



Malad Kandivli Education Society's  
**NAGINDAS KHANDWALA COLLEGE**  
 OF COMMERCE, ARTS & MANAGEMENT STUDIES  
 AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3<sup>rd</sup> cycle) by NAAC with 'A' Grade)  
 ISO 9001 : 2015 Certified

Autonomous (2016-17)

Educational Excellence Award By Indus Foundation, U.S.A.  
 IMC Ramkrishna Bajaj National Quality Commendation Certificate

Providing Syllabus copy of the courses highlighting the focus on employability/  
 entrepreneurship/ skill development along with their course outcomes.

Sr. No.	Courses	2016-17	2017-18	2018-19	2019-20	2020-21	Total
1	Bachelor of Commerce (B.COM)	✓	✓	✓	✓	✓	5
2	Bachelor of Arts (B.A)	✓	✓	✓	✓	✓	5
3	Bachelor in Management Studies- (BMS)	✓	✓	✓	✓	✓	5
4	Bachelor of Commerce (Accounts and Finance)- BAF	✓	✓	✓	✓	✓	5
5	Bachelor of Commerce (Banking and Insurance)-BBI	✓	✓	✓	✓	✓	5
6	Bachelor of Commerce (Financial Markets)- BFM	✓	✓	✓	✓	✓	5
7	Bachelor of Science - Information Technology (B.Sc IT)	✓	✓	✓	✓	✓	5
8	Bachelor of Science- Computer Science(B.Sc CS)	✓	✓	✓	✓	✓	5
9	Bachelor of Arts- Multimedia and Mass Communication (B.A.MMC)	✓	✓	✓	✓	✓	5
10	Bachelor of Management Studies- Sports Management (BMS-SM)	X	X	✓	✓	✓	3
11	B. Com. Honours in Actuarial Studies	X	X	X	✓	✓	2
12	B.A. Honours in Apparel Design and Construction	X	X	X	✓	✓	2
13	B. Com. Honours in International Accounting	X	X	X	✓	✓	2
14	Bachelor of Management Studies- E commerce operations	X	X	X	X	✓	1
15	B.Sc. (Honours) in Integrative Nutrition & Dietetics	X	X	X	X	✓	1
16	BBA in Tourism and Travel Management	X	X	X	X	✓	1
17	B.Sc. in Interior Design	X	X	X	X	✓	1
18	Master Of Commerce-(M.COM)- Accountancy	✓	✓	✓	✓	✓	5
19	Master Of Commerce-(M.COM)- Management	✓	✓	✓	✓	✓	5
20	Master of Arts (Economics)	✓	✓	✓	✓	✓	5
21	Master of Arts (Geography)	✓	✓	✓	✓	✓	5
22	Master of Arts (Psychology)	X	X	X	✓	✓	2
23	Master of Science (Information Technology) (M.Sc IT)	✓	✓	✓	✓	✓	5
24	Master's Degree - Sports Management (MSM)	X	X	✓	✓	✓	3
25	Master of Science (Geo-informatics) (M.Sc GeoInformatics)	X	X	X	X	✓	1
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*Moushumi Datta*

Prof. (Dr.) Moushumi Datta  
 I/c. Principal

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**First Year**

**Semester I**

**Effective Communication Skills- I**

**Course Code: 2011UMCEC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

  
**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAL (W), MUMBAI - 400 084**

Syllabus of Course of BAMMC Program at Semester I

**Ability Enhancement Compulsory Course  
Effective Communication Skills-I**

**Objectives:**

- To understand the fundamental approaches to interpersonal, public, and organizational communication.
- Analyse communication problems effectively, and propose potentially effective responses in interpersonal/intercultural, organizational, political or social context.
- To describe principles of effective audience-based strategies for public speaking and perform effective persuasive, informative speeches.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

CO 1: Understand the Process of Communication. (Understanding)

CO2: Demonstrate a familiarity in Note taking, Letter - writing. (Understanding)

CO3: Recognize the Process of Transition ((Understanding)

CO4: Acquire skills of Public – Speaking and Anchoring. (Knowledge)

CO5: Write messages to suit Target Audience (Apply)

CO 6: Apply Translation skills (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	<b>The concept of communication</b> <ul style="list-style-type: none"><li>• 7 C's of Communication</li><li>• Barriers to communication</li><li>• Channels of Communication</li><li>• Objectives of Communication</li></ul>	10
2	<b>Communication Skills</b>	10

	<ul style="list-style-type: none"> <li>• Virtues of Listening – Listening is not hearing, Types of listening, Barriers to listening, Fundamentals of good listening.</li> <li>• Types of reading; Recognizing aspects of language Types of reading; Recognizing aspects of language particularly in media.</li> <li>• Oral Communication - Anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates. <b>(Employability)</b></li> <li>• Types of thinking (rational and logical)-Errors in thinking, Partialism, Time scale, Egocentricity, Prejudices, Adversary Thinking, Extremes</li> </ul>	
3	<b>Writing (Employability)</b>	10
	<ul style="list-style-type: none"> <li>• Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing</li> <li>• Introduction to feature writing</li> <li>• Introduction to feature writing</li> <li>• Editing</li> <li>• Summarisation</li> </ul>	
4	<b>Group Discussion &amp; Interview</b>	10
	<ul style="list-style-type: none"> <li>• Ingredients of Group discussion</li> <li>• Role of leadership in group discussion</li> <li>• Types of Interview</li> <li>• Steps involved in Interviewing process</li> </ul>	
5	<b>Views of Translation &amp; Processing in Translation (Employability)</b>	
	<ul style="list-style-type: none"> <li>• External view of translation – Textual reliability, The Translator’s reliability, Timeliness, Cost, Trade-offs.</li> <li>• Internal view of translation – Translator as a learner, Translator’s memory, Representational and Procedural memory, Intellectual and Emotional Memory, Context,</li> </ul>	

	<p>Relevance, Multiple Encoding.</p> <ul style="list-style-type: none"> <li>The translator's Learning Styles: Context, Field – Dependent/ Independent, Flexible/ Structural Environment, Independence/ Dependence/Interdependence, Relationship/ Content Driven.</li> </ul>	
6	<b>Processing in Transition</b>	10
	<ul style="list-style-type: none"> <li>Input and Processing: Input – Visual, Auditory and Kinetic; Processing – Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings), the process of translation: The shuttle Experience, Charles Sanders Pierce on Instinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention.</li> </ul>	

Reference Books	
<b>Effective Communication Skills 1</b>	
<ul style="list-style-type: none"> <li><i>Soft Skills – An Integrated Approach to Maximise Personality – Gajendra Singh Chauhan and Sangeeta Sharma</i></li> <li><i>Word Power Made Easy – Norman Lewis</i></li> <li><i>Business Communication - Rhoda A.Doctor and AspiH.Doctor</i></li> <li><i>Communication Skills in English – Aspi Doctor</i></li> <li><i>Teaching Thinking - Edward De Bono</i></li> <li><i>De Bono's Thinking Course – Edward De Bono</i></li> <li><i>The Mind Map Book – Buzan Tony</i></li> <li><i>Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas</i></li> <li><i>Robinson</i></li> <li><i>A Textbook of Translation - by Peter Newmark, Newmark</i></li> </ul>	

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MALAD (W), MUMBAI - 400 664

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**First Year**

**Semester I**

**Introduction to Economics**

**Course Code: 2014UMCIE**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

  
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Syllabus of Course of BAMMC Program at Semester I

**Core Course**  
**Introduction to Economics**

**Objectives:**

- To introduce to the learner's major events that impacted the world they live in.
- To sensitise learners to human rights violations and the need to address human rights demands.
- To create an understanding of the role mass media played in recording events
- To appreciate the power of new media in fuelling movements

**Course Outcomes**

**After the completion of the course the Learner will be able to:**

CO1: Recognize the multi-faceted role media played in historical milestones and in changing power equations. (Understanding)

CO2: Demonstrate a deeper appreciation of media tools and role of photojournalists in the making and recording of history and apply this knowledge in the understanding of current trends. (Understanding)

CO3: Analyze the causes and impact of historical events and Human Rights Violations. (Analyze)

CO4: Evaluate important socio-environmental movements powered by people and understand its implications. (Analyze)

CO5: Apply a critical approach for designing solutions to Socio-Political and Environmental Issues (Apply)

CO6: Inculcate sound values from Modern Indian Leaders. (Synthesize).

Sr. No.	Modules / Units	No. of Lectures
	<b>Micro Economics</b>	
<b>1</b>	<b>Nature and Scope of micro economics</b>	<b>6</b>
	<ul style="list-style-type: none"><li>• Meaning</li><li>• Nature</li><li>• Scope</li><li>• Significance</li><li>• Limitations</li><li>• Positive and normative economics with the help of examples from problems in media industry</li><li>• Basic concepts in economics- scarcity and welfare</li></ul>	
<b>2</b>	<b>Demand-Supply analysis</b>	<b>6</b>

	<ul style="list-style-type: none"> <li>○ Marshal's Approach and Equi-Marginal utility with the help of media related examples.</li> <li>○ Law of Demand <ul style="list-style-type: none"> <li>- Determinants of Demand</li> <li>- Advertising Elasticity of Demand</li> </ul> </li> <li>● Law of Supply <ul style="list-style-type: none"> <li>- Determinants of Supply</li> </ul> </li> <li>● Effects of Demand and Supply on Advertising</li> </ul>	
<b>3</b>	<b>Cost Concept</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>○ Types of Costs <ul style="list-style-type: none"> <li>- Total</li> <li>- Fixed</li> <li>- Variable</li> <li>- Marginal</li> <li>- Average</li> <li>- Opportunity</li> <li>- Social and Private</li> <li>- Explicit and Implicit Costs</li> </ul> </li> <li>● Numerical for calculation of Total, Average and Marginal Costs</li> <li>● Revenue and Break-Even Analysis <ul style="list-style-type: none"> <li>- Short run and long run</li> </ul> </li> <li>● Economies and Diseconomies of scale <ul style="list-style-type: none"> <li>- Scope</li> <li>- International Economies with the help of examples from Print and visual media</li> </ul> </li> </ul>	
<b>4</b>	<b>Revenue &amp; Firm</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Total Revenue</li> <li>● Average Revenue</li> <li>● Marginal Revenue and their relationship.</li> <li>● Nature of Firm: The firm as an agent of Production</li> <li>● Organising Economic Activity by a Firm <ul style="list-style-type: none"> <li>- Market Coordination Vs. Managerial Coordination</li> <li>- Objectives of a Firm</li> <li>- Effects of advertising spending on firm value</li> </ul> </li> </ul>	
	<b>Macro Economics</b>	
<b>5</b>	<b>Meaning and Scope of macro economics</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>○ National Income concepts <ul style="list-style-type: none"> <li>- GNP</li> <li>- GDP</li> <li>- NNP</li> <li>- NDP</li> <li>- Per capita Income</li> </ul> </li> <li>● Circular flow of income</li> <li>● Trade Cycle <ul style="list-style-type: none"> <li>- Features</li> <li>- Phases with the help of examples from growth of media</li> </ul> </li> </ul>	



	industry.	
<b>6</b>	<b>Money, Inflation and Deflation</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>○ Meaning</li> <li>○ Functions of money</li> <li>○ Money Supply Constituents</li> <li>○ Velocity of circulation of money</li> <li>○ RBIs approach to money supply</li> <li>○ Demand for money</li> <li>○ Inflation <ul style="list-style-type: none"> <li>- Meaning</li> <li>- Causes</li> <li>- Effects</li> <li>- Measures to control inflation</li> </ul> </li> <li>● Concept of Deflation</li> <li>● Commercial Banks</li> <li>● Central Bank and Monetary Policy</li> </ul>	
<b>7</b>	<b>Brief understanding of Government and Indian Economy</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>○ Fiscal policy <ul style="list-style-type: none"> <li>- sources of public revenue</li> <li>- areas of public expenditure</li> </ul> </li> <li>○ Union Budget – Social Expenditure</li> <li>○ Millennium Development goals.</li> <li>○ Structure of the Indian Economy (Growth of media and entertainment as a service industry and macro-economic scenario)</li> </ul>	
<b>8</b>	<b>Demonetisation</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>○ Meaning</li> <li>○ Features</li> <li>○ Effects of Demonetisation in the Indian Economy</li> <li>○ Impact of Demonetisation on Media and Entertainment Industry</li> </ul>	
<b>9</b>	<b>Goods and Service Tax (Employability)</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>○ Meaning and Concept</li> <li>○ Benefits</li> <li>○ Different types of GST</li> <li>○ GST History</li> <li>○ Impact of GST on Media and Entertainment Industry- <ul style="list-style-type: none"> <li>○ Exhibition of Movies</li> <li>○ Films Distribution</li> <li>○ Services rendered by Artists and other technicians</li> <li>○ Sponsorship and Brand Promotion</li> <li>○ Advertisement</li> </ul> </li> </ul>	
<b>10</b>	<b>Introduction to external sector</b>	<b>6</b>


