Networking, Rural Marketing - future & importance
suggestion for improvement of Rural Marketing.

8. Concept & components of a Marketing Information System :

SEMESTER II (Paper : VI)

Subject : An Introduction to Literature

Objectives:

- To give exposure to media students to various forms of Literature
- To make them understand how literature reflects contemporary period
- To identify relation between Literature and Media

Unit I

1. Introduction to Literature

A. Concept to Literature

B. Forms of literature

1. Poetry & its types
2. Prose - Fiction - Types of Fiction
3. Drama-Elements of drama
 - A) Plot
 - B) Character - Types of characters
 - C) Setting
 - D) Script

Unit II

Short Stories-Kiran Desai/Ruskin Bond/Shashi Deshpande/Anton Chekhov (any collection of short stories)

Unit III

Novel-R. K. Narayan, Raja Rao, Amitav Ghosh, Jhumpa Lahiri, Shashi Tharoor, Upamanu Chattrejee, Ernest Hemmingway, Mark Twain

Unit IV

Poetry

William Wordsworth, John Keats, Emily Dickenson, Lora Alfred Tennyson, William Shakespeare

Unit V

Drama

The Merchant of Venice - Willam Shakespeare

Joseph Andrews - Henry Feiling

The Rising of the moon - Lady Gregory.

SEMESTER III

Ch.1 a. Relevance of Media Studies in Contemporary Times.

b. Historical perspectives to media studies

Ch.2. The Mid 20th Century Media Evolution Theory

a. Agenda Setting

b. Uses and Gratification

c. Two Step How

d. Mc. Luhan – Medhini is the message

e. Foucault –Power & Authority

f. Propaganda Model

Ch.3 Media and Globalisation

a. Division and contradiction in the Global Information Infrastructure

b. Racist Ideologies and the Media (Stuart Ha)

c. Media and Diaspora

d. New Media Theory

e. Cognitive Theory

Ch.4 Media and its commercial Impact.

a. Advertising Magazine Culture and the new man

b. Trends in Media

c. Feminist Strategies of Detection

d. Media Power and Political Culture

Ch.5 Constituents of Media

a. Language

b. Religion

c. Discourse

d. Technology

Ch.6 Challenges to contemporary Media

a. Media and Consumerism

b. Intellectual Property and New Media

c. Young people as consumers of Advertising Art

Introduction to Advance Computers

Objectives :

- To equip the students with a understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc.
- To train them with the software knowledge required in the above mentioned Industries.

I Basics of Online Marketing

- Building an online marketing foundation.
- Planning and Building the Website.
- Content Marketing.
- Blogging.
- Social Media Marketing.
- Web Analytics. (Google Analytics).
- Search Engine optimization / How Google Works.
- Online Advertising / Search Engine Marketing. (Google Adwords).
- Email Marketing / Webinar.
- Online Public Relation.
- Managing Multitasking Web Marketing.

II Basics of Animation

- Understanding Animation (Adobe Flash may be used).
- Working with Fills and Outline, Layers and Pen tool.
- Understanding Layers and Symbols.
- Working with Text and Mask Layers.
- Creating Frame by Frame Animation.
- Motion Tweening and Motion Editor.
- Classic tweening and Shape tweening.
- Working with Sound and Video and Publishing a Movie.

III HTML 5 with CSS

- Introduction to the Web.
- Introduction to HTML5.
- Formatting Text Using Tags.
- Creating Hyperlinks and Anchors.
- Introduction to CSS3.
- Formatting Using Style Sheets.
- Displaying Graphics and CSS3 Animation.
- Creating Navigational Aids and Division Based Layout.
- Creating Tables.
- HTML Forms.
- HTML5 Audio and Video.

IV Web Designing

- Getting Started with Web Designing (Dreamweaver CS 6 may be used).
- Working with Lists, Tables, Links and Frames.
- Forms, CSS, Behaviors and Snippets.
- Working with Multimedia Objects.
- Testing a Website.
- Working with Dynamic Websites.

V Basics Of Audio / Video Editing

- Introduction to Adobe Audition.
- Working with Audio Editing.
- Working with Multi-track Editor and Recording Audio.
- Working with Audio Effect.
- Introduction to Digital Video Editing.
- Starting with Adobe Premiere Pro CS6.
- Capturing Clips and Using Tools.
- Video Editing.

-
- Animating, Effects, Transitions and Exporting Video.
 - Working with Audio.
 - Creating Titles and Superimposing.
 - Previewing & Rendering Output.

VI Basics Of 3D Animation

- Overview.
- Working with Objects.
- Transforming and Grouping.
- Shapes and Modifiers.
- Compound Objects.
- Low Poly Modeling.
- High Poly Modeling.
- Creating Models with Nurbs.
- Patch Modeling and Surface Tool.
- Modifying Objects.
- Integration of Various Modeling Techniques.
- Creation of Morph Targets.

Understanding Cinema (Sem III)

100 Marks Paper

To Be Administered At Semester III of Bachelor of Mass Media

Please Note: This one paper cannot guarantee any creation of Film-makers. However, the paper takes a holistic approach giving sufficient insight to the students seeking diverse careers and certain specific knowhow of films in the short span of Three (3) months. Thus it is also necessary to retain the title of this paper as Understanding Cinema (to mean in the process of learning) and by its name it has given credits and jobs to a large number of students already working in the industry.

Suggested Guidelines and Objectives of the Paper:

1. This paper should aim to sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today.

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- a. From A Personal Point Of View
 - b. From A Social Point Of View
 - c. From A Business Point Of View (in context of Box Office Success)
2. The students should get to study the similarities and differences between various movie cultures. (Have a contextual understanding)
 3. The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.
 4. Movies cannot be studied apart from the technology used to produce them. Hence, the students should necessarily be given some practical exercises in the paper for internal marks.
 5. The students should study cinema by watching through an open-ended list of movies. (Screening of films should depend to a great extent on the FORTE of the teacher and the type of students in the class)
 6. The teacher must briefly address diverse films in the course of their lecture (Although there are some specific subjects that can deal with films of different types a special session must touch upon Cinema in all its possible forms -to encompass from the ordinary Factual Documentary format to the most effective Bumper Breaks/ Advertisements. From the special effects total Sci-fi and Fiction films to the harsh Reality bite films. Even from Promotional Corporate films and travelogues to the most stereotype telecast of Newsreels)

Course Modules:

Module 1:

Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today.

Module 2:

Introduction to Genres, Understanding Diverse Film Genres, with a special mention to Italian Neorealism, French New Wave and Indian Parallel Cinema.

Module 3:

In the Indian Context: Contribution and Impact of Regional Cinema.

Module 4:

In the Indian Context: Contribution and Impact of Regional Cinema.

Module 5:

- Basic Introduction to the TECHNOLOGY used in Cinema.
- Introduction to few important TECHNIQUES employed by different film makers.
- Introduction to the BUSINESS with prevailing practices in the production and marketing of films.

Note : A special mention to be made to the contribution and role of Digital technologies in Modern Film making process.

Module 6 :

Introduction and basic discussion to cover a broad range of films:

Documentaries, Commercial Ads, Corporate Films, Short Films, Newreels, Public Service Ads and others.

Cultural studies SYBMM Semester - III

Objectives:

- To create awareness on cultural theories and its relevance in media
- To discuss the importance of cultural studies and its role in mass media.
- To understand the cultural concepts and its impact on the media

Chapter No.1 : Introduction to cultural studies:

(a) Evolution, Need and significance of cultural studies.

- Key concepts in cultural studies-Representation, materialism, Non reductionism, Articulation, Power, Popular culture, Texts and readers, subjectivity and Identity

(b) Theories and its relevance in media

- Diffusionism-Kroeber
- Cultural materialism-Raymond Willams
- Functionalism-Malinowski, and R. Brown
- Social interaction-G.H.Mead and Cooley
- Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall
- Culture and industry –John Fiske

Chapter- 2

(a) Construction of culture

- Social
- Economic
- Political
- Religion
- Technology

(b) Re-representation and media culture

- Language
- Gender
- Race
- Class
- Ethnicity
- Kinship and terminology

Chapter - 3 : Globalisation and cultural studies

(a) Popular culture-trends, transformation and its impact on society

(b) Commodification of culture and its impact on lifestyle

(c) Changing values, ideologies and its relevance in the contemporary society

(d) Global economic flow, global cultural flows, homogenization and fragmentation, glocalization, creolization, globalization and power

(e) Digital media culture

Chapter - 4 : Cultural expressions and media

- Oral traditions-folklore
- Fashions and fad
- Cuisine
- Festivals
- Sports
- Art and Architecture.

Semester III

Subject : Introduction to Creative Writing

Paper : I

Objectives:

- (i) To encourage students to read stories, poems, plays
- (ii) To develop further and build upon the writing and analytical skills acquired in Semesters I & II
- (iii) To acquaint students with basic concepts in literary writing.
- (iv) To prepare students to write for media.

