

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
Jivanlal College of Commerce & Economics (AUTONOMOUS)**



**Shri Vile Parle Kelavani Mandal's
MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE &
AMRUTBEN JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS
(AUTONOMOUS)**

*NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of
India,*

Best College (2016-17), University of Mumbai

Affiliated to the

UNIVERSITY OF MUMBAI

Program: Bachelor of Arts

(Multimedia and Mass Communication)

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.A.M.M.C/ B.M.M., the learners should be enriched with knowledge and be able to-

PSO 1 : Apply the knowledge of Media theories in Media Sector

PSO 2 : Know the structure and importance of Indian Media

PSO 3 : Understand the concept of New Media and Media Convergence and its implications

PSO 4 : Develop industry knowledge required to make a career in the field of print and **PSO**

PSO 5 : Advertising, Digital Marketing, Television media, Film etc.

PSO 6 : Train for software knowledge required in the above-mentioned Industries

PSO 7 : Enhance communication and language skills with particular reference to Media communication

PSO 8 : Using critical thinking to achieve efficiency in oral skills

PSO 9 : Develop structural and analytical reading, writing and thinking skills

Preamble

Mass Communication as a discipline that has undergone an unprecedented change during the past few decades. The change was mainly caused by the process of liberalization, privatization, technological advancement and globalisation. There is need for professional skills that will help students succeed in the media industry. There is need to enhance important skills such as research aptitude, critical thinking, verbal and presentation skills during the course.

The undergraduate level three-year program enhances the skills of the students who want to venture in the field of media— such as radio, television, film, newspapers, magazines, books, mainstream music etc.

The course is divided into six semesters over a period of three years. The first two semesters are dedicated to ensure that the students build strong foundation in the field of Humanities with subjects like Political Science, World Literature, Sociology etc. The semester in the second year encourages students to understand the different strands of the media. There are papers on Film Appreciation, Journalism, Advertising, Public Relations among others that expose the students to the working of these different areas.

The third year focuses on the core areas of the media ensuring that students learn the impact media creators have on forming public opinion. Students are introduced to key media theorists and their theories. They learn the tools for studying public opinion on key issues like policies, war, terrorism, status of women and marginalized societies. The program also provides basic components of news writing and reporting and familiarizes students familiarizing them with the news publishing process.

Moreover, they are also introduced to key elements of the Brand, namely its identity, position in the market and personality. They are equipped to understand the nature and behaviour of consumers at large display. It teaches how to grasp consumer's psychological determinants and their decision-making process. With this knowledge, future marketers and strategists can implement targeted advertising intended for purchase.

This program aims to provide an understanding of big media conglomerates and the role of Media on a global scale. It further introduces conflicts that exist globally and the critical literacy for navigating the internet skillfully. The program comprises of theory as well as practical training in the form of projects, assignments etc. Also, internship forms a significant component of the course that candidates need to take up usually in the third year.

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Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)

25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)		15 marks
Component 2 (CA-2)		10 marks

b) Details of Semester End Examination

75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks	Total Marks
Q-1	A. Theory question or Application based	15 Marks	
Q-2	A. Theory question OR B. Theory question	15 Marks 15 Marks	
Q-2			
Q-3	A. Theory question OR B. Theory question	15 Marks 15 Marks	
Q-3			
Q-4	A. Theory question OR B. Theory question	15 Marks 15 Marks	
Q-4			
Q-5	Short Notes (Any 3 out of 5)	15 Marks	
	Total	75 Marks	

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

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Program: B.A.M.M.C. (2021-22)				Semester: III	
Course: CORPORATE COMMUNICATION AND PUBLIC RELATION				Course Code: UAMABAMMC301	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To provide the students with basic understanding of the concepts of Corporate Communication and Public Relations ● To introduce the various elements of Corporate Communication and consider their roles in managing organizations ● To examine how various elements of Corporate Communication must be coordinated to communicate effectively ● To develop critical understanding of the different practices associated with Corporate Communication 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Understand the concepts of Corporate Communication and Public Relations					
CO2: Various elements of Corporate Communication and consider their roles in managing organizations					
CO3: Examine how various elements of Corporate Communication must be coordinated to communicate effectively					
CO4: Develop critical understanding of the different practices associated with Corporate Communication					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Foundation of Corporate Communication				15
2	Understanding Public Relations				15
3	PR Tools, Content Development in PR				15
4	PR campaign, Crisis communication, Social responsibility & Ethics in PR				15
	Total				60
PRACTICALS					

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Unit	Topic	No. of Hours/Credits
Module 1	Foundation of Corporate Communication	15
	a) Corporate Communication: Scope and Relevance - Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario b) Keys concept in Corporate Communication - Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation	
Module 2	Understanding Public Relations	15
	a) Definition of Public Relations (PR) A. Nature B. Scope C. Stakeholders b. Evolution of PR. With special focus on India b) PR, Propaganda, Public Opinion & Publicity c) PR and Marketing PR & Advertising, PR and Branding d) Objectives, Functions of PR, Skills needed to be a PR Professional. e) a. In-house PR and PR Consultancy: Advantages & Disadvantages internal and External PR: With focus on Corporate Communications	
Module 3	PR Tools, Content Development in PR	15
	I. Media tools a. Press release b. Press conference c. Others II. Non Media a. Seminars b. Exhibitions / trade fairs c. Sponsorship d. Others 2. a. Development of profile: Company / Individual b. Drafting a Pitch note/ Proposal c. Writing for Social Media 3. New age PR: Digital PR	
Module 4	PR campaign, Crisis communication, Social responsibility & Ethics in PR	15
	PR process with emphasis on developing a PR campaign Crisis communication (With case studies) a. Preparing a crisis plan b. Handling crisis Social responsibility & PR Ethics in PR: Code of conduct	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. Richard R. Dolphin, The Fundamentals of Corporate Communication
2. Joep Cornelissen, Corporate Communications: Theory and Practice
3. James L.Horton, Integrating Corporate Communication: The Cost Effective Use of Message & Medium
4. Public Relations: The profession and the practice - Dan Latimore, Otis Baskin, Suzette
5. A Handbook of Public Relations and Communication - Lesly Philip; McGraw Hill Education.
6. Crisis Communications: A Casebook Approach - Kathleen Fearn-Banks; Lawrence Erlbaum
7. Corporate Public Relations: A New Historical Perspective - Marvin N. Olasky; Lawrence
8. Public Relations Writing: Principles in Practice - Donald Treadwell, Jill B. Treadwell; Sage
9. New media and public relations - Sandra C. Duhé; Peter Lang.
- 10.PR and Media Relations - Dr. G.C. Banik; Jaico Publishing House.
- 11.Public Relations: The profession and the practice - Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill Education