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	<ul style="list-style-type: none"> <li>○ Balance of payments</li> <li>○ Exchange rate</li> <li>○ Trade policy-free trade and protectionism –</li> <li>○ FDI (With special reference to FDI in Indian media and entertainment industry)-</li> <li>○ FII (with special reference to investment opportunities in Indian media industry)-</li> <li>○ World Institutions <ul style="list-style-type: none"> <li>- IMF</li> <li>- World Bank</li> <li>- WTO (with special reference to media related intellectual property rights) - India in a globalized world.</li> </ul> </li> </ul>	
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<b>References (Suggested Readings)</b>
<b>Introduction to Economics</b>
<ul style="list-style-type: none"> <li>● H L Ahuja: (2017) Advanced Economic Theory, S Chand and Company Limited</li> <li>● Rajkumar Venkatesan: (2011) Design of Price and Advertising Elasticity Models, Darden Business Publishing</li> <li>● <a href="http://cassmba7.weebly.com/short-run.html">http://cassmba7.weebly.com/short-run.html</a></li> <li>● Amit Joshi &amp; Dominique M. Hanssens: (2009) The Direct and Indirect Effects of Advertising Spending on Firm Value, Journal of Marketing</li> <li>● <a href="http://cassmba7.weebly.com/long-run.html">http://cassmba7.weebly.com/long-run.html</a></li> <li>● H L Ahuja: (2017) Macroeconomics Theory and Policy, S Chand and Company Limited</li> <li>● DimpalVij: (2018) Demonetisation: Effects on Indian Economy, Research Gate</li> <li>● Dharmendra Kumar &amp; Aman Vats: (2018) Demonetisation Impact: Media, Entertainment, Animation and Visual Effects Industry, Research Gate</li> <li>● <a href="https://www.bankbazaar.com/tax/gst.html">https://www.bankbazaar.com/tax/gst.html</a></li> <li>● <a href="https://cleartax.in/s/media-entertainment-taxation-gst">https://cleartax.in/s/media-entertainment-taxation-gst</a></li> </ul>

  
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**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**First Year**

**Semester I**

**Introduction to Computers**

**Course Code: 2016UMCIC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

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Syllabus of Course of BAMMC Program at Semester I

**Discipline Specific Compulsory Course  
Introduction to Computers**

**Objectives:**

- To make student understand the importance of computer in the mass media industry.
- To make student understand Office Suite.
- To give basic knowledge for designing.

**Course Outcomes: -**

After the completion of the course the Learner will be able to:

- CO 1: Understand Computer Fundamentals and operating of computers (Understanding)  
 CO2: Familiarize operating systems, peripheral devices, networking, multimedia and internet (Understanding)  
 CO3: Familiarize with Graphic Design, Vector and Raster Images (Understanding)  
 CO4: Acquire skills of PPT Presentation, Image Editing, and Graphic Designing. (Knowledge)  
 CO5: Can able to make Advertising, Posters, Pamphlets (Apply)  
 CO6: Able to design logos (Apply)

Sr. No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	<b>Computer Basics</b>	10
	<ul style="list-style-type: none"> <li>• Basic Structure and Functioning of Computer System.</li> <li>• Memory and its types.</li> <li>• Operating System and File Management (Understanding Disk Partitioning and keyboard shortcuts).</li> <li>• Introduction to Internet and Networking (Types of Networks, Internet and Intranet, Importance of Internet and Network in Media organization, Effect of Internet on Journalism).</li> <li>• Client-Server Architecture (Understanding the working of Social Media Websites).</li> </ul>	
2	<b>Microsoft Office</b>	10
	<ul style="list-style-type: none"> <li>• Advanced MS Word Basics (tracking changes, macros, forms, using templates, mail merge).</li> <li>• Advanced Excel:(manage huge database, conditional formatting, pivot chart &amp; table Essential &amp; Advanced functions (Formulas), filtering data, representing data in different graphical format).</li> <li>• Advanced MS PowerPoint: (link heavy media, selecting the theme &amp; layout Types of presentation modes,animation,</li> </ul>	



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	Interactive presentation).	
3	<b>Understanding desktop publishing for print industry</b>	10
	<ul style="list-style-type: none"> <li>• Colour models: RGB and CMYK.</li> <li>• Composition of photographs for printing: halftone screens, colour and gray scale. (Raster and Vector images)</li> <li>• Resolution for photographs for printing.</li> <li>• File formats for printing.</li> <li>• Pre-press (desktop publishing) and Print (press) processes. Formats of publication and business of publication production.</li> </ul>	
4	<b>Introduction to Designing and Photoshop</b>	10
	<ul style="list-style-type: none"> <li>• Introduction to Designing.</li> <li>• Adobe Photoshop- Working with Image.</li> <li>• Giving effects to image.</li> <li>• Cropping and resizing images.</li> <li>• Masking, working with layers. Preparing images for the web</li> </ul>	
5	<b>Introduction to Page Layout (InDesign)</b>	10
	<ul style="list-style-type: none"> <li>• Introduction to tools.</li> <li>• Creative page layouts in different media (flyers, brochures, books, newspapers, etc.).</li> <li>• Basics of newspaper layout, folds.</li> <li>• Importance of placement of news above and below the fold.</li> <li>• Preparing a dummy newspaper.</li> </ul>	
6	<b>Introduction to CorelDraw</b>	10
	<ul style="list-style-type: none"> <li>• Corel Draw Terminology and Concepts.</li> <li>• Drawing Ellipses, Circles, Arcs, and PieShapes.</li> <li>• Drawing Lines in CorelDraw.</li> <li>• Drawing Rectangles, Squares, Polygons and Stars.</li> <li>• Cloning objects. Applying colour and tone effects.</li> </ul>	

#### References (Suggested Reading)

##### Introduction to Computers

- Microsoft Office 365 and Office 2016, Shelly Cashman, 1<sup>st</sup> edition, 2016.
- Adobe Photoshop CS6 Classroom in a book, Sandee, 1<sup>st</sup> edition, 2012.
- Adobe CorelDraw Classroom in a book, 1<sup>st</sup> edition, 2013.
- Photoshop Savvy: By Dream Tech 5. Classroom in a book: Tech Media CS2 Bible: Tech Media.



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**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**First Year**

**Semester I**

**Mass Communication**

**Course Code: 2012UMCMC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

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Syllabus of Course of BAMMC Program at Semester I

**Core Course**  
**Mass Communication**

**Objectives:**

- To Understand what mass communication is and understand basic factors affecting mass communication and mass media;
- To develop an understanding of the mutual impact of Mass media and society and this influence on media presentation and design.
- To improve the ability of analytical and critical thinking skills concerning the mass media and mass media messages;
- To develop skills to translate mass messages, developed through reading and writing assignments and class discussions.
- To appreciate the oratory skills of great communicators

**Course Outcomes:**

**After the completion of the course the Learner will be able to:**

CO1: Student will know how to use mass media for communication and able to use new technologies (Understanding) **(Employability)**

CO2: Identify effects of technology on existing messages (Understanding)

CO3: Identify economic and cultural influences affecting mass media messages. (Understanding)

CO4: Appreciate Multi-Culturalism and Diversity. (Understanding)

CO5: Analyze and discuss media message content with reference to Global Culture and needs of Women and Children. (Analyse)

Sr. No.	Modules / Units	No. of Lectures
1	<b>Mass Communication</b>	15
	<ul style="list-style-type: none"><li>• Meaning and need for Mass Communication</li><li>• Forms of Communication: Intra Personal Communication, Interpersonal Communication,</li><li>• Group Communication, Public Communication, Mass Communication: Electronic, Satellite,</li><li>• Interactive, Digital Communication etc.</li><li>• Elements and process of communication</li><li>• Models of Mass Communication: Gerber's Model,</li></ul>	

	<p>Sociological Model, Gatekeeping Model.</p> <ul style="list-style-type: none"> <li>• Defleur's Model of the Taste-differentiated Audience Model, Hub Model</li> <li>• Functions of Mass Communication</li> <li>• Barriers of Mass Communication</li> </ul>	
<b>2</b>	<b>Impact of Mass Media</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Introduction to Mass Media.</li> <li>• Content and Nature of Mass Media, Impact &amp; Influence of Mass Media – The Indian Context: reach, access and nature of audience.</li> <li>• Differentiate between Mass Communication &amp; Mass Media.</li> <li>• Means &amp; Tools of Mass Communication:             <ol style="list-style-type: none"> <li>1. Traditional and ; Folk Media: Types, importance of traditional media</li> <li>2. Print: Books, Newspapers, Magazines</li> <li>3. Broadcast: Television, Radio</li> <li>4. Films</li> <li>5. Internet</li> <li>6. Advertising, Public Relations</li> <li>7. Other outdoor media</li> </ol> </li> </ul>	
<b>3</b>	<b>Mass Communicators</b>	<b>10</b>
	Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)	
<b>4</b>	<b>The New Mass Media</b>	<b>10</b>



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	<ul style="list-style-type: none"> <li>• Media Convergence: conceptual framework, technological dimension, economic dimension, Socio-cultural dimension and its implications to 'Mass Communication'.</li> <li>• Developments in the Economy, Society, and Culture and its impact on current communication media.</li> <li>• Introduce key terms such as "information economy" and "information society", "Digital," "multimedia convergence", "information superhighway", "channel abundance" and "interactivity."</li> <li>• Impact of social media on Mass Communication</li> </ul>	
5	<b>Impact of Mass Media on Society</b>	10
	<ul style="list-style-type: none"> <li>• Education</li> <li>• Children</li> <li>• Women</li> <li>• Culture</li> <li>• Youth</li> <li>• Development</li> </ul>	

#### Reference Books

##### Mass Communication

- *Mass Communication Theory: Denis Mcquail*
- *Mass Communication: Rowland Lorimer*
- *The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education)*
- *Mass Communication Effects: Joseph Klapper*
- *Mass Communication & Development: Dr. Baldev Raj Gupta*
- *Mass Communication in India: Keval J Kumar*
- *Mass Communication Journalism in India: D S Mehta*
- *The Story of Mass Communication: Gurmeet Singh*
- *Towards a Sociology of Mass Communication: Denis Mcquail*
- *Perspective Human Communication: Aubrey B Fisher.*
- *Communication Technology & Development: I P Tiwari*
- *The Process of Communication: David K Berlo*
- *Cinema & Television: Jacques Hermabon & Kumar Shahan*
- *Mass Media Today: Subir Ghosh*
- *You & Media: Mass Communication & Society: David Clark*
- *Mass Culture, Language & arts in India: Mahadev L Apte*
- *The Communication Revolution: Narayana Menon*
- *Communication Facts & Ideas in Business: L. Brown (Prentice Hall)*
- *Introduction to Communication Studies: John Fiske*
- *India's Communication Revolution: ArvindSinghal and Everett Rogers*

- *Many Voices One World: Report of the McBride Commission*
- *Here's the News: Paul de Maesener*
- *The Myth of Mass Culture: Alan Swing wood*
- *Communication: C.S. Rayadu, (Himalaya Publishing House, Mumbai)*
- *Communication-concepts & Process: Joseph A Devito* 26. *Lectures on Mass Communication: S Ganesh.*



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ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064**

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**First Year**

**Semester II**

**Effective Communication Skills-II**

**Course Code: 2021UMCEC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

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**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BAMMC Program at Semester II

**Ability Enhancement Compulsory Course  
Effective Communication Skills-II**

**Objectives:**

- To understand fundamental approaches to interpersonal, public, and organizational communication.
- To analyse communication problems effectively, and propose potentially effective responses in interpersonal/intercultural, organizational, political or social context.
- To describe principles of effective audience-based strategies for public speaking and perform effective persuasive, informative speeches.

