1.1. ABOUT THE PROGRAMME

Introduction and Objectives

INTRODUCTION

BMM or Bachelors of Mass Media is an undergraduate course started by the University of Mumbai in the year 2000. It was designed to meet the demands of the growing Media Industry in the country.

OBJECTIVES

➢ The programme aims to give an insight to the various aspects in the field of Media and Communications.

➢ To provide an adequate theoretical and practical foundation for a career in Mass Media.

➢ To introduce wide array of career opportunities in the fields like Advertising, Journalism, Social Media, Public Relations, etc.

2.1 ELIGIBILITY CRITERION FOR ADMISSION TO THE PROGRAMME:

A Candidate for being eligible for admission to the Degree Course in Mass Media shall have passed XII Std. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent. Every candidate admitted to the degree course in the constituent/Affiliated College/recognised institution conducting the course, shall have to register himself/herself with the University.

No college shall conduct any entrance test in any form and the admissions are purely based on merit duly following the reservation policy as per the norms of Government of Maharashtra. While drawing the merit list, weightage has to be given to students from Arts, Commerce and Science Stream at 12th Standard level. The stream wise weightage to be given is as under:

<table>
<thead>
<tr>
<th>Stream</th>
<th>Arts</th>
<th>Commerce</th>
<th>Science</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>50</td>
<td>25</td>
<td>25</td>
</tr>
</tbody>
</table>

The applications are to be accepted and processed by the colleges stream wise separately and the merit list is to be displayed stream wise considering the reservation policy prescribed by Government of Maharashtra.
a. The merit list is to be prepared and displayed stream wise.

b. In case if no application is received from any stream, the vacant seats are to be distributed equally between the two streams only.

c. After the first merit list is displayed, if any seat allotted to one stream remains vacant, the same shall be distributed equally between the remaining two streams.

In case of vacancy in one stream is of single/odd number of seats, the single seat is to be allotted to the Arts Stream.

In case if no application is available from the two streams, then all the vacant seats of such two streams must be transferred to the third stream. Step (c) be repeated for the subsequent merit lists till all the forms are exhausted or the final merit list is displayed, whichever is earlier.

PLEASE NOTE THAT NO ENTRANCE EXAMINATIONS IS PRESCRIBED BY THE UNIVERSITY OF MUMBAI FOR ADMISSION TO THE PROGRAMME. THE ADMISSION TO THE PROGRAMME IS PURELY ON THE BASIS OF THE MARKS OBTAINED AT THE XII STD OR ITS EQUIVALENT EXAMINATION.

3.1 DURATION OF THE PROGRAMME

a. The course shall be a full-time course. The duration of the course shall be six semesters spread over three years.

b. Intake capacity – 60 Students

c. Total number of lectures per paper per semester shall be maximum 60 minutes duration each.

d. Number of lectures per paper per week shall be 4 in case of theory Courses.

e. On an average 15 working weeks area available in every semester.

4.1 PROGRAMME CONTENT

Overall the program comprises of 37 courses (papers / subjects) each of 100 marks. Broadly the programmes are on Communication, Advertising, Journalism, Cinema, Public Relations, Society & Culture, Media types, etc.

Detail contents are given in the next section.

5.1 EVALUATION AND ASSESSMENT

For every programme (subject) the evaluation / assessment of the student will comprise of two components: Internal Assessment (25% of total marks 25 marks) which will be continuous evaluation and Semester End Examination which will be a theory paper of 75% of the marks for the programme (subject) i.e. 75 marks. To pass in the programme
(subject/paper) the learner (student) is required to obtain 40% marks individually in each of the two components i.e. Internal Assessment (i.e. 10 marks out of 25 marks) and Semester End Examination (30 marks out of 75 marks) separately and overall 40% of the total marks (40 marks out of 100 marks).
*Refer to the Scheme of Examination for details.*

### 6.1 BRIEF CURRICULUM

**Bachelor of Mass Media** is a 3 years full time Programme offered by University of Mumbai. Each year is divided into 2 semesters. The course consists of 37 modules comprising 36 theory papers and one project. The learner is expected to choose their specialization – advertising or journalism – in third year.

<table>
<thead>
<tr>
<th>First Semester: 6 Courses</th>
<th>Second Semester: 6 Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.1</strong> Effective Communication Skills I</td>
<td><strong>2.1</strong> Effective Communication Skills 2</td>
</tr>
<tr>
<td><strong>1.2</strong> Fundamentals of Mass Communication</td>
<td><strong>2.2</strong> Political Concepts &amp; Indian Political Systems</td>
</tr>
<tr>
<td><strong>1.3</strong> Introduction to Computers</td>
<td><strong>2.3</strong> Principles of Marketing</td>
</tr>
<tr>
<td><strong>1.4</strong> History of the world, India and Maharashtra</td>
<td><strong>2.4</strong> Introduction to Psychology</td>
</tr>
<tr>
<td><strong>1.5</strong> Introduction to Sociology</td>
<td><strong>2.5</strong> Principles of Management</td>
</tr>
<tr>
<td><strong>1.6</strong> Economics</td>
<td><strong>2.6</strong> Introduction to Literature in English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Third Semester: 6 Courses</th>
<th>Fourth Semester: 6 Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3.1</strong> Introduction to Creative Writing</td>
<td><strong>4.1</strong> Introduction to Advertising</td>
</tr>
<tr>
<td><strong>3.2</strong> Introduction to Culture Studies</td>
<td><strong>4.2</strong> Introduction to Journalism</td>
</tr>
<tr>
<td><strong>3.3</strong> Introduction to Public Relations</td>
<td><strong>4.3</strong> Print Production and Photography</td>
</tr>
<tr>
<td><strong>3.4</strong> Introduction to Media Studies</td>
<td><strong>4.4</strong> Radio and Television</td>
</tr>
<tr>
<td><strong>3.5</strong> Understanding Cinema</td>
<td><strong>4.5</strong> Mass Media Research</td>
</tr>
<tr>
<td><strong>3.6</strong> Advanced Computers</td>
<td><strong>4.6</strong> Organisational Behaviour</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fifth Semester: 6 Courses</th>
<th>Sixth Semester: 6 Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5.1</strong> Advertising in Contemporary Society</td>
<td><strong>6.1</strong> Advertising and Marketing Research</td>
</tr>
<tr>
<td><strong>5.2</strong> Copywriting</td>
<td><strong>6.2</strong> Legal Environment and Advertising Ethics</td>
</tr>
<tr>
<td><strong>5.3</strong> Advertising Design</td>
<td><strong>6.3</strong> Financial Management for Mrkt. &amp; Advt.</td>
</tr>
<tr>
<td><strong>5.4</strong> Consumer Behaviour</td>
<td><strong>6.4</strong> Agency Management</td>
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<tr>
<td>5.5</td>
<td>Media Planning and Buying</td>
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<tr>
<td>5.6</td>
<td>Brand Building</td>
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</tbody>
</table>

**OR**

<table>
<thead>
<tr>
<th>5.1</th>
<th>Reporting</th>
<th>6.1</th>
<th>Press Laws and Ethics</th>
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</thead>
<tbody>
<tr>
<td>5.2</td>
<td>Editing</td>
<td>6.2</td>
<td>Broadcast Journalism</td>
</tr>
<tr>
<td>5.3</td>
<td>Feature and Opinion</td>
<td>6.3</td>
<td>Niche Journalism</td>
</tr>
<tr>
<td>5.4</td>
<td>Journalism and Public Opinion</td>
<td>6.4</td>
<td>Internet and issue in Global media</td>
</tr>
<tr>
<td>5.5</td>
<td>Indian Regional Journalism</td>
<td>6.5</td>
<td>New Media Management</td>
</tr>
<tr>
<td>5.6</td>
<td>Newspaper &amp; Magazine Making</td>
<td>6.6</td>
<td>Contemporary Issues</td>
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<tr>
<td></td>
<td></td>
<td>6.7</td>
<td>Digital Media</td>
</tr>
</tbody>
</table>
7.1 DETAILED SYLLABUS

SEMESTER - I

1.1 Effective Communication Skills – I

➢ OBJECTIVES

➢ 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)
   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)
   iii. Recognizing aspects of language particularly in media
       • Vocabulary 100 media words
       • Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses.

3. Writing (English, Marathi or Hindi)
   i. Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing.
   ii. Introduction to feature and script writing

4. Oral Communication – presentation, anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion.

5. Thinking and Listening Skills –
   i. Types of thinking (rational and logical)
   ii. Errors in thinking
   iii. Partialism
   iv. Time scale
   v. Egocentricity
   vi. Prejudices
   vii. Adversary Thinking
   viii. Extremes
   ix. Types of listening, Barriers to listening

Internal view of translation –

i. Translator as a learner,

7. Processing in Translation:

i. **Input and Processing:** Input – Visual, Auditory and Kinetic ; Processing - Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings).
ii. **The process of translation:** The shuttle Experience, Charles Sanders Pierce on Instinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention.

**Internal Assessments** – Group Projects / Individual projects/ Book Review/ Class Test/ Case Study/ Presentation and Reading & Oral components be included.

**Reference Books:**

1. Business Communication - Rhoda A. Doctor and Aspi H. Doctor
2. Communication Skills in English – Aspi Doctor
3. Teaching Thinking - Edward De Bono
4. De Bono’s Thinking Course – Edward De Bono
5. Serious Creativity – Edward De Bono
6. The Mind Map Book – Buzan Tony
7. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
8. A Textbook of Translation - by Peter Newmark, Newmark

1.2 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.
- 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.

1. Mass Communication (12)
   i. Meaning and need for Mass Communication
   iii. Elements and process of communication
   v. Functions of Mass Communication
   vi. Barriers of Mass Communication

2. Impact of Mass Media (12)
   i. Introduction to Mass Media.
   iii. Differentiate between Mass Communication & Mass Media.
   iv. Means & Tools of Mass Communication:
      - Traditional & Folk Media: Types, importance of traditional media
      - Print: Books, Newspapers, Magazines
      - Broadcast: Television, Radio
      - Films
      - Internet
      - Advertising, Public Relations
      - Other outdoor media

3. Mass Communicators (06)
   Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)

4. The New Mass Media (10)
   i. Media Convergence: conceptual framework, technological dimension, economic dimension, socio-cultural dimension and its implications to 'Mass Communication'.
   ii. Developments in the Economy, Society, and Culture and its impact on current communication media.
   iii. Introduce key terms such as "information economy" and "information society", "Digital," "multimedia convergence", "information superhighway", "channel abundance" and "interactivity."
   iv. Impact of social media on Mass Communication
5. Impact of Mass Media on Society (08)
   i. Education
   ii. Children
   iii. Women
   iv. Culture
   v. Youth
   vi. Development

**Reference Books:**
1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
11. Communication Technology & Development: I P Tiwari
12. The Process of Communication: David K Berlo
13. Cinema & Television: Jacques Hermabon & Kumar Shahan
15. You & Media: Mass Communication & Society: David Clark
17. The Communication Revolution: Narayana Menon
19. Introduction to Communication Studies: John Fiske
20. India’s Communication Revolution: Arvind Singhal and Everett Rogers
22. Here's the News: Paul de Maesener
23. The Myth of Mass Culture: Alan Swing wood
25. Communication-concepts & Process: Joseph A Devito

**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.

1. Computer Basics
   i. Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker.
   ii. 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?
   iv. File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.
   v. Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.

2. Networking Basics
   i. Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Intranet and Internet, Client Server Architecture.
   ii. 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.

3. Introduction to Internet
   i. Domain names, web servers, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals (Horizontal and vertical portals).
   ii. Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges – copyright issues, technology issues, political issues, social issues; economic issues – ethical issues

4. Text and Documents Editing and Presentation Microsoft Word
   i. Creating, Saving documents, Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index)
   ii. Language Tools (spelling, grammar thesaurus)
   iii. Inserting images, cut, copy, paste
   iv. Creating Tables
   v. Mail merge, Use of keyboard shortcuts

5. Microsoft Excel
   i. Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet
   ii. Entering data, Formulae, functions, Editing sheets, Formatting
iii. Finding, replacing and filling data, Database Management, sorting, Preparing Charts, Use of Keyboard shortcuts.

6. Power Point
   i. Introduction to presentations, create, save
   ii. Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, organization charts, charts, etc.
   iii. Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds, Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts.

7. Introduction to Designing
   i. Types of communication, what is design, Types of design
   ii. Colour theory, Hierarchy in a design, Typography (fonts & typefaces, type of fonts), Observation & visualization, Perspective
   iii. Unicode, installing and using Unicode

8. Page Layout (Page Maker In Design and Quarkxpress)
   i. Introduction to different pagemaking software, Tools, menus, Tools, Making pages in Quark Express / Pagemaker
   ii. Inserting a photograph / graphics for print, creating blurbs, Using drop caps, etc., Differences between Quark Express and Pagemaker.
   iii. 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.

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

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

11. Introduction to Corel Draw
   i. CorelDraw Terminology and Concepts
   ii. Drawing Ellipses, Circles, Arcs, and Pie Shapes
   iii. Drawing Lines in CorelDraw
   iv. Drawing Rectangles, Squares, Polygons and Stars
   v. Cloning objects, applying colour and tone effects

**Internal Assessment:** Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation {Power Point/Audio-Visual Presentation/Oral Presentation}

A free user manual can be downloaded from the following link

http://www.google.co.in/url?sa=t&source=web&cd=1&ved=0CC0QFjAA&url=http%3A%2F%2Fmanual.finaldraft.com%2Ffd8manual.pdf&ei=8yYCU-muoOQrC44HYAg&usg=AFQjCNF_sFY6BWRnmDTX2cby5zILEEPr6A

**SCRATCH PROGRAMMING**

1. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Scratch 1.4) Version 1.0 (http://stwww.weizmann.ac.il/g-cs/scratch/scratch-14-textbook-1-0-two-side.pdf)
2. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Supplement for Scratch 2.0) Version 1.0 (Free download from: http://stwww.weizmann.ac.il/g-cs/scratch/scratch-20-supplement-1-0-two-side.pdf)

**1.4 Introduction to Economics**

**SECTION I - MICROECONOMICS:**

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 - MACROECONOMICS:**


**Reference Books:**

1. Paul Samuelson – Economics
2. David Begg, Stanley Fischer, Rudiger Dornbusch – Economics
4. Lipsey & Steiner – Economics
5. D.M. Mithani – Business Economics
7. A. Koutsoyiannis – Modern Microeconomics
8. Misra & Puri – Indian Economy
9. Economic Survey - GOI

**1.5 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 Mass Media from a sociological perspective
  - To highlight the need and relevance of Sociology in Mass Media

1. Introduction to sociology:
   - i. Definition and features
   - ii. Sociological imagination

2. Society and Social Interaction
   i. Definition of society, features, Types of Society- Rural and Urban, civil society
   ii. Social Interaction: Definition, Need for social interaction, Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, integration

3. Social Institution
   i. Definition
   ii. Need for social institutions
   iii. Types: Family, Marriage, education, religion, economy, polity, and media

4. Media with reference to sociology of news
   i. Definition of news
   ii. Types of news
   iii. News values
   iv. Sociological significance of news

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

6. Social stratification
   i. Definition
   ii. Segments: caste, class, gender, and age.

7. Socialization
   i. Meaning
   ii. Need
   iii. Agencies of socialization with particular reference to Media

8. Social group
   i. Meaning, need and importance
   ii. Types (primary, secondary, formal, informal, in-group and out-group, Reference group)

9. Social control
   i. Meaning,
ii. Functions

iii. Formal and informal means of control over media.

10. Social change and social movements:

i. Social Change - meaning, factors of social change, impact of social change with special reference to media and communication.

ii. Social movements - Definition, features, types of social movement, elements, stages of social movement, some examples.

Reference Books:

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles of Sociology</td>
<td>R.N. Sharma</td>
<td>Media Promoters &amp; Publishers Pvt.Ltd</td>
</tr>
<tr>
<td>Sociology</td>
<td>Anthony Giddens</td>
<td>Wiley India Edition</td>
</tr>
<tr>
<td>Culture Change in India: Identity and Globalisation</td>
<td>Yogesh Sharma</td>
<td>Rawat Publications</td>
</tr>
<tr>
<td>Family, Kinship and marriage in India</td>
<td>Edited by Patricia Oberoi</td>
<td>Oxford India Papers</td>
</tr>
<tr>
<td>Caste in Modern India and other Essays</td>
<td>M.N. Srinivas</td>
<td>Media Promoters &amp; Publishers Pvt.Ltd</td>
</tr>
<tr>
<td>Modernisation of Indian Tradition</td>
<td>Yogendra Singh</td>
<td>Rawat Publications</td>
</tr>
<tr>
<td>Indian Social System</td>
<td>Ram Ahuja</td>
<td>Rawat Publications</td>
</tr>
<tr>
<td>Sociology</td>
<td>John J. Macionis</td>
<td>Pearson Education</td>
</tr>
<tr>
<td>Contemporary Sociological theory</td>
<td>Ruth A. Wallace</td>
<td>Pearson Education</td>
</tr>
<tr>
<td>Society In India</td>
<td>Ram Ahuja</td>
<td>Rawat publications</td>
</tr>
<tr>
<td>Sociology</td>
<td>Shankar Rao</td>
<td>S. Chand</td>
</tr>
</tbody>
</table>

1.6 Introduction to the History of the World, India and Maharashtra
The aim of the following revised history paper for sem 1 is to acquaint the student with global happenings which have made historical milestones, changing power equations. The idea is to help the student 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. Care has been taken not to overlap some topics which are scheduled in other papers like Politics and Introduction to Journalism.