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Program: B.A.M.M.C.(2021-22)				Semester: III	
Course: INTRODUCTION TO CREATIVE WRITING				Course Code: UAMABAMMC302	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutor ial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● 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 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1 : To encourage students to read stories, poems, plays					
CO2 : To develop further and build upon the writing and analytical skills acquired in Semesters I & II					
CO3 : To acquaint students with basic concepts in literary writing					
CO4 : To prepare students to write for media					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	A Brief Introduction to Creative Writing				04
2	Formal structure of the short story:				08
3	Formal aspects of Poetry:				08
4	Formal aspects of Drama				08
5	Aesthetics: Romanticism to Realism				08
6	Aesthetics: Realism to Modernism				08
7	Aesthetics: Modernism to Post Modernism				08
8	Aesthetics: New voices				08
	Total				60
PRACTICALS					

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Unit	Topic	No. of Hours/Credits
Module 1	A Brief Introduction to Creative Writing	04
	Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews	
Module 2	Formal structure of the short story	08
	Theme, Plot, Character, Point of view, Setting Analyse some short stories preferably contemporary on the basis of each of these formal aspects.	
Module 3	Formal aspect of Poetry	08
	Theme, Diction, Tone, Imagery, Symbolism, Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia Analyse some poems, on the basis of each of these formal aspects.	
Module 4	Formal aspects of Drama	08
	Theme, Plot, Character, Dialogue Analyse some plays preferably contemporary on the basis of each of these formal aspects	
Module 5	Aesthetics: Romanticism to Realism	08
	Understanding the Romantic and Realist aesthetics: core themes, archetypes, and linguistic norms with the help of stories by Poe and Maupassant Birth of the modern short story by analyzing a work of Chekhov in comparison with Maupassant; understanding how voice and structure changed post Chekhov	
Module 6	Aesthetics: Realism to Modernism	08
	Discussion on core modernist themes, content, archetypes using the work of James Joyce Discussion on pop art and cultural context of art using a short story by Woody Allen	
Module 7	Aesthetics: Modernism to Post Modernism	08
	Discussion on core post modernism themes, content, archetypes reading the works of Jhumpa Lahiri and Yiyun Li	
Module 8	Aesthetics: New voices	08

	Challenges in writing about new themes: technology, multi-linguistic cultures, multiculturalism, globalization reading the works of Akpen, Murakami and Junot Diaz. Audio: New Yorker interview with Junot Diaz and Edwidge Danticat.	
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To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. Arco, Peterson's How to Write Short Stories. Peterson's, 2002
2. Axelrod, R.B. et al. The St. Martin's Guide to Writing: Instructor's Resource Manual. New York: St. Martin's Press, 1994
3. Bell, Julia. Editor. The Creative Writing Course book: 40 Authors share Advice and Exercises for Fiction and Poetry. Pan, Macmillan, 2001
4. Bell, Julia; The creative writing course book; 40 Authors share advice and exercises for fiction and poetry
5. Brooks, Cleanth & Robert Penn Warren. Eds Understanding Poetry, Fourth Edition, Holt, Rinehart and Winston, 1976
6. Ciardi, J. and M. Williams. How does a poem mean? Boston: Houghton Mifflin Co., 1959, 1975
7. Dev Anjana, Anuradha Marwah and Swati Paul (eds), Creative Writing: A Manual for Beginners. Delhi: Pearson, 2008
8. Gardner, John. The Art of Fiction: Notes on Craft for Young Writers. Vintage Books, 1991
9. Grenville, Kate. The writing book: A workbook for Fiction Writers. Allen and Unwin, 1999
10. Kanar, Carol. The confident Writer: Instructor's Edition. Boston: Houghton Mifflin Co., 1998
11. Kness, Nancy. Beginnings, Middles and Ends (The Elements of Fiction Writing)
12. McCrimmon, James M. Writing with a Purpose. Boston: Houghton Mifflin Co., 1980
13. Muller, Gilbert H. & John A Williams. The McGraw-Hill Introduction to Literature. Second Edition, McGraw-Hill, Inc. 1995
14. Ritter, Robert, M. Editor. The Oxford Dictionary for Writers and Editors. OUP, 2000
15. Roberts, Edgar, V. Writing Themes about Literature. New Jersey: Prentice Hall Inc. 1982
16. Singleton, John and M. Luckhurst. Eds. The Creative Writing Handbook. Plagrave, Macmillan, Arco
17. Peterson, S; How to Write Short Stories; Petersons 2002