**Course Outcomes: -**

After the completion of the course the Learner will be able to:

- CO 1 Understand fundamental approaches to interpersonal, public, and organizational communication. (Understand)
- CO 2 Recognize opportunities in the field of media like Editing, Copywriting, Reporting and Translation (Understand)
- CO 3 Write business letters using the right format to suit requirements (Apply)
- CO 4 Identify key elements and summarise information logically and with clarity (Apply)
- CO 5 Interpret statistical data for conversion into report (Analyse)
- CO 6 Translate newspaper articles and create original jingles and taglines (Create)

Sr.No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	<b>Editing</b>	10
	<ul style="list-style-type: none"> <li>• Principles of editing (Punctuation, Substitution of words, Restructuring 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.</li> </ul>	
2	<b>Summarization</b>	5
	<ul style="list-style-type: none"> <li>• 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.</li> </ul>	
3	<b>Interpretation of technical data</b>	10
	<ul style="list-style-type: none"> <li>• Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them.</li> </ul>	
4	<b>Letter writing</b>	5

	<ul style="list-style-type: none"> <li>• Business Correspondence, Trade letters, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor.</li> </ul>	
5	<b>Copywriting</b>	10
	<ul style="list-style-type: none"> <li>• Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)</li> </ul>	
6	<b>Report writing</b>	10
	<ul style="list-style-type: none"> <li>▣ General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news)</li> </ul>	
7	<b>Types of translation and Practical Exercises:</b>	10
	<ul style="list-style-type: none"> <li>▣ Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.</li> </ul>	

<b>Reference Books</b>
<b>Effective Communication Skills – II</b>
<ul style="list-style-type: none"> <li>• <i>Business Communication - Rhoda A. Doctor and Aspi H. Doctor</i></li> <li>• <i>Communication Skills in English – Aspi Doctor</i></li> <li>• <i>Teaching Thinking - Edward De Bono</i></li> <li>• <i>De Bono's Thinking Course – Edward De Bono</i></li> <li>• <i>Serious Creativity – Edward De Bono</i></li> <li>• <i>The Mind Map Book – Buzan Tony</i></li> <li>• <i>Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson</i></li> <li>• <i>A Textbook of Translation - by Peter Newmark, Newmark</i></li> </ul>



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MALAD (W), MUMBAI - 400 064

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**First Year**

**Semester II**

**Principles of Marketing**

**Course Code: 2024UMCPMK**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 084**

Syllabus of Course of BAMMC Program at Semester II

**Core Course  
Principles of Marketing**

**Objectives:**

- To introduce learners with the marketing concepts and understand its importance.
- To understand the various environmental factors that affects the market.
- To acquaint learners with the modern trends in marketing.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

- CO1: Understanding the concepts of marketing. (Understanding)  
 CO2: Identify the impact of marketing on brands. (Understanding)  
 CO3: Apply the various theoretical concepts through case studies. (Apply)  
 CO4: Demonstrate Consumer Buying Behaviour (Apply)  
 CO5: Develop marketing plan for products through assignments. (Create)  
 CO6: Evaluate marketing decisions and initiatives. (Evaluate)

Sr. No.	Modules / Units <b>(This entire course caters to employability and entrepreneurship)</b>	No. of Lectures
1	<b>Market and Market Structure</b> <ul style="list-style-type: none"> <li>• Meaning of Market</li> <li>• Classifications of Market Structures with the help of examples from Advertising                             <ul style="list-style-type: none"> <li>- Perfect Competition</li> <li>- Monopolistic Competition</li> <li>- Monopoly Conditions</li> <li>- Oligopoly Competitions</li> </ul> </li> </ul> (To be taught using Indian Case Studies where ever applicable)	7
2	<b>Marketing – An Overview:</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Meaning and Definition of Marketing</li> <li>• Origin of Marketing</li> <li>• Scope of Marketing</li> <li>• Importance of Marketing</li> <li>• Functions of Marketing</li> <li>• Difference between Marketing and Selling</li> <li>• SWOT</li> <li>• PEST, Internal Environment and External Environment of the Organization                             <ul style="list-style-type: none"> <li>- Need and Importance</li> </ul> </li> </ul> (To be taught using Indian Case Studies where ever applicable)	7
3	<b>Introduction to Consumer Behaviour</b>	7



**PRINCIPAL**

	<ul style="list-style-type: none"> <li>• Meaning</li> <li>• Features</li> <li>• Characteristics affecting Consumer Behaviour</li> <li>• Types of Buying Decision Behaviour</li> <li>• Buyer Decision Process- Stages in the Adoption Process</li> <li>• Theory of Diffusion of Innovation</li> </ul> <p>(To be taught using Indian Case Studies where ever applicable)</p>	
3	<b>Developing the concept of marketing mix</b>	6
	<ul style="list-style-type: none"> <li>• Managing the product types of consumer and industrial products</li> <li>• Product related decisions <ul style="list-style-type: none"> <li>- product line</li> <li>- product mix</li> <li>- product life cycle (PLC)</li> <li>- new product development</li> <li>- branding and packaging decisions</li> </ul> </li> </ul> <p>(To be taught using Indian Case Studies where ever applicable)</p>	
4	<b>New product strategies</b>	3
	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Market entry</li> <li>• Product line extension</li> </ul> <p>(To be taught using Indian Case Studies where ever applicable)</p>	
5	<b>Pricing strategies &amp; methods</b>	6
	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Price and its Determinants</li> <li>• Objectives of Pricing Decisions</li> <li>• Factors Affecting Pricing Decisions</li> <li>• Pricing Policies and Strategies</li> <li>• Pricing Methods</li> <li>• Effect of Advertising on Pricing</li> </ul> <p>(To be taught using Indian Case Studies where ever applicable)</p>	
6	<b>Integrated Marketing Communication</b>	6
	<ul style="list-style-type: none"> <li>• Factors contributing to the growth of IMC</li> <li>• Marketing Communications and Promotions</li> <li>• Marketing communication Process</li> <li>• Promotion Mix</li> <li>• IMC planning Process</li> </ul> <p>(To be taught using Indian Case Studies where ever applicable)</p>	
7	<b>Market Segmentation</b>	4
	<ul style="list-style-type: none"> <li>• Bases for market segmentation of consumer goods, Industrial goods and services</li> <li>• Market Targeting</li> </ul>	



	<ul style="list-style-type: none"> <li>Positioning strategies</li> </ul> (To be taught using Indian Case Studies where ever applicable)	
8	<b>Recent Trends in Marketing</b> <ul style="list-style-type: none"> <li>Introduction</li> <li>E-commerce</li> <li>E-marketing</li> <li>E-Retailing</li> <li>Relationship marketing</li> <li>Mobile marketing</li> <li>Green marketing</li> <li>Neuro marketing</li> <li>Modern Digital Marketing Trends             <ul style="list-style-type: none"> <li>Social Media Marketing</li> <li>Chat bots</li> <li>Live Videos and Ephemeral Content</li> <li>Content Marketing</li> </ul> </li> </ul> (To be taught using Indian Case Studies where ever applicable)	7

#### References (Suggested Reading)

##### Principles of Marketing

- Marketing Management – Kotler, Philip; Prentice Hall of India Publications, New Delhi.
- Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.
- Marketing Management Strategy and Cases – Dalyrample, J.D. and Parson, J.L.; John Wiley and Sons.
- Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.
- Marketing Management - A South Asian Perspective by Philip Kotler & Kevin Lane Keller, 15th Edition
- The Economic Analysis of Advertising- Bagwell, Kyle
- Advanced Economic Theory, Ahuja, H.L., S Chand and Company Limited, 21<sup>st</sup> Edition
- <https://digitalmarketinginstitute.com/blog/8-digital-marketing-trends-to-watch-out-for-in-2019>
- <http://cassmba7.weebly.com/key-impacts.html>

**Nagindas Khandwala College  
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**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**First Year**

**Semester II**

**Principles of Management**

**Course Code: 2025UMCPMG**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

  
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ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
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MALAD (W), MUMBAI - 400 084**

Syllabus of Course of BAMMC Program at Semester II

**Core Course**  
**Principles of Management**

**Objectives:**

- To understand the fundamental concepts in Management.
- To demonstrate the importance of working with teams.
- To understand the recent trends in modern international management.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Describe the theory of management and recognize managerial functions, manager's role in an organization (Understanding)

CO2: Describe the types of organizational structures managers can design and explain why they choose one structure over another (Understanding)

CO3: Appreciate the contributions of management gurus (Understanding)

CO4: Identify the traits, dimensions, and styles of effective leaders. (Understanding)

CO5: Demonstrate effective application of concepts, tools and techniques to practical situations for diagnosing and solving organisational problems. (Apply)

CO6: Demonstrate capability of making their own decisions in dynamic business landscape. (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	<b>Management</b> <ul style="list-style-type: none"><li>• Concept, Nature, Process &amp; Significance. An overview of functional areas of management &amp; managerial roles</li><li>• Contribution of Management Thinkers: F.W. Taylor, Henri Fayol, Elton Mayo, Edward de Bono, Porter (Five forces)</li></ul> (To be taught using Indian Case Studies where ever applicable)	12
2	<b>Functions of Management</b> <ul style="list-style-type: none"><li>• Planning</li><li>• Organizing</li><li>• Staffing</li><li>• Directing</li><li>• Controlling</li><li>• Reporting &amp;</li><li>• Budgeting</li></ul> (To be taught using Indian Case Studies where ever applicable)	12
3	<b>Strategic Management</b>	12

	<ul style="list-style-type: none"> <li>• Strategy: Meaning of strategy, factors affecting choice of strategy, types of strategies, process</li> <li>• Corporate Portfolio Analysis: BCG, GE, Hofer's matrix (to be taught with reference to companies and organizations in media industry)</li> </ul> (To be taught using Indian Case Studies where ever applicable)	
4	<b>Recent Trends in Management</b>	12
	<ul style="list-style-type: none"> <li>• Social Responsibility of Management</li> <li>• Management of Change,</li> <li>• Management of Crisis,</li> <li>• Total Quality Management,</li> <li>• International Management</li> <li>• Corporate Social Responsibility</li> </ul> (To be taught using Indian Case Studies where ever applicable)	
5	<b>Personal Management (Employability)</b>	12
	<ul style="list-style-type: none"> <li>• Decision making</li> <li>• Time management</li> <li>• Stress management</li> <li>• Groups and team management             <ul style="list-style-type: none"> <li>- Leadership</li> <li>- Chanakya on Leadership &amp; Team Work</li> </ul> </li> </ul> (To be taught using Indian Case Studies where ever applicable)	