1. World Wars, Aftermath, changing boundaries: rise of dictatorships
   i. Negative propaganda by war perpetrators,
   ii. Positive media by president Wilson
   iii. Case studies: Holocaust; War crimes

2. Cold War:
   i. Ideological clash: Media espionage
   ii. Theatres of Cold War: Korea Vietnam, Brinkmanship in Cuba, Economic Alliances

3. UNO Formation:
   i. Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee problem)
   ii. Formation of Israel, Middle East conflict

4. Red star over China-reign of Mao-tse-tung
   i. Pol Pot- Cambodia Killing fields-human rights violation. UDHR document, role of UN in peace keeping in Sudan, Liberia
   ii. Case studies: Iran Iraq war; End of Saddam Hussein regime

   i. Peace time media intervention:
      - Star Radio
      - Talking Drum Studio-Liberia
      - Voice of Hope in Sudan

6. Collapse of Communism:
   i. USSR, East European nations, Glasnost & Perestroika
   ii. American hegemony-its role in Afghan War
   iii. People’s Movement in China-Tianaman Square
   iv. Case studies: Collapse of Berlin War, Formation of CIS

7. Role of Social Media: Arab Spring, Tahrir Square, Egypt & Jasmine Revolution

8. India
   i. Partition of India: Refugee problem; Sino Indian War 1962, Indo-Pak Wars 1965, 1971-formation of Bangladesh
   ii. India & SAARC, India’s Role in Non-Aligned Movement
   iii. Cross Border terrorism, Kargil.
   i. Game changers in the State: Vinoba Bhave- Bhudan Movement, Maharshi D. K. Karve-Wome’s Univ, Baba Amte, Anna Hazare’s fight for good governance.

2.1 Effective Communication Skills – II

➤ OBJECTIVES

❖ To advance the communication and translation skills acquired in the first semester

1. Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Re-structuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, newspaper 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.


5. Copywriting: (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)


Reference Books:

1. Business Communication - Rhoda A.Doctor and Aspi H.Doctor
2. Communication Skills in English – Aspi Doctor
3. Teaching Thinking - Edward De Bono
4. De Bono’s Thinking Course – Edward De Bono
5. Serious Creativity – Edward De Bono
6. The Mind Map Book – Buzan Tony
7. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
8. A Textbook of Translation - by Peter Newmark, Newmark

2.2 Introduction to Media Psychology

- OBJECTIVES

- To impart knowledge of the basic concepts and modern trends in psychology.
- To provide an interdisciplinary study of concepts in the field of media, communication and psychology.
- To expose students to a multicultural understanding, use, influence and impact of media.
- To prepare students for a future filled with opportunities in the field of media and communication.

1. Evolution of Psychology
   i. Definition of psychology.
      - Branches of psychology- Overview of the fields.
      - Media psychology- Definition, scope & objectives.
      - Psychology and media- An uneasy relationship.
   ii. Research methods in media psychology.

2. Role of Psychology in Media
   i. Memory- Definition- Information processing model, LOP. Thinking - Definition - Lateral thinking and creative thinking. Perception – Visual and depth perception.
   ii. Cognitive and behavioural effects of media. (focus on print, interactive medium and web advertising).

3. Psychological effects and influence of media.
   i. Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory) and their relevance in mass media. Social influence. (Definition, Conformity, Compliance, Obedience & Indoctrination)
   ii. Effects of media violence. Effects of pro-social media.

4. Developmental Psychological Issues with Respect to Media
   i. Learning- Theories- Classical conditioning and Operant conditioning.
      - Cognitive Learning.
      - Observation learning.
      - Social cognition- Script and schema.
      - Motivation- Definition- Types- Need hierarchy theory.
   ii. Young children and media- socialization through media. Media use and influence during adolescence.
5. Social Psychology of the Media
   i. Attitude formation - Theories, cognitive dissonance, role of media in attitude formation.
      • Persuasion.
      • Prejudice.
   ii. 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.

Books for study:

Books for Reference:

TOPICS FOR INTERNAL ASSIGNMENTS.
1. Media violence.
2. Love and relationships.
3. Body image and eating behavior.
4. Reality T.V.
5. News and current affairs.
7. Advertising and it effects.
8. Portray of crime in media.
9. Celebrity and Para social relationships.
10. Gender stereotyping on TV and media.
11. Racial and ethnic stereotyping.
12. Health communication.
14. Media and politics.
15. Internet and interaction.

The above topics for assignments or any others could be given to students individually or as a group project. Assignments could be written / typed report of any of the following types of work or others.

1. Review of a Film with a psychosocial perspective.
2. Small survey using questionnaire regarding issues in mass media. EX: Reality shows real/ reel.
3. Photo essay on any psychosocial topic.
5. Review of a news report/ article and presentation with the help of posters, photos & charts.
6. One minute video/ advertisement on any psychosocial theme.
7. Debate / Group discussion in class on issues related to mass media.
8. Audio-visual presentation on any specific topic from the syllabus.

2.3 Political Concepts and the Indian Political System

➢ Objectives

➢ To acquaint the students with fundamental political concepts essential for understanding political systems and theories.
➢ To orient the students to the Indian Constitution and the functioning of the Indian political system.
➢ To provide the students with a strong base in the ‘Indian Political System’ and to expose them to its dynamics and complexities.
➢ To establish a link between Politics and Media

1. Concepts
   i. Interaction between State and Society
   ii. Definition and Elements of State and factors building a Nation
   iii. Democracy: Principles, Institutions and Challenges
   iv. Non-Democratic forms of government: Characteristics

2. Indian Constitution
   i. Features of the Constitution
   ii. Preamble and Philosophy of the Constitution
   iii. Fundamental Rights
   iv. Fundamental Duties
   v. Directive Principles of State Policy
   vi. Federal structure
3. Political Dynamics (India)
   i. Indian Party System: Evolution
   ii. Major National and Regional Parties
   iii. Caste and Reservation
   iv. Role of Religion in Indian Politics
   v. Local Self Government
   vi. Electoral System and Reforms
   vii. Coalition governments

4. Political Dynamics (Maharashtra)
   i. Party system in Maharashtra: Evolution
   ii. Regional Imbalance
   iii. Dominant Caste
   iv. The Dalit movement in Maharashtra and its present status.
   v. The Naxal movement in Maharashtra
   vi. Mumbai’s political history

5. Politics and Media
   i. Role of Media in democracy
   ii. Media and formation of Public opinion
   iii. Political Campaigning and advertising in new media

Internal Assessment: Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation {Power point/Audio – Visual presentation/Oral Presentation}

Reference Books:
4. An Introduction to Political Theory, Gauba, O. P., Macmillan
5. Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills
6. Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills
   Ntalaja Georges Stallings Barbara B. Weir Margaret, Oxford University Press New York.
11. Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.
13. Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.
15. Introduction to Media and Politics, Sarah Oates, Sage publishers.
17. Democracy in India, Jayal Niraja Gopal, Oxford University Press

2.4 Principles of Management


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.


Reference Books:
2. Principles of Management Ramaswamy Himayala, Mumbai
3. Management Concept and Practice Hannagain T. McMillan, Delhi
4. Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India
6. Essentials of Management Massie Joseph Prentice Hall of India
7. Management: Principles & Guidelines Thomas N. Duening & John Ivancevich Biztantra
2.5 Principles 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 packaging decisions.

3. New product strategies – Innovation, Market entry, Product line extension


5. Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.


9. Concept & components of a Marketing Information System.

Suggested Readings:

2.6 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

1. Introduction to Literature
   i. Concept of Literature
   ii. Forms of literature-
      • Poetry & it’s types
      • Prose- Fiction-Types of Fiction
      • Drama- Elements of drama
        a) Plot
        b) Characters- Types of characters
        c) Setting
        d) Script

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


Reference Books:
1. The Law and Literature: Shakuntala Bharvani
2. Introduction to literature: Gilbert Muller, John Williams

3.1 Media Studies

1. Unit One
   i. Relevance of Media Studies in Contemporary Times.
   ii. Historical perspectives to media studies

2. The Mid 20th Century Media Evolution Theory
   i. Agenda Setting
ii. Uses and Gratification
iii. Two Step How
iv. Mc. Luhan – Medhini is the message
v. Foucault – Power & Authority
vi. Propaganda Model

3. Media and Globalisation
   i. Division and contradiction in the Global Information Infrastructure
   ii. Racist Ideologies and the Media (Stuart Ha)
   iii. Media and Diaspora
   iv. New Media Theory
   v. Cognitive Theory

   i. Advertising Magazine Culture and the new man
   ii. Trends in Media
   iii. Feminist Strategies of Detection
   iv. Media Power and Political Culture

5. Constituents of Media
   i. Language
   ii. Religion
   iii. Discourse
   iv. Technology

6. Challenges to contemporary Media
   i. Media and Consumerism
   ii. Intellectual Property and New Media
   iii. Young people as consumers of Advertising Art

Bibliography

1. Media Studies – Eoin Devereux
   a. Media & Diaspora Pg. 363 and 369.
   b. Media Power and Political Culture – Four factors of change pg. 216
2. Paul F. Lazarfeld, ‘Remarks on Administrative and Critical Communications Research’
   a. Studies in Philosophy and Social Change P 2-16
4. Norman Faciclough – Media Discourse pg.53-74
10. New Technologies and Domestic Consumption – Eric Hersch (same as no.9)
11. M. Nava, changing cultures: Feminism, Youth and Consumerism P. 171-82.

3.2 Introduction to Advanced Computers

- Objectives:
  - To equip the students with an 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.

1. Basics of Online Marketing (5 Classroom Lectures)
   i. Building an online marketing foundation.
   ii. Planning and Building the Website.
   iii. Content Marketing.
   iv. Blogging.
   v. Social Media Marketing.
   vi. Web Analytics. (Google Analytics).
   viii. Online Advertising / Search Engine Marketing. (Google Adwords).
   ix. Email Marketing / Webinar.
   x. Online Public Relation.
   xi. Managing Multitasking Web Marketing.

2. Basics of Animation
   i. Understanding Animation (Adobe Flash may be used).
   ii. Working with Fills and Outline, Layers and Pen tool.
   iii. Understanding Layers and Symbols.
   iv. Working with Text and Mask Layers.
   v. Creating Frame by Frame Animation.
   vi. Motion Tweening and Motion Editor.
   vii. Classic tweening and Shape tweening.
   viii. Working with Sound and Video and Publishing a Movie.

3. HTML 5 with CSS
   i. Introduction to the Web.
   ii. Introduction to HTML5.
   iii. Formatting Text Using Tags.
   iv. Creating Hyperlinks and Anchors.
v. Introduction to CSS3.
vi. Formatting Using Style Sheets.
viii. Creating Navigational Aids and Division Based Layout.
ix. Creating Tables.
x. HTML Forms.
xii. HTMLS Audio and Video.

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

5. Basics Of Audio / Video Editing
i. Introduction to Adobe Audition.
ii. Working with Audio Editing.
iii. Working with Multi-track Editor and Recording Audio.
iv. Working with Audio Effect.
v. Introduction to Digital Video Editing.
vi. Starting with Adobe Premiere Pro CS6.
viii. Video Editing.
ix. Animating, Effects, Transitions and Exporting Video.
x. Working with Audio.
xii. Creating Titles and Superimposing.
ixi. Previewing & Rendering Output.

6. Basics Of 3D Animation
i. Overview.
ii. Working with Objects.
iii. Transforming and Grouping.
iv. Shapes and Modifiers.
v. Compound Objects.
vi. Low Poly Modeling.
viii. Creating Models with Nurbs.
ix. Patch Modeling and Surface Tool.
x. Modifying Objects.
xii. Integration of Various Modeling Techniques.
ixi. Creation of Morph Targets.
Reference Books:

1. Basics of Online Marketing:
   i. The 36-Hour Course – Online Marketing by Lorrie Thomas From Mcgraw Hill
   ii. Web Marketing that Works – Adam Franklin and Toby Jenkins by Wiley.
   iii. 13 Pillars of Internet Marketing E book By David Bain.
   iv. Understanding Digital Marketing By Damian Rayan & Calvin Jones.
   v. Social Media Marketing – All in one for Dummies.
   vi. Advanced Web Metrics with Google Analytics.
   viii. Brad Callens - Google Adwords Secrets

2. Basics Of Flash CS6 With Animation:
   ii. Adobe Flash Professional CS6 Classroom in a Book - Adobe Creative Team

3. Basics Of Audio / Video Editing :
   i. Adobe Premiere CS 6: Classroom In A Book
   ii. Adobe After Effects Digital Classroom
   iii. Adobe Audition CS6 Classroom In A Book

   i. HTML 5 with CSS 3:
   ii. HTML 5 For Web Designers by Jeffrey Zeldman
   iii. HTML 5 Animation by Billy Lamberta & Keith Peters

5. Basics Of 3D Animation:
   i. Autodesk 3Ds Max Essentials by Randi L. Derakhshani & Dariush Derakhshani Sybex
   ii. Autodesk 3Ds Max 2014 by Randi L. Derakhshani & Dariush Derakhshani Sybex

Internal Assessment: Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation Power Point/Audio-Visual Presentation/Oral Presentation

3.3 Understanding Cinema

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.
   i. From A Personal Point Of View
   ii. From A Social Point Of View
   iii. 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)

➢ SYLLABUS

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.

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

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

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

5. Module five:
   i. Basic Introduction to the TECHNOLOGY used in Cinema.
ii. Introduction to few important TECHNIQUES employed by different film makers.

iii. 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.

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.

**SYSTEM OF MARKING:**

1. This syllabus is suggested keeping in mind the credit based system of Mumbai University.

2. The examination pattern should be strictly as per the guidelines of Mumbai University under the new credit based system sparing sufficient weightage for Internal Marks examination through assignment of practical exercises.

3. As per the view of this Sub Committee, It would be only appropriate to administer this paper by 60:40 ratio where 60 marks should be for theory and 40 marks for practical session.

**PLEASE NOTE:** The Sub Committee strongly suggests that the 40 marks for internals (or 25 marks as in the present system) should be entirely retained for practicals. This is quintessential for this paper and therefore the faculty for this paper (Visiting faculty from Industry as well as Academicians) should be very judicious in assigning the projects for the same.

4. Atleast one question from each module should be included for the term end Question paper giving equal weightage to all modules.

**Suggested Bibliography:**

1. Classical Hollywood Cinema, Film Style and Mode of Production to 1960 - D. Bordwell, J. Staiger and K. Thompson
3. The Hollywood Studio System – D. Gomery
4. Narration in Fiction Film – D. Bordwell
5. Narrative Comprehension in Film – E. Brannigan
6. Bollywood – Ashok Banker
7. Our Films Their Films – S. Ray
8. Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema
- Vinay Lal and Ashis Nandy (Ed.)

**PLEASE NOTE:** The faculty for this paper can use all other possible sources to resource material for the students.

### 3.4 Cultural Studies

#### 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

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 Williams
   - 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

2. Chapter two
   (a) Construction of culture
   - Social
   - Economic
   - Political
   - Religion
   - Technology
   (b) Re-representation and media culture
   - Language
   - Gender
   - Race
   - Class
   - Ethnicity
   - Kinship and terminology

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

4. Cultural expressions and media
   (a) Oral traditions- folklore
   (b) Fashions and fad
   (c) Cuisine
   (d) Festivals
   (e) Sports
   (f) Art and Architecture.

References:
1. Meenakshi Gigi Durham and Douglas M.Kellner, Media and cultural studies, Blackwell publishing house, 2012
7. Scupin Raymond: Cultural Anthropology, Wadsworth, 2002

3.5 Introduction to Creative Writing

➢ Objectives:
   ❖ To encourage students to read stories, poems, plays
   ❖ To develop further and build upon the writing and analytical skills acquired in Semesters I & II
   ❖ To acquaint students with basic concepts in literary writing.
   ❖ To prepare students to write for media.

A Brief Introduction to Creative Writing

Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews (05 sessions).

1. Formal structure of the short story:
   i. Theme
   ii. Plot
   iii. Character
iv. Point of view
v. Setting
   Analyse some short stories preferably contemporary on the basis of each of these formal aspects.