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Program: B.A.M.M.C.(2021-22)				Semester: III	
Course: INTRODUCTION TO CULTURAL STUDIES				Course Code: UAMABAMMC303	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To introduce students to a set of approaches in the study of culture. ● 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 discuss how cultural practices have gained their meanings 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: To introduce students to a set of approaches in the study of culture.					
CO2 : To create awareness on cultural theories and its relevance in media					
CO3 : To discuss the importance of cultural studies and its role in mass media					
CO4 : To discuss how cultural practices have gained their meanings					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Cultural Studies - An Overview				12
2	Marxism and Culture				12
3	Orientalism and Culture				12
4	Gender and Culture				12
5	Popular consumption and representation of Culture				12
	Total				60
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Unit	Topic	No. of Hours/Credits
Module 1	Cultural Studies - An Overview	12
	a) Evolution and need to study cultural studies. b) Examining theories of culture: <ul style="list-style-type: none"> • Diffusionism- Kroeber • Cultural materialism- Raymond Willams • Functionalism- Malinowski, and R. Brown • Social interaction- G.H.Mead and Cooley 	
Module 2	Marxism and Culture	12
	a) Central ideas of Marxism b) Ideology (John Storey-gives 5 approaches) c) Hegemony- Gramsci d) Culture industry- Adorno e) Circuit of culture- Stuart Hall f) Popular culture and Mass culture- John Fisk	
Module 3	Orientalism and Culture	12
	a) Representation of the east by the west b) Post-colonial perspective on cultural hegemony	
Module 4	Gender and Culture	12
	a) Gender vs. Sex – Feminist contribution to the study of gender b) Masculinity – Issues and representation b) Sexuality and Representation	
Module 5	Popular consumption and representation of Culture	12
	Ex. sport, body, iconic images, space, films, oral traditions, carnivals, visual culture, new media cultures	

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Suggested Readings

1. Nayar Pramod – An Introduction to Cultural Studies
2. Lewis, Jeff – Cultural Studies
3. Christopher, K, W. – Rethinking Cultural Studies (Mapping Culture)
4. Gray, Ann And Mcguigan – Studying Culture
5. Williams, Raymond – A Vocabulary of Culture and Society

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6. Dugay Paul – Doing Cultural Studies
7. Edgar And Sedgwick – Key Concepts in Cultural Studies
8. Breckenridge – Consuming Modernity
9. Page, David And Crawley, William – Satellites Over South Asia –Broadcasting Culture
And Public Interest
10. Milner, Andrew And Brontt.J – Contemporary Cultural Theory (C.S And Cultural
Theory)
11. Corrigan, Peter – Sociology of Consumption
12. Featherstone – Postcolonial Cultures
13. Mcrobbie – Uses of Cultural Studies
14. Literary Into Cultural Studies
15. Sport, Media and Society
16. Nayar, Pramod – Packaging Life, Cultures Of the Everyday
17. Vishnu. A – Digital Culture Unplugged
18. MARG Publications Visual Culture
19. Nabar, Vrinda – Caste as Woman
20. Jose, C – Construction Dalit Identity
21. Wolf, Naomi – Beauty Myth
22. Meenakshi Gigi Durham and Douglas M.Kellner – Media and cultural studies,
Blackwell publishing house, 2012
23. Chris Baker – The sage Dictionary of Cultural Studies, Sage Publication
24. Chris Baker – Theory and Cultural Studies, Sage Publication, 2003
25. Ed.During, Simon – The Cultural Studies Reader
26. Scupin Raymond – Cultural Anthropology, Wadsworth, 2002
27. Nanda and Warms – Cultural Anthropology, Wadsworth, 2002
28. S.L. Joshi and P.C.Jain – Social Anthropology, Rawat Publications, 2001
29. Richard Schaefer – Sociology- A Brief Introduction, Tata Mc-Graw Hill Publishing
Company Ltd., 2006
30. Johan Hartley and Terence Hawkes – Popular Culture and High Culture- History &
Theory

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Program: B.A.M.M.C.(2021-22)				Semester: III	
Course: ORGANISATIONAL BEHAVIOUR				Course Code: UAMABAMMC304	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutor ial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● 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 and give them an understanding of organization functions 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1 : To impart knowledge of the basic concepts and facets of organisational behaviour					
CO2 : To highlight the role of psychological factors & process at work					
CO3 : To foster management skills and give them an understanding of organization functions					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Nature of Organisational behaviour				04
2	Organisational structure & its Environment				08
3	Organisation Culture				08
4	Motivation				08
5	Group Dynamics in Organisation				08
6	Decision making				08
7	Leadership				08
8	Dynamics of stress				08
	Total				12
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Unit	Topic	No. of Hours/Credits
Module 1	Nature of Organisational behaviour	04
	<ul style="list-style-type: none"> ● Definition of Organisation & Types ● Concept of OB & its scope ● Models of Organisational Behaviour 	
Module 2	Organisational structure & its Environment	08
	<ul style="list-style-type: none"> ● Organisation and its environment ● Formal Organisation: Design & Structure ● Divisions of work and task interdependence 	
Module 3	Organisation Culture	08
	<ul style="list-style-type: none"> ● Sources of Organisational Culture ● Types of Organisational Culture ● Manifestation & Managing Organisational Culture ● Work force diversity - Gender, Ethnic & Community issues & personality factors 	
Module 4	Motivation	08
	<ul style="list-style-type: none"> ● Theories of Motivation – Need & Process Theory ● Application of Motivation Theories 	
Module 5	Group Dynamics in Organisation	08
	<ul style="list-style-type: none"> ● Concepts of group & types of group ● Group norms & Group cohesion ● Concept of team work 	
Module 6	Decision making	08
	<ul style="list-style-type: none"> ● Decision making – definition & process ● Group Think, risky shift & Polarisation ● Techniques for improving decision making- MIS (Management Information System) 	
Module 7	Leadership	08
	<ul style="list-style-type: none"> ● Importance & Characteristics of control ● Qualities of an effective Leader ● Leadership Style & effective Communication 	
Module 8	Dynamics of stress	08
	<ul style="list-style-type: none"> ● Concept ● Causes & effect ● Coping Strategies 	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. Newstorm, J.W & Davis, K. (2002) Organisational Behaviour, Human Behaviour at Work (11th Edition), Tata McGraw Hills
2. Khanka, S.S. (2006) Organisational Behaviour- Text & Cases (5th Edition) S. Chand & Co Ltd.
3. Robbins, S.P. (2012) Organisational Behaviour (15th Edition) Prentice Hall International, Inc.
4. Luthans & Fred (2010) Organisational Behaviour (12th edition) McGraw Hills