Syllabus :

Section –I

A Brief Introduction to Creative Writing Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews.

1. Formal structure of the short story:
 - a. Theme
 - b. Plot
 - c. Character
 - d. Point of view
 - e. Setting

Analyse some short stories preferably contemporary on the basis of each of these formal aspects.

2. Formal aspects of Poetry :
 - a. Theme
 - b. Diction
 - c. Tone
 - d. Imagery
 - e. Symbolism
 - f. Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia analyse some poems, on the basis of each of these formal aspects.

3. Formal aspects of Drama

- a. Theme
- b. Plot
- c. Character
- d. Dialogue

Analyse on play preferably contemporary on the basis of each of these formal aspects.

4. Publication Aspects

- a. Understanding the intended readership
- b. Revising editing and proof-reading.
- c. Exploring the market for a suitable publisher
- d. Preparing the manuscript as hard and soft copy
- e. Intellectual property rights.
- f. The financial aspects of publication

SECTION II

5. Scripting, Screenplay, and dialogue writing focusing on

- a. Radio
- b. Television
- c. Short film / documentary / ad film

These are to be discussed with special reference to

- a. The storyboard
- b. The two-column script
- c. Interactive scripts
- d. Narration scripts in the screenplay format

6. Writing for the internet, with special reference to

- a. Alerts
- b. Blogs
- c. News on the net

Evaluation

Sections I & II to be tested in the semester end examination

Assignments / Projects

Suggested Projects :

Film Review

Book Review

Adapting a short story to a screenplay

Writing an original screenplay / script for radio or television.

Suggested Syllabus Revision for SYBMM Sem III

Introduction to Public Relations

Objectives:

1. To prepare students for effective & ethical public communication on behalf of organisations.
2. To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management.
3. To equip students with basic skills to write & develop Press Release & other PR communication.
4. To design a PR campaign.

Topic Outline

1. a. Definition of Public Relations (PR)
 - A. Nature
 - B. Scope
 - C. Stakeholders
- b. Evolution of PR. With special focus on India.
2. PR, Propaganda, Public Opinion & Publicity.
3. PR and Marketing PR & Advertising, PR and Branding
4. Objectives, Functions of PR, Skills needed to be a PR Professional.
5. a. In-house PR and PR Consultancy: Advantages & Disadvantages
b. Internal and External PR : With focus on Corporate Communications
6. Corporate Image Management

7. PR Tools:

I. Media tools

- a. Press release
- b. Press conference
- c. Others

II. Non Media

- a. Seminars
- b. Exhibitions / trade fairs
- c. Sponsorship
- d. Others

III. Content Development in PR

- a. Development of profile: Company / Individual
- b. Drafting a Pitch note/ Proposal
- c. Writing for Social Media

8. New age PR :Digital PR (To be taught with contemporary cases)

9. PR process with emphasis on developing a PR campaign

10. Crisis communication (With case studies)

- a. Preparing a crisis plan
- b. Handling crisis

11. Social responsibility & PR (With case studies)

12. Ethics in PR: Code of conduct (With case studies)

Mass Media Research

Objectives:

- To introduce students to debates in Research approaches and equip them with tools to carry on research
 - To understand the scope and techniques of media research, their utility and limitations
1. Relevance, Scope of Mass Media Research and Role of research in the media

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2. Steps involved in the Research Process
 3. Qualitative and Quantitative Research
 4. Discovery of research problem, identifying dependent and independent variables, developing hypothesis.
 5. Concept, types and uses of Research Designs:
 - a. Exploratory
 - b. Descriptive and
 - c. Causal.
 6. Data –Collection Methodology :
 - a. Primary Data –Collection Methods
 - i. Depth interviews
 - ii. Focus group
 - iii. Surveys
 - iv. Observations
 - v. Experimentations
 - b. Secondary Data Collection Methods
 - c. Literature review
 7. Designing Questionnaire and measurement techniques:
 - a. Types and basics of questionnaire
 - b. Projective techniques
 - c. Attitude measurement scales
 8. Sampling process
 9. Data Tabulation and Research report format
 10. Application of research in mass media
 11. Introduction to Semiology
 - a. The semiotic approach to the construction of meaning
 - b. Barthes Primary level and secondary level signification.
 - c. Semiotic analysis
 12. Content Analysis:
 - a. Definition and uses
 - b. Quantitative and Qualitative approach

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- c. Steps in content analysis
 - d. Devising means of a quantification system
 - e. Limitations of content analysis.

BMM (Semester-IV)

Introduction to Journalism

Objectives:

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

1. Changing face of journalism from Guttenberg to new media
2. Journalism in India:
 - Earliest publications
 - The rise of nationalist press
 - Post 1947
 - The emergency 1975
 - Post Emergency
 - Post liberalization of the economy boom in magazines niche journalism

How technology advancement has helped media?

3. New media with special reference to rise the Citizen Journalism
4. Definition of News; Hard News / Soft News and blend of the two
5. The news process from the event to the reader
6. Criteria for news worthiness
7. News Reports; Features; Editorials
8. Components of a news story
 - Finding a new angle
 - Writing a lead
 - Types of Lead
 - Inverted pyramid format

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9. Role of Journalism with special emphasis on its role to educate
 - Interpretation
 - Transmission of values
 - Development
 - Entertainment
 10. Principles of Journalism
 - objectivity
 - accuracy
 - without fear or favour
 - balance
 11. Basic difference in writing for the print, television and online journals
 12. Jobs in journalism
 13. Latest trends and issues in journalism
 14. Short notes on Press council of media students
- Audit bureau of circulation

SEMESTER IV

Subject : Print Production And Photography

Paper: III

Objectives:

To help students understand the principles and practice of photography. To enable students to enjoy photography as an art.

Photography

Basic Photography :

1. History of Photography
2. Loading the film and shooting
3. Operation of a film camera
4. Care and maintenance of camera equipment

Basic Principles:

1. Properties of light, reflection, transmission, refraction, Different type of light sources and their sources and properties, controlling light, Types of light, forms of light.
2. Types of Cameras, virtual image formation, Lens (various types of lenses) – Wide Angle, Tele, Normal, Zoom)
3. Photosensitive material, Celluloid, Film & ISO, Types of film, Colour film – C41 process.

Exposure :

1. Mechanism of aperture, shutter, ISO.
2. Correct exposure.

Concepts of composition

Digital Capture

Various types of Digital Capture and Image.

Total sessions : 35 of 50 minutes each.

Print Production

Major landmarks in history and development of 'print technology'

Basic print: processes, contact, projection, composition, inprinter, special effect printer.

Print machines and image carriers

+ Letterpress, offset, silkscreen, digital print

DTP

Future trends in print technology

Awareness of Photo - editing softwares (Possibilities and Limitations)

Softwares:

Adobe Photoshop, Adobe Lightroom, Colour Correction, Processing, High Dynamic Range, Illustrator.

Internal Assessment : Group Project / Individual project / Book review, Class test, Casetsudy, Presentation, Powerpoint, Audio-Visual presentation, Oral presentation.

Organisational Behaviour

Objectives.

- To impart knowledge of the basic concepts and facets of organisational behaviour.
- To highlight the role of psychological factors & process at work.
- To foster management skills among students.

1. Nature of Organisational behaviour.

- Definition of Organisation & Types.
- Concept of OB & its scope.
- Models of Organisational Behaviour.

2. Organisational structure & its Environment.

- Organisation and its environment.
- Formal Organisation: Design & Structure.
- Divisions of work and task interdependence.

3. Organisation Culture.

- Sources of Organisational Culture.
- Types of Organisational Culture.
- Manifestation & Managing Organisational Culture.
- Work force diversity-Gender, Ethnic & Community issues & personality factors.

4. Motivation.

- Theories of Motivation –Need & Process Theory.
- Application of Motivation Theories.

5. Group Dynamics in Organisation.

- Concepts of group & types of group.
- Group norms & Group cohesion.
- Concept of team work.

6. Decision making.

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- Decision making - definition & process.
 - Group Think, risky shift & Polarisation.
 - Techniques for improving decision making-MIS (Management Information System).

7. Leadership.

- Importance & Characteristics of control.
- Qualities of an effective Leader.
- Leadership Style & effective Communication.