2. Formal aspects of Poetry
   i. Theme
   ii. Diction
   iii. Tone
   iv. Imagery
   v. Symbolism
   vi. 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
   i. Theme
   ii. Plot
   iii. Character
   iv. Dialogue
   Analyse on play preferably contemporary on the basis of each of these formal aspects

4. Publication Aspects
   i. Understanding the intended readership
   ii. Revising editing and proof-reading
   iii. Exploring the market for a suitable publisher
   iv. Preparing the manuscript as hard and soft copy
   v. Intellectual property rights.
   vi. The financial aspects of publication

SECTION 2:
5. Scripting, Screenplay, and dialogue writing focusing on
   i. Radio
   ii. Television
   iii. 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
   i. Alerts
   ii. Blogs
   iii. News on the net

Reference Books:

Books on Script Writing
(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting)
Publication details available on website

1. The Complete Book of Scriptwriting by J. Michael Straczynski
2. Successful Scriptwriting by Jurgen Wolff
3. Successful Scriptwriting by Kerry Cox
4. Writers on Comics Scriptwriting, Vol.2 by Andrew Kardon
5. Film Scriptwriting, Second Edition: A Practical Manual by Dwight V Swain
7. Trip to Quiapo: Scriptwriting Manual Ni Ricky Lee by Ricky Lee
8. Alternative Scriptwriting: Writing Beyond the Rules by Ken Dancyger
10. Global Scriptwriting by Ken Dancyger
11. Alternative Scriptwriting by John Greyson

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
12. Radio Scriptwriting by Sam Boardman-Jacobs
13. Basics Animation: Scriptwriting (Basics Animation) by Paul Wells
14. The Scriptwriting Pack by Ross Smith
15. How to Make Money Scriptwriting by Julian Friedmann
16. Scriptwriting for Effective Telemarketing by Judy Mckee
17. Alternative Scriptwriting 2nd Edition by Ken Dancyger
18. Scriptwriting for Animation (Media Manuals) by Stan Hayward
19. Scriptwriting for the Screen by Charlie Moritz
20. Scriptwriting Updated by Linda Aronson
22. Scriptwriting for the Screen (Media Skills) by Charlie Moritz
24. The Complete Book of Scriptwriting by J. Michael Straczynski
27. Writers on Comics Scriptwriting Volume 2 by Tom Root
28. Writing Comedy: A Guide to Scriptwriting for TV, Radios, Film and Stage by Ronald Wolfe
30. Video Scriptwriting: How to Write for the $4 Billion Commercial Video Market by Barry Hampe
33. An introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres by Robert B. Musburger, PhD
35. Teaching Scriptwriting, Screenplays and Storyboards for Film and TV Production (Bfi Teaching Film and Media Studies) by Mark Readman

Books on Screenplay Writing

(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting)

Publication details available on website

1. Screenplay: The Foundations of Screenwriting by Syd Field
2. Writing the Character-Centered Screenplay by Andrew Horton
3. Writing Your Screenplay by Lisa Dethridge
4. 500 Ways to Beat the Hollywood Script Reader: Writing the Screenplay the Reader Will Recommend by Jennifer Lerch
5. How to write a selling screenplay: a step-by-step approach to developing your story and writing your screenplay by Christopher Keane
6. Screenplay Workbook: The Writing Before the Writing by Jeremy Robinson
7. Screenplay: Writing the Picture by Robin U. Russin

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce
8. The Writer’s Guide to Writing Your Screenplay: How to write Great Screenplays for movies and
   a. Television by Cynthia Whitcomb

9. Writing the romantic comedy: how to craft a screenplay that will sell by Billy Mernit

10. Laughing Out Loud: Writing the Comedy-Centered Screenplay by Andrew Horton

11. Writing the Character-Centered Screenplay, Updated and Expanded edition by Andrew Horton

12. The Perfect Screenplay: Writing It and Selling It by Katherine Herbert

13. Writing the Screenplay: TV and Film, 2/E by Alan A. Armer

14. The Everything Creative Writing Book: All You Need to Know to Write a Novel, Play, Short Story, Screenplay, Poem, or Art by Carol Whiteley

15. The 3rd Act: Writing a Great Ending to Your Screenplay by Drew Yanno

16. Writing a Screenplay by John Costello

17. The Technique of Screenplay Writing by Eugene Vale

18. Writing bestselling true crime and suspense stories: break into the exciting and profitable field of book, screenplay, and tele by Tom Byrnes

3.6 Introduction to Public Relations

- Objectives:

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

1. Unit one:
   i. Definition of Public Relations
      A. Nature
      B. Scope
      C. Stakeholders
   ii. 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. Module Five:
   i. In-house PR and PR Consultancy: Advantages & Disadvantages
   ii. 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 Fair
      C. Sponsorships
      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

10. PR campaign 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)

References:

1. Excellence in Public Relations and Communication Management
2. Crisis Communications: A Casebook Approach
   - Kathleen Fearn-Banks; Lawrence Erlbaum Associates.
3. Strategic Planning for Public Relations
   - Ronald D. Apr Smith; Lawrence Erlbaum Associates
4. Corporate Public Relations: A New Historical Perspective
   - Marvin N. Olasky; Lawrence Erlbaum Associates.
5. Public Relations Writing: Principles in Practice
   - Donald Treadwell, Jill B. Treadwell; Sage Publications.
6. Media Writing: Print, Broadcast, and Public Relations
4.1 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

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:
   i. Exploratory
   ii. Descriptive
   iii. Causal

6. Data – Collection Methodology:
i. Primary Data – Collection Methods
   • Depth interviews
   • Focus group
   • Surveys
   • Observations
   • Experimentations
ii. Secondary Data Collection Methods
iii. Literature review

7. Designing Questionnaire and measurement techniques:
   i. Types and basics of questionnaire
   ii. Projective techniques
   iii. Attitude measurement scales

8. Sampling process

9. Data Tabulation and Research report format

10. Application of research in mass media

11. Introduction to Semiology
   i. The semiotic approach to the construction of meaning
   ii. Barthes Primary level and secondary level signification.
   iii. Semiotic analysis

12. Content Analysis:
   i. Definition and uses
   ii. Quantitative and Qualitative approach
   iii. Steps in content analysis
   iv. Devising means of a quantification system
   v. Limitations of content analysis

Reference Books:
1. Kothari; Research Methodology; Wiley Eastern Ltd.
2. Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
3. Reffe, Daniel; Lacy, Stephen and Fico, Frederick; Analyzing Media Message; (1998); Lawrence Erlbaum Associates
4. Gunter, Brrie; Media Research Methods; (2000); Sage
5. Wimmer and Dominick; Mass Media Research
6. De Fleur; Milestones in Mass Communication Research

4.2 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:
   i. Earliest publications
   ii. The rise of nationalist press
   iii. Post 1947
   iv. The emergency 1975
   v. Post Emergency
   vi. Post liberalization of the economy boom in magazines niche journalism
   vii. How technology advancement has helped media?

3. New media with special reference to rise the Citizen Journalism


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
   i. Finding a new angle
   ii. Writing a lead
   iii. Types of Lead
   iv. Inverted Pyramid format

9. Role of Journalism with special emphasis on its role to educate
   i. Interpretation
   ii. Transmission of values
   iii. Development
   iv. Entertainment

10. Principles of Journalism
    i. Objectivity
    ii. Accuracy
    iii. Without fear or favour
    iv. Balance

11. Basic difference in writing for the print, television and online journalism

12. Jobs in journalism

13. Latest trends and issues in journalism

14. Short notes on
i. Press council of media students  
ii. Audit bureau of circulation  

Suggested readings:  
1. Writing and Reporting News by Carole Rich; Thomson Wadsworth  
3. Recommended reading Nalin Mehta on Indian TV  
5. Introduction to Journalism: Essential Technique Richard Rudin  
6. Introduction to Journalism: Carole Fleming  
7. Introduction to Journalism: James glen stowall  

4.3 Print Production & Photography

➢ Objectives:

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

PHOTOGRAPHY:

1. Basic Photography:
   i. History of Photography  
   ii. Loading the film and shooting  
   iii. Operation of a film camera  
   iv. Care and maintenance of camera  

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

3. Unit 3:
   i. Mechanism of aperture, shutter, ISO.  
   ii. Correct exposure.  

4. Concepts of composition  

5. Digital Capture  


- Compiled by Ms. Kavita Makhija, BMM Coordinator  
L. S. Raheja College of Arts & Commerce
PRINT PRODUCTION:

1. Major landmarks in history and development of ‘print technology’

2. Basic print: processes, contact, projection, composition, inprinter, special effect printer. Print machines and image carriers

3. Letterpress, offset, silkscreen, digital print

4. DTP

5. Future trends in print technology

6. Awareness of Photo-editing softwares (Possibilities and Limitations)


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

Reference Books:


4.4. Organizational 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 behavior
   i. Definition of Organisation & Types.
   ii. Concept of OB & its scope.
   iii. Models of Organisational Behaviour.

2. Organisational structure & its Environment
   i. Organisation and its environment.
iii. Divisions of work and task interdependence.

3. Organisation Culture
   i. Sources of Organisational Culture.
   ii. Types of Organisational Culture.
   iii. Manifestation & Managing Organisational Culture.
   iv. Work force diversity - Gender, Ethnic & Community issues & personality factors.

4. Motivation
   i. Theories of Motivation – Need & Process Theory.
   ii. Application of Motivation Theories.

5. Group Dynamics in Organisation
   i. Concepts of group & types of group.
   ii. Group norms & Group cohesion.
   iii. Concept of team work.

6. Decision Making
   i. Decision making – definition & process.
   ii. Group Think, risky shift & Polarisation.
   iii. Techniques for improving decision making- MIS (Management Information System).

7. Leadership
   i. Importance & Characteristics of control.
   ii. Qualities of an effective Leader.
   iii. Leadership Style & effective Communication.

8. Dynamics of Stress
   i. Concept.
   ii. Causes & effect.
   iii. Coping Strategies.

Reference Books:


4.5 Radio & Television

➢ 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.
1. Introduction
   i. A Short History of Radio & TV in India
   ii. All India Radio
   iii. Doordarshan
   iv. Prasar Bharti main points
   v. Convergence trends

2. Introduction to Sound for both TV & Radio
   i. Types of Sound: Natural, Ambient, Recorded
   ii. The Studio Setup
   iii. The Sound Equipment: Mixer, Control Panel
   iv. Tape Recording
   v. Digital Recording
   vi. Outdoor Recording
   vii. Types of Microphones
   viii. The Editing suite

3. Introduction to Visuals
   i. The Power & Influence of Visuals
   ii. The Video-camera: types of shots, camera positions, shot sequences, shot length
   iii. Lighting: The importance of lighting
   iv. Television setup: The TV studio, difference between Studio & on-location shoots

4. Introduction to Radio Formats: Broad guidelines - classifications
   i. News
   ii. Documentary
   iii. Feature
   iv. Talk Show
   v. Music Shows
   vi. Radio Drama
   vii. Sports Broadcasting

5. Introduction to Television Programming: Broad guidelines - classifications
   i. News
   ii. Documentary
   iii. Feature
   iv. Talk Show
   v. TV Serials & Soaps
   vi. Sports
   vii. Reality
   viii. Animation

6. Different Roles
   i. Community Radio-role and importance
   ii. Contribution of All India Radio
   iii. The Satellite and Direct to Home challenge

7. Other Requirements
   i. Story board
ii. On-line editing
iii. Educational TV with reference to Jamia-milia, etc. virtual classrooms

8. Broadcast Production
   i. Pre-Production
   ii. Production
   iii. Post-Production

Suggested case studies: BBC Radio
Suggested assignments: Short documentary films

**4.6 Introduction to Advertising**

➢ Objectives:
   ➢ To introduce Students to the basic steps in advertising
   ➢ To help students understand the creations of an ad campaign
   ➢ To understand the structure of an Ad Agency

1. Introduction to Advertising Proposed Changes
   i. A brief history of Advertising and the current status of Advertising
   ii. The basic characteristics of Advertising
   iii. The limitations of advertising
   iv. Effects of Advertising on the Economy, on Society
   v. The Ethical Issues in Advertising
   vi. The criticism of advertising

2. The Advertising Agency
   i. Structure of an Ad Agency
   ii. The role of an Ad Agency
   iii. The various departments of an Ad Agency, Account Planning, Research, Art Dept. (Elements of copy writing and Visualisation-layout) Media Dept. and Production Dept.
   iv. The functions of each department (in brief)

3. The role of Advertising in the Marketing Mix
   i. The communication Process
   ii. The steps involved in creating an Advertising Strategy
   iii. (The Marketing Brief, Pre-Campaign Research, Copy Brief and Media Brief)
   iv. Post Campaign Research


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

7. The relationship between the Client – Agency-Media-Consumers

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce
Project: Individual Projects. Students should be given a product or service and asked to Develop the advertising strategy for the same

- Introduction to Advertising – Amita Shankar
- Contemporary Advertising – Loudon & Britta
- Advertising – Pearson Education

ADVERTISING SPECIALIZATION

5.1 Media Planning & Buying

Module 1: Introduction to Media Planning and Selection
i. An Overview of Media Planning
ii. Basic Terms and Concepts
iii. The function of Media planning in advertising
iv. Role of Media planner
v. Challenges in Media planning
vi. Media Brief
vii. Media Audit
viii. NCCS Grid

Module 2: Sources of Media research
i. Nielsen Clear Decision (NCD for Print)
ii. Broadcast Audience Research Council
iii. Audit Bureau of Circulation
iv. RAM
v. Comscore – Digital

Module 3: Media Planning Process
i. Situation analysis and Marketing strategy plan
ii. Setting Media objectives
iii. Determining Media strategy
iv. Selecting broad Media classes
v. Selecting Media within classes
vi. Budget and Media Buying
vii. Evaluation

Module 4: Criterion for selecting media vehicles
i. Reach
ii. Frequency
iii. GRPS/GVT Ratings
iv. TVT Ratings
v. Cost efficiency
vi. Cost per thousand
vii. Cost per rating
viii. Waste Circulation
ix. Pass-along rate (print)

Module 5: Selecting suitable Media options and Media Buying
Module 6: Communication Mix
i. Events
ii. Sponsorship
iii. Merchandising
iv. Point of purchase
v. In film advertising
vi. Mobile advertising
vii. Word of mouth
viii. Ambient advertising

Module 7: Negotiation Skills in Media
i. Negotiation Strategies
ii. Laws of Persuasion

Module 8: Digital Media Planning
i. Various Digital channels
   • Search Engine Optimisation
   • Search Engine Marketing
   • 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)
   • Targeting/Remarketing
   • Mobile advertising (WAP & APP)
 ii. Various types of digital
   • Display Advertising ads and its various Ad formats
   • Video Advertising and its various Ad formats
   • Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc)

Module 9: Digital Media Buying
ii. Direct buys from the websites
iii. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)]
iv. Cost per action (CPA), or pay per action (PPA)
v. Cost per conversion or Revenue sharing or cost per sale,
vi. Advertising via Premium Publishers
vii. Advertising via Networks and Exchanges
viii. Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com)
ix. The Local Publishing Market

Guidelines for Internals:
• Every student must submit a media plan for local television along with the rates, and detailed media scheduling, product, budget and city to be given by the faculty.

Mandatories:
• Six hours workshop on Media scheduling software conducted by industry practitioner
• Two case studies on actual Media plans

Reference Books:


5.2 Brand Building

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

Module 1: Brand
i. Definition
ii. Importance of branding
iii. Difference between Brand and Product
iv. Process of branding

Module 2: Brand Identity
i. Core Identity
ii. Extended Identity
iii. Brand Identity Traps

Module 3: Brand Positioning
i. Definition
ii. Importance of Brand Positioning
iii. Perceptual Mapping

Module 4: Brand Personality
i. Definition
ii. The importance of creating Brand Personality
iii. Attributes that affect Brand Personality
iv. Factors that affect Brand Personality
v. Brand Personality Models
  • Relationship Model
  • Self-Expressive Model
  • Functional Benefit Model
vi. The Big Five
vii. User Imagery
Module 5: Brand Leverage
i. Line Extension
ii. Brand Extension
iii. Moving Brand up / down
iv. Co-branding

Module 6: Branding Strategies
i. The three perspective of Brand Strategic customer analysis
ii. Completion self analyss
iii. Multi Product Branding
iv. Multi Branding
v. Mix Branding
vi. Brand Licensing
vii. Brand Product Matrix
viii. Brand Hierarchy
ix. Brand Building Blocks

Module 7: Brand Positioning
i. Meaning
ii. Occasion of use
iii. Falling sales
iv. Making the brand contemporary
v. New customers
vi. Changed market conditioning
vii. Differentiating brands from competitors
viii. Case studies such as Vicks Vapour, Milkmaid etc.

Module 8: Brand Equity
i. Definition
ii. Step in creating Brand Equity
iii. Awareness
iv. Perceived Quality
v. Brand Association
vi. Brand Loyalty
vii. Other Brand Asset

Module 9: Brand Equity Management Models
i. Brand Equity Ten
ii. Y & R (BAV)
iii. Equi Trend
iv. Interbrand

Module 10: Brand Building Imperative
i. Co-ordination across organisation
ii. Co-ordination across media
iii. Co-ordinating strategy & tactics across markets.