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Program: B.A.M.M.C.(2021-22)				Semester: III	
Course: EVENT MANAGEMENT				Course Code: UAMABAMMC305	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutor ial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
2	-	-	2	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To acquire an understanding of the role and purpose(s) of special events in the organizations ● To acquire an understanding of the techniques and strategies required to plan successful special events ● To acquire the knowledge and competencies required to promote, implement and conduct special events ● To acquire the knowledge and competencies required to assess the quality and success of special events 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1 : To acquire an understanding of the role and purpose(s) of special events in the organizations					
CO2 : To acquire an understanding of the techniques and strategies required to plan successful special events					
CO3 : To acquire the knowledge and competencies required to promote, implement and conduct special events					
CO4 : To acquire the knowledge and competencies required to assess the quality and success of special events					
Outline of Syllabus: (per session plan)					
Modul e	Description				No of Hours
1	What is Event Management?				04
2	Types of Events				08
3	Working with clients				08
4	Steps for planning an event				08
5	Invitations, Greetings and Dress Code				06
6	Table Manners and Table Settings				06
7	The Event				05
	Total				45
PRACTICALS					

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Unit	Topic	No. of Hours/Credits
Module 1	What is Event Management?	04
	<ul style="list-style-type: none"> ● What is Event Management? ● Role of the Event Manager ● Project Management ● Strength & Weaknesses of the event management profession ● Crisis Management 	
Module 2	Types of Events	08
	<ul style="list-style-type: none"> ● Introduction ● Conferences ● Meetings ● Launch Events ● Fashion Shows ● Fundraisers ● Weddings ● Religious Events ● Photocalls ● Exhibitions ● Sport Events ● Concerts ● Political Events ● Anniversaries 	
Module 3	Working with clients	08
	<ul style="list-style-type: none"> ● Planning and preparing for the meeting ● First impressions and presentation ● What does your client need? ● What comes next? Timeframes ● Following up ● Event proposal ● Contracts and agreements 	
Module 4	Steps for planning an event	08
	<ul style="list-style-type: none"> ● Target your goals and audience ● Planning the event: date and time ● Budget ● Venue 	

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	<ul style="list-style-type: none"> ● Food and beverage ● Transportation ● Speakers ● Timeframes 	
Module 5	Invitations, Greetings and Dress Code	06
	<ul style="list-style-type: none"> ● Invitations and replies ● Greetings etiquette and handshake protocol ● Dress code 	
Module 6	Table Manners and Table Settings	06
	<ul style="list-style-type: none"> ● Table-seating arrangements ● Table settings ● Table manners 	
Module 7	The Event	05
	<ul style="list-style-type: none"> ● Last-minute preparations ● During the event ● Business cards ● Evaluating the event ● After the event: Keeping up with your clients, partners, and guest 	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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Program: B.A.M.M.C.(2021-22)				Semester: III	
Course: PHOTOGRAPHY AND LIGHTS				Course Code: UAMABAMMCP306	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> ● To introduce students to the world of Photography ● As a media student, make them aware that Photograph is a visual communication means 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1 : To introduce students to the world of Photography					
CO2 : As a media student, make them aware that Photograph is a visual communication means					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	History/Evolution of Photography				04
2	Lens				04
3	Light				04
4	Composition				08
5	Perspective				08
6	Exposure Meter				08
7	Types of lenses				04
8	Composition				04
9	Types of Cameras				04
10	Photography Applications/Techniques				04
11	Photo-Editing and Retouching: Adobe Photoshop				04
12	The 21st Century Photography: Mobile Photography				04
	Total				60
PRACTICALS					

Unit	Topic	No. of Hours/Credits
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Module 1	History/Evolution of Photography	04
	-	
Module 2	Lens	04
	Properties of lens, Image formation, Focal length, Image size, Image distance, Coverage angle, Perspective, Various film formats in context of focal length	
Module 3	Light:	04
	<ul style="list-style-type: none"> ● Parameters of Light Intensity, Direction, Quality, Colour Temperature 	
Module 4	Composition	08
	<ul style="list-style-type: none"> ● Various composition guidelines Third's ratio, Leading lines, Frame within frame, Abstraction, Accent colour ● Aperture: Control of Amount of Light Concept of, 'Depth of Field.' Aperture & 'Depth of Field', other factors affecting DoF, like Object distance & Focal length, Shallow DoF, Deep DoF, Differential focus and Hyper-focal distance ● Shutter: Concept of Shutter Shutter & movement, Idea of Motion freeze, Motion blur, Object blur, Light painting, Time exposure & exploring all possible opportunities that offered by shutter duration, Camera movement, Panning technique and Motion blur & Advertising ● ISO: Sensitivity of the Film/Image sensor Optimum ISO for quality & speed, ISO & noise, Low light photography limitations, Exposure triangle, Combined effort of Aperture, Shutter & Sensitivity ● Use of Flash: Difference in Ambient light & Strobe, Concept of Synchronization, Shutter & Flash triggering coordination, Sync speed, Use of flash at slow shutter speeds, Using available light, Creative Blur: Concept of mixed lighting, Concept of Front curtain sync & Rear curtain sync, Background balancing: Balancing intensity on object & background, Night portraits: Opening the background darkness, Fill flash during Sunlit situations, Flash & Red eye reduction 	