8. Dynamics of stress.

- Concept.
- Causes & effect.
- Coping Strategies

TV Radio - SYBMM Syllabus Semester IV

Objectives

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

I. Introduction

- A Short History of Radio & TV in India
- All India Radio
- Doordarshan
- Prasar Bharti main points
- Convergence trends

II. Introduction to Sound for both TV & Radio

- Types of Sound: Natural, Ambient, Recorded
- The Studio Setup
- The Sound Equipment: Mixer, Control Panel
- Tape Recording

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- Digital Recording
 - Outdoor Recording
 - Types of Microphones
 - The Editing suite

III. Introduction to Visuals

- The Power & Influence of Visuals
- The Video-camera: types of shots, camera positions, shot sequences, shot length
- Lighting: The importance of lighting
- Television setup: The TV studio, difference between Studio & on location shoots

IV. Introduction to Radio Formats

Broad guidelines - classifications

- News
- Documentary
- Feature
- Talk Show
- Music shows
- Radio Drama
- Sports broadcasting

V. Introduction to Television Programming

Broad guidelines and classification

- News
- Documentary
- Feature
- Talk Shows
- TV serials & soaps
- Sports
- Reality

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- Animation

VI. Different Roles

- Community Radio
- Role and importance
- Contribution of All India Radio
- The Satellite and Direct to Home challenge

VII. Other Requirements

- Story board
- On-line editing
- Educational TV with reference to Jamia-milia, etc. virtual classrooms

VIII. Broadcast Production

- Pre-Production
- Production
- Post-Production

S.Y.B.M.M.

SEM-IV

Teaching Learning Objectives

1. To introduce Students to the basic steps in advertising
2. To help students understand the creations of an ad campaign
3. To understand the structure of an Ad Agency

Introduction to Advertising Proposed Changes

1. A brief history of Advertising and the current status of Advertising
The basic characteristics of Advertising
The limitations of advertising
Effects of Advertising on the Economy, on Society
The Ethical Issues in Advertising
The criticism of advertising

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2. The Advertising Agency
 - Structure of an Ad Agency
 - The role of an Ad Agency
 - The various departments of an Ad Agency, Account Planning, Research, Art Dept. (Elements of copy writing and Visualisation-layout) Media Dept. and Production Dept.
 - The functions of each department (in brief)
 3. The role of Advertising in the Marketing Mix
 - The communication Process
 - The steps involved in creating an Advertising Strategy (The Marketing Brief, Pre-Campaign Research, Copy Brief and Media Brief)
 - Post Campaign Research
 4. Concepts IMC –Dagmar –USP –AIDA
 5. The need for Research
 - Copy research, pretesting, post testing, concept testing
 - Product research, Media research
 6. The Advertising Budget
 - How the Agency earns its income
 - The relationship between the Client–Agency-Media-Consumers

Project : Individual Projects. Students should be given a product or service and asked to Develop the advertising strategy for the same.

Sem.-V

Media Planning and Buying

Objectives:

- To develop knowledge of various characteristics of media.
- To understand procedures, requirements, and techniques of media planning and buying.
- To learn the various media mix and its implementation
- To understand budget allocation for a Media plan

Module I - Introduction to Media Planning and Selection

1. An Overview of Media Planning
2. Basic Terms and Concepts
3. The function of Media planning in advertising
4. Role of Media planner
5. Challenges in Media planning
6. Media Brief
7. Media Audit
8. NCCS Grid

Module II- Sources of media research

1. Nielson Clear Decision (NCD for Print)
2. Broadcast Audience Research Council
3. Audit Bureau of Circulation
4. RAM
5. Comscore-Digital

Module III - Media planning process

1. Situation analysis and Marketing strategy plan
2. Setting Media objectives
3. Determining Media strategy
4. Selecting broad Media classes
5. Selecting Media within classes
6. Budget and Media Buying
7. Evaluation

Module IV - Criterion for selecting media vehicles

- Reach • Frequency • GRPS/GVT Ratings TVT Ratings • Cost efficiency
- Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)

Module V - Selecting suitable Media options and Media Buying

1. Newspaper
2. Magazine
3. Television (National, Regional and Local)
4. Radio
5. Outdoor and out of home

6. Cinema Advertising

7. Digital Advertising

Module VI - Communication Mix

- Events • sponsorship • Merchandising • Point of purchase • In film advertising • Mobile advertising • word of mouth • Ambient advertising

Module VII - Negotiation skills in Media Buying

1. Negotiation Strategies

2. Laws of Persuasion

Module VIII - Digital Media Planning

1. Various Digital channels

a. Search Engine Optimisation

b. Search Engine Marketing

c. Email marketing – Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL)

d. Targeting/Remarketing

e. Mobile advertising (WAP & APP)

2. Various types of digital

a. Display Advertising ads and its various Ad formats

b. Video Advertising and its various Ad formats

c. Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc)

Module IX - Digital Media Buying

1. Buying Digital Advertising : An Overview Paid media, Owned media and Earned media).

2. Direct buys from the websites

3. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)]

4. a. Cost per action (CPA), or pay per action (PPA)

b. cost per conversion or Revenue sharing or cost per sale,

5. Advertising via Premium Publishers

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6. Advertising via Networks and Exchanges
 7. Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com)
 8. The Local Publishing Market

Sem.-V

Brand Building

Objectives:

- To study the concept of Brands
- To study the process of building brands
- To study its importance to the consumer and advertisers

Module I - Brand

1. Definition
2. Importance of branding
3. Difference between Brand and Product
4. Process of branding

Module II - Brand Identity

1. Core Identity
2. Extended Identity
3. Brand Identity Traps

Module - III Brand Positioning

1. Definition
2. Importance of Brand Positioning
3. Perceptual Mapping

Module IV - Brand Personality

1. Definition
2. The importance of creating Brand Personality
3. Attributes that affect Brand Personality
4. Factors that affect Brand Personality
5. Brand Personality Models-Relationship Model-Self Expressive Model-Functional Benefit Model
6. The Big Five
7. User Imagery

Module V - Brand Leverage

1. Line Extension
2. Brand Extension
3. Moving Brand up / down
4. Co-branding

Module VI - Branding Strategies

1. The three perspective of Brand Strategic customer analysis
2. Completion self analyss
3. Multi Product Branding
4. Multi Branding
5. Mix Branding
6. Brand Licensing
7. Brand Product Matrix
8. Brand Hierchy
9. Brand Building Blocks

Module VII - Brand Repositioning

1. Meaning
2. Occasion of use
3. Falling sales
4. Making the brand contemporary
5. New customers
6. Changed market conditioning
7. Differentiating brands from competitors

Module VIII - Brand Equity

1. Case studies such as Vicks Vapour, Milkmaid etc
2. Definition
3. Step in creating Brand Equity
4. Awareness
5. Perceived Quality
6. Brand Association
7. Brand Loyalty
8. Other Brand Asset

Module IX - Brand Equity Management Models

1. Brand Equity Ten
2. Y & R (BAV)
3. Equi Trend
4. Interbrand

Module X - Brand Building Imperative

1. Co-ordination across organisation
2. Co-ordination across media
3. Co-ordinating strategy & tactics across markets.

Sem.-V

Advertising in Contemporary Society

Objectives:

- To understand the environment in Contemporary Society
- To understand Liberalisation and its impact on the economy
- To study contemporary advertising and society

Module I - Change in Environment

Policy post independence

Policy 1990 onwards

Module II - Study of Environment post independence and post 1991 Liberation Policy

Effects of Liberalisation on

Economy

Business Employment

Advertising

Life Style

Module III - International & Global Advertising & Marketing

The environmental analysis of all foreign countries

The use of this analysis in marketing and Advertising.

Module IV - Social Marketing

Definition

Need for Social Marketing

The difficulties of Social Marketing

The various subjects for Social Marketing

Effects of social marketing

Module V - Advertising

The effect of Advertising on Society

Criticism of Advertising

Advertising and Women

Advertising and Children

Advertising and old people

Controversial Advertising

Gender Bias

Advertising and popular culture

Social implication of advertising

The role of advertising on the economy

Module VI - Types of Advertising

Political advertising

B to B

Consumer advertising

Retail advertising

Industrial advertising

Financial advertising

Module VII - Internet

Digital Marketing

Sem.-V

Consumer Behaviour

Objectives:

- To understand role of marketing in influencing consumer behaviour.
- To analyze the role of marketer & the consumer in advertising.
- To sensitize the students to the changing trends in consumer behaviour.

Module - I

(a) Introduction to Consumer Behaviour.

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- Concepts
 - Need to study Consumer Behaviour.
 - Factors influencing Consumer Behaviour.
 - Changing Trends in Consumer Behaviour.

(b) Consumer Behaviour & Marketing.

- Marketing Segmentation.–VALS.
- Components, Process of Marketing Communication.
- Message.
- Persuasion. -Need & Importance.
 - ELM.
 - Appeal.

Module II - Relevance of Perception & Learning in Consumer Behaviour.

(a) Concepts, Elements in Perception, Subliminal Perception.

(b) Learning.

- Elements of Consumer Learning.
- Cognitive Theory. –Social Learning.
- Behavioural Learning. –Classical, Instrumental Theory.

Module III - Psychological Determinants & Consumer Behaviour.

(a) Motivation.

- Needs, Types, Theories
- Role of Motivation in Consumer Behaviour.