Reference Books	
<b>Principles of Management</b>	
<ul style="list-style-type: none"> <li>• <i>Essentials of Management</i> Koontz H &amp; W McGraw Hill, New York</li> <li>• <i>Principles of Management</i> Ramaswamy Himayala, Mumbai</li> <li>• <i>Management Concept and Practice</i> Hannagain T. McMillan, Delhi</li> <li>• <i>Basic Managerial Skills for All</i> McGrath, E.H. Prentice Hall of India</li> <li>• <i>Management - Text &amp; Cases</i> VSP Rao Excel Books, Delhi</li> <li>• <i>Essentials of Management</i> Massie Joseph Prentice Hall of India</li> <li>• <i>Management: Principles &amp; Guidelines</i> Thomas N. Duening; John Ivancevich</li> <li>• <i>Management Concepts and OB</i> P.S. Rao &amp; N.V. Shah Ajab Pustakalaya</li> <li>• <i>Management Concepts and Strategies</i> J S Chandran Vikas Publishing House</li> <li>• <i>Principles of Management</i> Tripathi P.C. Tata McGraw Hill</li> <li>• <i>Principles of Management: Theory and Practice</i> Sarangi S K V M P Publishers</li> <li>• <i>Principles of Management</i> Terry G R AITBS</li> <li>• <i>The Practice of Management: A Study of the Most Important Function in American Society</i>: Peter Drucker</li> <li>• <a href="https://thethoughtbulb.com/10-chanakya-quotes-on-leadership-team-work/">https://thethoughtbulb.com/10-chanakya-quotes-on-leadership-team-work/</a></li> </ul>	

**Nagindas Khandwala College  
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**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**Second Year**

**Semester III**

**Advanced Computers**

**Course Code: 1736UMCAC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

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**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BAMMC Program at Semester III

**Discipline Specific Compulsory Course  
Advanced Computers**

**Objectives:**

- To make students understand the basic working and creation of website.
- To make students work on Audio and Video editing.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

- CO1: Understand Web Designing concepts (Understanding)  
 CO2: Understands the basics of application areas such as Web Designing, Video editing, Audio editing, and computer graphics. (Understanding)  
 CO3: Employ coding and software tools to analyze present data in a professional manner that could be translated to web-based or app-based media (Apply)  
 CO4: Employ the awareness and appreciation of the myriad ways that people access the web and create standards-based websites that are accessible and usable by a full spectrum of users. (Create)  
 CO5: Formulate, solve problems and evaluate solutions implemented as computer programs. (Create)  
 CO6: Create, edit and embed video and audio content into a webpage, and add captions/subtitles to video. (Create)

Sr. No.	Modules / Units	No. of Lectures
	<b>(This entire course caters to employability)</b>	
1	<b>Basics of Animation</b>	15
	<ul style="list-style-type: none"> <li>• Understanding Animation (Adobe Flash CS6 to be used).</li> <li>• Working with Fills and Outline, Layers and Pen tool.</li> <li>• Understanding Layers and Symbols.</li> <li>• Working with Text and Mask Layers.</li> <li>• Creating Frame by Frame Animation.</li> <li>• Motion Tweening and Motion Editor.</li> <li>• Classic tweening and Shape tweening.</li> <li>• Working with Sound and Video and Publishing a Movie.</li> </ul>	
2	<b>HTML 5, Dreamweaver with CSS</b>	15
	<ul style="list-style-type: none"> <li>• Introduction to the Web.</li> <li>• Introduction to HTML5.</li> <li>• Formatting Text Using Tags.</li> <li>• Creating Hyperlinks and Anchors.</li> <li>• Introduction to CSS3.</li> <li>• Formatting Using Style Sheets.</li> <li>• Displaying Graphics.</li> <li>• HTML5 Audio and Video.</li> <li>• Getting Started with Web Designing (Dreamweaver CS 6 to be used).</li> </ul>	

	<ul style="list-style-type: none"> <li>Working with Lists, Tables, Links and Frames. Forms, CSS.</li> <li>Working with Multimedia Objects.</li> </ul>	
<b>3</b>	<b>Basics Of Audio / Video Editing</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>In Introduction to Audio Editing.</li> <li>Starting with Sound Forge.</li> <li>Audio Editing.</li> <li>Saving and Exporting</li> <li>Introduction to Digital Video Editing.</li> <li>Starting with Adobe Premiere Pro CS6.</li> <li>Video Editing.</li> <li>Animating, Effects, Transitions and Exporting Video.</li> <li>Working with Audio.</li> <li>Creating Titles and Superimposing.</li> <li>Previewing &amp; Rendering Output.</li> </ul>	
<b>4</b>	<b>Basics Of 3D Animation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>3D Overview.</li> <li>Working with Objects.</li> <li>Transforming and Grouping.</li> <li>Shapes and Modifiers.</li> <li>Compound Objects.</li> </ul>	



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**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**Second Year**

**Semester III**

**Creative Writing**

**Course Code: 1735UMCCW**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

A handwritten signature in blue ink, appearing to be 'S. S. S.', is written over the printed name 'PRINCIPAL'.

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ARTS & MANAGEMENT STUDIES AND SHANTABEN  
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MALAD (W), MUMBAI - 400 064**



Syllabus of Course of BAMMC Program at Semester III

**Discipline Specific Compulsory Course  
Creative Writing**

**Objectives:**

- To develop professional writing skills to engaging your reader and write for a target audience.
- To develop editorial skills, storytelling, effective use of imagery, and skills in writing across a range of platforms of media.
- To develop skills to expand and enhance the personal intellectual, emotional, psychological, and artistic lives.

**Course Objectives**

After the completion of this Course the Learner will be able to:

CO1: Understand the professional short story, poem and drama writing technique (Understanding)

CO2: Understand the intellectual, emotional, psychological and artistic approach in writing. (Understanding)

CO3: Practically demonstrate and implement the writing technique keeping the target audience in mind. (Apply)

CO4: Students will acquire the skills of effective imagery usage and implementing imagery to words. (Apply)

CO5: Employ the skills and confidence of presenting script and content to mass. (Apply) **(Employability)**

CO6: Create content to suite all the media platforms. (Create )

Sr.No.	Modules / Units <b>(This entire course caters to employability)</b>	No. of Lectures
1	<b>A Brief Introduction to Creative Writing</b>	15
	<ul style="list-style-type: none"> <li>• Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews</li> <li>• Introduction to famous short story writers and their work: Ruskin Bond, Jhumpa Lahiri, R K Narayan</li> <li>• Explain formal structure of the short story: (06 sessions)                             <ul style="list-style-type: none"> <li>a. Theme</li> <li>b. Plot</li> <li>c. Character</li> <li>d. Point of view</li> <li>e. Setting</li> </ul> </li> <li>• Analyse some short stories, preferably contemporary, on the basis of each of these formal aspects.</li> </ul>	
2	<b>Formal aspects of Poetry</b>	15
	<ul style="list-style-type: none"> <li>• Theme</li> </ul>	

	<ul style="list-style-type: none"> <li>• Diction</li> <li>• Tone</li> <li>• Imagery</li> <li>• Symbolism</li> <li>• Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia analyse some poems, on the basis of each of these formal aspects.</li> </ul>	
3	<b>Formal aspects of Drama: Examples of Shakespeare's works</b>	15
	<ul style="list-style-type: none"> <li>• Theme</li> <li>• Plot</li> <li>• Character</li> <li>• Dialogue</li> <li>• These are to be discussed with special reference to             <ol style="list-style-type: none"> <li>a. The storyboard</li> <li>b. The two-column script</li> <li>c. Interactive scripts</li> <li>d. Narration scripts in the screenplay format</li> </ol> </li> </ul>	
4	<b>Writing for the internet, with special reference to</b>	15
	<ul style="list-style-type: none"> <li>• Alerts- Why every news media house now prefers to have alerts sent straight to your mobile phone</li> <li>• Blogs- Importance of having personal space online, since space is not a constraint on internet, unlike other forms of communication</li> <li>• News on the net- Quick, vast reserve, easily accessible, no constraint of space, being some of the reasons why news on internet has slowly started taking over other forms of media</li> </ul>	

### Reference Books (Suggested Readings)

#### Creative Writing

- Arco, Peterson, S. *How to write short stories. Peterson's, 2002.*
- Axelrod, R.B. et al. *The St. Martin's Guide to Writing: Instructor's Resource Manual. New York: St. Martin's Press, 1994.*
- Bell, Julia. Editor. *The Creative Writing Course book: 40 Authors share Advice and Exercises for Fiction and Poetry. Pan, Macmillan, 2001.*
- Brooks, Cleanth & Robert Penn Warren. Eds *Understanding Poetry, Fourth Edition, Holt, Rinehart and Winston. 1976.*
- Ciardi, J. and M. Williams. *How does a poem mean? Boston: Houghton Mifflin Co., 1959, 1975.*
- DevAnjana, Anuradha Marwah and Swati Paul (eds), *Creative Writing: A Manual for Beginners. Delhi: Pearson, 2008*
- Gardner, John. *The Art of Fiction: Notes on Craft for Young Writers. Vintage Books, 1991.*
- Grenville, Kate. *The writing book: A workbook for Fiction Writers. Allen and Unwin, 1999.*
- Kanar, Carol. *The confident Writer: Instructor's Edition. Boston: Houghton Mifflin Co., 1998.*
- Kness, Nancy. *Beginnings, Middles and Ends (The Elements of Fiction Writing).*

- *McCrimmon, James M. Writing with a Purpose. Boston: Houghton Mifflin Co., 1980.*
- *Muller, Gilbert H. & John A Williams. The McGraw-Hill Introduction to Literature. Second Edition, McGraw-Hill, Inc. 1995.*
- *Ritter, Robert, M. Editor. The Oxford Dictionary for Writers and Editors. OUP, 2000.*
- *Roberts, Edgar, V. Writing Themes about Literature. New Jersey: Prentice Hall Inc. 1982.*
- *Singleton, John and M. Luckhurst. Eds. The Creative Writing Handbook. Plagrave, Macmillan, 1999.*
- *Sova, Dawn, B. How to write articles for Newspapers and Magazines. Peterson's, 2002.*
- *Books on Script Writing*
- *(retrieved from [http://www.librarything.com/search\\_works.php?q=Scriptwriting](http://www.librarything.com/search_works.php?q=Scriptwriting))*
- *Publication details available on website*
- *The Complete Book of Scriptwriting by J. Michael Straczynski*
- *Successful Scriptwriting by Jurgen Wolff*
- *Successful Scriptwriting by Kerry Cox*
- *Writers on Comics Scriptwriting, Vol.2 by Andrew Kardon*
- *Film Scriptwriting, Second Edition: A Practical Manual by Dwight V Swain*
- *Alternative Scriptwriting, Fourth Edition: Successfully Breaking the Rules by Ken Dancyger*
- *Trip to Quiapo: Scriptwriting Manual Ni Ricky Lee by Ricky Lee*
- *Alternative Scriptwriting: Writing Beyond the Rules by Ken Dancyger*
- *Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition by John Morley*
- *Global Scriptwriting by Ken Dancyger*
- *Alternative Scriptwriting by John Greyson*
- *Radio Scriptwriting by Sam Boardman-Jacobs*
- *Basics Animation: Scriptwriting (Basics Animation) by Paul Wells The Complete Book of Scriptwriting by J. Michael Straczynski*
- *Successful Scriptwriting by Jurgen Wolff*
- *Successful Scriptwriting by Kerry Cox*
- *Writers on Comics Scriptwriting, Vol.2 by Andrew Kardon*
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- *Alternative Scriptwriting by John Greyson*
- *Radio Scriptwriting by Sam Boardman-Jacobs*
- *Basics Animation: Scriptwriting (Basics Animation) by Paul Wells The Scriptwriting Pack by Ross Smith*
- *How to Make Money Scriptwriting by Julian Friedmann*
- *Scriptwriting for Effective Telemarketing by Judy Mckee*
- *Alternative Scriptwriting 2nd Edition by Ken Dancyger*
- *Scriptwriting for Animation (Media Manuals) by Stan Hayward*
- *Scriptwriting for the Screen by Charlie Moritz*

- *Scriptwriting Updated* by Linda Aronson
- *Screen Adaptation : A Scriptwriting Handbook, 2nd Edition* by Kenneth Portnoy
- *Scriptwriting for the Screen (Media Skills)* by Charlie Moritz
- *Alternative Scriptwriting, 3rd Edition – Successfully Breaking the Rules* by Ken Dancyger
- *The Complete Book of Scriptwriting* by J. Michael Straczynski
- *Complete Book of Scriptwriting Rev Edition* by J. Michael Straczynski
- *Humbridge: an Everyday Story of Scriptwriting Folk* by Anthony Parkin
- *Writers on Comics Scriptwriting Volume 2* by Tom Root
- *Writing Comedy : A Guide to Scriptwriting for TV , Radios, Film and Stage* by Ronald Wolfe
- *Gardner's Guide to Animation Scriptwriting : The Writer's Road Map (Gardner's Guide series)* by Marilyn Webber
- *Video Scriptwriting : How to Write for the \$4 Billion Commercial Video Market* by Barry Hampe
- *Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering, Factual Information, First Edition* by John Morley.
- *Aristotle in Hollywood: Visual Stories That Work (Studies in Scriptwriting)* by Ari Hiltunen
- *An introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres* by Robert B. Musburger, PhD
- *The Corporate Scriptwriting Book: A Step-by-Step Guide to Writing Business Films, Videotapes, & Slide Shows* by Donna Matrazzo. *Teaching Scriptwriting, Screenplays and Storyboards for Film and TV Production (Bfi Teaching Film and Media Studies)* by Mark Readman

  
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NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
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 (AUTONOMOUS)  
 MALAD (W), MUMBAI - 400 064

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**Second Year**

**Semester III**

**Introduction to Public Relations**

**Course Code: 1731UMCPR**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

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**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BAMMC Program at Semester III

**Skill Enhancement Compulsory Course  
Introduction to Public Relations**

**Objectives:**

- To develop in the learners the knowledge and understanding of crisis communication, image management and PR promotions using both traditional and non-traditional tools.
- To equip learners with the skills to translate their classroom learning into application by organizing, leading and participating in PR initiatives for the department, college and during internships.