Module 5	Perspective	08
	<p>Understanding viewpoint: How camera sees differently than human eye, One eyed camera & parallax, Lens & image magnification, Feeling of distance, Compressed, Enhanced, Normal, Aligned & Forced perspective, Aligned perspective & Back projection/ Chroma</p> <ul style="list-style-type: none"> ● Lighting Techniques: <ul style="list-style-type: none"> a. Concept of Lighting: Comparison to shading, Light & tonal values (Highlight, Texture, Tint, Colour, Shade, Shadow, Drop shadow, Colour cast) b. Light & Molding/sculpting c. Lighting ratio/contrast level d. Concept/Need of 'Three Point Lighting' (Key light: Sculpting, Fill light: Lighting ratio, Kicker light: Separation Ambient light) e. Mood light f. Dramatic lighting g. Types of Key light (Rembrandt, Loop, Split, Broad, Short, Butterfly and Flat) ● Types of Dramatic light: Low key lighting, High key lighting, Silhouette, Rim lighting, Ghost lighting, Body- scaping Top light ● Colour Temperature: Difference in light sources, Colour character, Kelvin's theory of colour, Warmth & coolness in photographs, Colour correction (Filtering over light, Filtering over lens, White balance, Warmth & inviting ambience, Coolness & relaxing atmosphere, Colour cast & Advertising) 	
Module 6	Exposure Meter	08
	<ul style="list-style-type: none"> ● Concept of measuring Light for photography, Incident light metering, Reflected light metering, handheld meters & Inbuilt meters, Metering modes (Average metering, Center weighted, Spot metering, Matrix/Evaluative) ● Exposure modes: <ul style="list-style-type: none"> a. Manual: Relying on camera's suggestion of hand held meter b. Aperture priority: Partial auto exposure c. Shutter priority: Partial auto d. Programmed auto (Green Mode, Smart program mode with preset programs) ● Exposure compensation: 	

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	<p>Concept of critical light conditions & how reflected light (inbuilt) misinterprets</p> <ol style="list-style-type: none"> a. Misguiding meter & overriding manually b. Background & Object dark: Camera overexposes c. Background & Object light: Camera underexposes d. Spot lit: Camera overexposes e. Back lit: Camera underexposes f. Low key: Deliberate underexposure g. High key: Deliberate overexposure h. Silhouette: Underexposing for saturated colours 	
Module 7	Types of lenses:	04
	<p>Concept of 'Normal' lens & normal coverage angle, Wide angle lens & Ultra-wide angle lens, Telephoto lens & super telephoto</p> <p>Zoom lens (General zoom, Short zoom, Wide zoom and Tele-zoom)</p> <p>Special purpose lenses [Macro lens for near life size, Micro lens for magnification beyond life size, Perspective correction lens for architectural purpose, Fish-eye lens for special effect (Linear & Circular field), Portrait lens with wide aperture]</p>	
Module 8	Composition	04
	<ul style="list-style-type: none"> ● Various Rules of Composition (Golden mean/Third's ratio, Leading lines, Abstractions, Accent colour, Frame within frame) ● Digital imaging: <ol style="list-style-type: none"> a. Concept of Pixel & Resolution b. Understanding Histogram & Image tonality c. Various Image formats & compression 	
Module 9	Types of Cameras	04
	<ul style="list-style-type: none"> ● Various Film (camera) formats [135 mm (24mmX36mm), Full frame/ Hal frame (APSC)] ● 120 mm (Medium format) pro ● View/Field camera & its movements (Image circle & Tilt shift standards, Swing & swivel movements, Perspective correction, Selective focus, Sharpness distribution) 	
Module 10	Photography Applications/Techniques	04

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	<ul style="list-style-type: none">● Portraits● Product● Slow Shutter● High Shutter● Multiple Exposures	
Module 11	Photo-Editing and Retouching: Adobe Photoshop	04
Module 12	The 21st Century Photography: Mobile Photography	04

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

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Program: B.A.M.M.C (2021-22)				Semester: IV	
Course: FILM APPRECIATION				Course Code: UAMABAMMC401	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4	-	-	4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To acquaint the students with the various styles and schools of cinema throughout the world. 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: To acquaint the students with the various styles and schools of cinema throughout the world.					
Outline of Syllabus: (per session plan)					
Module	Description				Lectures
1	Early Narrative Cinema				04
2	Early Indian Cinema				04
3	Early Hollywood Cinema				10
4	Italian Neo-realism				04
5	French New Wave Cinema				04
6	Kurosawa's film and its impact on Hollywood Cinema and Hindi Cinema				04
7	Hollywood Classical Narrative films				04
8	Super Star System and Hindi Formula Film				08
9	Contemporary Hollywood Film makers				02
10	Indian Global Cinema				06
11	Award Winning Indian Regional Film and Film maker				06
12	Cross Over Films and Film makers				04
	Total				60
PRACTICALS					

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Unit	Topic	No. of Hours/Credits
Unit	Topic	Lectures
Module 1	Early Narrative Cinema	04
	A discussion of early narrative cinema	
Module 2	Early Indian Cinema	04
	A screening and discussions on Early Indian Cinema like Dadasaheb Phalke's films and Prabhat talkies films along with a discussion of early Indian cinema, and the development of the studio system in India.	
Module 3	Early Hollywood Cinema	10
	Screening and discussion on Early Hollywood Cinema like <i>Gone with the Wind</i> , <i>Sound of Music</i> , <i>Citizen Kane</i> with lecture and clips on evolution of Hollywood Studio system	
Module 4	Italian Neo-realism	04
	A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy (screening of <i>The Bicycle Thief</i>)	
Module 5	French New Wave Cinema	04
	A discussion of French New Wave Cinema (Screening of Jean-Luc-Godard's <i>Breathless</i>)	
Module 6	Kurosawa's film and its impact on Hollywood Cinema and Hindi Cinema	04
	A screening of Kurosawa's film along with a discussion of its impact on Hollywood Cinema and Hindi Cinema	
Module 7	Hollywood Classical Narrative films	04