Guidelines for Internals:

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
Every student must submit a brand augmentation for a well-known brand with detailed such as core identity, extended identity, brand positioning, personality, user imagery to be given by the faculty.

Every student must make brand guidelines for the same brand such as stationary guidelines, web guidelines, style guidelines, color etc. and submit to the faculty.

Reference Books:
1. David, A Aker, Building strong brands, the free press, 1996
4. Brand positioning – Strategies for competitive advantage – Subroto Sengupta
5. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
6. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman - (this is purely on social media)

5.3 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 1: Change in Environment
i. Policy post-independence
ii. Policy 1990 onwards

Module 2: Study of Environment Post independence and post 1991 Liberation Policy
i. Effects of Liberalisation on -
   • Economy
   • Business
   • Employment
   • Advertising
   • Life Style

Module 3: International & Global Advertising & Marketing
i. The environmental analysis of all foreign countries
ii. The use of this analysis in marketing and Advertising.

Module 4: Social Marketing
i. Definition
ii. Need for Social Marketing
iii. The difficulties of Social Marketing
iv. The various subjects for Social Marketing
v. Effects of social marketing

Module 5: Advertising
i. The effect of Advertising on Society
ii. Criticism of Advertising
Module 6: Types of Advertising
i. Political advertising
ii. B to B
iii. Consumer advertising
iv. Retail advertising
v. Industrial advertising
vi. Financial advertising

Module 7: Internet
i. Digital Marketing

Reference Books:
1. Advertising Amita Shankar
2. Advertising London & Britta
3. Advertising Ramaswamy & Namakeeman

5.4 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
i. Introduction to Consumer Behaviour
   • Concepts
   • Need to study Consumer Behaviour
   • Factors influencing Consumer Behaviour
   • Changing Trends in Consumer Behaviour
ii. Consumer Behaviour & Marketing.
   • Marketing Segmentation. – VALS
   • Components, Process of Marketing Communication
   • Message
   • Persuasion. -Need & Importance
     a. ELM.
     b. Appeal.

Module – II Relevance of Perception & Learning in Consumer Behaviour
i. Concepts, Elements in Perception, Subliminal Perception
ii. Learning
• Elements of Consumer Learning.
• Cognitive Theory. – Social Learning.
• Behavioural Learning. – Classical, Instrumental Theory

Module – III Psychological Determinants & Consumer Behaviour
i. Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour
ii. Personality & Attitude. – Theories of Personalities & its application
   • Freudian, Trait, Jungian, Self-concept.
iii. 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
i. Family
ii. Social Stratification – Class, Age, Gender
iii. Group – Reference Group
iv. Culture – Sub-Culture
v. Changing Indian Core Values

Module - V
i. Consumer Decision Making.
   • Process.
   • Models.
   • Levels.
   • Opinion Leaders & Consumer Decision Making
ii. Adoption & Diffusion Process.

Reference Books:

5.5 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

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
Module 1: Introduction to Copywriting
i. Basics of copy writing
ii. Responsibility of Copy writer

Module 2: Creative Thinking
i. How to inculcate a 'creative thinking attitude'.
ii. Left brain thinking; Right Brain thinking
iii. Conscious mind; unconscious mind
iv. Role of Heuristics and assumptions in creative thinking
v. Five steps of Creative process

Module 3: Idea Generation Techniques
i. Theories of ideation
ii. Idea generation techniques: eg.
   - Brainstorming,
   - Triggered brainwalking,
   - Questioning assumptions,
   - Picture prompts,
   - Scamper,
   - Observation,
   - Referencing,
   - Interaction,
   - Imagination,
   - Dreams, and
   - Creative Aerobics.

Module 4: Transcreativity
i. Introduction
ii. Purpose

Module 5: Briefs
i. Marketing Brief
ii. Creative Brief

Module 6: Writing Persuasive Copy
i. The CAN Elements (connectedness, appropriateness, and novelty)
ii. Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling

Module 7: Writing Copy for various media
i. Print: Headlines, sub headlines, captions, body copy, and slogans
ii. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals | Power of silence, formats of TVS’s
iii. Outdoor posters
iv. Radio
v. Digital: email, web pages

Module 8: Writing copy for various audiences
i. Children
Module 9: How to write copy for:

i. Direct mailer
ii. Classified
iii. Press release
iv. B2B
v. Advertorial
vi. Informercial

Module 10: Various types of Advertising appeals and execution styles

i. Rational appeals
ii. Emotional appeals: Humour, Fear, Sex appeal
iii. Various advertising execution techniques

Module 11: The techniques Evaluation of an Ad Campaign

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

Guidelines for Internals:

Producing the following:
- 30secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.
- A poster on any one social issue.
- Every student should be instructed to maintain a scrap book where they write copy for one brand every week.

Suggested reading: Copywriting by J. Jonathan Gabay FRSA

5.6 Ad Design

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

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
- Print: Hoardings/ Brochures/ Packaging etc
   i. Introducing to students to: Elements of design (as vocabulary).
      • Point/ Line/ Shape/ Tone/ Colour/ Texture
   ii. Introducing to students to: Principles of Design: (grammar of design Language)
      • Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity
   iii. Introducing students to the Rules: Gestalt principles
      • 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:
   i. Influence of surrounding shapes on shape & size
   ii. Influence of surrounding colour/tone on object colour & tone
   iii. Appearance of space & depth/ form

5. Introduction to Word expression: (Expressive words)
   i. How word meaning is expressed through the appearance of word/ visual impact.
   ii. Calligraphy & graceful typography.

6. Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class
   i. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression
   ii. Tagline: typeface/ alignment/ placement etc.

7. Introduction to Layout: Choosing right format/ right canvas/ Optical center/ Equilibrium
   i. Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window
   ii. Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive

8. Use of picture (visual) as means to select Target audience
   i. Choosing a picture
      • Expression of Problem (Hair-fall, toothache etc)
      • Expression of benefit (Glowing face, fitness etc)
      • Irresistible presentation of product (Watch/Car etc) class
      • Dramatization (Cold drinks/ Mentos etc)
      • Association of ideas
   ii. Headline size/ break/ highlight/ two tone head
   iii. Subhead size/ style
   iv. Body copy type: Descriptive/ pointer/ bulleted

9. Introduction to Typography & Text treatment:
   i. Classification of typefaces & combinations.
   ii. 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
   i. Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/Printing Q/Life/ reading habits etc
   ii. Outdoor & indoor ad: Time available for reading/ spotting frequency etc
   iii. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc
   iv. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV
   v. Web ad: Advantage of pop up/ Key word SEO etc
   vi. Direct mailers: Advantage of prior knowledge/ prior relation etc

12. Campaign planning: Rest of the lectures in guiding the students through developing the campaign
   i. Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)
   ii. Understanding Brand (Brand building)
   iii. Understanding TA’s favorite place, shows, reading (Media research/ planning)
   iv. Understanding buying motives/ habits/ influences (Consumer behaviour)
   v. 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

Internals:
1. Scrap book: Ads collected from newspaper & magazines & analysis based in design context. (guidelines on separate paper)
2. Sketch book: Explanation with examples & practical assignment based on the topic in sketch book. a. Class-work on graphic principles. (Balance, Contrast, rhythm, harmony, word expression, negative space, colour behavior etc.
3. Rough design of Final Logo (development stages) & Stages of Layout of final Ad.

Elements of External Campaign:
1. Logo Design with design philosophy (manual)
2. Stationary: Letterhead, Envelope, Visiting card with common theme
3. Newspaper ads: Set of 3 ads with layout similarity (common theme)
4. Magazine ads: Set of 3 ads with layout similarity (considering size, print Q, Paper Q, life & frequency of reading
5. Outdoor Ad: Poster/ Hoarding
6. Innovative/ Ambient/ Transit (Any one)
7. Point of Sale ad: Danglers/ Standees/ Show-cards etc
8. Merchandise: Branding/ recall instrument (cap/ keychain etc
9. TVC: Story board of 12 to 16 frames with character detail, OSD, VO, VFX, SFX, Product flash
10. Website: Pop up/ Banner/ scroll ad & home page (Note: Home page is not the ad)

Reference books:
6.1 Financial Management for Marketing and Advertising

- **Objectives**
  - To provide a brief overview of the basic concepts, goals, functions, and types of finance available for new and existing business and marketing units.
  - To enable the understanding of the need for financial planning through budgets and their benefits.
  - To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

**Module 1: Introduction to Financial Management**


**Module 2: Financial Planning & Budgets**

i. Financial Planning for a Marketing Unit – Through Budgets – Proforma financial statements and spreadsheets.

ii. Budgeting – Types of Budgets – Functional Budgets – Master Budget – Zero based Budget – Sales Budget – Cash budget (Application from Sales Budget and Cash Budget only)

iii. Elements of Marketing budgets advertising Agency Budget – Budgeting for films – Broadcast Print and Electronic media.

**Module 3: Working Capital Estimation**

i. Working capital – Concept of Operating cycle – Types of working capital – Factors influencing working capital – Methods of calculating working capital (theory and basic application).

**Module 4: Financial statements & Ratio analysis**

i. Vertical Financial Statements – Financial Decision Making using financial statements analysis

ii. Ratio analysis - Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio.

**Module 5: Introduction of costing**

i. Costing – Types of cost – their relevance in marketing decision making.

ii. Classification of costs - Traceability, Functionality and level of activity.
iii. Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio, Break-even point, Margin of safety, Sales required in units and rupees (Theory and application)

Reference books
1. Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications
2. Finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication
3. Accounting and financial Analysis – J.C. Varshney, wisdom publications
5. Fundamentals of corporate Accounting Volume I & II – Bhushan Kumar Goyal - International Book House
6. Financial Accounting for Managers –Dr.t.P.Ghosh, Taxman publication
7. Advertising and Promotion an Integrated Marketing Communication perspective-George E. belch & Michael A. Bela, Tata Mcgrawhill publication
10. Financial management using Excel spreadsheet- Ruzbeh J.Bodhanwala

6.2 The Principles and Practice of Direct Marketing

➢ Objective:
   ➢ To understand the concept and importance of Direct Marketing
   ➢ To understand the various techniques of direct marketing and its advantages

Unit 1: Introduction to Direct Marketing
i. Meaning and Introduction to Marketing
ii. Traditional Versus Direct Marketing Techniques

Unit 2: Basics of Direct and Interactive Marketing
i. Meaning, Definition, Importance of Direct Marketing
ii. Advantages and Disadvantages of Direct Marketing
iii. Approaches of Direct Marketing
iv. Reasons for the growth of Direct Marketing
v. Economics of Direct Marketing
vi. 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention

Unit 3: Customer Relationship Management
i. What is Customer Relationship Management (CRM)
ii. Importance of CRM
iii. Planning and Developing CRM
iv. Customizing Products to different needs
v. Studying the customers mix and Managing the Key customers
vi. Relationship Marketing - Customer Loyalty

Unit 4: Database Management - Research/Analysis and Testing
i. Database Management
   • Meaning, Importance, Functions of Database
   • Sources and uses of E-database
   • Techniques of Managing Database - Internal/External
   • Steps in developing a database
   • Advantages and Disadvantages of Database Management

ii. Direct Marketing Strategies
   • Meaning of Marketing Strategies - Why it is needed
   • Internal and External Analysis
   • Objectives of Strategies
   • Creating a Direct Marketing Budget

iii. Direct Marketing Research and Testing
   • What is customer Life time Value (LTV)
   • Factors affecting Life time Value
   • How we use LTV
   • LTV - Sums (3 methods - Present/Historical and Discounted)
   • Using LTV analysis to compare the effectiveness of various marketing strategies

iv. Direct Marketing Analysis
   • List Selection, Prospecting
   • Market Segmentation
   • Product Customization
   • Response Modeling and Experimentation
   • Mail order, Lead generation, Circulation, Relationship/loyalty programmes,
     Store traffic/Site traffic generation
   • Fund raising, Pre-selling, selling (Cross selling, Up selling) and Post-Selling

Unit 5: Direct Marketing as An Integral Part Of Integrated Marketing Communication
i. Meaning, Introduction of IMC
ii. Role of IMC in the Marketing Process
iii. Relationship of IMC with Direct Marketing
iv. Importance of IMC
v. Tools of IMC - Advantages, Sales Promotion, Publicity, Personal Selling, etc.
vi. Person to person, Group Selling, Direct Mail
vii. Direct response Television (DR-TV),
viii. Direct Response Print Advertising
ix. Catalogues, Inserts, Videos, E-mail, Trade shows

Unit 6: Future of Direct Marketing Senario
i. Growth of Direct Marketing in future
ii. Indian and Global Perspective in Direct Marketing

Unit 7: Direct Marketing Case Study
i. Product offering, re-generation, database management and Methodology

Guidelines for Internals:
As per the discretion of the faculty interns can either be taken as case study along with the sums or introducing completely a new product & try to use various direct marketing tools & channels to promote the product by creating a portal.

Reference Books:

2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996 Jim
3. Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990

6.3 Agency Management

Objectives:

- To acquaint the students with concepts, techniques for developing an effective advertising campaign.
- To familiarize students with the different aspects of running an ad agency
- To inculcate competencies to undertake professional work in the field of advertising

Module 1: Advertising Agencies
i. their role, Functions, Organization and Importance
ii. different types of ad agencies

Module 2: Client Servicing
i. The Client - Agency Relationship
ii. 3P's of Service: Physical evidence, Process and People
iii. The Gaps Model of service quality
iv. Stages in the client-agency relationship
v. How Agencies Gain Clients
vi. Why Agencies Lose Clients
vii. Evaluation Criteria in Choosing an Ad Agency
viii. The roles of advertising Account executives

Module 3: Account Planning
i. Role of account planning in advertising
ii. Role of Account Planner
iii. Account Planning Process

Module 4: Advertising Campaign Management
i. Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation
ii. Digital Advertising Strategy / Campaigns

Module 5: Ad Film Making
i. Converting Story board to TVC
ii. Editing and Post production

Module 6: Marketing plan of the client
i. The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan.
Module 7: The Response process
i. Traditional Response Hierarchy Models: AIDA
ii. Sales-Oriented Objectives
iii. Communications Objectives
iv. DAGMAR: An Approach to Setting Objectives

Module 8: Setting up an Agency
i. Business plan introduction, Various Stages in setting up a new Agency

Module 9: Agency Compensation
i. Various methods of Agency Remunerations

Module 10: Growing the Agency
i. The Pitch: request for proposal, speculative pitches, Pitch Process
ii. References, Image and reputation, PR,

Module 11: Sales Promotion Management
i. The Scope and Role of Sales Promotion
ii. Reasons for the Increase in Sales Promotion
iii. The psychological theories behind sales promotion
iv. Consumer Franchise-Building versus Non franchise-Building Promotions
v. Designing Loyalty, continuous and frequency programs
vi. Objectives of Trade-Oriented Sales Promotion
vii. Techniques of Trade-Oriented Sales Promotion
viii. Objectives of Consumer-Oriented Sales Promotion
ix. Techniques of Consumer-Oriented Sales Promotion

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

2. Designing the loyalty / frequency / continuity program for any one of the real life client

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

6.4 Advertising and Marketing Research

➢ Objectives:
   ▶ To inculcate the analytical abilities and research skills among the students.
   ▶ To understand research methodologies – Qualitative vs Quantitative
   ▶ To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
To understand the scope and techniques of Advertising and Marketing research, and their utility.

Module 1: Fundamentals of Research
i. Meaning and objectives of Research
ii. Concepts in Research: Variables, Qualitative and Quantitative
iii. Literature review
iv. Stages in Research process.

Module 2: Hypothesis
i. Meaning, Nature, Significance, Types of Hypothesis,

Module 3: Research Design
i. Meaning, Definition, Need and Importance, Scope of Research Design
ii. Types- Descriptive, Exploratory and Causal.

Module 4: Sampling
i. Meaning of Sample and Sampling,
ii. Process of Sampling
iii. Methods of Sampling:
   - Non Probability Sampling – Convenient, Judgment, Quota, Snow ball.
   - Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.