(b) Personality & Attitude.

- Theories of Personalities & its application.
- Freudian, Trait, Jungian, Self-concept.

(c) Formation of Attitude.

- Theories & its relevance in Consumer Behaviour.
- Cognitive Dissonance.
- Tricomponent.
- Changing attitude in Consumer Behaviour.

Module IV - Social & Cultural aspects of Marketing & its impact on Consumer Behaviour.

- Family.
- Social Stratification. –Class, Age, Gender.
- Group. –Reference Group.
- Culture. –Sub-Culture.
- Changing Indian Core Values.

Module V -

(a) Consumer Decision Making.

- Process.
- Models.
- Levels.
- Opinion Leaders & Consumer Decision Making.

(b) Adoption & Diffusion Process.

SEM. V Copywriting

Objectives:

- To familiarize the students with the concept of copywriting as selling through writing
- To learn the process of creating original, strategic, compelling copy for various media
- To train students to generate, develop and express ideas effectively
- To learn the rudimentary techniques of advertising -headline and body copywriting.

Module I - Introduction to Copywriting

- Basics of copy writing
- Responsibility of Copy writer

Module II - Creative Thinking

- How to inculcate a 'creative thinking attitude'.

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- Left brain thinking; Right Brain thinking
 - Conscious mind; unconscious mind
 - Role of Heuristics and assumptions in creative thinking
 - Five steps of Creative process

Module III - Idea Generation Techniques

- Theories of ideation
- Idea generation techniques: eg.
 - a. Brainstorming,
 - b. Triggered brainwalking,
 - c. Questioning assumptions,
 - d. Picture prompts,
 - e. Scamper,
 - f. Observation,
 - g. Referencing,
 - h. Interaction,
 - i. Imagination,
 - j. Dreams, and
 - k. Creative Aerobics.

Module IV - Transcreativity

- Introduction
- Purpose

Module V - Briefs

- Marketing Brief
- Creative Brief

Module VI - Writing persuasive copy

- The CAN Elements (connectedness, appropriateness, and novelty)
- Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling

Module VII - Writing copy for various Media

- a. Print : Headlines, sub headlines, captions, body copy, and slogans

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- b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals | Power of silence, formats of TVS's
 - c. Outdoor posters
 - d. Radio
 - e. Digital: email, web pages

Module VIII - Writing copy for various audiences

- a. Children,
- b. Youth,
- c. Women,
- d. Senior citizen and
- e. Executives

Module IX - How to write copy for:

- a. Direct mailer,
- b. Classified,
- c. Press release,
- d. B2B,
- e. Advertorial,
- f. Informercial.

Module X - Various types of Advertising appeals and execution styles

- a. Rational appeals
- b. Emotional appeals: Humour, Fear, Sex appeal,
- c. Various advertising execution techniques

Module XI - The techniques Evaluation of an Ad Campaign

- a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives;
- b. Learn to appreciate the aesthetic aspects of the ad –how the ad looks, its layout, colour scheme, typography, balance etc.

Sem. V
Ad Design:

Objective:

- To make students understand the process of planning & production of advertisement

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- To highlight the importance of visual communication
 - To provide practical training in the field of advertising

1. Introduction to Agency Departments & Role of each department.

a. Basic depts.:

- i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief.
- ii. Media Dept: Media research/ Media planning/ Media booking, buying.
- iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo Illustrator/ Graphic designer/ Storyboarding / Web tree
- iv. Production Dept: In house or outsource. Production
 1. Print: Hoardings/ Brochures/ Packaging etc
 2. Video: Storyboard/ Casting / Location / Costume/ Editing/ Dubbing
 3. Photography: In-house or location/ Model / Costume / Shoot / Editing

2. Understanding Design: Design as a language of emotions/ Communication.

- a. Introducing to students to: Elements of design (as vocabulary).
 - i. Point/ Line/ Shape/ Tone/ Colour/ Texture
- b. Introducing to students to: Principles of Design: (grammar of design Language)
 - i. Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity
- c. Introducing students to the Rules: Gestalt principles
 - i. Proximity/ Closure/ Similarity/ Continuation/ Figure & ground

3. Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning.

4. Introduction to Optical illusions:

- a. Influence of surrounding shapes on shape & size
- b. Influence of surrounding colour/tone on object colour & tone
- c. Appearance of space & depth/ form

5. Introduction to Word expression: (Expressive words)

a. How word meaning is expressed through the appearance of word/ visual impact.

b. Calligraphy & graceful typography.

6. Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class

a. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression.

b. Tagline: typeface/ alignment/ placement etc.

7. Introduction to Layout: Choosing right format/ right canvas/ Optical center/ Equilibrium

a. Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window

b. Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive

8. Use of picture (visual) as means to select Target audience

a. Choosing a picture

i. Expression of Problem (Hair-fall, toothache etc)

ii. Expression of benefit (Glowing face, fitness etc)

iii. Irresistible presentation of product (Watch/Car etc) class

iv. Dramatization (Cold drinks/ Mentos etc)

v. Association of ideas

b. Headline size/ break/ highlight/ two tone head

c. Subhead size/ style

d. Body copy type: Descriptive/ pointer/ bulleted

9. Introduction to Typography & Text treatment:

a. Classification of type faces & combinations.

b. Size / Weight /posture etc.

10. Layout: Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand

11. Introduction to Art direction for diff media: Role of an Art Director

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- a. Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc
 - b. Outdoor & indoor ad: Time available for reading/ spotting frequency etc
 - c. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc
 - d. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV
 - e. Web ad: Advantage of pop up/ Key word SEO etc
 - f. Direct mailers: Advantage of prior knowledge/ prior relation etc

12. Campaign planning: Rest of the lectures in guiding the students through developing the campaign Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)

- a. Understanding Brand (Brand building)
- b. Understanding TA's favorite place, shows, reading (Media research/ planning)
- c. Understanding buying motives/ habits/ influences (Consumer behaviour)
- d. Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief
- e. Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above.
- f. Layout stages & final design

13. Corporate stationary & Brand manual (Logo design philosophy

14. Ad Campaign (system work) Prints & presentation

Sem. V Editing

Objectives

- As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement .
- It aims at orienting students to gain more practical knowledge in the print media scenario.
- The syllabus encompasses the current trends of digital media as well as writing for e editions of papers.

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- The syllabus tackles editing from various beats points of view.
 - Editing of editorials, columns, etc is included to acquaint the students about responsible journalism.
 - With global media and changing advertising concepts lay-outs in modern times can be imparted.

Module

- I. Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.
- II. Rewriting news. Holistic composition with general rules regarding editing. Familiarising national, international abbreviations, local usages, etc.
- III. Justification of news placements. Be at speciality in writing news.
- IV. Art of writing headlines. Types of head lines, strap lines, sub-headlines and slugs. Difference between Headline writing for broadsheets and tabloids.
- V. Layout-and design. Different types of layouts.
- VI. Requirements of copy (sub) editor. Using search engines and maintaining data and other duties of the sub editor. Additional responsibilities due to changes in printing technology etc.
- VII. Copy editing techniques for digital media and e editions, multi-editionial papers
- VIII. Judging newsworthiness and knowing wire services
- IX. Organisation and hierarchy chart for editorial department and functions at each level.
- X. Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks.
- XI. Photo and visual selection, writing captions, ethics for visuals.
- XII. Case Studies:
 - a. Tabloid-Mumbai Mirror, Sandhyakal (Marathi)/ Mumbai Chapher
 - b. Broadsheet-Times of India, Asian Age
 - c. Broadsheet: Regional Lokmat

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- d. International tabloid-The Sun
 - e. International Broadsheet: The Washington Post

Sem. V Reporting

Objectives

- To enable students to become Reporters, which is supposed to be a prerequisite while entering into the field of Journalism. To make them understand basic ethos of the news and news gathering.
- To prepare them to write or present the copy in the format of news.
- To develop nose for news.
- To train them to acquire the skills of news gathering with traditional as well as modern tools.
- To inculcate the skills for investigative journalism.
- To make them understand the basic structure/ essential knowledge for various beats.
- To make them responsible reporters and the face of media.

Syllabus

1. What is News? Definition of News.
News values. Elements of news/news sense. What makes news as news.
2. Basic Principles of Reporting
ABC of Reporting Accuracy, Balance/Brevity and Clarity.
Objectivity as the basic principle. Is it possible to adhere to the principle?
Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?

3. News Gathering

A) How do reporters gather news.

Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes.

Incident/On the spot coverage.

B) Sources

Primary & Secondary

Official & Unofficial or Hidden or Confidential.

Off the record sources/ Self Developed sources.

Role of anonymous sources.

New -age technological sources.

How to develop sources.

Reliability and confidentiality of sources.

4) News-writing

How to write a news story

Construct the news. -Intro, Dateline, Credit-line, Body text.

Inverted Pyramid style as the basic requirement.