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	A discussion on Hollywood classical narrative films like Hitchcock, Agatha Christie	
Module 8	Super Star System and Hindi Formula Film	08
	A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bacchan to Shahrukh Khan can be screened)	
Module 9	Contemporary Hollywood Film makers	02
	Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee	
Module 10	Indian Global Cinema	06
	A discussion of Indian-global cinema like Salaam Bombay, Namesake, Provoked	
Module 11	Award Winning Indian Regional Film and Film maker	06
	Discussion on Award winning Indian Regional film and film maker like Shantaram/ Satyajit Ray/Adoor Gopalkrishan	
Module 12	Cross Over Films and Film makers	04
	Screening and discussions on cross-over films and film-makers like Shyam Benegal/ Madhur Bhandarkar	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. Ed. Bill Nichols; Movies and Methods; 2 Volume; University of California
2. Gaston Roberge; Chitra Bani; A book on Film Appreciation
3. Gaston Roberge; The Ways of Film Studies; Ajanta Publication
4. Classical Hollywood Cinema, Film Style and Mode of Production to 1960 - D. Bordwell, J. Staiger and K. Thompson
5. Hollywood Cinema: An Introduction – R. Maltby and I. Craven
6. The Hollywood Studio System – D. Gomery
7. Narration in Fiction Film – D. Bordwell
8. Narrative Comprehension in Film – E. Brannigan
6. Bollywood – Ashok Banker

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7. Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema - VinayLal and Ashish Nandy (Ed.)

Program: B.A.M.M.C (2021-22)				Semester: IV	
Course: INTRODUCTION TO JOURNALISM				Course Code: UAMABAMMC402	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> To help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness. 					
Course Outcomes:					
<ul style="list-style-type: none"> After completion of the course, learners would be able to: To help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness. 					
Outline of Syllabus: (per session plan)					
Module	Description				Lectures
1	Changing Face of Journalism				04
2	Journalism in India				08
3	New Media				04
4	Definition of News				04
5	News Process				04
6	News Worthiness				04
7	News Reports, Features, Editorials				06
8	Components of News Story				06
9	Role of Journalism with special emphasis on its role to educate				04
10	Principles of Journalism				04
11	Difference in writing for the print, television and online journalism				06

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12	Jobs in Journalism	04
13	Short Notes	02
	Total	
PRACTICALS		

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Unit	Topic	Lectures
Module 1	Changing Face of Journalism	04
	<ul style="list-style-type: none"> • Changing face of journalism from Guttenberg to new media 	
Module 2	Journalism in India	08
	<ul style="list-style-type: none"> • Earliest publications The rise of nationalist press • Post 1947, The emergency 1975 and Post Emergency • Post liberalization of the economy boom in magazines niche journalism • How technology advancement has helped media? 	
Module 3	New Media	04
	Special reference to rise of Citizen Journalism	
Module 4	Definition of News	04
	Hard News/Soft News and blend of the two	
Module 5	News Process	04
	The news process from the event to the reader	
Module 6	Criteria for News Worthiness	04
Module 7	News Reports, Features, Editorials	06
Module 8	Components of News Story	06
	Finding a new angle • writing a lead • Types of Lead • Inverted pyramid format	
Module 9	Role of Journalism with special emphasis on its role to educate	04

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	Interpretation • Transmission of values • Development • Entertainment	
Module 10	Principles of Journalism	04
	Objectivity • Accuracy • Without fear or favour • Balance	
Module 11	Difference in writing for the print, television and online journalism	06
Module 12	Jobs in Journalism	04
Module 13	Short Notes	02
	<ul style="list-style-type: none"> • Press Council of India • Audit Bureau of Circulation 	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. Writing and Reporting News by Carole Rich – Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism
4. Introduction to Journalism: Essential Technique – Richard Rudin
5. Introduction to Journalism – Carole Fleming
6. Introduction to Journalism – James Glen Stowall
7. Byline – M. J. Akbar

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Program: B.A.M.M.C (2021-22)				Semester: IV	
Course: INTEGRATED MARKETING COMMUNICATIONS				Course Code: UAMABAMMC 403	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
				25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program • To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program 					
Course Outcomes:					
After completion of the course, learners would be able to:					
<ul style="list-style-type: none"> • To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program • To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program 					
Outline of Syllabus: (per session plan)					
Module	Description				Lectures
1	Introduction to Integrated Marketing Communication				15
2	Elements of IMC - I				15
3	Elements of IMC - II				15
4	Evaluation and Ethics in Marketing Communication				15
	Total				60
PRACTICALS					

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Jivanlal College of Commerce & Economics (AUTONOMOUS)**

Unit	Topic	Lectures
Module 1	Introduction to Integrated Marketing Communication	15
	<ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program 	
Module 2	Elements of IMC - I	15
	<ul style="list-style-type: none"> • Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising • Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign 	
Module 3	Elements of IMC - II	15
	<ul style="list-style-type: none"> • Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR, Managing PR – Planning, implementation, evaluation and 	

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	<p>Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</p> <ul style="list-style-type: none"> • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling 	
Module 4	Evaluation and Ethics in Marketing Communication	15
	<ul style="list-style-type: none"> • Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and Facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulation tests • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet. 	

Suggested Readings

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben
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1. Belch, Michael, Belch, George – Advertising and Promotion: An integrated marketing communications perspective, Tata Mcgraw Hill 2010
2. Clow, Kenneth E; Baack, Donald E – Integrated Advertising Promotion and Marketing Communication, Pearson Edu 2014
3. Duncan, Tom, – Principles of Advertising and IMC, Tata Mcgraw Hill Pub 2006
4. Shah, Kruti; D'Souza, Allan – Advertising and IMC, Tata Mcgraw Hill 2014
5. Shimp, Terence – Advertising and promotion: An IMC Approach, Cengage Learning 2007
6. Dutta, Kirti – Integrated Marketing Communication, Oxford University Press, 2016
7. Gopalakrishnan, P S – Integrated Marketing Communication: Concepts and Cases, ICFAI University Press, 2008