Module 5: Data Collection
i. Types of data and sources- Primary and Secondary data sources
ii. Methods of collection of primary data:
   - Observation
   - Experimental
   - Interview Method:
     a. Personal Interview
     b. focused group,
     c. indepth interviews
   - Survey
   - Survey instrument
     a. Questionnaire designing.
   - Scaling techniques
     a. Likert scale,
     b. Semantic Differential scale,
     c. Staple scale
     d. Constant sum scale

Projective Techniques
i. Association
ii. Completion
iii. Construction
iv. Expressive

Module 6: Report Writing
i. Essential of a good report,
ii. Content of report,
iii. Steps in writing a report,
iv. Footnotes and Bibliography

Module 7: Advertising Research
i. Introduction to Advertising Research
ii. Copy Research:
   • Concept testing
   • Name testing
   • Slogan testing
iii. Copy testing measures and methods:
   • Free association
   • Direct questioning
   • Direct mail tests
   • Statement comparison tests
   • Qualitative interviews
   • Focus groups
iv. Pretesting:
   • Print Pretesting:
     a. Consumer Jury Test
     b. Portfolio test
     c. Paired comparison test
     d. Order-of-merit test
     e. Mock magazine test
     f. Direct mail test.
   • Broadcasting Pretesting:
     a. Trailer tests
     b. Theatre tests
     c. Live telecast tests
     d. Clutter tests
   • Challenges to pre-testing, Example: The Halo effect
v. Post testing:
   • Recall tests
   • Recognition test
   • Triple association test
   • Sales effect tests
   • Sales results tests
   • Enquires test

Neuroscience in Advertising Research
i. Neuroscience: A New Perspective  
ii. When to Use Neuroscience

Physiological rating scales  
i. Pupil metric devices  
ii. Eye-movement camera  
iii. Galvanometer  
iv. Voice pitch analysis  
v. Brain pattern analysis

Module 8: Marketing Research  
i. Introduction to Advertising Research  
ii. New product research,  
iii. Branding Research,  
iv. Pricing research  
v. Packaging Research  
vi. Product testing

Guidelines for Internals:  
1. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less then 125

Producing the following:  
1. Complete Research report of the survey conducted

Reference Books:  
1. Research for Marketing Decisions Paul E. Green, Donald S. Tull  

6.5 Legal Environment and Advertising Ethics

➢ Objectives:
  ❖ To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.  
  ❖ To emphasise & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.  
  ❖ To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.  
  ❖ Advertising as a profession today & how to protect it the future of advertising  
    a. The socio – economic criticisms  
    b. Why Advertising needs to be socially responsible?  
    c. The need for Critiques in Advertising  
  ❖ The syllabus has been redesigned to include advertising in both traditional & New Media.
Module I: Legal Environment:
   i. The importance & the relationship between Self –Regulation, Ethics & the Law
   ii. The laws of the land:
       - Constitutional Laws – Fundamental Rights
       - Personal laws- Criminal & Civil laws
       - Corporate laws
       - Consumer laws
       - Laws pertaining to Media
   iii. Laws of Defamation & Contempt of Court with respect to cases specific to Media

Module II: Government Policies & Cyber Laws
   i. Government Policies governing advertisements
   ii. The role of Prasar Bharati for advertisements in Public Broadcast Services
   iii. Cyber laws including Section 66; Laws pertaining to advertising in cyber space.
   iv. The Question of Net Neutrality & its relevance in Media
   v. Right to Information Act

Module III: Laws pertaining to Media:
   i. Standard Contract between Advertiser & Agency
   ii. Laws:
       - Drugs & Cosmetics Act
       - Drugs & Magic Remedies (Objectionable Advertisements) Act
       - Drugs Price Control Act
       - Emblems & Names (Prevention of Improper Use) Act
       - Indecent Representation of Women's Act
       - Intellectual Property Rights--Copyright Act
       - Trademarks Act
       - Patents Act

Module IV: A. Ethics in Advertising
   i. What is Ethics? Why do we need Ethics?
   ii. The philosophy of Ethics- Absolutist & Situational
   iii. Ethics in Advertising & Stereotyping:
       - Religious minorities
       - Racial minorities
       - Ethnic groups
       - Cultural Minorities
       - Senior Citizens
       - Children
       - Women
       - LGBT
   iv. Advertising of Controversial products
   v. Surrogate & Subliminal Advertising
   vi. Political Advertising
   vii. Manipulation of Advertising Research

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
Module IV: B. Bodies helping to maintain a Code of Ethical conduct in Media:
i. ASCI
ii. AAAI
iii. BCCC
iv. IBF
v. CENSOR BOARD FOR FILMS
vi. Press Council

Module V: Unfair Trade Practices & the Competition Act 2002
i. Unfair Trade Practices & Restrictive Trade Practices to Consumers:
   • False Promises
   • Incomplete Description
   • False & Misleading Comparisons
   • Bait & Switch offers
   • Visual Distortions
   • False Testimonials
   • Partial Disclosures
   • Small print Clarifications

ii. Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry

iii. The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.

Module VI: Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non-Government initiatives
i. Consumerism – The rising need for consumer guidance & awareness

ii. Government Initiatives:
   • Standardization - Meaning, Relevance in today’s Globalized World in Total
   • Quality Management
   • Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO
   • International Bodies- ISO, FDA, CMMI, Six Sigma & CE
   • Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)

iii. Laws:
   • Essential Commodities Act 1955
   • Consumer protection Act 1986
   • Standards of Weights & Measures Act
   • Standards of Weights & Measures (Packaged Commodities) Act
   • Prevention of Food Adulteration Act

iv. Other Initiatives:
   • PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)
   • Consumer Co-operatives

v. Non-Government initiatives:
   • CGSI
Module VII: Advertising & Society
i. Socio-Economic Criticisms of advertising - Increasing prevalence of Materialism
   • Creating Artificial Needs
   • Idealizing the “Good Life”
   • Stressing Conformity with Others
   • Encouraging instant gratification & a throwaway society
   • Promoting the good of the individual over the good of society - Creating Unrealistic Ideal characterizations
   • Using appeals that prey on feelings of inadequacy - Manipulation by advertising

ii. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values

Module VIII: Critique of Advertising
i. A study of Vance Packard- The Hidden Persuaders (1957)
ii. A study of Jean Kilbourne – Can’t buy My love
iii. A study of Naomi Klein – No Logo
iv. A study of Naomi Woolf- The Beauty Myth
v. A study of Noam Chomsky- Understanding Power

Bibliography:

6.6 Contemporary Issues

Objectives:
❖ To understand and analyse some of the present day environmental, political, economic and social concerns and issues.
❖ To highlight the importance of human rights and its implementation in India
❖ To understand the present day problems and challenges and its implication on development

Module 1: Ecology and its related concerns
i. Climate change and global warming causes, consequences and remedial measures
ii. Deforestation: causes, consequences and remedial measures
iii. Coastal Regulatory Zone: need and importance, CRZ Act
iv. Sustainable development: concept, need and significance
v. Movement related to environmental protection
Module 2:

i. Human Right
   - UDHR and its significance
   - CRC and CEDAW
   - DRD

ii. Legislative measures with reference to India.
   - Education: Right to Education Act 2009

Module 3: Political concerns and challenges

i. Crime and Politics
ii. Corruption: Causes and Remedial measures, RTI Act, Lok Pal Bill
iv. Anti - State violence- Naxalism and its Impact.
vi. Terrorism: causes, consequences and remedial measures

Module 4: Economic development and challenges:

i. The role of MIDC in economic development of Maharashtra
ii. Special Economic Zone: Its role and significance in Maharashtra
iii. Food Security Act 2013
iv. Agrarian issues: rural indebtedness, farmers’ suicide and its implications

Module 5: Social development and challenges

i. Tribal Issues: marginalization of the Tribals, Forest Rights Act, Land Acquisition Act.
ii. Police Reforms: Problems faced by police and the need for reforms
iii. Illegal immigration from Bangladesh: Challenges and impact
iv. Development issues: displacement and rehabilitation

6.7 Digital Media

- Objectives:
  - Understand digital marketing platform
  - Understand the key goals and stages of digital campaigns
  - Understand the use of digital marketing tools
  - Learn to develop digital marketing plans
Module 1: Introduction to Digital Media
i. Understanding Digital Media
ii. Principles
iii. Key Concepts
iv. Evolution of the Internet
v. Traditional vs Digital

Module 2: Search Engine Optimization (SEO):
i. What are Search Engines:
   • Types of Search Engines,
   • How Search Engines work and how they rank websites based upon a search term?
ii. Introduction to SEO and what it involves:
   • What is the importance of search for websites?
   • What are the areas of operation for Search Engine Optimization Professionals?
   • How do you search for the right keywords that will help bring in the most traffic?
iii. What is On-Page Optimization?
   • Keyword Research with Google Keyword Planner, Page Naming {URL Structuring] and Folder Naming, What are Meta Tags, Redirection Tags,
iv. What is OFF-Page Optimization?
   • What are Backlinks?, How to Get Backlinks?
   • What is Google Page Rank? How to Increase Page Rank?
v. Search Engine Algorithms:
   • What is Search Engine’s Algorithms? How
   • Algorithms Works? Page Rank Technology,
   • Why a Search Engine penalizes a Website,
   • Google Panda Update,

Module 3: Social Media
i. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs
ii. Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar
iv. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups
v. Using Blogs: How Blogging can be used as a tool.

Module 4: Tools and Trends

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
i. Key terms and concepts
ii. Web analytics
iii. Tracking Tools to enhance lead nurturing
Tracking and Collecting Data: Log file analysis, Page tagging,

Module 5: Features of a website:
i. Homepage
ii. Links
iii. Navigation
iv. Multimedia

Module 6: Content Writing
i. Blog
ii. Twitter
iii. Mobile

Module 7: New Challenges
i. Cyber crime and challenges of the media

Module 8: Cyber Laws
i. Information Technology Act
ii. Copyright
iii. Ethics
iv. Digital Security

References:
1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
2. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
3. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
5. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
6. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990

JOURNALISM SPECIALIZATION

5.1 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.
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.

1. Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.

2. Rewriting news. Holistic composition with general rules regarding editing. Familiarising national, international abbreviations, local usages, etc.


5. Layout- and design. Different types of layouts.

6. 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.

7. Copy editing techniques for digital media and e editions, multi-editional papers.

8. Judging newsworthiness and knowing wire services.

9. Organisation and hierarchy chart for editorial department and functions at each level.

10. Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks.

11. Photo and visual selection, writing captions, ethics for visuals.

12. Case Studies:
   i. Tabloid- Mumbai Mirror, Sandhyakal (Marathi) / Mumbai Chapher
   ii. Broadsheet- Times of India, Asian Age
   iii. Broadsheet- Regional Lokmat
   iv. International tabloid- The Sun

Recommended references:
1. Modern Newspaper Editing, Gene Gilmore
2. Modern News Editing, Mark Ludwig
3. Newspaper Writing and Editing, Willard Grosvenor
4. Newspaper Layout and Editing, Ole Munk and Major Ribergard

5.2 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.


2. Basic Principles of Reporting
   i. ABC of Reporting Accuracy, Balance/Brevity and Clarity.
   ii. 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
   1. How do reporters gather news.
      - Incident/On the spot coverage.
   ii. 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
   i. How to write a news story
   ii. Construct the news. - Intro, Dateline, Credit-line, Bod-ytext.
   iii. Inverted Pyramid style as the basic requirement.
   iv. 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.
i. 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.

ii. New upcoming beats:

7. Citizen Journalism

   i. RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.
   ii. The use/misuse of these tools, Authenticity and credibility of these tools.
   iii. 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
   i. Do’s and Don’ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.
   ii. Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack.
   iii. The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.

10. Investigative Journalism
    i. History of Investigative Journalism in the world and India.
    ii. How to cover an investigative story, Do’s and don’ts.
    iii. The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system.
    iv. Limitations/Obstacles in covering an investigative story.
    v. Role of Whistle Blowers and also news tools.
    vi. Sting Operations.


12. Case Studies
    i. Watergate Scandal
    ii. Tehelka - West End Deal Sting
    iii. Bofors Gun scandal
    iv. Nira Radia Case
    v. 2 G Scam
    vi. Anna Hazare Movements Coverage
    vii. 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.

5.3 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.
  i. what is a feature
  ii. difference between news reports and features
  iii. difference between features for newspapers and magazines

3. Writing a feature
   i. formulating a story idea and writing a pitch

4. Other aspects of feature writing
   i. collecting facts and opinions/anecdotes/quotes
   ii. types of leads
   iii. adding colour and imagery

5. Outline of
   i. seasonal stories
   ii. nostalgic stories
   iii. human interest stories
   iv. trend stories

6. Art of interviewing
   i. preparing for face-to-face interview
   ii. structuring the questions
   iii. attitude during interview
   iv. transcribing: notes or recording
   v. writing the interview: question-answer format and descriptive format

7. Outline and special techniques needed for the following interviews (2)
i. phone
ii. email
iii. television

8. Writing reviews: Format, ethics involved and qualities/skilled required (4)
   i. books
   ii. films
   iii. eatries

9. Obituary
   i. what is an obituary
   ii. how to write an obituary
   iii. can obituaries be critical

10. Columns
    i. what is a column
    ii. types: analytical, advisory, interactive and agony aunt columns
    iii. ethics involved

11. Editorial page
    i. what is an editorial
    ii. importance of editorial page
    iii. layout of editorial page
    iv. transformation of the page: fading of op-ed, middle,
    v. erosion of editorial independence with growing commercialization

12. Travel writing
    i. how to write a travel story
    ii. tips and tools
    iii. understanding cultural, political and social nuances

13. Profile
    i. what is a profile
    ii. how to write a profile
    iii. profile of: S Sadanand, Kumar Ketkar, ShyamLal, Vinod Mehta, P Sainath

14. Snippets
    i. what are snippets
    ii. writing snippets with catchy headlines

References:
1. The Art of Feature Writing by Hunad Contractor, Icon Publications

5.4 Journalism and Public Opinion

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce
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


2. Media theories and their understanding of Public Opinion
   i. Walter Lippman - Modern Media and Technocracy
   ii. Paul Lazarsfeld – Research, Two Step Flow of Information
   iii. Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda Model
   iv. 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

5.5 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
   i. Birth and earliest publications
   ii. Role during the freedom movement
   iii. Role in social reforms
   iv. Evolution post-1947
   v. Hindi media today (overview)

3. Marathi Press
   i. Role during the freedom movement
   ii. Role in social reforms and shaping cultural identity
   iii. Contribution of Kesari
   iv. Evolution post 1947
   v. Role in the Samyukta Maharashtra Movement
   vi. Marathi media today (overview)
   vii. Sakal, Samna and Lokmat

4. Bengali Press
   i. Earliest publications
   ii. Role in social reforms and renaissance
   iii. Role during the freedom movement
   iv. Amrit Bazar Patrika, Anand Bazar Patrika
   v. Bengali Media today (overview)

5. Urdu
   i. Birth and growth pre 1947
   ii. Contribution of Al Hilal
   iii. Role in freedom movement Press
   iv. Role in social reforms and establishing cultural identity
   v. Urdu press today

6. Malayalam Press
   i. Birth and earliest publications
   ii. Role during freedom struggle and social awakening
   iii. Malayalam Manorama and Mathrubhumi
   iv. Malayam media today(overview)

7. Telugu
   i. Evolution & Development
   ii. Eenadu

8. Tamil
   i. Evolution & Development
ii. Tamil media today (overview)

9. Profile of the following legends
   i. Raja Rammohun Roy
   ii. Bal Gangadhar Tilak
   iii. KP Kesava Menon
   iv. K.C. Mammam Mapallai
   v. Maulana Abdul Kalam Azad
   vi. Govind Talwalkar
   vii. S. Sadanand

10. Comparison of English and regionalism journalism, Difference in -
    i. Impact
    ii. Reporting
    iii. Editorial policy
    iv. Reach

11. Regional television channels
    i. Growth
    ii. Content
    iii. Ownership
    iv. Political patronage

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

Reference
2. Rangaswami Parthasarathy: Journalism in India, Sterling Publication
3. P.K. Ravindrnath: Indian Regional Journalism, Authorpress

5.6 Newspaper and 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

1. Why & How we read. The need of updates & favorite topics

2. Analyzing the newspaper from layout point of view
   i. Understanding parts of newspaper; Style Book
   ii. Total Page Concept (TPC)
   iii. Terminology, Regulars, Weekly columns, Supplements,
   iv. Headline, Deck, Kicker – Over line, Quote, Pull quote, sidebar etc. Introduce about logic behind each part
v. Errors: Orphan, Widow, Dog legging etc.