Use of news parlance. Use of verbs, adjectives, comment.

5) Follow-up Story

6) Beats System in Reporting-What is beat system, why it is necessary, how does it help, What are requirements of various beats.

The basic beats such as.

Crime, Civic Affairs/Local Administration, Law & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education, Health, Entertainment, Defence.

New upcoming beats :

Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer.

7) Citizen Journalism

Participation of citizens in breaking news-stories. A new branch.

8) Importance of New Tools in the hands of Reporters. RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.

The use/misuse of these tools, Authenticity and credibility of these tools.

Significance of pictorial/graphic element and support to your news story or any such extra audio-visual material supporting your story. Can it add value, efforts to get hold of it, Can it have negative impact.

9) Coverage of Disasters

Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.

Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack.

The references of Tsunami, Nepal Earthquake and arakhand floods may also be studied.

10) Investigative Journalism

History of Investigative Journalism in the world and India.

How to cover an investigative story, Do's and don'ts.

The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system.

Limitations/Obstacles in covering an investigative story.

Role of Whistle Blowers and also news tools.

Sting Operations.

11) Ethical Issues in reporting/ Credibility of Reporters.

Yellow Journalism and its comparison with other forms.

Privileges /Extra powers to Reporters. Myth or Reality?

Imminent Dangers or threats in Reporting.

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- 12) Case Studies
 - A) Watergate Scandal
 - B) Tehelka-West End Deal Sting
 - C) Bofors Gun scandal
 - D) Nira Radia Case
 - E) 2 G Scam
 - F) Anna Hazare Movements Coverage
 - G) Maharashtra Irrigation Scam

The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these..

For internal assessment : Suggestions : There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.

BMM SEMESTER V

Features and Opinion

Objectives:

- Understanding the differences between reporting and feature writing
 - Understanding the other types of soft stories
 - Learning the skills for writing features/ opinion/soft stories and of interviewing
1. Difference between 'hard' news, 'soft' news and how the demarcation is blurring
 2.
 - what is a feature
 - difference between news reports and features
 - difference between features for newspapers and magazines

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3. Writing a feature
 - formulating a story idea and writing a pitch
 4. Other aspects of feature writing
 - collecting facts and opinions/anecdotes/quotes
 - types of leads
 - adding colour and imagery
 5. Outline of
 - seasonal stories
 - nostalgic stories
 - human interest stories
 - trend stories
 6. Art of interviewing
 - preparing for face-to-face interview
 - structuring the questions
 - attitude during interview
 - transcribing: notes or recording
 - writing the interview : question-answer format and descriptive format
 7. Outline and special techniques needed for the following interviews
 - phone
 - email
 - television
 8. Writing reviews : Format ,ethics involved and qualities/ skilled required
 - books

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- films
 - eatries
9. Obituary
- what is an obituary
 - how to write an obituary
 - can obituaries be critical
10. Columns
- what is a column
 - types: analytical, advisory, interactive and agony aunt columns
 - ethics involved
11. Editorial page
- what is an editorial
 - importance of editorial page
 - layout of editorial page
 - transformation of the page: fading of op-ed, middle,
 - erosion of editorial independence with growing commercialization
12. Travel writing
- how to write a travel story
 - tips and tools
 - understanding cultural, political and social nuances
13. Profile
- what is a profile
 - how to write a profile
 - profile of : S Sadanand, Kumar Ketkar , ShyamLal , Vinod Mehta,

P Sainath

14. Snippets

- what are snippets
- writing snippets with catchy headlines

Semester - V
Journalism and Public Opinion Paper IV

Objectives:

- To assess the importance of the media vis a vis the public
- To project a fair idea of the role of the media in creating and influencing Public Opinion
- To analyze the impact of the media on public opinion on socio political issues

1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion –opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion, diversities and biases within the media.

2. Media theories and their understanding of Public Opinion

Walter Lippman-Modern Media and Technocracy

Paul Lazarsfeld –Research, Two Step Flow of Information

Noam Chomsky–Manufacturing Consent, Selective Perception, Propaganda Model Agenda Setting Vs Uses and Gratifications

3. Media and Political Opinion:

Coverage of Political Parties, Personalities and General Elections by national and international media; media biases

Use of Media for election campaigns; Democrats in U.S.A.; BJP in India

4. Media shaping opinion with respect to government's policies (reference to India):

Nuclear policy; Economic policy; Current Foreign Policy

-
5. Role of Media in shaping public opinion during conflicts
Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014
 6. How Public Opinion can translate into Public participation: Arab Spring -Tunisia; Libya; Egypt; Syria-role of social media
 7. War on international terrorism –media coverage
Islamic State (IS); Al-Qaeda; Taliban
 8. Internal Conflicts and Media coverage:
Post Kargil insurgency
National media vis-à-vis regional media in India's North East–Manipur, Nagaland
Bodo conflict
 9. Portrayal of Women's issues in media–gender violence, rape, sexual assault,domestic violence; -Nirbhaya case, Shakti Mills, Mathura rape case & other contemporary cases.
 10. Media Coverage of Marginalised sections of Society : Perspective from Above' [ignoring the marginalised]
Dalits; Tribals; reservation; displacement, Forest Rights Act

Semester V

Indian Regional Journalism

Objective :

- Study of the history and role of Indian press other than in English.
 - Understand the contribution and role of certain publications and stalwarts
 - Study of the regional press and television of today
1. Regional press during the British Raj: an overview
 2. Hindi Press
 - Birth and earliest publications

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- Role during the freedom movement
 - Role in social reforms
 - Evolution post-1947
 - Hindi media today (overview)
3. Marathi Press
- Role during the freedom movement
 - Role in social reforms and shaping cultural identity
 - Contribution of Kesari
 - Evolution post 1947
 - Role in the Samyukta Maharashtra Movement
 - Marathi media today (overview)
 - Sakal. Samna and Lokmat
4. Bengali Press
- Earliest publications
 - Role in social reforms and renaissance
 - Role during the freedom movement
 - Amrit Bazar Patrika, Anand Bazar Patrika
 - Bengali Media today (overview)
5. Urdu
- Birth and growth pre 1947
 - Contribution of Al Hilal
 - Role in freedom movement Press
 - Role in social reforms and establishing cultural identity
 - Urdu press today

-
6. Malayalam Press
 - Birth and earliest publications
 - Role during freedom struggle and social awakening
 - Malayalam Manorama and Mathrubhumi
 - Malayam media today(overview)
 7. Telugu
 - Evolution & Development
 - Eenadu
 8. Tamil
 - Evolution & Development
 - Tamil media today (overview)
 9. Profile of the following legends
 - Raja Rammohan Roy
 - Bal GangadharTilak
 - KP Kesava Menon
 - K.C MammamMapallai
 - Maulana Abdul Kalam Azad
 - Govind Talwalkar
 - S. Sadanand
 10. Comparison of English and regionalism journalism. Difference in
 - Impact
 - Reporting
 - Editorial policy
 - Reach

11. Regional television channels

- Growth
- Content
- Ownership
- Political patronage

12. Increasing ownership and dominance of families with political connections over regional newspapers.

Sem. V

Newspaper & Magazine Making

Objective:

- To study the design, elements of the newspaper and magazine
- To study space distribution
- To get exposure to design software such as Quark Express
- To study the process of planning and production of newspaper and magazine

Module :

1. Why & How we read. The need of updates & favorite topics
2. Analyzing the newspaper from layout point of view
 - a. Understanding parts of newspaper; Style Book
 - b. Total Page Concept (TPC)
 - c. Terminology, Regulars, Weekly columns, Supplements,
 - d. Headline, Deck, Kicker–Over line, Quote, Pull quote, sidebar etc.
Introduce about logic behind each part
- e. Errors: Orphan, Widow, Dog legging etc
3. Grid structure: Introduction about space distribution in the news paper by way of column & grid pattern. These are latitude & longitude of the paper

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4. Comparison between various newspaper layouts/ distinguishing factors
 5. Types of Newspapers: Introducing to prime differences between Tabloid & Broadsheet in terms of stories, presentation, structural difference
 6. Introduction to Typography:
 - a. Typefaces, Fonts; Measures, leading, kerning, tracking, units etc.
 - b. Classification of typefaces: Serif/Sans Serif/ Decorative etc
 - c. Combination of Typefaces/ To achieve contrast & harmony/ Alignment
 7. Introduction to Quark Express:
 - a. Runaround, Inset, Box colour & Tone, Frame, Linking
 - b. Shortcuts & keys,
 - c. Style Sheets, Colour palate, Measurement bar
 8. Introduction to Graphic Principles:
 - a. Introducing how Contrast, Balance, Harmony work in overall organized look of a paper.
 - b. Visual path in a picture & Visual syntax

Newspaper Magazine Making Syllabus: TYBMM sem-V Prof Arvind Parulekar

9. Introduction to the Types of Layout:
 - a. Modular/ Brace/ Contrast & Balance
 - b. Adaption of one layout over other for a purpose
10. Final project: (Rest of the lectures in guidance on the project to completion)
 - a. Discussing ideas to improve visual appeal as well as organized layout
 - b. Introduction to Content plan (Magazine)
 - c. Introduction to Flat plan (Magazine)
 - d. Working of Rough Layout on paper (Sketch)
11. Introduction to print production: Taking the project towards finishing
 - a. Pagination & page set up, Guiding on print ready copy/ cut marks etc
 - b. Types of paper/ Surface nature/ Weight/ Std sizes
 - c. Collating/Gathering/ staple binding & Saddle stitch
12. Preparation for Viva Voce

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- a. Mock Viva/ Rectifying mistaken ideas

The above paper is based on extensive practical & project to be done on Quark Express as prime software & Photoshop as supportive only.