Program: B.A.M.M.C (2021-22)				Semester: IV	
Course: ELECTRONIC MEDIA				Course Code: UAMABAMMC 404	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
4			4	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To acquaint students with the working of two powerful media i.e. radio and television • Practical aspects of production and post-production 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: To acquaint students with the working of two powerful media i.e. radio and television					
CO2: Practical aspects of production and post-production					
Outline of Syllabus: (per session plan)					
Module	Description				Lectures
1	Introduction				06
2	Introduction to sound for both TV & Radio				08
3	Introduction to Visuals				08
4	Introduction to Radio Formats				08
5	Introduction to Television Programming				08
6	Other Requirements				06
7	Broadcast Production				06
8	Adobe Audition				05

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9	Adobe Premiere Pro	05
	Total	15
PRACTICALS		

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Unit	Topic	Lectures
Module 1	Introduction	06
	<ul style="list-style-type: none"> • A Short History of Radio & TV in India • All India Radio • Doordarshan • Prasar Bharti • Contribution of All India Radio • Convergence trends • Community Radio-role and importance • The Satellite and Direct to Home challenge 	
Module 2	Introduction to Sound for both TV & Radio	08
	<ul style="list-style-type: none"> • Types of Sound: Natural, Ambient, Recorded • The Studio Setup • The Sound Equipment: Mixer, Control Panel • Tape Recording • Digital Recording • Outdoor Recording • Types of Microphones • The Editing suite 	
Module 3	Introduction to Visuals	08
	<ul style="list-style-type: none"> • The Power & Influence of Visuals • The Video-camera: types of shots, camera positions, shot sequences, shot length • Lighting: The importance of lighting • Television setup: The TV studio, difference between Studio & on-location shoots 	
Module 4	Introduction to Radio Formats	08
	<ul style="list-style-type: none"> Broad guidelines and classifications • News • Documentary • Feature • Talk Show • Music shows • Radio Drama • Sports broadcasting 	
Module 5	Introduction to Television Programming	08
	<ul style="list-style-type: none"> Broad guidelines and classification • News • Documentary • Feature • Talk Shows • TV serials & soaps • Sports • Reality • Animation 	
Module 6	Other Requirements	06

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	• Story board • Call Sheet • Budget Template	
Module 7	Broadcast Production	06
	• Pre-Production • Production • Post-Production	
Module 8	Adobe Audition	05
	Adobe Audition	
Module 9	Adobe Premiere Pro	05
	Adobe Premiere Pro	

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To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

Program: B.A.M.M.C (2021-2022)				Semester: IV	
Course: INTRODUCTION TO ADVERTISING				Course Code: UAMABAMMC 405	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
				25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To introduce students to the basic steps in advertising • To help students understand the structure of an ad agency and creation of an ad campaign 					
Course Outcomes:					

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After completion of the course, learners would be able to:

CO1: To introduce students to the basic steps in advertising

CO2: To help students understand the structure of an ad agency and creation of an ad campaign

Outline of Syllabus: (per session plan)

Module	Description	Lectures
1	A brief history of Advertising and the current status of Advertising	08
2	The Advertising Agency	10
3	The role of Advertising in the Marketing Mix	08
4	The need for research	08
5	The Advertising Budget	06
6	Hofstede's model	06
7	Social Marketing	06
8	The effect of Advertising on society	08
	Total	46
PRACTICALS		60

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Unit	Topic	Lectures
Module 1	A brief history of Advertising and the current status of Advertising	08
	<ul style="list-style-type: none"> • The basic characteristics of Advertising • The limitations of advertising • Effects of Advertising on the Economy, on Society • The Ethical Issues in Advertising • The criticism of advertising 	
Module 2	The Advertising Agency	10
	<ul style="list-style-type: none"> • Structure of an Ad Agency • The role of an Ad Agency • The various departments of an Ad Agency, Account Planning, Research • Art Dept. (Elements of copy writing and Visualisation-layout) Media Dept. • Production Dept. • The functions of each department (in brief) 	
Module 3	The role of Advertising in the Marketing Mix	08
	<ul style="list-style-type: none"> • The steps involved in creating an Advertising Strategy (The Marketing Brief, Pre-Campaign Research, Copy Brief and Media Brief) • Post Campaign Research 	
Module 4	The need for research	08
	Copy research, pretesting, post testing, concept testing, Product research, Media research	
Module 5	The Advertising Budget	06
	<ul style="list-style-type: none"> • How the Agency earns its income • The relationship between the Client – Agency – Media – Consumers 	
Module 6	Hofstede's model	06

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	The environmental analysis of all foreign countries using Hofstede's model	
Module 7	Social Marketing	06
	Social Marketing	
Module 8	The effect of Advertising on society	08
	<ul style="list-style-type: none"> • Criticism of Advertising • Advertising and Women • Advertising and Children • Advertising and old people • Controversial Advertising • Gender Bias • Advertising and popular culture • Social implication of advertising • The role of advertising on the economy 	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. Contemporary Advertising -London & Britta
2. Advertising – Pearson Education
3. Presentation Zen – Garr Reynolds
4. Zag – Marty Neumeier
5. ReWork – Jason Fried and David H. Hansson
6. Hey, Whipple, Squeeze This: A Guide to Creating Great Ads, Luke Sullivan
7. My Life in Advertising and Scientific Advertising – Claude Hopkins
8. Positioning: The Battle for Your Mind – Ries & Trout
9. Ogilvy on Advertising- David Ogilvy
10. The Tipping Point – Malcolm Gladwell
11. Linchpin: Are You Indispensable? – Seth Godin

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12. Engage: The Complete Guide for Brands and Businesses to Succeed – Brian Solis
13. Made to Stick: Why Some Ideas Survive and Others Die
14. Perfect Pitch: The Art of Selling Ideas- Jon Steel
15. The Paradox of Choice
16. The hidden persuaders -Vance Packard
17. No Logo: Taking Aim at the Brand Bullies- Naomi Klein