**Course Outcomes: -**

After the completion of the course the Learner will be able to:

CO1: Understand the meaning and scope of Public Relations and the relationship between PR and Propaganda (Understanding)

CO2: Recognize the importance of addressing the needs of all stakeholders in Public Relations strategies (Understanding)

CO3: Appreciate the similarity and difference between Advertising, Marketing and Public Relations (Analyze)

CO4: Identify an interesting and rewarding career opportunity on graduating (Analyze)

CO5: Apply both traditional and digital PR tools to design PR campaigns both during normal times and during crisis (Apply) **(Employability)**

CO6: Execute socially relevant PR drives in the city and on new media to promote civic consciousness and ethical human values (Apply)

Sr.No.	Modules / Units	No. of Lectures
1	<b>Definition of Public Relations</b> <ul style="list-style-type: none"><li>• Nature</li><li>• Scope</li><li>• Stakeholders –Objectives and functions of PR.</li><li>• Skills needed to be a PR professional.</li></ul>	6
2	<b>PR – Propaganda</b> <ul style="list-style-type: none"><li>• Distinction between the two.</li><li>• Public opinion and Publicity.</li></ul>	5
3	<b>PR &amp; Marketing</b> <ul style="list-style-type: none"><li>• PR &amp;Advertising-The differences between the two.To be taught with relevant case studies.</li><li>• Using advertising for PR communications</li><li>• PR &amp;Branding.</li></ul>	6

	<ul style="list-style-type: none"> <li>PR as a tool to build brands.</li> </ul>	
4	<b>Internal and external PR</b>	5
	<ul style="list-style-type: none"> <li>Focus on Corporate communication</li> </ul>	
5	<b>Corporate Image management</b>	6
	<ul style="list-style-type: none"> <li>PR of Retailers, Non profit organizations.</li> <li>PR and movie promotions. Case studies of Hollywood and Bollywood movie promotions may be used.</li> <li>Role of PR in politics. PR for political candidates.</li> </ul>	
6	<b>PR Tools-Building effective media relations</b>	6
	<ul style="list-style-type: none"> <li>Media Tools-Press release, Press conference etc. Publicity in TV and radio.</li> <li>How to be effective in tv interview.</li> <li>Non Media-Seminars, exhibitions ,trade fairs, sponsorships etc</li> </ul>	
7	<b>PR process with emphasis on developing a PR Campaign. (Employability)</b>	6
	<ul style="list-style-type: none"> <li>The RPCE model.</li> <li>Content development in PR</li> <li>Development of profile: Company/individual</li> <li>Drafting a pitch note/proposal/Writing for social media</li> </ul>	
8	<b>New age PR: Digital PR</b>	5
	<ul style="list-style-type: none"> <li>To be taught with contemporary case studies.</li> </ul>	
9	<b>Crisis communication (With case studies) (Employability)</b>	6
	<ul style="list-style-type: none"> <li>Preparing a crisis plan</li> <li>Handling a crisis</li> <li>Guidelines for sensitive interviews</li> </ul>	
10	<b>Social responsibility and PR (With case studies)</b>	4
11	<b>Ethics in PR. Code of conduct. (With case studies)</b>	6

<b>Reference Books</b>
<b>Introduction to Public Relations</b>
<ul style="list-style-type: none"> <li>PR Management in media and journalism, Jagdish Vachani, Kanishka Publishers.</li> <li>Effective PR and Media Strategy. Narasimha Reddy, CV.PHLLearning PVT Ltd</li> <li>Principles of Public Opinion. Rayudu CS, Balan, KR. Himalayan Publishing</li> </ul>

*House*

- *Handbook of PR & Communication. Edited-Philip Lesley. Jaico publishing House*
  - *Excellence in Public Relations and Communication Management- James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred*
  - *C. Repper, Jon White; Lawrence Erlbaum Associates.*
  - *Crisis Communications: A Casebook Approach- Kathleen Fearn-Banks; Lawrence Erlbaum Associates.*
  - *Strategic Planning for Public Relations - Ronald D. Apr Smith; Lawrence Erlbaum Associates.*
  - *Corporate Public Relations: A New Historical Perspective - Marvin N. Olasky ; Lawrence Erlbaum Associates.*
  - *Public Relations Writing: Principles in Practice - Donald Treadwell, Jill B. Treadwell; Sage Publications.*
  - *Media Writing: Print, Broadcast, and Public Relations - W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates.*
  - *New media and public relations - Sandra C. Duhé; Peter Lang.*
  - *Online Public Relations - David Phillips, Philip Young; Kogan Page*
  - *Effective Public Relations - Scott Cutlip, Allen Center and Glen Broom; Pearson Education.*
  - *PR and Media Relations - Dr. G.C. Banik; Jaico Publishing House.*
  - *Public Relation techniques that work - Jim Dunn; Crest Publishing House.*
  - *Principles of Public Relations - C.S. Rayudu and K.R. Balan; Himalaya Publishers.*
  - *Public Relations for your business - Frank Jefkins; Jaico Publishing House.*
  - *The fall of advertising and the rise of PR - Al Ries, Laura Ries; Harper Collins.*
  - *Public Relations : The profession and the practice - Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill Education.*
  - *A Handbook of Public Relations and Communication - Lesly Philip; McGraw Hill Education.*
  - *This is PR – The realities of Public Relation - Newsom, Turk*
- Website**
- <https://political-public-relations.com>

  
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**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**Second Year**

**Semester III**

**Understanding Cinema**

**Course Code: 1733UMCUC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
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Syllabus of Course of BAMMC Program at Semester III

**Core Course**  
**Understanding Cinema**

**Objectives:**

- To sensitise the students towards Cinema as a medium of Mass Communication.
- To introduce students with basic concepts in understanding cinema.
- To help students to appreciate the similarities and differences between various movie cultures.
- To acquaint students with the understanding of the basics of story-telling and film-making
- To understand the structure of film industry in order to further their careers in their respective fields

**Course Outcomes:**

After the Completion of this Course the Learner will be able to:

CO 1: Understand the Process of film making. (Understanding)

CO2: Encompass the knowledge from the ordinary factual documentary format to the most effective advertisements. Even corporate films to the most stereotype telecast of newsreels. (Understanding)

CO3: Critically analyze the movies of today. (Analyze)

CO4: Employ knowledge to be better mass communicators utilizing cinema as medium. (Apply)

CO5: Evaluate present scenario added for field knowledge (Evaluate)

CO6: Apply the knowledge gained and make meaningful cinema. (Create).

Sr. No.	Modules / Units	No. of Lectures
1	History of Cinema with emphasis on Indian cinema from Black & White to Digital. Hollywood to present Bollywood.	8
2	Different Genres in cinema	8
3	Discussion on Award winning Indian regional films and film maker.	8
4	Different film-makers and their films	8
5	Film formats – Documentary, Corporate film, Ad-film, Show-reel, Short film, Trailers, etc. (Employability)	8
6	Contribution of Hindi Cinema to Indian cinema – trends to technology	8
7	Understanding the Business of Cinema from Financing, Production, Distribution, Exhibition, Branding, Promotion,	8

	<b>Corporatization and Marketing of Films. (Employability)</b>	
8	Trade bodies & their importance – IFTDA, SWA, FMJC, WICA etc.	4

### Reference Books

#### Understanding Cinema

##### Recommended films for the Library:

- *Citizen Kane (1941) by Orson Welles*
- *I am 100 Years Young by Films Division*
- *Bicycle Thieves (1948) by Vittorio De Sica*
- *Do BeeghaZameen (1953)*
- *Lajwanti (1958)*
- *ApurSansar (1959)*
  
- *Mughal-e-Azam (1960)*
- *EkKeBaadEk (1960)*
- *Sharabi (1964)*
- *Maqbool (2003)*
- *Amu (2005)*
- *1984 – A Sikh story (2010)*

##### Reference Books

- *Complete Filmography of All Films by RajendraOjha*
- *The Magic of Bollywood Screenplay Writing by Govind Sharma*
- *National Award Winners by Screen World Publication*
- *Golden Sojourn in Bollywood Wonderland*
- *The Memoirs of a Movie Maverick*
- *Madhusudan's Basic Technique of Making Movies*
- *Teach yourself film Making – Bookpoint Ltd.*



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**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester VI**

**Broadcast Journalism**

**Course Code: 1864UMMBJ**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester VI

**Discipline Specific Compulsory Course  
Broadcast Journalism**

**Objectives:**

- Providing the learners with an overview of the evolution of Radio and Television.
- Acquainting them with the format and skills required for broadcast writings.
- Impart an understanding on the impact of media boom and media convergence.