1. Introduction to In Design

- a. Industry is fast shifting towards Adobe In Design. The students passing out ought to know both the soft-wares. Since next year onwards we will have to focus more on In Design.

- b. Suggestion:

>Broadsheet & Tabloid on Quark Express

>Magazine on In Design

Internal: (25 marks)

1. Content Plan (Magazine): Working of page distribution
2. Flat Plan (Magazine): Working on page-wise space distribution
3. Rough Layout (Magazine): Dummy magazine on paper(pencil work on layout)

External Project: (75 marks)

1. Broadsheet (35cmX55cm) Number of pages 6
2. Tabloid (28cmX35cm) Number of pages 6
3. Magazine (A-4) Number of pages 32 (or more in multiple of 4)

JOURNALISM

SEMESTER VI (Paper I)

Subject : Press Laws And Ethics

A. LAW

1. Introduction to Law
 - Constitutional Law
 - Statutory Law
 - Judgement Law
 - Customary Law
 - Substantial and Adjectival Law
2. Brief history of press freedom in India

Need for an autonomous regulatory body

- Press Council of India – the rationale and vision behind the establishment of the PCI
- Its structure, functions, history
- Powers – the debate over punitive powers
- Dual role in ensuring freedom of the Press and regulating it
- PCI code of conduct for journalists
- Major cases handled by the PCI
- Pertinent research reports of the PCI for example on monopoly etc.

Indian Constitution Study of Article 19

Indian Penal Code

IPC 124 A, 153A & B, 292, 293, 295A, 499, 505

Defamation (Civil and Criminal)

Obscenity, Seditious, Contempt of Court, Invasion of Privacy

Classification of Laws :

Right to Information Act 2005, Hurdles for Indian media in collecting information, RTI under the pretext of national security Does the Act need amendments

Copyright Act and Intellectual property Rights : Details of the 1957 Act as applicable to journalism, creative writing, books, movies, songs, computer graphics Lack of awareness in India Seeking copyright permission

Official Secrets Act : Implications

Press Council of India act 1978 : History, PCI Act of 1965, details on chairman, members and functions. Self Regulation

Contempt of courts Act, 1971

Act 361 Indian Constitutional Privilege Rules and regulations for covering legislature

How government can misuse privilege issue to harass the media

Working Journalists Act its effectiveness in current scenario Wage boards contract system

Other Laws aimed at curbing press freedom

Newprint supplies control

Newspaper (Price and Page Act) of 1956

Newspaper (Price Control Act) of 1972

Laws relative to newspaper publication:

The Press and Registration of Books Act

Introduction of the Indian Evidence Act 1872

What is evidence the types of evidence, those which are applicable in a court of law and those which are not obtaining documents under Rights to Information Act. Primary, secondary, direct, indirect evidence importance of documentary evidence

B Ethics

Advertiser and Ownership influence and interference

Conflict of interest

How much shock value in journalism Fakery and fabrication of news

Cheque book journalism

Need to protect identity of sources

SEMESTER VI (Paper II)

Subject : Broadcast Journalism

Objectives:

- To understand the development of broadcast journalism in India
- Learn skills and techniques required for broadcast journalism
- To learn how to handle equipment – a camcorder and recorder – for a story
- Regional language broadcast journalism to be examined as a growing and flourishing field

Syllabus:

1. History of the development of radio journalism; BBC as case study; radio boom to current decline; current developments with FM and independent radio channels; the underdevelopment of radio with the coming of TV
2. The potential of radio as a broadcast medium – internationally and nationally; examining radio audiences in the region (AIR's reach and popularity) and in the nation.
3. Radio news formats – the spot, the report, feature, documentary, docudrama, talk show, interview
4. Writing news for radio-V.S. Gupta

-
5. Skills of speaking over the radio as reporter, presenter, interviewing, Narrating, Conversation; Outside broadcasts and radio conferencing
 6. Principles of sound and production techniques in radio journalism
 7. History of the development of TV journalism – internationally and in India
 8. TV journalism – local, regional, national and international; Exploring the potential of the local cable news network; study CNN as case study
 9. TV news in the regional languages – reach, popularity, special coverage
 10. TV journalism formats; evolution and popularity of news forms on TB – the long feature or documentary, the panel discussion and its functions, the news talk show.
 11. Scripting news for TV-News, Personality, Even, Interview
 12. Principles of video camera use
 13. Skills of anchoring or presenting – Voicing and delivery, on camera delivery
 14. Videotape editing
 15. Examining Broadcast journalism and allegations of ‘dumbing down’ of news as a whole; impact on print journalism
 16. Understanding the power of the image and therefore the ethical consideration of broadcast coverage in times of conflict and disaster stories

SEMESTER VI (Paper III)

Subject : Business and Magazine Journalism (combination of Niche I and II)

1. Growing importance of business journalism, a brief history
2. The structure of financial management in the country starting with the finance Minister rest of the bureaucracy, RBI governor, Planning Commission, SEBI, Banking sector
3. The Budget preparation and presentation, factors influencing the annual budget, role of subsidies and foreign exchange reserves.
4. Companies, balance sheets, AGMs window dressing of balance sheets, the loopholes (the case of Satyam)

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5. Stock e3xchange, Sensex and its ups and downs, need for stricter monitoring, how to cover Stock Exchange, qualities of a good stock exchange reporter.
 6. Ethics for business journalism. Should it be a watch dog or servant of business houses? Role of freebies, junkets, five star attractions and need to resist them
 7. Magazine journalism : The Indian scene, eclipse of the general interest magazines, stagnation of news magazines, scope for special interest magazines. The role of the consumers purchasing power more important than editorial content.
 8. Magazine during post emergency boom Success of "India Today". How can magazines compete with the challenge posed by TV which now covers sports, celebrities, life style, news and business. How to find out if there is a niche for new magazines. Comment on Travel, Health, Technology and career-guidance magazines.
 9. Western craze among glossy women's magazines, Better fare offered by regional women's magazines.
 10. Writing and editing for magazines, special skills needed. Importance of the rewrite desk.
 11. Role of Alternative media to deal with people's issue. Scope for magazines devoted to environment and civic issue.

SEMESTER VI (Paper IV)

Subject : Internet and Issues in the Global Media

Objectives:

- Examine global journalism as a newly emerging reality- it's implications, strengths and weaknesses
- To examine the journalistic scene in S.Asia
- Learning about the Internet as a news medium
- Equipping students with basic skills required for internet reporting and editing

Syllabus:

1. Global journalism
 - Agents of global journalism – internet, international news agencies, international broadcasting

-
- A) Internet journalism
1. Internet journalism
 - Journalism in 'real time'
 - Interactivity
 - Global – problem of global audiences
 - Democratizing communication – Vertical to horizontal communication
 - Shift from news gathering to news packaging / information packaging
 2. Reporting and editing for the net
 - Difference between newspaper writing and writing for the net
 - Brevity and providing appropriate links
 - Special internet writing on the net
 3. Developing your own web site
 - Target audience
 - Content and services developing
 4. Internet design
 5. Issues of authenticity, propaganda and regressive communication on the net; lack / failure of regulatory laws
 6. Access to primary documents of government and international agencies; global platform for activist groups
- B) News Agencies
7. International news flow
 - The global news agencies
 - Growing global monopolies and their impact on news
 - NWICO, MacBride report
 - Non-aligned news agencies and their downfall
 8. Politics of representation of the 'third world' in international press
 - Political or ideological bias
 - Cultural bias
 9. International reporting
 10. Reporting International politics, international relations
 - International conflict – Bosnia
 - Disasters

-
- Poverty –Ethiopian famine
 - Reporting national events internationally
11. Challenges to international journalism
 - Problems of ‘parachute’ journalism
 - The need for depth research
 - Operating in hostile conditions
 12. International law and the role of Western media in defining human rights, and rethinking the concept of human rights from a Third World media perspective.
 13. Asian region and the need for greater connectivity
 - Focus on agencies in Asia
 - Case study of Japan which has the greatest rate of news diffusion world-wide
 - China and state control of news
 - India – mixed pattern