3. Grid structure: Introduction about space distribution in the newspaper by way of column & grid pattern. These are latitude & longitude of the paper

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:
   i. Typefaces, Fonts; Measures, leading, kerning, tracking, units etc.
   ii. Classification of typefaces: Serif/Sans Serif/ Decorative etc
   iii. Combination of Typefaces / To achieve contrast & harmony / Alignment

7. Introduction to Quark Express:
   i. Runaround, Inset, Box colour & Tone, Frame, Linking
   ii. Shortcuts & keys,
   iii. Style Sheets, Colour palate, Measurement bar

8. Introduction to Graphic Principles:
   i. Introducing how Contrast, Balance, Harmony work in overall organized look of a paper.
   ii. Visual path in a picture & Visual syntax

9. Introduction to the Types of Layout:
   i. Modular/ Brace/ Contrast & Balance
   ii. Adaption of one layout over other for a purpose

10. Final project: (Rest of the lectures in guidance on the project to completion)
    i. Discussing ideas to improve visual appeal as well as organized layout
    ii. Introduction to Content plan (Magazine)
    iii. Introduction to Flat plan (Magazine)
    iv. Working of Rough Layout on paper (Sketch)

11. Introduction to print production: Taking the project towards finishing
    i. Pagination & page set up, Guiding on print ready copy/ cut marks etc
    ii. Types of paper/ Surface nature/ Weight/ Std sizes
    iii. Collating/Gathering/ staple binding & Saddle stitch

12. Preparation for Viva Voce
    i. 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
   i. 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.
   ii. Suggestion:
       Broadsheet & Tabloid on Quark Express
       Magazine on In Design

Internal: (25 marks)
   i. Content Plan (Magazine): Working of page distribution
   ii. Flat Plan (Magazine): Working on page-wise space distribution
   iii. Rough Layout (Magazine): Dummy magazine on paper (pencil work on layout)

External Project: (75 marks)
   i. Broadsheet (35cmX55cm) Number of pages 6
   ii. Tabloid (28cmX35cm) Number of pages 6
   iii. Magazine (A-4) Number of pages 32 (or more in multiple of 4)

Reference Books:

6.1 Press Laws and Ethics

➢ Objectives:
  ❖ To study media laws
  ❖ To understand media

1. Introduction to law-
   i. A brief introduction to Indian Constitution-(Salient features, Fundamental Rights)
   ii. India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action.
   iii. Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code)

2. Press Council of India –
   i. Its organisational structure, functions, history and rationale behind its establishment.
   ii. Powers – the debate over punitive powers
   iii. PCI's intervention in cases of communal rioting and protection of Press freedom.
   iv. Code of conduct for journalists
   v. Comparison with the News Broadcasting Standards Authority (NBSA)

3. Laws regulating the media

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
i. Laws related to freedom of the Press — Article 19 clause (1)subclause (a) of Indian Constitution and how it guarantees freedom of the press.
ii. Clause 2 of article 19 and reasonable restrictions.
iii. Defamation –sections 499,500
iv. Contempt of Courts Act 1971
vi. Sedition (124A)
vii. Obscenity (292,293)

4. Introduction to laws connected with internet
i. Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet.

5. Article 21 of the constitution and Right to Privacy
i. Right to Privacy versus Right to Know
ii. Right to Information Act 2005
iii. Official Secrets Act and conflict with RTI

6. Indian Evidence Act –
   i. Primary, Secondary, Direct and Indirect evidence
   ii. Confession and its evidentiary value

7. Copyright Act 1957-
   i. A Discussion on Intellectual Property Rights in the context of changing Global environment

8. Contempt of Parliament –
   i. Breach of Privilege rules.
   ii. Clash between Judiciary and Legislature
   iii. Is it a threat to media freedom?


10. Press and Registration of Books Act

11. Introduction to Ethics
   i. Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism.
   ii. Conflict of Interest
   iii. Paid News
   iv. Trial by Media
   v. Ethical Issues related to Television debates
   vi. Confidentiality of sources
   vii. Ethics of Sting Operations
viii. Fakery and Fabrication of news
ix. Using Shock value in language and visuals

Recommended Books and websites:

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist’s Handbook by M V Kamath
8. Media and Ethics by S.K. Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak

List of Websites:

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

6.2 Broadcast Journalism

Module 1: History & Development of Broadcast Journalism

i. Traditional Journalism
ii. Global Journalism
iii. Brief history of development of Radio Journalism
iv. Brief history of development of TV Journalism
v. Brief history of development of online/web Journalism

Case Study:

i. BBC and CNN: Organizational structure, functions of different divisions and Departments/units; News Service Division; Objectives of broadcast—Information, Education & Entertainment.

ii. AIR & FM: All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR; Objectives of broadcast—Information, Education & Entertainment; Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast; AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast; Autonomy of Expansion of FM Radio channels - Development of Educational & Community Radio.

iii. Doordarshan & Satellite channel: Organizational structure, functions of different divisions and Departments / units & Doordarshan News; Commercialization of TV; Satellite television broadcast—Breaking of monopoly of DD-Television channels for niche audiences — entertainment, news, sports, science, health & life style. Proliferation of DTH services; Growth of Private International, National & Regional TV Networks & fierce competition for ratings.
Module 2 – Regional Journalism

Introduction & Importance of Regional channels in India
Conduct some comparative case study on any two channels

i. News Channel: Star Majha *IBN Lokmat *Zee 52 Taas *Sahara Samay Mumbai * Big News Marathi - Upcoming Channel from BIG TV *Big News Mumbai - Upcoming Channel from BIG TV *TML Voice of India Aamchi Mumbai - Upcoming channel from Triveni Media Group with regard to multiplicity of language & culture

ii. Entertainment Channels: Zee Marathi *Star Pravah * ETV Marathi *Mi Marathi * Doordarshan Sahayadri *Saam Marathi *BIG Gaurav - Upcoming channel from R-ADAG *Sahara Marathi - Upcoming channel from Sahara *9x Marathi - Upcoming channel from 9x

iii. Radio Channels: Akashvani Marathi (SW/AM) *Akashvani Mumbai GOLD (111.7 FM) *Akashvani Mumbai Rainbow (117.1 FM) *Worldspace Surabhi (Satellite Radio)

iv. Move Channels: Zee Talkies *BIG Cinema (Marathi) *BIG Chitrapat Upcoming channel from R-ADAG

v. Music Channels: Sangeet Marathi - Upcoming Channel from Media worldwide

Module 3:
1. Broadcast Formats
   To be discussed and practiced with reference to news channels preferably

2. Radio / TV
   i. News Bulletins / appeals / reels
   ii. News Magazines / talk shows / reviews
   iii. Main characteristics of news as against news in other media
   iv. Simple announcements
   v. Talk / commentaries / comments
   vi. Interviews
   vii. Discussions
   viii. Features
   ix. Documentaries
   x. Docudrama
   xi. Play
   xii. Running commentaries
   xiii. Ads / Commercials
   xiv. Phone ins and bridges
   xv. Music

Module 4: Writing in Broadcast style
i. Broadcast News vocabulary (the ethics)
ii. Genres: Sports, current affairs, lifestyle, etc.
iii. Scripting for fiction / non-fiction
iv. Writing for Radio & TV
v. News script format for Radio & TV
vi. News stories types (breaking new through kickers)
vii. Preparation of audio and video brief

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
viii. Idea generation – fiction and non-fiction
ix. Developing an idea into a story
x. Script and storyboard
xi. Shooting scripts
xii. Interview scripts – simulated actuality
xiii. Research and scripting of radio / TV documentary / feature / drama
xiv. Photo feature writing
xv. Writing for web

Module 5: Presentation, production and editing

1. Field-Reporting
   i. shooting usable video footage
   ii. conducting the on-camera interview
   iii. shooting telling B-roll
   iv. composing interesting shots
   v. telling stories in unconventional ways

2. Capturing Sound
   i. Microphones
   ii. Capturing Natural Sound
   iii. Capturing Primary Audio Track Sound
   iv. Analog vs. Digital

3. Radio
   i. Elements of radio productions
   ii. Acoustics
   iii. Perspective
   iv. Sound effects
   v. Music
   vi. Distort/Filter
   vii. Recording
   viii. Editing

4. Television
   i. Stages of production - pre-production, production and post-production
   ii. The production personnel – Single camera and Multi camera production
   iii. Use of graphics and special effects
   iv. Developing a video brief
   v. Nonlinear editing, Cut to cut, assemble & insert, on line, offline editing of stories
   vi. Telling a cohesive story (connecting SOTs)
   vii. Using desktop publishing aspects to tell a visual story
   viii. Mixing and Editing to tell a story

5. Production
   i. Production schedule

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce
ii. Budget
iii. Floor plan
iv. Lighting plan
v. Production of a programme
vi. Post production
vii. Production of radio/TV discussions
viii. Production of social messages (max 30 seconds)
ix. Production of radio/TV documentary/feature

Module 6:
i. Ethics in Regulation
ii. Censorship
iii. Protecting copyright
iv. Power & Society
v. Convergence: Need, nature, and future of convergence
vi. Convergence and Multi-media: Print, radio, TV, internet and mobile.

Module 7:
i. Career opportunities in broadcast journalism / electronic media
ii. Career opportunities in public broadcasting agencies like Doordarshan and All India Radio or in private broadcasters
   • Researchers; Broadcast Reporters; Presenters; web journalist; field reporter; writer; editor correspondent; in-studio anchor; news analysts; direction; production; graphics editing; sound; programme research; Script writing; photojournalism; social media; copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists etc;
   Moreover one can open his own TV/RM Radio channel.

6.3 Business and Magazine Journalism

➤ Objectives:
   ❖ To understand the tools of business journalism and an overview of the economy
   ❖ To study the magazine sector and its specialisation

Section 1: Business Journalism

1. Introduction to Business Journalism

2. A general overview of the financial systems in India
   i. Planning Commission & NITI Aayog, Reserve Bank of India
• Role, Functions. A general understanding about, RBI’s involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI.

ii. Securities and Exchange Board of India (SEBI) – Role, function and objectives.
iii. The Banking Sector in India – a brief analytical study.
   • Functions of commercial banks

3. Union Budget (The Finance Bill) – Salient features of the latest Union Budget.

4. The Concept of “Subsidies” in the context of the Indian Economy; an introductory study.

5. “Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem with reference to Indian Economy.

6. Scams in Indian financial system
   i. The Satyam saga
   ii. The Sahara Scam
   iii. Saradha chit fund embezzlement


8. Business journalism - a brief study of leading business magazines, leading financial dailies in India.

Section 2: Magazine Journalism (Niche Journalism)

1. Introduction to Magazine Journalism. Fundamental point of differences between “Newspaper” and “Magazine”. Special skills required for a person working in magazines.

2. Scope for modern age magazines in various segments of journalism in India. Competition of magazines with electronic media.

A general analytical study of magazines of different genre:
   i. Women’s magazines
   ii. Travel Magazines
   iii. General Interest Magazines
   iv. Health Magazines
   v. Technology Magazine
   vi. Automobile magazine
3. A detailed study of women’s magazines covering specific female related issues and other routine issues.


5. Environmental Journalism and its importance. 
A very brief study of global warming, ozone depletion, issues related to deforestation. Issue of Western Ghats and its environmental importance. (Students are advised to refer to the various documentaries and special reports on environmental issues by print and electronic media.)

6. Civic issues and their coverage in various modern-day alternative media, social networking avenues. (Critical evaluation). Civic issues of the latest year to be considered.

References

1. Indian Economy, Dutt and Sundaram. S Chand Publication.
2. The Economic Survey – A Government of India Publication (Ministry of Finance)
3. [Website URL] for updates related to budget.
4. Western Ghats ecology expert panel report (available on Web).
5. Websites of magazines, newspapers.

7. 6.4 Issues in Global Media

Objective

- Study the role of media in the 21st Century and the challenges facing traditional media.
- Familiarise students about regional versus global media.
- Highlight social media’s relevance in information dissemination.

1. Relevance of McBride report in contemporary times

2. Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage

3. Global Monopolies’ regional presence. [redefining local news]

4. Al Jazeera’s arrival as an alternate voice [from Gulf War II to Arab Spring and beyond]

5. Advocacy and Journalism

6. Independent Media’s space

7. Traditional media’s foray into social media & Micro blogging

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce
8. Parachute Journalism

9. Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents]

10. coverage of natural disaster by global media and regional media

11. Cultural Bias in global media coverage

12. BRICS interpretation of regional news vis-a-vis first world nations' interpretations [reference to BRICS initiatives]

13. Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists,

14. Global audiences' changing needs

15. Opening of Indian markets from the 1990s to contemporary times and the regional versus global media perceptions.


17. Profiles of BBC, CNN, Reuters, AFP & AP

Bibliography:

1. Why NWICO never had a chance by Joseph Mehan, Columbia University
2. Global Media Journal Spring 2013
3. New War Journalism, Trends and Challenges, Stig.A.Nohrstedt
4. Dynamics of Social Media, David C.Coulson
5. Al Jazeera Advocacy and Media Values., Mamoud M.Galander
6. Media Imperialism, Oliver Boyd –Barrett

6.5 News Media Management

➢ Objectives:
  ❖ To make students aware about the responsibilities, structure and functioning of responsibilities of an organisation
  ❖ Students will be able to analyze individual media businesses and understand the economic drivers of the media economy.
  ❖ Students will have developed hands-on experience as content marketers using journalistic and digital techniques.
  ❖ Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.

2. News, Audiences and Everyday Life
   i. Ideal Management Structure
   ii. Role of Management in ensuring editorial freedom

3. Legacy Media - Broadcast Media Overview and Print Publishing Overview


5. Specialised training for skilled workers, HRD

6. Integrated Marketing Communications
   i. Overview of marketing theory
   ii. Applying marketing strategy to consumer media
      • direct to consumer: for readers/consumers circulation / distribution / channels
      • business to business (B2B): for advertisers/partners

7. Disruptive Technology and Media Business Models:
   i. The role of advertising
   ii. From Web 1.0 to 2.0
   iii. Yahoo, Craigslist, Google, Facebook, Twitter, Whatsapp, Pinterest

8. Becoming a digital Media Brand

   i. Break up of expenditure for the year
   ii. Raw Material Costs
   iii. Fixed and Variable Costs
   iv. Unforeseen Factors

10. Challenges of Globalisation and Liberalisation
   i. Foreign Direct Investment
   ii. Cross Media Ownership
   iii. Commercialization of Media

11. Understanding Company Law

12. Case studies
   i. Case studies – Eenadu and Network 18
   ii. Expansion of Sky Network [Star Network in India]
   iii. Relevance of TAM Ratings in News Channels along with IRS Studies
References:

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

6.6 Contemporary Issues

- Objectives:
  - To understand and analyse some of the present day environmental, political, economic and social concerns and issues.
  - To highlight the importance of human rights and its implementation in India
  - To understand the present day problems and challenges and its implication on development

Module 1: Ecology and its related concerns

- Climate change and global warming causes, consequences and remedial measures
- Deforestation: causes, consequences and remedial measures
- Coastal Regulatory Zone: need and importance, CRZ Act
- Sustainable development: concept, need and significance
- Movement related to environmental protection

Module 2:

- Human Right
  - UDHR and its significance
  - CRC and CEDAW
  - DRD

- Legislative measures with reference to India.
  - Education : Right to Education Act 2009

Module 3: Political concerns and challenges
vii. Crime and Politics
viii. Corruption: Causes and Remedial measures, RTI Act, Lok Pal Bill
x. Anti - State violence- Naxalism and its Impact.
xii. Terrorism: causes, consequences and remedial measures

Module 4: Economic development and challenges:
v. The role of MIDC in economic development of Maharashtra
vi. Special Economic Zone: Its role and significance in Maharashtra
vii. Food Security Act 2013
viii. Agrarian issues: rural indebtedness, farmers’ suicide and its implications

Module 5: Social development and challenges
vi. Police Reforms: Problems faced by police and the need for reforms
vii. Illegal immigration from Bangladesh: Challenges and impact
viii. Development issues: displacement and rehabilitation

6.7 Digital Media

- Objectives:
  - Understand digital marketing platform
  - Understand the key goals and stages of digital campaigns
  - Understand the of use key digital marketing tools
  - Learn to develop digital marketing plans

Module 1: Introduction to Digital Media
vi. Understanding Digital Media
vii. Principles
viii. Key Concepts
ix. Evolution of the Internet
x. Traditional vs Digital

Module 2: Search Engine Optimization (SEO):
vi. What are Search Engines:
   - Types of Search Engines,
   - How Search Engines work and how they rank websites based upon a search term?

vii. Introduction to SEO and what it involves:
- What is the importance of search for websites?
- What are the areas of operation for Search Engine Optimization Professionals?
- How do you search for the right keywords that will help bring in the most traffic?

viii. What is On-Page Optimization?
- Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags,

ix. What is OFF-Page Optimization?
- What are Backlinks?, How to Get Backlinks?
- What is Google Page Rank? How to Increase Page Rank?

x. Search Engine Algorithms:
- What is Search Engine’s Algorithms? How
- Algorithms Works? Page Rank Technology,
- Why a Search Engine penalizes a Website,
- Google Panda Update,

Module 3: Social Media
vi. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs
vii. Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar
ix. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups
x. Using Blogs: How Blogging can be used as a tool.

Module 4: Tools and Trends
iv. Key terms and concepts
v. Web analytics
vi. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging,

Module 5: Features of a website:
v. Homepage
vi. Links
vii. Navigation
viii. Multimedia

Module 6: Content Writing
iv. Blog
v. Twitter
vi. Mobile

Module 7: New Challenges
ii. Cyber crime and challenges of the media

Module 8: Cyber Laws
v. Information Technology Act
vi. Copyright
vii. Ethics
viii. Digital Security

References:
1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
2. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
3. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
5. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
6. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990

8.1 FEE STRUCTURE FOR THE B.M.M. DEGREE COURSE*

Document Verification Fees: Additional fees of Rs. 400/- to be paid by the students those who have not passed the HSC examinations from Maharashtra State Board of Secondary and Higher Secondary Education.