**Learning Outcomes:**

After the completion of this Course the Learner will be able to: -

- CO1: Explain the evolution of the Broadcast industry. (Understanding)  
 CO2: Interpret ethical guidelines and media laws in script writing (Apply)  
 CO3: Examine the broadcast industry in India (Analyse)  
 CO4: Critically analyse the presentation of broadcast news (Analyse)  
 CO5: Would evaluate the use /misuse of this technology from a historical perspective (Evaluate)  
 CO6: Create a radio/podcast script (Create)

Sr.No	Modules/Units	No. of Lectures
1	<p><b>History &amp; Development of Broadcast Journalism</b></p> <ul style="list-style-type: none"> <li>• Traditional Journalism</li> <li>• Global Journalism</li> <li>• Brief History of the development of Radio Journalism</li> <li>• Brief history of the development of TV journalism</li> <li>• Brief history of the development of online/web journalism.</li> </ul> <p><u>PN : Case study</u></p> <ul style="list-style-type: none"> <li>• <b>BBC &amp; CNN:</b> Organizational Structure, Functions of Different Divisions and Departments/Units, News Service Division, Objectives of Broadcast- Information, Education and Entertainment.</li> <li>• <b>AIR &amp; FM:</b> All India Radio-Organizational Structure, Functions of Different Divisions and Departments/ Units; News Service Division Of AIR; Objectives of Broadcast- Information, Education &amp;Entertainment; Commercial Broadcasting Service; External Service Broadcast, National Service. Vividh Bharti And FM Services Of AIR: AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast; Autonomy of Expansion of FM Radio Channels- Development of Educational &amp; Community Radio.</li> <li>• <b>Doordarshan &amp; Satellite Channels:</b> Organizational Structure, Functions of Different Divisions and Departments/Units &amp; Doordarshan News; Commercialization of TV; Satellite Television Broadcast- Breaking of Monopoly Of DD- Television Channels for NicheAudiences- Entertainment, News, Sports, Science, Health&amp;Lifestyle.</li> </ul>	12

	Proliferation of DTH Services, Growth of Private International, National and Regional TV Networks & Fierce Competition for Ratings.	
2	<b>Regional Journalism</b>	6
	<ul style="list-style-type: none"> <li>• News Channels: StarMajha; IBN Lokmat; Zee 24 Taas; Sahara SamayMumbai; Big News Marathi; Upcoming Channel From BIGTV; Big News Mumbai; Upcoming Channel from BIGTV; TML Voice of India Amachi Mumbai; Upcoming Channel from Triveni Media Group-With Regard to Multiplicity of Language &amp; Culture</li> <li>• Entertainment Channel: Zee Marathi; StarPravah; ETV Marathi; Mi Marathi; Doordarshan Sahayadri, Saam Marathi BIG aurav; Upcoming Channel From RADAG; Sahara Marathi- Upcoming Channel from Sahara- Upcoming Channel From 9X</li> <li>• <b>Radio Channels:</b> Akashvani (Sw/Am); Akashvani Mumbai GOLD (100.7); Akashvani Mumbai Rainbow (107.1 FM); Worldspace Surabhi (Satellite Radio)</li> <li>• <b>Movie Channels:</b> Zee Talkies; BIG Cinema (Marathi); BIG Chitrapat Upcoming Channel From R-ADAG</li> <li>• <b>Music Channels:</b> Sangeet Marathi- Upcoming Channel from Media Worldwide.</li> </ul>	
3	<b>Broadcast formats</b>	12
	<b>Radio/TV</b> <ul style="list-style-type: none"> <li>• News Bulletins/Appeals/Reels</li> <li>• News Magazines/Talk Shows/Reviews.</li> <li>• Main Characteristics of News as Against News in Other Media</li> <li>• Simple Announcements</li> <li>• Talks/Commentaries/Comments</li> <li>• Interviews</li> <li>• Discussions</li> <li>• Features</li> <li>• Documentaries</li> <li>• Docudramas</li> <li>• Play</li> <li>• Running Commentaries</li> <li>• Ads/Commercials</li> <li>• Phone Ins/Bridges</li> <li>• Music</li> </ul>	
4	<b>Writing in broadcast style (Employability)</b>	6
	<ul style="list-style-type: none"> <li>• Broadcast News Vocabulary (The Ethics</li> <li>• Genres: Sports; Current Affairs; Lifestyle Etc</li> <li>• Scripting for Fiction/Non-Fiction</li> <li>• Writing for The Radio &amp; TV</li> <li>• News Script Format for Radio &amp; TV</li> <li>• News Stories Types (Breaking News Through Kickers)</li> <li>• Preparations of Audio and Video Brief</li> <li>• Idea Generation-Fiction and Non-Fiction Developing an Idea into Story</li> <li>• Developing an Idea into Story</li> </ul>	



	<ul style="list-style-type: none"> <li>• Script and Story Board</li> <li>• Shooting Scripts</li> <li>• Interview Scripts-Simulated and Actuality</li> <li>• Research and Scripting of Radio/TV Documentary/Feature/Drama</li> <li>• Photo Featuring Writing</li> <li>• Writing for Web</li> </ul>	
5	<b>Presentation Production and Editing</b> Each topic below can be introduced and discussed with suitable Examples ( <b>Employability</b> )	12
	<b>Field Reporting</b>	
	<ul style="list-style-type: none"> <li>• Shooting usable video footage</li> <li>• Conducting the on-camera interview</li> <li>• Shooting telling B-roll</li> <li>• Composing interesting shots</li> <li>• Telling stories in unconventional ways</li> </ul>	
	<b>Capturing Sounds</b>	
	<ul style="list-style-type: none"> <li>• Microphones</li> <li>• Capturing Natural Sounds</li> <li>• Capturing Primary Audio Track Sound</li> <li>• Analog Vs. Digital</li> </ul>	
	<b>Radio</b>	
	<ul style="list-style-type: none"> <li>• Elements of radio productions</li> <li>• Acoustics</li> <li>• Perspective</li> <li>• Sound effects</li> <li>• Music</li> <li>• Distort/Filter</li> <li>• Recording</li> <li>• Editing</li> </ul>	
	<b>Television</b>	
	<ul style="list-style-type: none"> <li>• Stages of Production <ul style="list-style-type: none"> <li>• Pre-production</li> <li>• Production</li> <li>• Post-Production</li> </ul> </li> <li>• The Production personnel, Single camera and multi camera production</li> <li>• Use of graphics and special effects</li> <li>• Developing a video brief</li> <li>• Nonlinear editing, cut-to-cut, assemble and insert, on line, offline editing of stories</li> <li>• Using desktop publishing aspects to tell a visual story.</li> <li>• Mixing and Editing to tell a story.</li> </ul>	
	<b>Production</b>	
	<ul style="list-style-type: none"> <li>• Production schedule</li> <li>• Budget</li> <li>• Floor plan</li> <li>• Lighting plan</li> <li>• Production of a programme</li> <li>• Post production</li> </ul>	

	<ul style="list-style-type: none"> <li>• Production of radio/ TV discussions</li> <li>• Production of social messages (max 30 seconds)</li> <li>• Production of radio/ TV documentary/feature</li> </ul>	
6	<b>(PN: Topics listed below should be discussed with the help of case studies)</b>	6
	<ul style="list-style-type: none"> <li>• SweNfo 'nwodgnipmoD 24/7 and its drawbacks</li> <li>• Ethics in regulation</li> <li>• Censorship</li> <li>• Protecting copyright</li> <li>• Power and Society</li> <li>• Convergence - Need, nature and future of convergence</li> <li>• Convergence and Multimedia - Print, radio, TV, internet and mobile</li> <li>• Emerging Trends: Mobile Technology, Social Media and Web 2.0</li> <li>• Digital storytelling: Tools of multimedia Journalists</li> <li>• Feature writing for online media: Story idea, development and news updates.</li> <li>• Podcast and Webcast</li> <li>• Open source journalism: Citizen Journalists</li> <li>• New Media on Journalism: Use of blogs, tweets, etc</li> </ul>	
7	<b>(PN: This module should be included for External Assessment 75 Marks)</b>	6
	<ul style="list-style-type: none"> <li>• Career opportunities in Broadcast Journalism/Electronic Media</li> <li>• Career options in public broadcast agencies like Doordarshan, All India Radio or In-private broadcasters</li> <li>• 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, Archives people, Graphic artists, Etc. Moreover one can open TV or RM Radio channel.</li> </ul> <p><b>*Student Production: Class Test Projects // Assignments:</b>  <b>[Internal Assessment - 25Marks as per University guidelines.]</b></p> <ul style="list-style-type: none"> <li>• For eg: Prepare a News package which included elements such as narrations, b-roll, stand-ups, Interviews/SOTs, writing in broadcast style, natural sound, graphics, and other aspects that help audio/video tell story of the news for Radio/ TV /Short Film /Documentary etc OR writing Exercises from Module 3, 4 &amp; 5.</li> </ul>	

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- Hillard: Writing for TV. Radio and New Media: 7th Edition: Wadsworth



- Television Production by Phillip Harris
- CNN Student Bureau
- Broadcast Journalism by David Keith Cobler (Prentice Hall)
- Introduction to Mass Communication by Stanley Baran (McGraw Hill)
- Journalism Matters by Schafer, McCutcheon, and Stofer (National Textbook Company)
- Journalism Today by Ferguson, Patien, and Wilson (National Textbook Company)
- Scholastic Journalism by English, Hach, and Rolnicki
- Lighting For Action: Professional Techniques for Shooting Video and Film by John Hart (Amphoto)
- Bias: A CBS Insider Exposes How the Media Distort the News by Bernard Goldberg (Perennial)
- It Bleeds. It Leads: An Anatomy of Television News by Matthew Kerbel Westview)
- Writing to Deadline: The Journalist at Work by Donald M. Murray (Heinemann)
- Ronald Dewolk Introduction to Online Journalism Allyn&Bacon, ISBN 0205286895
- John Vernon Pavlik New Media Technology Allyn&Bacon ISBN 020527093X
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**PRINCIPAL**

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester VI**

**Cross Media Writing and Editing-II**

**Course Code: 1967UMMCME**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

  
**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester VI

**Discipline Specific Compulsory Course  
Cross Media Writing and Editing-II**

**Objectives:**

- To enhance writing and editing skills of the learners.
- To help them identify fresh story angles for features and other forms of writing.
- To help them understand the process and structure of long form writings

**Learning Outcomes:**

After the completion of the course the Learner will be able to:

- CO1: Describe the art of interviewing (Understand)
- CO2: Explain the different formats of presenting a story (Understand)
- CO3: Demonstrate how to find a story idea (Apply)
- CO4: Demonstrate how to inject a flow in the language and structure of a story. (Apply)
- CO5: Develop story ideas into features. (Create)
- CO6: Design and present interviews (Create)

Sr. No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	<b>Writing news features</b>	10
	<ul style="list-style-type: none"><li>• What is a news feature</li><li>• Process and size</li><li>• Follow-up stories</li><li>• Side Stories</li><li>• Human interest stories</li></ul>	
2	<b>Writing an interview</b>	12
	<ul style="list-style-type: none"><li>• Selecting a subject for interviewing</li><li>• Framing the questionnaire</li><li>• Framing questions for television/web interviews</li><li>• Writing question -answer interviews</li><li>• Writing descriptive interviews</li></ul>	
3	<b>Writing a profile/ for a web profile</b>	8
	<ul style="list-style-type: none"><li>• Selecting a subject for profiling</li><li>• Collecting inputs</li><li>• Knitting the collated information</li><li>• Creating a flow and impact</li></ul>	

	<ul style="list-style-type: none"> <li>• Writing headlines, captions and intros for profiles</li> </ul>	
4	<b>Columns/ opinion pieces/blogs</b>	10
	<ul style="list-style-type: none"> <li>• How columns / opinion pieces are different from other forms of writing</li> <li>• Types of columns/blogs</li> <li>• Formats</li> <li>• Ethical issues involved</li> <li>• How to write a column/ blog</li> </ul>	
5	<b>Reading /viewing long features</b>	8
	<ul style="list-style-type: none"> <li>• Deconstructing a long feature</li> <li>• Investigative/research-based features, lifestyle features</li> <li>• Online research/ field research:</li> <li>• Importance of observation and listening skills</li> <li>• Writing the feature</li> </ul>	
6	<b>Writing for the web</b>	12
	<ul style="list-style-type: none"> <li>• Background research / script</li> <li>• Importance of the headlines</li> <li>• Opening para/ types of leads</li> <li>• The voice-over</li> <li>• Bytes</li> </ul>	

#### References

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- Writing for the Web by Crawford Kelian
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**Nagindas Khandwala College  
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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester VI**

**Newspaper and Magazine Making**

**Course Code: 2061UMMNM**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

  
**PRINCIPAL**

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ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
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**MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester VI

**Skill Enhancement Compulsory Course  
Newspaper and Magazine Making**

**Objectives:**

Since the learner is entering the field of journalism, he is ought to know the process of news gathering, reformatting, editing & laying out for optimum impact. Though the content is King the presentation is Queen & Queen is the ultimate eye catcher.