SEMESTER VI (Paper V)

Subject : News Media Management

Objective

- To make students aware of the structure, functioning and responsibilities of Managements of media organizations
 - To create awareness of laws governing media organizations and their Complexities in a globalised world in the wake of an information explosion
1. Types of ownership and their agendas
 2. Ideal management structure to ensure free flow of information, informed Comment and analysis for an ideal newspaper or broadcast channel
 3. Management role in ensuring editorial freedom.
 4. Organisational structure, delegation of responsibilities and coordination Between departments
 5. Financial Management
 - a. Break up of expenditure for the year
 - b. Raw material costs, human resources inputs, various allocations

-
- c. Fixed and variable costs
 - d. Unforeseen factors
 6. Specialization training for skilled workers, HRD
 7. Marshalling resources, augmenting advertising revenues, without compromising quality or commitment to high, professional standards.
 8. Marketing strategies:
 - a. Meeting consumer demands without pandering to baser instincts.
 - b. Public relations, brand building
 - c. Identification with readers'/viewers'
 - d. Eschew exaggeration or debasement of truth, honesty or professional integrity
 - e. Creation of goodwill, brand building
 - f. Sales promotion
 9. Challenges of globalization, liberalization
 - a. Foreign Direct Investment [FDI]
 - b. Convergence
 - c. Cross – media ownership
 - d. Digital renovation and its impact on media
 - e. Commercialisation of media
 10. Legal aspects
 - a. The pres and registration of books Act 1867
 - b. Company Law as applicable to media
 11. Case studies
 - a. BBC
 - b. 'Eenadu', 'Malayala Manorama', 'Lokmat and Rajasthan Patrika', BBC, ETV and CNN IBN ofr their marketing and development strategies.
 - c. Organisational bodies: IENS, NRS, ILNA, ABC

SEMESTER VI (Paper VI)

Subject : Contemporary Issues

Objectives:

- To sensitize students to the environment around them
 - Developing a perspective towards issues related to the marginalized sections of society
1. Ecological system, services and Economics of Environment Protection.
 - a) Climate Change :
 - 1 HIPPO Effect
 2. Ozone Depletion
 3. Pollution
 4. Deforestation, Desertification and Dereliction
 - 5 Global warming – Carbon credits
 - 6 Costal regulatory Zone (CRZ)
 - b) Renewal and Non-renewable resources.
Consumption and sustainable Development
 - c) Environmental movements and summits
Initiatives by Government & Private Organization
With relevant case studies on the above issue. (Such as-Sunder bans, Maldives, Artic Region etc.)
 - II)
 1. Concept of human rights and civil liberties
 - a) Universal Declaration of Human Rights and summits
 - b) CRC and CEDAW
 - c) DRD (Declaration for the Rights to Development)
 2. Human Concerns & legislative measure in the Indian Content
 - a) Education
 - b) Health
 - c) Women
 - d) Children
 - e) Gays

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3. Political Rights:
 - a) Rule of Law – Police reforms
 - b) Corruption & Politicization of Crime
 4. Accountability - Government & Corporate Accountability
(Relevant case studies)
- III Regional issue – Economics, Social, Political
- An Introduction to Maharashtra Economy – chief agriculture patterns, nature & extent of Industrial Growth with specific reference to the MIDC & SEZ, Co-operative banks movement, the textile Industry.
- Economics Movements –
- Introduction to Sugar, milk & Cooten Co-operative, Peasant and workers party, shetkari Dindi of Sharad Pawar, Sharad Johsi's Shetkari Sanghaatanan, the trade union movement with special reference to Mumbai textiles & engineering industry, SSKKMS (Shoshit Shetkari Kashtakari Kamgar Mukti Sanghatana)
- IV
- Sugar Lobby, operation Flood
 - Self – determination, secession
 - Migration & Displacement, Resettlement & Identity vision
 - Terrorism, tribal Movement, Naxalism.

ADVERTISING

SEMESTER VI (Paper I)

Subject : Advertising And Marketing Research

Objectives:

- To discuss the foundations of research and audience analysis that is imperative to successful advertising
1. Fundamental marketing research skills
 - Research techniques
 - Sampling methods
 - Research design
 - Questionnaire Development
 - Report writing

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- Data analysis
2. Product Research
 - New product research
 - Branding Research
 - Pricing Research
 - Packaging research
 - Product testing
 - Advertising content analysis
 3. Copy research
 - Concept testing
 - Name testing
 - Slogan testing
 4. Copy testing – different measures and methods
 - Free association tests
 - Direct questioning
 - Direct mail tests
 - Statement – comparison tests
 - Qualitative interviews
 - Focus groups
 - Rating Scales
 - Steps
 - Importance
 5. Print pretesting (1)
 6. Broadcast pre-testing – (3)
 - Trailer tests
 - Theater tests
 - Live telecast tests
 - Clutter tests
 - Television storyboard pre-testing
 - Radio commercial pre-testing
 7. Projective techniques (2)
 - Consumer jury
 - Matched samples

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- Word Association
 - Completion
 - Consultation
8. Physiological rating scales – (2)
- Pupil metric devices
 - Eye-movement camera
 - Galvanometer
 - Voice pitch analysis
 - Brain-pattern analysis
9. Challenges to pre-testing. E.g. The halo effect (1)
10. Post testing (6)
- Measuring advertising effectiveness
 - Attitude change
 - Recognition test
 - Aided recall
 - Unaided recall
 - Sales tests
 - Inquiry tests
 - Measurements of perception, communication, influence
 - Using qualitative Research in advertising

SEMESTER VI (Paper II)

Subject : Legal Environment and Advertising Ethics

Objectives:

- I To provide a perspective on the Legal Environment in India
- II To guide student of media through the various ethics connected to Advertising.
- III Maharashtra state centric cases to be discussed in class as the situation demands.

Syllabus:

- 1. Legal Environment
 - a. Definition and Scope from Indian and International Perspectives
 - b. Effect of Legal Environment on the Individual, Corporate Sector, Media (Press, other)

-
- c. Government Policies that govern advertising
 2. Self - Regulation, Ethics and the Law
 - a. The relation between Self-Regulation, Ethics and the Law
 - b. Case Study: The Prasar Bharati Bill for Advertising on AIR and Doordarshan
 3. Laws that affect Advertising in India
 - a. Drugs and cosmetics act
 - b. Drugs Price control act
 - c. Drugs and magic remedies (objectionable advertisement) act
 - d. Emblems and names (prevention of improper use) act
 - e. Copyright act
 - f. Trademarks act
 - g. Patents Act
Introduction to Intellectual Property Rights
 - h. Indecent Representation of Women (Prohibition) Act.
 4. Ethics
 - a. The importance of Ethics
 - b. Advertising Ethics and Minorities
 - Racial
 - Religious
 - Gender
 - Ethnic
 - Caste-based
 - Sexualities
 - c. Advertising Ethics for Children and Senior Citizen
 - d. Political Advertising
 - e. Puffery, Controversial, Subliminal and Surrogate Advertising
 - f. Manipulation of Advertising Research
 - g. Ethical Watchdogs of Advertising in India - ASCI and AAAI
 5. Unfair Trade Practices and the Competition Act
 - a. Unfair Trade Practices towards Consumers
 - b. Unfair Trade Practices in Business
 - c. Competition Bill as a check and control mechanism for Unfair Trade Practices

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6. Consumer Rights and Laws
 - a. The rise of consumerism and the need for consumer awareness- Government and Non-Government Initiatives.
 - b. Standardization of Product, practices and process
 - Need and Relevance of Standardization
 - Standardization Organization (Indian and International) : ISI/ BIS, AGMARK, FPO, ISO, CE, FDA Six Sigma, CMM levels
 - c. Government Initiatives
 - Essential Commodities Act.
 - Consumer protection Act 1986
 - Standard of weights and measures Act
 - Standard of weights and measures (Packaged commodities) Act
 - Prevention of Food Adulteration Act
 - d. Non Government Initiatives
 - CERC
 - CFBP
 - CGSI
 - Grahak Panchayat
 - Customer Care Centres and BPO's
 7. Advertising and Society
 - a. Manipulation by Advertising
 - b. Socio-Economic Criticisms of Advertising
 - c. Advertising and Social Responsibility
 8. Critique of Advertising
 - a. Vance Packard : The Hidden Persuaders
 - b. Naomi Kline : No Logo
 - c. Naomi Wolf : The Beauty Myth
 - d. Naom Chomsky : Understanding Power
 - e. Jean Kilbourne : Can't Buy My Love

SEMESTER VI (Paper III)

Subject : Financial Management for Marketing and Advertising

I. Introduction to Marketing and Advertising Finance.

Business Plan-Definition - Components

Business Plan for Marketing and Advertising Units

Financial Plan its Meaning and Importance

Budget - Types of Budgets

Preparing Agency Budget - Sales Budget, Selling and Distribution Cost Budget, Cash Budget, Capital Budget using Net Present Value and Pay Back Period methods (theory and application)

Planning for Agency Funds

II. Long Term Finance - Sources of Long Term Finance

a) Equity Share Capital - Nature - Merits-Rights of Equity share holders.

b) Preference Share capital - Nature-Types-Merits-Rights of Preference share holders.

c) Retained Earning - Nature Merits

d) Debentures - Nature-Types-Merits-Rights of Debenture share holders.

e) Term Loans - Nature-Types-Merits

f) Lease Finance - Nature-Types-Merits

III Short Term Finance-

Sources of Short Term Finance

Working Capital requirements of a Marketing / Advertising unit

Working Capital - Nature-Importance

Factor influencing the determination of working capital requirements.