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- Compiled by Ms. Kavita Makhija, BMM Coordinator
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<td>FEES</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>UNIVERSITY EXAM</td>
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<td>1965</td>
<td>1965</td>
<td>1965</td>
</tr>
<tr>
<td>FEES</td>
<td></td>
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<td></td>
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<tr>
<td>CONVOCATION FEES</td>
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<td>ADMISSION FORM</td>
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<tr>
<td>NSS FEE</td>
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<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>TOTAL</td>
<td>17290</td>
<td>10480</td>
<td>3270</td>
<td>2770</td>
<td>16770</td>
<td>10070</td>
<td>10070</td>
<td>3370</td>
<td>2870</td>
<td>15120</td>
</tr>
</tbody>
</table>


** Rs. 40/- on Rs. 1,00,000/- - Policy towards YUVA RAKSHA GROUP INSURANCE SCHEME BY ORIENTAL INSURANCE COMPANY.

The Policy will cover the following:
- Road / Railway Accident
- Injury during sports
- Natural Calamity such as riots / earthquakes etc.
- Any other accident

The student will be eligible the following as compensation as per the rules and on satisfactory submission of the documents:
- In case of permanent disability: up to Rs. 1,00,000/-
- Hospitalization - as per bills subject to maximum of Rs. 1,00,000/-
- In case of the unfortunate death of the student, parents will get compensation up to Rs. 1,00,000/-
- In other cases, as per rules.
• Parents and students are requested to note that the application to the Insurance Company for claiming the compensation will have to be forwarded through the Principal of the college with complete documents and within the time frame prescribed.

• Document Verification Fees: Additional fees of ₹ 400/- to be paid by the students those who have not passed the HSC examinations from Maharashtra State Board of Secondary and Higher Secondary Education.

9.1 0.2859: REFUND OF TUITION, DEVELOPMENT AND ALL OTHER FEES AFTER CANCELLATION OF ADMISSIONS:
The candidates who have taken admission in under graduate courses in Govt. colleges, in Govt. aided and unaided courses conducted by 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 the 30th day after the date of cancellation and thereafter. The percentage of fees for the course shall be refunded to the candidate after deducting charges as follows:
Refund of fees can be claimed as per Mumbai University’s Circular No. UG / 412 of 2008

Table – 1: Fees Deduction on cancellation of admission

<table>
<thead>
<tr>
<th>Period and Percentage of Deduction charges</th>
<th>(i)</th>
<th>(ii)</th>
<th>(iii)</th>
<th>(iv)</th>
<th>(v)</th>
<th>(vi)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deduction</strong></td>
<td>Prior to Commencement of academic term and instruction of the course</td>
<td>Up to 20 days after commencements of the academic term of the course</td>
<td>From 21st day up to 50 days after Commencement of the academic term of the course</td>
<td>From 51st day up to 80 days after the commencements of academic term of the course or August 31st whichever is earlier</td>
<td>From September 1st to September 30th</td>
<td>After September 30th</td>
</tr>
<tr>
<td><strong>`500/- Lump Sum</strong></td>
<td>20% of the total amount of fees.</td>
<td>30% of the total amount of fees.</td>
<td>50% of the total amount of fees.</td>
<td>60% of the total amount of fees.</td>
<td>100% of the total amount of fees.</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** The total amount considered for the refund of fees from the commencement of academic term of the courses including the following:

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 deposits (Laboratory, Caution Money and Library etc.) shall be fully returned at the time of cancellation.

Provided that wherever admissions are made through centralized admission process for professional and / or for any other courses by other competent Authorities, the Refund Rules are applicable if specified by such authorities (as per the rules of relevant agencies) for the 1st year admission. In case of admission to subsequent years of the course, 0.2859 is applicable for cancellation of admission.

Provided further that this refund rule is concurrent with the rules and guidelines of other professional statutory bodies appointed for admission for relevant courses.

Further that 0.2859-A & 0.2859-B have been repealed and the amended 0.2859 relating to the refund of Tuition Fees, Development and all other fees after cancellation of admission for the Under Graduate Courses has been brought into force with effect from the academic year 2008-2009.

10.1 R:8433: THE DEFINITIONS OF THE KEY TERMS USED IN THE CHOICE BASED CREDIT SYSTEM INTRODUCED FROM THE ACADEMIC YEAR 2011-12 ARE AS UNDER:

Programme:
A 'Program' is a set of programmes that are linked together in an academically meaningful way and generally ends with the award of a Certificate or Diploma or Degree depending on the level of knowledge attained and the total duration of study. (for ex B.A., B.Sc. and B.Com. are Programmes.)

Programme Course:
A ‘programme’ corresponds to the word ‘course’ used in many universities. A programme is essentially a constituent of a ‘program’ and may be conceived of as a composite of several learning topics taken from a certain knowledge domain, at a certain level. All the learning topics included in a programme must necessarily have academic coherence, that is, there must be a common thread linking the various components of a programme. A number of linked programmes considered together are in practice, a ‘program’.

Credit Point:
Credit Point refers to the ‘Workload’ of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like reading, reflecting, discussing, attending lectures / counseling sessions, watching especially prepared videos, writing assignments, preparing for examinations, etc. Credits assigned for a single programme
always pay attention to how many hours it would take for a learner to complete a single programme successfully. A single programme should have, by and large a programme may be assigned anywhere between 2 to 8 credit points wherein 1 credit is construed as corresponding to approximately 30 to 40 learning hours.

**Credit completion and Credit accumulation:**
Credit completion or Credit acquisition shall be considered to take place after the learner has successfully cleared all the evaluation criteria with respect to a single programme. Thus, a learner who successfully completes a 4 CP (Credit Point) programme may be considered to have collected or acquired 4 credits. His level of performance above the minimum prescribed level (viz. grades / marks obtained) has no bearing on the number of credits collected or acquired. A learner keeps on adding more and more credits as he completes successfully more and more programmes. Thus the learner ‘accumulates’ programme wise credits.

**Credit Bank:**
The process of accumulating Credits over a period of time, leads to the idea of a ‘Credit Bank’. Conceptually, a Credit Bank in simple terms refers to stored and dynamically updated information regarding the number of Credits obtained by any given learner along with details regarding the programme/s for which Credit has been given, the programme-level, nature, etc. In addition, all the information regarding the number of Credits transferred to different programs or credit exemptions given may also be stored with the individual’s history. In short, this would involve maintaining all the Credit-related transactions of an individual. Credit Banking, when practiced would go a long way in facilitating credit transfers and learner mobility.

**O. 5974**
Duration of the B.A., B.Com. and B.Sc. programme will be of 3 years in the Semester pattern i.e. from Sem. I to Sem. VI. Bachelor of Commerce (Accounting & Finance) will be a THREE (03) year Program comprising SIX (06) Semesters i.e. each year will be divided into 2 semesters.

The degree will be awarded to a learner who successfully completes 120 credits of the programme in period of 3 to 6 years from the year of enrollment to Semester I.

If a learner does not earn 120 credits in 12 semesters from the year of enrolment to semester I, he/she may at his/her option transfer his/her performance in the existing/new program after establishing equivalence between old and new syllabus. Such a performance transfer will be decided by the Board of Studies / Ad-hoc Board / Ad hoc Committee of the concerned course. The admission to the program will be governed by the existing rules.
11.1 SCHEME OF EXAMINATION

The University of Mumbai has introduced the **Choice Based Semester and Grading System** from the academic year 2011-2012 for all the programs offered by the Faculty of Commerce, Faculty of Arts and Faculty of Science for all their Undergraduate Programs including the unaided or self-financing programs. The **Scheme of Examination** is as explained in brief and further details can be obtained from the Chairperson Examination Department or the Vice Principals. You may also refer to the University Circular no. UG/144 of 2011 dated June 14, 2011 and subsequent circulars for getting more information about the scheme of examination as applicable.

**SCHEME OF EXAMINATION: As Applicable Today to All the Undergraduate Courses Under Faculty of Commerce.**

Students / Learners of the BAF program are required to offer 40 courses each of 3 credits over the six semesters. Each course will be evaluated for 100 marks. The performance of the learner shall be evaluated in two components: Internal Assessment of 25 marks by way of continuous evaluation and Semester End Examination of 75 marks by conducting the theory examination.

**INTERNAL ASSESSMENT: - Internal Assessment is defined as the assessment of the learners on the basis of continuous evaluation as envisaged in the credit based system by way of participation of learners in various academic and its correlated activities in the given semester of the programme.**

**A) Internal Assessment – 25 marks**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ONE class test / Project /Assignment</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities.</td>
<td>05</td>
</tr>
</tbody>
</table>

**SEMESTER END EXAMINATION: It is defined as the examination of the learners on the basis of performance in the semester end theory / written examinations.**

**B) Semester End Examinations – 75%**

1. **Duration** – Theses examinations shall be of **2½ Hours** duration.
2. **Question Programme Pattern: -**
   1) There shall be five questions each of 15 marks.
   2) All questions shall be compulsory with internal choice within the questions.
   3) Question may be subdivided into sub-questions a, b, c... and the allocation of marks depend on the weightage of the topic.

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
The Pattern of the Question Paper may change as per the instructions from the approved bodies of the University.

12.1 ASSESSMENT OF SEMESTER I TO SEMESTER IV
The assessment of Part ‘A’ i.e. Internal Assessment and Part ‘B’ i.e. Semester End Examination for Semesters I to IV shall be processed by the Colleges / Institutions of their learner on behalf of the University of Mumbai. The Institution / College will set the question papers, conduct the examinations, assess the answer books and declare the result of the learner. The College / Institution will issue the grade cards to the learner after the conversion of marks into grade as per the procedure mentioned in the manual. The format of the grade card will be as prescribed by the University so as to maintain the uniformity across the all colleges for the examinations conducted by the colleges on behalf of the University.

13.1 ASSESSMENT OF SEMESTER V and SEMESTER VI
The assessment of Part ‘A’ i.e. Internal Assessment for Semesters V & VI shall be processed/conducted by the Colleges / Institutions of their learners admitted to the programme while the University of Mumbai shall conduct the assessment of Part ‘B’ i.e. Semester End Examination for Semesters V & VI. The Internal Assessment marks of learners appearing for Semesters V & VI shall be submitted to the University by the respective colleges/ Institutions before the commencement of respective Semester End Examinations. The Semester End Examinations for Semesters V & VI shall be conducted by the University and the results shall be declared after processing the internal assessment and the marks awarded to the learners. The grade card shall be issued by the University after converting the marks into grades. The overall performance of the learner will be taken into account before declaring the result of the learner by the University i.e. overall result / performance of the learner will be based on the performance of the learner at Semester I, Semester II, Semester III, Semester IV, Semester V and Semester VI Examinations.

THE MARKS OF THE INTERNAL ASSESSMENT SHOULD NOT BE DISCLOSED TO THE STUDENTS TILL THE RESULTS OF THE CORRESPONDING SEMESTER IS DECLARED.

14.1 R.8436 PASSING STANDARD AND PERFORMANCE GRADING: PASSING STANDARD
The learners to pass a programme shall have to obtain a minimum of 40% marks in aggregate for each programme where the programme 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 programme and minimum of Grade E in the project component, wherever applicable to pass a particular semester. A learner will be said to have passed the programme if the learner passes the Internal Assessment & Semester End Examination together.
15.1 PERFORMANCE GRADING
The PERFORMANCE GRADING of the learners shall be on the TEN point ranking system as under:

<table>
<thead>
<tr>
<th>Marks</th>
<th>Grade Points</th>
<th>Grade</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>80 &amp; Above</td>
<td>10</td>
<td>O</td>
<td>Outstanding</td>
</tr>
<tr>
<td>70 - 79.99</td>
<td>9</td>
<td>A+</td>
<td>Excellent</td>
</tr>
<tr>
<td>60 - 69.99</td>
<td>8</td>
<td>A</td>
<td>Very Good</td>
</tr>
<tr>
<td>55 - 59.99</td>
<td>7</td>
<td>B+</td>
<td>Good</td>
</tr>
<tr>
<td>50 - 54.99</td>
<td>6</td>
<td>B</td>
<td>Above Average</td>
</tr>
<tr>
<td>45 - 49.99</td>
<td>5</td>
<td>C</td>
<td>Average</td>
</tr>
<tr>
<td>40 - 44.99</td>
<td>4</td>
<td>D</td>
<td>Pass</td>
</tr>
<tr>
<td>Less Than 40</td>
<td>0</td>
<td>F</td>
<td>Fail</td>
</tr>
</tbody>
</table>

Note:- The subject weight will remain as earlier.

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

R: 8437 CARRY FORWARDS OF MARKS IN CASE OF A LEARNER WHO FAILS IN THE INTERNAL ASSESSMENT AND/OR SEMESTER END ASSESSMENT IN ONE OR MORE COURSES:

1) A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the programme shall reappear for the Semester End Examination of that programme. 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 programme shall reappear for the Internal Examination of that programme. However, his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

16.1 EXAMINATION PATTERN OF THE SEMESTER END ADDITIONAL EXAMINATION & ATKT EXAMINATION
In case of a learner who is reappearing for the Internal Examination, the examination will consist of one project of 25 marks which will be divided into 15 marks for the documentation of the project, 05 marks for the presentation and 05 marks for the viva and the interaction.


a. A learner shall be allowed to keep term for Semester II irrespective of number of programmes of 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.

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
OR
A learner fails in not more than FOUR programmes of Semester I and Semester II taken together with not more than TWO programmes at each Semester I & Semester II.

c. A learner shall be allowed to keep term for Semester IV irrespective of number of programmes 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 amended 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 Programmes in each of Semester III and Semester IV

      OR

   iii. Shall have Secured ATKT in First Year by failing in not more than Two Programmes 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 terms for Semester VI irrespective of grades obtained in each programme 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 IV and Semester V in full.

18.1 ADDITIONAL EXAMINATION FOR SEMESTER I, II, III and IV. (vide circular no UG/61 of 2015 dated 20/8/2015)

The additional examination for semester I, II, III & IV be conducted only for those who have remained absent on the ground in consistence with R 8917. A learner who fails in some or all the courses can appear for A.T.K.T. Examination which will be conducted only in the month of October & April of every year for all semester i.e. Semester I, II, III & IV.

19.1 R. 8917 ELIGIBILITY NORMS TO APPEAR FOR THE ADDITIONAL SEMESTER END EXAMINATIONS

A learner who does not appear in some or all the courses on medical grounds or for representing the College/University in Sports, Cultural Activities. Activities of NSS/NCC or Sports Training Camps conducted by recognized bodies/competent authorities or for any other reason which is considered valid under exceptional circumstances and to the satisfaction of the Principal or the Head of the institution is eligible to appear for Additional Examination.

It is not the right of the leaner, who has failed or has remained absent, to appear for the additional examination without fulfilling the norms prescribed by the Head of the Institution / Department / Principal of the College and same has been brought into force with effect from the academic year 2015-16.
20.1 EXAMINATION PATTERN OF THE SEMESTER END ADDITIONAL EXAMINATION & ATKT EXAMINATION

The Additional Semester End Examination shall be of two and half hours duration and of 75 marks per course. The learner shall appear for the semester END examination of the course for which he/she was absent for the reason as stated above. Learner who is punished under 0.5059 shall not be eligible to appear for this Additional Examination.

21.1 R.8441: PROGRAMME WISE, SEMESTER WISE CREDIT ALLOCATION:

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Sem I</th>
<th>Sem II</th>
<th>Sem III</th>
<th>Sem IV</th>
<th>Sem V</th>
<th>Sem VI</th>
<th>Total Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts for BA Program only.</td>
<td>15</td>
<td>15</td>
<td>22</td>
<td>22</td>
<td>24</td>
<td></td>
<td>120</td>
</tr>
<tr>
<td>Science (for all programmes)</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td></td>
<td>120</td>
</tr>
<tr>
<td>Bachelor of Commerce (B.Com.)</td>
<td>20</td>
<td>20</td>
<td>17</td>
<td>17</td>
<td>23</td>
<td>23</td>
<td>120</td>
</tr>
<tr>
<td>Bachelor of Management Studies (BMS)</td>
<td>21</td>
<td>21</td>
<td>18</td>
<td>18</td>
<td>21</td>
<td>21</td>
<td>120</td>
</tr>
<tr>
<td>Bachelor of Commerce (Accounting &amp; Finance) (BAF)</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td>18</td>
<td>18</td>
<td>120</td>
</tr>
<tr>
<td>Bachelor of Commerce (Banking &amp; Insurance) (BBI)</td>
<td>18</td>
<td>18</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td>120</td>
</tr>
<tr>
<td>Bachelor of Commerce (Financial Markets) (BFM)</td>
<td>18</td>
<td>18</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td>120</td>
</tr>
</tbody>
</table>

22.1 R. 8447 Verification and Revaluation: Norms, Rules, Regulations and procedure for Verification and Revaluation shall be as per the existing ordinances and regulation & VCD of the University. (vide Circular No. Exam./Photo & Rev./Univ./VCD/4637 of 2010)

PHOTOCOPY, VERIFICATION & REVALUATION OF THE ASSESSED ANSWER BOOK/S:

The University of Mumbai by the directives by Hon. Vice Chancellor vide the VCD no. Exam/Photo & Rev./College/VCD/4636 of 2010 dated April 5 2010 has provided the facility of Verification, Revaluation and for obtaining the Xerox copy of the assessed answer books. Please note that Applying for Photocopy of the answer book/s and Applying for Revaluation will be two independent processes and separate application will have to be made by the candidate for obtaining the Photocopy of the answer book/s and for revaluation of the answer book/s. However, applying for photocopy of the answer book /s or having photocopy of the answer book/s shall not be a pre-requisite for applying for revaluation of the answer book on the said course. The student can apply independently for revaluation or photocopy or both simultaneously.