The objectives of the paper are:

- To take the learner through the process of planning & production from the stage of transforming verbal material into logical visual & help them learn the importance of presentation.
- To induce a sense of aesthetics into the minds so that the learner is capable of giving justice to his efforts in the industry.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Explain the efforts and discipline that industry needs and be industry ready (Understanding)

CO2: Recognize the skills required for career as independent visualiser in a leading publication and significance of design strategy. (Understanding)

CO3: Demonstrate the formal knowledge of design which will help to understand the significance of the position of Art Director in magazine design and layout. (Apply)

CO4: Illustrate the research on the objective of the publication and according to it he/she will be able to frame the layout that is best suitable to the intended audience's mindset. (Apply)

CO5: Demonstrate the knowledge gained during the course to evaluate or suggest new ideals to improve the overall standard of the publication he/she is working with. (Apply, Evaluate)

CO6: Start up as an entrepreneur or a self-employed conceptualiser for undertaking consultancy with upcoming publications, Write /Design Newspaper, Magazine.(Create)

Sr.No	Modules / Units (This entire course caters to employability)	No. of Lectures
1	<b>Layout &amp; Design</b>	15
	Basic design & Layout <ul style="list-style-type: none"><li>• Discipline &amp; Organizing elements</li></ul>	
	Visual basics <ul style="list-style-type: none"><li>• Aesthetic appeal &amp; appreciation</li></ul>	
	Graphic principles <ul style="list-style-type: none"><li>• Proportion</li><li>• Contrast</li><li>• Harmony</li><li>• Balance</li></ul>	
	Visual syntax <ul style="list-style-type: none"><li>• Unity of words &amp; visuals</li></ul>	

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	<b>Types of Layout</b> <ul style="list-style-type: none"> <li>• Modular</li> <li>• Brace</li> <li>• Contrast &amp; Balance</li> </ul>	
2	<b>Typography</b>	8
	<b>Typefaces as design element</b> <ul style="list-style-type: none"> <li>• Typeface &amp; Font</li> <li>• Size, Weight, Posture</li> <li>• Leading Kerning, Tracking</li> </ul>	
	<b>Expressive word &amp; calligraphy</b> <ul style="list-style-type: none"> <li>• Modifying glyphs</li> <li>• Picture in Text</li> </ul>	
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3	<b>Terminology</b>	7
	<b>Publication terms</b> <ul style="list-style-type: none"> <li>• Everyday terms</li> <li>• Errors</li> <li>☐ Orphan</li> <li>☐ Widow</li> <li>☐ Dog leg</li> <li>☐ Tomb stone</li> </ul>	
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	<b>Quark Express / Adobe InDesign</b> <ul style="list-style-type: none"> <li>• Runaround/Wrap text</li> <li>• Inset</li> <li>• Scale-horizontal, vertical</li> <li>• Baseline- shift/snap</li> <li>• Insert picture</li> <li>• Body wrap</li> <li>• Effects/shadows</li> <li>• Style sheets</li> </ul>	



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<b>5</b>	<b>Planning &amp; Production</b>	<b>20</b>
	<b>Parts of Magazine</b> <ul style="list-style-type: none"> <li>• Front book</li> <li>• Mid book (well)</li> <li>• Back book</li> <li>• Sections</li> <li>• Cover pages</li> <li>• Editorial content</li> <li>• Advertising</li> <li>• Paid &amp; In house</li> </ul>	
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<ul style="list-style-type: none"> <li>• Newspaper Layout &amp; Design- Daryl &amp; Moen (Sujit publication)</li> <li>• Visual Journalism- Rajesh Pandey (Adhyayan Publication)</li> <li>• Editorial Art &amp; Design- Randy Stano, Miyami Herald</li> <li>• The Magazine Handbook- McKay J Routledge</li> <li>• Newspaper &amp; Magazine making- Arvind Parulekar (Vipul)</li> </ul>

  
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ARTS & MANAGEMENT STUDIES AND SHANTABEN  
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(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064

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**Nagindas Khandwala College  
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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester VI**

**Newspaper and Magazine Making**

**Course Code: 2061UMMNM**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

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ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester VI

**Skill Enhancement Compulsory Course  
Newspaper and Magazine Making**

**Objectives:**

Since the learner is entering the field of journalism, he is ought to know the process of news gathering, reformatting, editing & laying out for optimum impact. Though the content is King the presentation is Queen & Queen is the ultimate eye catcher.

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- To take the learner through the process of planning & production from the stage of transforming verbal material into logical visual & help them learn the importance of presentation.
- To induce a sense of aesthetics into the minds so that the learner is capable of giving justice to his efforts in the industry.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Explain the efforts and discipline that industry needs and be industry ready (Understanding)

CO2: Recognize the skills required for career as independent visualiser in a leading publication and significance of design strategy. (Understanding)

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CO6: Start up as an entrepreneur or a self-employed conceptualiser for undertaking consultancy with upcoming publications, Write /Design Newspaper, Magazine.(Create)

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<b>5</b>	<b>Planning &amp; Production</b>	<b>20</b>
	<b>Parts of Magazine</b> <ul style="list-style-type: none"> <li>• Front book</li> <li>• Mid book (well)</li> <li>• Back book</li> <li>• Sections</li> <li>• Cover pages</li> <li>• Editorial content</li> <li>• Advertising</li> <li>• Paid &amp; In house</li> </ul>	
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**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester VI**

**Agency Management**

**Course Code: 1866UMMAM**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

  
**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MCA CENTER, D.Y. WER AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(PUNE)**  
PUNE-411 004, MAHARASHTRA - 411 004

Syllabus of Course of BMM Program at Semester VI

**Discipline Specific Compulsory Course  
Agency Management**

**Objectives:**

- To Understand the structure of the Full-Fledged Agency & also different types of Agency
- Also Understanding the different Functions of the various departments in the Agency

**Course Outcomes:**

After the completion of the course the Learner will be able to:

- CO1: Explain various functions/Departments of Advertising Agencies. (Understanding)  
 CO2: Explain the importance of all the functions of Advertising agencies and the skill sets required to do for each role. (Understanding)  
 CO3: Explain the role agencies play in the Advertising Industry.(Understanding)  
 CO4: Interpret the set-up of a New Advertising Agency. (Apply)  
 CO5: Develop an objective driven marketing plan. (Create)

Sr. No.	Modules / Units (This entire course caters to entrepreneurship)	No. of Lectures
1	<b>Advertising Agencies</b>	3
	<ul style="list-style-type: none"> <li>• Their role, Functions, Organization and Importance</li> <li>• Different types of ad agencies</li> </ul>	
2	<b>Client Servicing</b>	10
	<ul style="list-style-type: none"> <li>• The Client - Agency Relationship</li> <li>• 3P's of Service: Physical evidence, Process and People</li> <li>• The Gaps Model of service quality</li> <li>• Stages in the client-agency relationship</li> <li>• How Agencies Gain Clients</li> <li>• Why Agencies Lose Clients</li> <li>• Evaluation Criteria in Choosing an Ad Agency</li> <li>• The roles of advertising Account</li> </ul>	
3	<b>Account Planning</b>	5
	<ul style="list-style-type: none"> <li>• Role of account planning in advertising</li> <li>• Role of Account Planner</li> <li>• Account Planning Process</li> </ul>	
4	<b>Advertising Campaign Management</b>	5
	<ul style="list-style-type: none"> <li>• Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation</li> <li>• Digital Advertising Strategy / Campaigns</li> </ul>	
5	<b>Ad Film making</b>	6



	<ul style="list-style-type: none"> <li>• Converting story board to TVC</li> <li>• Editing and post production</li> </ul>	
6	<b>Marketing plan of the client</b>	7
	<ul style="list-style-type: none"> <li>• The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan</li> </ul>	
7	<b>The Response Process</b>	5
	<ul style="list-style-type: none"> <li>• Traditional Response Hierarchy Models: AIDA</li> <li>• Sales-Oriented Objectives</li> <li>• Communications Objectives</li> <li>• DAGMAR: An Approach to Setting Objectives</li> </ul>	
8	<b>Setting up an Agency</b>	4
	<ul style="list-style-type: none"> <li>• Business plan introduction</li> <li>• Various Stages in setting up a new Agency</li> </ul>	
9	<b>Agency Compensation</b>	2
	<ul style="list-style-type: none"> <li>• Various methods of Agency Remunerations</li> </ul>	
10	<b>Growing the Agency</b>	3
	<ul style="list-style-type: none"> <li>• The Pitch: request for proposal, speculative pitches, Pitch Process</li> <li>• References, Image and reputation</li> <li>• PR</li> </ul>	
11	<b>Sales Promotion Management</b>	10
	<ul style="list-style-type: none"> <li>• The Scope and Role of Sales Promotion</li> <li>• Reasons for the Increase in Sales Promotion</li> <li>• The psychological theories behind sales promotion</li> <li>• Consumer Franchise-Building versus Nonfranchise-Building Promotions</li> <li>• Designing Loyalty, continuous and frequency programs</li> <li>• Objectives of Trade-Oriented Sales Promotion</li> <li>• Techniques of Trade-Oriented Sales Promotion</li> <li>• Objectives of Consumer-Oriented Sales Promotion</li> <li>• Techniques of Consumer-Oriented Sales Promotion</li> </ul>	

#### References

##### Agency Management

- Advertising and Promotion by G. Belch and M. Belch
- Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

**Nagindas Khandwala College  
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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester VI**

**Advertising and Marketing Research**

**Course Code: 1867UMMAMR**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*



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(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 084**

Syllabus of Course of BMM Program at Semester VI

**Discipline Specific Compulsory Course  
Advertising and Marketing Research**

**Objectives:**

- To understand the relevance and scope of Advertising and marketing research
- To understand qualitative and quantitative research methodologies

**Course Outcomes:**

**After the completion of the course the Learner will be able to:**

- CO1: Explain the basic terms used in Advertising and Marketing Research (Understanding)  
 CO2: Explain qualitative and quantitative Research (Understanding)  
 CO3: Recognize the Process of conducting Research (Understanding)  
 CO4: Demonstrate various techniques in advertising research, this will help the learners to develop their creative and research skills which should enable them to create better ads. (Apply)  
 CO5: Demonstrate the problem-solving approach and acquire the skill to become excellent market researchers in the future. (Apply)  
 CO6: Critically evaluating the cause-and-effect relationship between two variables. (Evaluate)

Sr. No.	Modules / Units	No. of Lectures
1	<b>Fundamentals of Research</b>	6
	<ul style="list-style-type: none"> <li>• Meaning and objectives of Research</li> <li>• Concepts in Research: Variables, Qualitative and Quantitative</li> <li>• Literature review</li> <li>• Stages in Research process</li> </ul>	
2	<b>Hypothesis</b>	8
	<ul style="list-style-type: none"> <li>• Meaning, Nature, Significance, Types of Hypothesis</li> </ul>	
3	<b>Research design</b>	6
	<ul style="list-style-type: none"> <li>• Meaning, Definition, Need and Importance, Scope of Research Design</li> <li>• Types- Descriptive, Exploratory and Causal</li> </ul>	
4	<b>Sampling</b>	6
	<ul style="list-style-type: none"> <li>• Meaning of Sample and Sampling</li> <li>• Process of Sampling 3. Methods of Sampling:</li> <li>• Non-Probability Sampling – Convenient, Judgment, Quota, Snow ball.</li> <li>• Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage</li> </ul>	
5	<b>Data collection</b>	10