Working Capital cycle for a Marketing / Advertising Unit.

IV. Financial Statement-

Meaning-Importance of Financial Statement

Income Statement-Position statement-Nature and contents
(Theory)

Evaluation of Financial Performance using Ratio Analysis (Theory
and application)

Current Ratio-Debt Equity Ratio-Proprietary Ratio-

Gross Profit ratio-Net Profit Ratio (After Tax) Ratio-- Operating Ratio-
Stock to Working Capital Ratio-Debtors Turn Over (Times and Period)
Creditors Turn over / Payment Period (Times and Period) - Selling and
Distribution Expenditure ratio

v. Marketing Costs

Nature and Importance of Costing in Marketing and Advertising

Cost Classification-Fixed Costs, Variable Costs and Semi variable
Costs

Classification of costs on the basis of Functions, Traceability to Product
and Change in Level of Activity- concept of Marginal Costing (Theory),
Break even Analysis (Theory and problems)

Preparation of Job Order Quotation - Service costing (Cost Sheet)

SEMESTER VI (Paper IV)

Subject : Agency Management

Objectives:

1. To expose students to the business of advertising
2. To familiarize students with the different aspects of running an ad agency
3. Structure of an ad agency, functions of different departments, types of ad agency.
- Account Management -
 - a. Role of Account Planner And Account Executive
 - b. Account Planning process
 - c. Attributes of a good Account Planner
2. Client Servicing
 - a. Characteristics of services
 - b. 7 P's of Services

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- c. Gap Model
 - d. Stages in the client-agency relationship
 - e. Issues in client service
 - f. Understanding the clients business, key success factors, business mode
 - g. Understanding the communication task
 - h. Negotiation process
 - i. Conflict resolution
3. Marketing plan of the client
 - Understanding client's marketing strategy
 - Outlining marketing problem/ opportunity
 - Marketing objectives as stated by the client
 - a. Profit objective
 - b. *Sales and market share objective*
 - c. *Setting advertising objective*
 - STP
 - Constraints on strategy formulation and implementation
 - Setting evaluation criteria
4. Agency Finances
 - Sources of income
 - Expenditure heads of an agency
 - Modern systems of financial planning followed by leading agency
5. Client's evaluation of the agency
 - Areas of evaluation
 - a. Expertise
 - b. Objectivity
 - c. Dedication
 - d. Staffing and Management
6. Setting up an Agency
 - Nature of agency business
 - Stages in setting up a new business
 - a. Concept development
 - b. Environmental scanning

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- c. Market Feasibility
 - d. Financial Feasibility
 - e. Making a business plan
7. Growing the Agency
- Agency Business Management
 - New Business Development
 - a. CRM (Consumer relationship management)
 - b. Digital advertising
 - Growth with existing clients
 - Growth with new clients
 - Speculative Pitches
8. Sales Promotion Management
- Importance and role in marketing
 - Trade and Retail Promotion
 - Consumer Franchise-building versus Non franchise-Building promotion
 - Consumer Sales Promotion tools
 - a. Sampling
 - b. Coupons
 - c. Refund, Rebates and premiums
 - d. Combination offer
 - e. Contest and Sweepstakes
 - f. Bonus packs
 - g. Games
 - h. Frequency programs
 - Trade Sales Promotion tools
 - a. POP
 - b. Trade Allowances
 - c. Sales training program
 - d. Sales shows
 - e. Sponsorships and event Marketing
 - Measuring the effectiveness of promotional Tools

SEMESTER VI (Paper V)

Subject : The Principles and Practice of Direct Marketing

Objectives :

To learn and understand

1. What Direct marketing is, including direct marketing terminology
2. How direct marketing differs from "traditional marketing"
3. Direct marketing techniques
 1. Definition and importance of direct marketing
 2. Economics of direct marketing
 3. Growing importance of Direct marketing in IMC mix (1)
 4. Understanding the DM business
 - Database marketing
 - Relationship marketing
 - Interactive marketing
 - Differentiation from other forms of marketing
 - Strengths of direct marketing
 - Weakness of direct marketing
 - Stand-alone marketing channel or part of a multimedia strategy
 - Relationship to the total marketing mix
 - Highly personalized messages and offers
 - Building relationship value of brands
 - How is the direct marketing industry organised and why
5. Direct marketing strategies
 - Customer level databases and lists, and how they are used to profile, segment and prospect (for new) customer
 - Sources of and uses for/ of "electronic" data
 - Database marketing techniques – potential and limitations
 - Database marketing on the Internet
 - Setting up a database for database marketing
 - Steps in developing a database
 - Managing the database

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- Creating for DM – making the messages personal
6. Direct marketing concepts
- Lifetime value of the customer (LVO)
 - List Selection, prospecting
 - Market segmentation
 - Defining target markets for individual mediums and strategies
 - Product customization
 - Mass customization: current state and future potential of mass customization using Database marketing
 - Response modelling and experimentation
 - Mail order, lead generation, circulation, relationship/ loyalty programs, store traffic/site traffic generation
 - Fund raising, pre-selling, selling (cross selling as well as selling –up), and post-selling
 - Research and organization of usable data
7. Various direct marketing methods and media
- Person to person selling
 - Group selling
 - Direct mail
 - Direct response television
 - Direct response Print Advertising
 - Catalogs
 - Internet
 - Telemarketing
 - Inaserts
 - Videos
 - E-mail
 - Trade shows
 - Preparing direct marketing plan
 - Preparing an integrated DM plan
 - Marketing plans
 - Media strategies

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- Sales promotions
 - Public relations
 - Global
8. Future of direct marketing current and future Scenario
Global Direct Marketing: the current state and future
Future prospects for database marketing in India
Barriers preventing more extensive use of database marketing
Current laws regarding direct marketing
Privacy: the key issues
9. Customer relationship management
The importance of CRM
Studying the customer mix and managing the key customer
Customizing products to different needs
Planning and developing customer relationships

SEMESTER VI (Paper : VI)
Subject : Contemporary Issues

Objectives:

- To sensitize students to the environment around them
 - Developing a perspective towards issues related to the marginalized sections of society
1. Ecological system, services and Economics of Environment Protection.
- a) Climate Change :
- 1 HIPPO Effect
 2. Ozone Depletion
 3. Pollution
 4. Deforestation, Desertification and Dereliction
 - 5 Global warming – Carbon credits
 - 6 Costal regulatory Zone (CRZ)

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- b) Renewal and Non-renewable resources.
Consumption and sustainable Development
 - c) Environmental movements and summits
Initiatives by Government & Private Organization
With relevant case studies on the above issue. (Such as-Sunder bans, Maldives, Artic Region etc.)
- II) 1. Concept of human rights and civil liberties
- a) Universal Declaration of Human Rights and summits
 - b) CRC and CEDAW
 - c) DRD (Declaration for the Rights to Development)
2. Human Concerns & legislative measure in the Indian Content
- a) Education
 - b) Health
 - c) Women
 - d) Children
 - e) Gays
3. Political Rights:
- a) Rule of Law – Police reforms
 - b) Corruption & Politicization of Crime
4. Accountability - Government & Corporate Accountability
(Relevant case studies)
- III Regional issue – Economics, Social, Political
- An Introduction to Maharashtra Economy – chief agriculture patterns, nature & extent of Industrial Growth with specific reference to the MIDC & SEZ, Co-operative banks movement, the textile Industry.
- Economics Movements –
- Introduction to Sugar, milk & Cotton Co-operative, Peasant and workers party, shetkari Dindi of Sharad Pawar, Sharad Joshi's

Shetkari Sanghaatanan, the trade union movement with special reference to Mumbai textiles & engineering industry, SSKMS (Shoshit Shetkari Kashtakari Kamgar Mukti Sanghatana)

- IV
- Sugar Lobby, operation Flood
 - Self – determination, secession
 - Migration & Displacement, Resettlement & Identity vision
 - Terrorism, tribal Movement, Naxalism.

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