Program: B.A.M.M.C (2021-22)				Semester: IV	
Course: THEATRE AND COMMUNICATION				Course Code: UAMABAMMCP46	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutori al (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
2			2	25	75
Learning Objectives:					
<ul style="list-style-type: none"> • To enhance confidence in movement and speech • To strengthen concentration and logical organization of ideas thus developing the power of analytical thinking. • To promote the growth of development of self-awareness, imagination, creative thinking and expression. • To create aesthetic and artistic awareness 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: To enhance confidence in movement and speech					
CO2: To strengthen concentration and logical organization of ideas thus developing the power of analytical thinking.					
CO3: To promote the growth of development of self-awareness, imagination, creative thinking and expression.					
CO4: To create aesthetic and artistic awareness					
Outline of Syllabus: (per session plan)					
Module	Description				Lectures
1	Introduction				06
2	Communication and the Public				06
3	Locales and Spectators				05
4	Theatrical techniques of Communication				06
5	Theatre as self-expression				06

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6	Types of theatrical performances	05
7	Theatre and Society	05
8	Practical Theatre Exercises for Team Building, concentration, acting, movement, voice and speech	06
	Total	45
PRACTICALS		

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Unit	Topic	Lectures
Module 1	Introduction	06
	<ul style="list-style-type: none"> • What is Theatre Arts? • Introduction to the Elements of Theatre. • Brief information about history of Theatre Arts • Greek Theatre • Bharatmuni and his Natyashastra 	
Module 2	Communication and the Public	06
	<ul style="list-style-type: none"> • Orality and Performance: speech, song, dance, visual effects • Entertainment and Information - Jatra, Bahrupiya, Nautanki, • Religion and the Theatrical- Ramleela, Krishna Leela • Theatre as Subversion - Colonial Rule and the Dramatic • Performances Act of 1876 • Theatre as Resistance 	
Module 3	Locales and Spectators	05
	<ul style="list-style-type: none"> • The Marketplace- Commedia dell'arte • The Street Corner- Nukkad Natak • The Mobile Tableaux- Jhaki, processions • The Theatre and its architectonics –Classical Greek, Modern 	
Module 4	Theatrical techniques of Communication	06
	<ul style="list-style-type: none"> • Brecht's Alienation Effect • Dario Fo's Act III • The Mask in Classical Greek Drama • Bibek in the Jatra of Bengal • The Chorus • The Sutradhar • The Vidushak and Shakespeare's Clown • Forms of 'Abhinaya': Vocal, Physical, Soliloquy, Group, Improv 	

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Module 5	Theatre as self-expression	06
	<ul style="list-style-type: none"> • Devising a Message • Writing a Script • Designing a Set • Performing a Scene 	
Module 6	Types of theatrical performances	05
	<ul style="list-style-type: none"> • Experimental • Commercial • Street/Social 	
Module 7	Theatre and Society	05
	<ul style="list-style-type: none"> • Street play and its role in Social Movements • Role of Theatre as a Social Marketing Tool 	
Module 8	Practical Theatre Exercises for Team Building, concentration, acting, movement, voice and speech	06
	<ul style="list-style-type: none"> • Frame Game • Trust Falls • Blind Improv 	

To develop scientific temper and interest by exposure through industrial visits and study/educational tours is recommended in each semester

Suggested Readings

1. Amodio, Mark C. Writing the Oral Tradition: Oral Poetics and Literate Culture in Medieval England , ND University of Notre Dame Press, 2004.
2. Bauman, R. Story, Performance and Event: Contextual Studies of Oral Narrative, Cambridge University Press, 1986.
3. Beardsley, M. C., "Aspects of Orality: A Short Commentary", New Literary History 8,3 Spring 1977.
4. Dundes, A. (ed.), The Study of Folklore, Englewood Cliffs, NJ: Prentice Hall, 1965.
5. Emigh, John. Masked Performance: The Play of Self and Other in Ritual and Theatre, University of Pennsylvania Press, 1996.
6. Graham Ley, A Short Introduction to the Ancient Greek Theater. Revised Edition. Chicago: The University of Chicago Press, 2006.

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7. Hansen, Kathryn. Grounds for Play: The Nautanki Theatre of North India, Berkeley: University of California Press, 1992.
8. Minchin, Elizabeth. Orality, Literacy and Performance in the Ancient World, Brill Academic Publishers, 2011.
9. Thorne Gary, Stage Design: A Practical Guide, Crowood Press, 1999.
10. Schechter Joel Popular Theatre: A Sourcebook, Routledge, 2013.

Date: 19th October, 2020

To,
Member Secretary,
Academic Council,
Mithibai College (Autonomous),
Vile Parle- West

Subject: Agenda for Academic Council meeting scheduled on _____

Dear Member Secretary,

Kindly include the following agenda for the meeting of Academic Council scheduled for 27th October, 2020.

(Example- Agenda items to be in brief statements)

- i) To approve the format for submission of agenda, notes thereto and curriculum to Academic council
- ii) To confirm/ approve syllabus for _____
- iii) To confirm/ approve-----

Thanking you,

Yours Sincerely,
Head of _____

Recommended by :

Vice-Principal

and Approved by:

I/C Principal

DEPARTMENT OF _____

BOARD OF STUDIES – MEETING

Date - _____ 2020

Time: 2:00 PM

Online on MS Teams

AGENDA

- 1)
- 2)
- 3)
- 4)

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Jivanlal College of Commerce & Economics (AUTONOMOUS)**

RESOLUTION

At the online Board of Studies - _____ meeting held on _____ at _____ on MS Teams, it was resolved that –

- 1)
- 2)
- 3)
- 4)

S.No.	BOS Members	Signature
1	_____ – Chairperson	
2	Two subject experts outside the parent University: a) b)	
3	Vice-Chancellor -University of Mumbai nominee a)	
4	Representative from Industry a)	
5	Post-graduate meritorious alumnus a)	
6	Members of same faculty - a) b)	
7	Member appointed by Management a)	
8	Faculty members a) b) c) d)	

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MINUTES OF MEETING

S.No.	Agenda Item	Discussion
1.		
2.		
3.		
4.	Any other matter:	