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce
Procedure for obtaining the Photocopy of the Assessed Answer book/s.

1. This facility, thus provided, shall be for **THEORY PAPERS ONLY** of all the examinations conducted by the college / institution on behalf of the University in the current session.

2. Under these rules applying for the Photocopy/ies of answer-books shall not be permitted in respect of the scripts of practical examination / term-work / sessional work / project work / dissertation / internal assessment / term work (including theory part) and in Viva voce /oral / practical examinations.

3. The Photocopy/ies shall be sought by submitting an application in the prescribed form *(available with college)* along with the non-refundable fee of Rs.100/- per answer book by the examinee **within seven (7) working days** from the date of the declaration of result of the examination or issue of the statement of marks by the college / institution, whichever is later. The examinee/s belonging to reserved categories shall be granted 50% concession in fee.

4. Incomplete application form shall be rejected without assigning any reason whatsoever and the fees paid along with the application form shall neither be refunded nor will any representation be entertained.

5. No application after the due date will be entertained on any ground whatsoever.

6. The College/Institution/Department shall endeavor to supply Photocopy/ies of answer books as far as possible within fifteen (15) working days from the date of receipt of application for photocopy/ies of the answer book/s.

7. The Photocopy/ies shall be handed over to the applicant examinee in person only and under no circumstances to any other person.

8. On receipt of Photocopy/ies the applicant examinee shall be the sole custodian of it and under any circumstances the examinee shall not part with the custody/possession of the same and also shall not use the same for any other purpose/s.

9. If the examinee is found guilty of indulging in any unfair act/attempt he/she shall be liable to be tried before the Unfair Means Inquiry Committee of the college and the decision taken by the authorities based on the recommendation of the said committee shall be final.

23.1 PROCEDURE FOR VERIFICATION AND/OR REVALUATION OF THE ASSESSED ANSWER BOOK/S IN CASE OF DISCREPANCY IN THE ASSESSED ANSWER BOOK

On receipt of the photocopy if the discrepancy of following nature (listed below) is noticed by the examinee, he/she should apply to the Principal in the prescribed form along with the said **photocopy and copy of the question paper within three (03) working days from the date of publication of the notice by the Principal** of the respective college as per the provisions hereinabove.

i) Mistake in totaling

ii) Non assessment of a question / sub-question
if required after due verification, the Principal of respective college shall make necessary rectification in the marks allotted to the said course and consequently in the result of the candidate without charging any further fee for necessary rectification.

On rectification of the result as per the provisions above, the candidate can apply for revaluation within seven (7) working days from the date of receipt of the rectified result, if he/she was not eligible to apply for revaluation of the said answer book under Rule 29 herein below mentioned and only by such rectification becomes eligible for revaluation in the said course, course to other limitations contained herein.

The examinee is free to apply for Photocopy/ies of answer books of as many courses as he / she so desires.

**REVALUATION OF THE ANSWER BOOK/S: RULES AND PROCEDURE:**

- This revaluation facility shall be for theory papers only of all the examinations conducted by the college on behalf of the University for the respective current session.

- A candidate can apply for the revaluation of the answer book of the course only if he/she has secured at least 20% of the total marks in that course or 40% of the marks required for passing in the said course, whichever is less or the grade equivalent to the above criteria where grades are assigned to the theory papers.

- The non-refundable prescribed a fee of ` 500/- per course per answer book for the purpose of revaluation shall be paid by the examinee within seven (07) working days from the date of the declaration of the result of the respective examination or from the date on which the college issued the statement of marks, whichever is later. The examinees from the reserved categories shall be given fifty per cent (50%) concession, provided a certified copy of the caste certificate is enclosed.

- The revised marks obtained by a candidate after revaluation, as accepted by the Principal of the respective college shall be taken into account for the purpose of amendment of his results only and the said result shall be communicated to the student/s by the Principal of the respective college.

- The whole process of revaluation shall be completed as far as possible within a period of thirty (30) days from the date of receipt of the application for revaluation by the college / institution.

**THE PHOTO COPY/COPIES OF THE REVALUATED ANSWER-BOOK/S SHALL NOT BE PROVIDED TO THE EXAMINEES**

**CAN THE STUDENT BE ADMITTED TO THE NEXT HIGHER CLASS PENDING THE RESULT OF VERIFICATION / REVALUATION?**

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
1. Pending the process of revaluation, and course to the availability of the seats in the college, the student may be admitted to the next higher class to which he could have been admitted if he/she had passed in the said examination or had been granted A.T.K.T. for admission to the next class in the original examination as per the rules applicable for the stream and faculty of his education, as per the following norms:

2. The student may be admitted to the next higher class to which he could have been admitted if he/she had passed in the said examination or had been granted A.T.K.T. for admission to the next class in the original examination as per the rules applicable for the stream and faculty if he/she had originally obtained required passing marks in the papers in which he/she had applied for revaluation,

3. The college shall be entitled to charge a fee of ` 500/- at the time of granting admission to such students to the next class before declaration of the result of the revaluation,

4. Such admission shall be provisional; and automatically stands cancelled on receipt of the result of revaluation process, if the student is not declared passed in the requisite number of the courses on revaluation which would entitle him/her to take admission in the next higher class, and in such case the fees originally collected by the college or any part of the same shall not be refunded,

5. In case if the student is declared to have passed in the requisite number of the courses on revaluation which would entitle him/her to take admission in the next higher class as per the Ordinances / regulations, the provisional admission will be regularized.

6. In case of the reserved category students or other students who are entitled to get fee concession, on appropriating the amount equal to the amount of fees which the college can collect from the student and the balance amount shall be refunded to the student at the time of confirmation and continuation of his/her admission.

7. In case of other students, the said amount shall be deducted from the total fees which the college or the institution is entitled to collect from the student as per the rules applicable.

8. Pending the declaration of the result of the revaluation, the students who have taken admission to next higher class, as mentioned above, shall be allowed to appear at the examination to the next class and their results of the next examinations shall be declared only on their passing in the requisite number of the courses on revaluation which would entitle them to take admission in the next class; and in case the students does not succeed in passing in such requisite number of courses, their admission to the examinations of the next class, their performance and results of the same shall be treated as null and void.

The details of the procedure can be obtained from the examination department of the college.

24.1 ISSUANCE OF DUPLICATE MARKSHEET

- Compiled by Ms. Kavita Makhija, BMM Coordinator
L. S. Raheja College of Arts & Commerce
In the event if any student loses or misplaces his / her mark-sheet can apply for a duplicate mark-sheet in the prescribed form along with the prescribed fees (as applicable) to the college office.

25.1 IMPROVEMENT OF GRADE AND CGPA
(University circular KA/UG/2015-16 dated 19th December, 2015.)
In order to improve Grade in CBSGS, a learner may reappear in ANY OF THE TWO SEMESTERS of Undergraduate and Post graduate programme concern.

26.1 RESORTING TO USE OF UNFAIR MEANS BY THE STUDENTS DURING THE EXAMINATION

UNFAIR MEANS INQUIRY COMMITTEE

Students resorting to the use of unfair means during the examinations conducted by the College or conducted by the college on behalf of the University or by the University itself are requested to note that the course of action and the procedure to be followed by the college / university i.e. the examination conducting authority will be governed by circular no. UG / 139 OF 2001 DATED 23RD APRIL 2001 of University of Mumbai. The minimum punishment recommended by the University (vide circular no. UG / 139 OF 2001 DATED 23RD APRIL 2001) is “Annulment of the performance of the Student at the University / College / Institution Examination in full.”

The above recommended punishment is for the learner / student / candidate found in possession of the copying material. If it is established that he/she has actually copied from the material, the recommendation is “Exclusion of the student from the University or College or Institution Examination for one additional examination”.

Given below is the extract from the University circular no. UG / 139 OF 2001 DATED 23RD APRIL 2001) specifying the broad Categories of Unfair Resorted to by Students at the University/ College/ Institution Examinations and the Quantum of Punishment for each Category thereof.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Quantum of Punishment</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Possession of copying material</td>
<td>Annulment of the performance of the student at the University/ College/ Institution examination in full. (Note: - This quantum of punishment shall apply also to the following categories of malpractices at Sr. No. (2) to Sr. No. (12) in addition to the punishment prescribed thereat.</td>
</tr>
<tr>
<td>(2) Actual copying from the copying material</td>
<td>Exclusion of the student from University or College or Institution examination for one additional examination.</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td><strong>3</strong></td>
<td>Possession of another student’s answer book</td>
</tr>
<tr>
<td></td>
<td>Exclusion of the student from University or College or Institution examination for one additional examination. (BOTH THE STUDENTS)</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>Possession of another student’s answer book + Actual evidence of copying there from.</td>
</tr>
<tr>
<td></td>
<td>Exclusion of the student from University or College or Institution examination for two additional examinations. (BOTH THE STUDENTS)</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Mutual / Mass copying</td>
</tr>
<tr>
<td></td>
<td>Exclusion of the student from University or College or Institution examination for two additional examinations.</td>
</tr>
<tr>
<td><strong>6</strong></td>
<td>Possession of another student’s answer book + Actual evidence of copying there from.</td>
</tr>
<tr>
<td></td>
<td>Exclusion of the student from University or College or Institution examination for two additional examinations.</td>
</tr>
<tr>
<td><strong>7</strong></td>
<td>Exclusion of the student from University or College or Institution examination for two additional examinations.</td>
</tr>
<tr>
<td><strong>8</strong></td>
<td>Exclusion of the student from University or College or Institution examination for two additional examinations.</td>
</tr>
<tr>
<td><strong>9</strong></td>
<td>Exclusion of the student from University or College or Institution examination for two additional examinations.</td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>Exclusion of the student from University or College or Institution examination for two additional examinations.</td>
</tr>
<tr>
<td><strong>11</strong></td>
<td>Exclusion of the student from University or College or Institution examination for two additional examinations.</td>
</tr>
</tbody>
</table>

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- Compiled by Ms. Kavita Makhija, BMM Coordinator
- L. S. Raheja College of Arts & Commerce
<table>
<thead>
<tr>
<th>Supervisors / Chief Conductor or Examiners.</th>
<th>Exclusion of the student from University or College or Institution examination for two additional examinations.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(12) (a) Impersonation at the University/College/Institution examination.</td>
<td>Exclusion of the student from University or College or Institution examination for two additional examinations.</td>
</tr>
<tr>
<td>(b) Impersonation at the University/College/Institute student at S.S.C./H.S.C. any other examinations.</td>
<td>Exclusion of the impersonator from University or College or Institution examination for five additional examinations.</td>
</tr>
<tr>
<td>(13) Revealing Identity in any form in the answer book by the student at the University or College or Institution examination.</td>
<td>Annulment of the performance of the Student at the University or College or Institution examination in full.</td>
</tr>
<tr>
<td>(14) Found having written on palms or on the body, or on the clothes while in the examination.</td>
<td>Annulment of the performance of the student at the University or College or Institution examination in full.</td>
</tr>
<tr>
<td>(15) All other malpractices not covered in the aforesaid categories.</td>
<td>Annulment of the performance of the student at the University or College or Institution examination in full, and severe punishment depending upon the gravity of the offence.</td>
</tr>
<tr>
<td>(16) If on previous occasion a disciplinary action was taken against a student for malpractice used at examination and he/she is caught again for malpractices used at the examinations, in this event he/she shall be dealt with severely. Enhanced punishment can be imposed on such students. This enhanced punishment may extend to double the punishment provided for the offence, when committed at the second or subsequent examination.</td>
<td></td>
</tr>
<tr>
<td>(17) Practical / Dissertation/ Project report Examination.</td>
<td>Student involved in malpractices at Practical / Dissertation/ Project report examinations shall be dealt with as per the punishment provided for the theory examination.</td>
</tr>
<tr>
<td>(18) The Competent Authority, in addition to the above mentioned punishments may impose a fine on the student declared guilty. (Note: The term “Annulment of Performance in full” includes performance of the student at the theory as well as Annual Practical examination, but does not include performance at term work, project work with its term work, oral or practical and dissertation examinations unless malpractice used threat).</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Exact details of the above can be obtained from the University website.

### 27.1 RULES & REGULATIONS RELATED TO ATTENDANCE AS PER ORDINANCE 6086 OF UNIVERSITY OF MUMBAI:

Given below in brief are the rules, regulations about the requirement of attendance and the procedure to be followed by the college and/or the student who is detained. Detail circular available on University website.

- Compiled by Ms. Kavita Makhija, BMM Coordinator
  L. S. Raheja College of Arts & Commerce
Ordinance 6086 relating to the attendance for learners

1) There shall be the Attendance Committee, for smooth conduct of this ordinance, in every college/institute/Department of the University comprising of at least three members (to be nominated from other departments in case of the University Department having less than 3 teachers), the Vice-Principal/ Senior Teacher (Convener) and at least two more teachers ensuring representation of the concerned faculties, nominated by the Principal/Director/Head.

2) Every bonafide learner shall ordinarily be allowed to keep terms for the given semester in a program of his/her enrolment, only if he/she fulfils at least seventy five present (75%) of the attendance taken as an average of the total number of lectures practical’s, tutorials together etc. wherein short and/or long excursions/field visits/study tours organized by the college and supervised by the teachers as envisaged in the syllabus shall be credited to his attendance for the total no of periods which are otherwise delivered on the material day/s Further it mandatory for every learner to have min 50% attendance for each course & overall attendance has to be 75%.

3) The same ratio shall be applied for computing the attendance of the learners by crediting the number of periods which are missed while participating in an extracurricular/co-curricular activity/competition/camp/workshop/convention/symposium/seminar etc. where the said learner is officially representing the college/ University/ District/ State/ Country with the permission of the Principal/ Director/ Head of the College/ Institute/ University Department or by the direction of the University Officer as the case may be wherein for the purpose of computing the average attendance the periods missed for what is envisaged here-in above, at Sr. No 2, shall be deemed to have been attended by the said learner.

4) Without prejudice to what is stated here-in-above, the Principal/Director/Head of the concerned College/Institute/Department of the University shall be the competent authority to condone the absence of any learner further up to additional 25%, if deemed fit and on recommendation of the attendance committee of the said college/ Institute/Department of the University, wherein it is mandatory on the said committee to do natural justice by giving personal hearing to every learner falling short of minimum attendance for keeping terms and recommending case by case to the competent authority having verified the genuineness and gravity of the problem that justifies the learner to remain absent, which generally shall be limited to his own sickness, sickness of his parent, death of his parent etc. supported by valid evidence, documentary or otherwise.

5) The attendance committee will ensure that the attendance records are maintained in order and that the warning letters are issued to the defaulting learners at least twice in every semester & that in the first week of every month for the previous month defaulters list it displayed on college notice board. If the students are falling short of attendance while also displaying the list of defaulters declaring their
respective attendance for the month. The defaulting learners should also be called (along with parent/guardian wherever necessary) to meet the Convener, attendance committee in the middle of the semester with a view to make the consequences adequately clear while understanding the difficulties if any and encouraging the learner to comply with the requirement of the attendance. Needless to say that the learners should be made aware of the provision of the ordinances for attendance at the time of admission and an undertaking may be obtained from them (countersigned by the parent/guardian wherever necessary) assuring regular attendance while understanding the consequences of defaulting.

6) At the end of the semester on recommendation of the attendance committee the Principal/Director/Head of the college/Institute/University Department shall display list of the learners who are not allowed to keep terms, allowing them to appeal to the Principal/Director/Head of the College/Institute/Department of the University within 3 days from the date of display of the notice. After disposing the appeals, the Principal/Director/Head shall intimate the same to the In-charge of Examinations/the Controller of examinations to withdraw the examination forms of such defaulting learner under intimation to those learners ensuring that this communication reaches the concerned at least 10 working days before the commencement of the respective examinations.

7) The learners whose terms are not granted by the college/institute/department of the University can appeal to the controller of examinations, if desired, in a prescribed form and by paying fee prescribed by the Management Council within 3 days from the receipt of the intimation and that the controller of examinations shall arrange a hearing of the learners along with their concerned Principals/Director/Heads of the Department, represented in person or through a teacher nominated by them before the committee (one each for every faculty) nominated by the Management Council comprising of 3 members including the convener. The respective committees shall convey their decisions to the controller of examinations which shall be final and binding on the learners once accepted and communicated by the controller of examinations.

(The existing Ordinances 0.119, 0.120 & 0.125 are repealed)