	<ul style="list-style-type: none"> <li>• Types of data and sources- Primary and Secondary data sources</li> <li>• Methods of collection of primary data: <ul style="list-style-type: none"> <li>☐ Observation</li> <li>☐ Experimental</li> <li>☐ Interview</li> </ul> </li> <li>• Method: <ul style="list-style-type: none"> <li>☐ Personal Interview</li> <li>☐ focused group</li> <li>☐ In-depth interviews Survey</li> <li>☐ Survey instrument</li> <li>☐ Questionnaire designing</li> <li>☐ Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) 6 10 Staple scale, iv) Constant sum scale</li> </ul> </li> <li>• <b>Projective Techniques</b> <ul style="list-style-type: none"> <li>☐ Association</li> <li>☐ Completion</li> <li>☐ Construction</li> <li>☐ Expressive</li> </ul> </li> </ul>	
6	<b>Report Writing</b>	6
	<ul style="list-style-type: none"> <li>• Essential of a good report,</li> <li>• Content of report</li> <li>• Steps in writing a report</li> <li>• Footnotes and Bibliography</li> </ul>	
7	<b>Advertising Research (Employability)</b>	12
	<ul style="list-style-type: none"> <li>• Introduction to Advertising Research</li> <li>• Copy Research: <ul style="list-style-type: none"> <li>☐ Concept testing</li> <li>☐ Name testing</li> <li>☐ Slogan testing</li> <li>☐ Copy testing measures and methods:</li> <li>☐ Free association, Direct questioning, Direct mail tests,</li> <li>☐ Statement comparison tests</li> <li>☐ Qualitative interviews</li> <li>☐ Focus groups</li> </ul> </li> <li>• Pretesting <ul style="list-style-type: none"> <li>☐ Print Pretesting</li> <li>☐ Consumer Jury Test</li> <li>☐ Portfolio test</li> <li>☐ Paired comparison test</li> <li>☐ Order-of-merit test</li> <li>☐ Mock magazine test</li> <li>☐ Direct mail test,</li> </ul> </li> <li>• Broad casting Pretesting <ul style="list-style-type: none"> <li>☐ Trailer tests</li> <li>☐ Theatre tests</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>☑ Live telecast tests</li> <li>☑ Clutter tests</li> <li>• Challenges to pre-testing <ul style="list-style-type: none"> <li>☑ Example: The Halo effect</li> </ul> </li> <li>• Post testing: <ul style="list-style-type: none"> <li>☑ Recall tests</li> <li>☑ Recognition test</li> <li>☑ Triple association test</li> <li>☑ Sales effect tests</li> <li>☑ Sales results tests, Enquires test</li> </ul> </li> <li>• Neuroscience in Advertising Research <ul style="list-style-type: none"> <li>☑ Neuroscience: A New Perspective</li> <li>☑ When to Use Neuroscience</li> <li>☑ Physiological rating scales</li> <li>☑ Pupil metric devices</li> <li>☑ Eye-movement camera</li> <li>☑ Galvanometer</li> <li>☑ Voice pitch analysis</li> <li>☑ Brain pattern analysis</li> </ul> </li> </ul>	
8	<b>Marketing Research (Employability)</b>	6
	<ul style="list-style-type: none"> <li>• Introduction to Marketing Research</li> <li>• New product research</li> <li>• Branding Research</li> <li>• Pricing research</li> </ul>	

#### References

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MALAD (W), MUMBAI - 400 064

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester VI**

**Advertising Design**

**Course Code: 2061UMMAD**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

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MALAD (W), MUMBAI - 400 084**

Syllabus of Course of BMM Program at Semester VI

**Skill Enhancement Compulsory Course  
Advertising Design**

**Objectives:**

- To take the learners through the world of visuals & help him explore how shapes, colours & forms can be used to influence viewer into persuasion.
- To develop the visual literacy of the learner leading him to be visually intelligent
- To take the learner through basic assignments in design & help them transform literal ideas into visual piece or communication art.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

- CO1: Explain the elements and Principles of Advertising. (Understand)  
 CO2: Employ various theoretical concepts and create new artwork. (Apply)  
 CO3: Evaluate various advertisements based on theoretical concepts taught. (Evaluate)  
 CO4: Develop complete portfolio for existing or hypothetical brands. (Create)

Sr. No.	Modules / Units (This entire course caters to employability)	No. of Lectures
I	<b>Introduction to Agency Departments &amp; Role of each department</b>	8
	<ul style="list-style-type: none"> <li>• Basic depts:                             <ul style="list-style-type: none"> <li>☐ Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief</li> <li>☐ Media Dept: Media research/ Media planning/ Media booking, buying</li> <li>☐ Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphicdesigner/ Storyboarding/ Web tree</li> <li>☐ Production Dept: In house or outsource. Production</li> </ul> </li> <li>• Print: Hoardings/ Brochures/ Packaging etc</li> <li>• Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing</li> <li>• Photography: In-house or location/ Model/ Costume/ Shoot/ Editing</li> <li>• Introduction to Art direction for diff media:                             <ul style="list-style-type: none"> <li>Role of an Art Director</li> <li>☐ Diff in design for Magazine Ad &amp; N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc)</li> <li>☐ Outdoor &amp; indoor ad: Time available for reading/ spotting frequency etc</li> <li>☐ Transit ad: Psychology &amp; mindset of the TA/ State of mind at the spot etc</li> <li>☐ TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV</li> <li>☐ Web ad: Advantage of pop up/ Key word SEO etc</li> <li>☐ Direct mailers: Advantage of prior knowledge/ prior relation etc</li> </ul> </li> </ul>	

2	<b>Understanding Design: Design as a language of emotions/ Communication</b>	6
	<ul style="list-style-type: none"> <li>● Introducing to students to: Elements of design (as vocabulary) <ul style="list-style-type: none"> <li>☐ Point/ Line/ Shape/ Tone/ Colour / Texture</li> </ul> </li> <li>● Introducing to students to: Principles of Design: (grammar of design Language) <ul style="list-style-type: none"> <li>☐ Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity</li> </ul> </li> <li>● Introducing students to the Rules: Gestalt principles <ul style="list-style-type: none"> <li>☐ Proximity/ Closure/ Similarity/ Continuation/ Figure &amp; ground</li> </ul> </li> </ul>	
3	<b>Introduction to Negative space &amp; its use</b>	2
	<ul style="list-style-type: none"> <li>● Creative use/ Finding shape within/ Adding a meaning</li> </ul>	
4	<b>Introduction to Optical illusions</b>	4
	<ul style="list-style-type: none"> <li>● Influence of surrounding shapes on shape &amp; size</li> <li>● Influence of surrounding colour/tone on object colour&amp; tone</li> <li>● Appearance of space &amp; depth/ form</li> </ul>	
5	<b>Introduction to Word expression</b>	4
	<ul style="list-style-type: none"> <li>● Expressive words</li> <li>● How word meaning is expressed through the appearance of word/ visual impact.</li> <li>● Calligraphy &amp; graceful typography.</li> </ul>	
6	<b>Logo unit</b>	4
	<ul style="list-style-type: none"> <li>● Understanding Logo as a company face/ Brand identity/ Character/ Class</li> <li>● Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfil the impression.</li> <li>● Tagline: typeface/ alignment/ placement etc.</li> </ul>	
7	<b>Introduction to Layout</b>	4
	<ul style="list-style-type: none"> <li>● Choosing right format/ right canvas/ Optical center/ Equilibrium <ul style="list-style-type: none"> <li>☐ Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window</li> <li>☐ Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive</li> <li>☐ 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</li> </ul> </li> </ul>	
8	<b>Use of picture (visual) as means to select Target audience</b>	4
	<ul style="list-style-type: none"> <li>● Choosing a picture <ul style="list-style-type: none"> <li>☐ Expression of Problem (Hair-fall, toothache etc)</li> <li>☐ Expression of benefit (Glowing face, fitness etc)</li> <li>☐ Irresistible presentation of product (Watch/Car etc) class</li> <li>☐ Dramatization (Cold drinks/ Mentos etc)</li> <li>☐ Association of ideas</li> </ul> </li> <li>● Headline size/ break/ highlight/ two tone head</li> <li>● Subhead size/ style</li> <li>● Body copy type: Descriptive/ pointer/ bulleted</li> </ul>	
9	<b>Introduction to Typography &amp; Text treatment</b>	4
	<ul style="list-style-type: none"> <li>● Classification of typefaces &amp; combinations</li> <li>● Size/Weight/posture etc</li> </ul>	



10	<b>Introduction to Negative space &amp; its use</b>	2
	<ul style="list-style-type: none"> <li>• Creative use/ Finding shape within/ Adding a meaning</li> </ul>	
11	<b>Introduction to Optical illusions</b>	4
	<ul style="list-style-type: none"> <li>• Influence of surrounding shapes on shape &amp; size</li> <li>• Influence of surrounding colour/tone on object colour &amp; tone</li> <li>• Appearance of space &amp; depth/ form</li> </ul>	
12	<b>Introduction to Word expression</b>	4
	<ul style="list-style-type: none"> <li>• Expressive words</li> <li>• How word meaning is expressed through the appearance of word/ visual impact</li> <li>• Calligraphy &amp; graceful typography</li> </ul>	
13	<b>Campaign planning</b>	4
	<ul style="list-style-type: none"> <li>• Introduction to the process of Idea generation (Brainstorming/ Mind-mapping) <ul style="list-style-type: none"> <li>☐ Understanding Brand (Brand building)</li> <li>☐ Understanding TA's favourite place, shows, reading (Media research/ planning)</li> <li>☐ Understanding buying motives/ habits/ influences (Consumer behaviour)</li> <li>☐ Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief</li> <li>☐ Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above.</li> <li>☐ Layout stages &amp; final design</li> </ul> </li> </ul>	
14	<b>Ad Campaign Portfolio prints and presentation</b>	6
	<ul style="list-style-type: none"> <li>• Logo and logo manual</li> <li>• Business Stationary (letter head, Business envelope, visiting card)</li> <li>• Newspaper ads</li> <li>• Magazine ads</li> <li>• Outdoor ads</li> <li>• Merchandise / Branding</li> <li>• TVC (15 – 20 frame story board)</li> <li>• Radio jingle</li> <li>• Web ad</li> <li>• Ambient Ad</li> </ul>	

### References

#### Advertising Design

- Advertising Art & Ideas G. M. Rege
- Art & Production N. N. Sarkar
- Brand Positioning Subroto Sengupta
- Ogilvy on Advertising David Ogilvy
- The Advertising Handbook Dell Denison
- Advertising by Design Robin Landa

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester VI**

**Principles of Direct Marketing**

**Course Code: 1865UMMDM**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

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MALAD (W), MUMBAI - 400 084**

Syllabus of Course of BMM Program at Semester VI

**Discipline Specific Compulsory Course  
Principles of Direct Marketing**

**Objectives:**

- To study various methods of direct marketing and as to how to apply them.
- To study the difference between Direct marketing and Traditional marketing.

**Learning Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Explain Advertising and its different types. Different advertisement mediums, their selection criterion and relative advantages, ethics of advertising, market research, brand positioning (Understanding)

CO2: Explain various direct marketing techniques (traditional and modern) and build up customer loyalty and database management (Understanding)

CO3: Interpret the structure and functioning of an advertising agency and also client agency relationship (Apply)

CO4: Interpret Direct Marketing activities on various platforms (Apply)

CO5: Interpret a range of options to exploit market opportunities and solve marketing problems using direct marketing. (Apply)

CO6: Create quality advertisements and Customer database. (Create)

Sr.No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	<b>Introduction to Direct Marketing</b>	5
	<ul style="list-style-type: none"> <li>• Meaning and Introduction to Marketing</li> <li>• Traditional Versus Direct Marketing Techniques</li> <li>• Importance of Direct Marketing</li> <li>• Growth of Direct marketing</li> <li>• Future of Direct marketing</li> </ul>	
2	<b>Basics of Direct and Interactive Marketing</b>	10
	<ul style="list-style-type: none"> <li>• Meaning, Definition, Importance of Direct Marketing</li> <li>• Advantages and Disadvantages of Direct Marketing</li> <li>• Approaches of Direct Marketing</li> <li>• Reasons for the growth of Direct Marketing</li> <li>• Economics of Direct Marketing</li> <li>• 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Retention</li> </ul>	
3	<b>Customer Relationship Management</b>	10

	<ul style="list-style-type: none"> <li>• What is Customer Relationship Management (CRM)</li> <li>• Importance of CRM</li> <li>• Planning and Developing CRM</li> <li>• Customizing Products to different needs</li> <li>• Studying the customers mix and Managing the Key customers</li> <li>• Relationship Marketing - Customer Loyalty</li> </ul>	
4	<b>Database Management - Research/Analysis and Testing</b>	15
	<p><b>A ) Database management</b></p> <ul style="list-style-type: none"> <li>☐ Meaning, Importance, Functions of Database</li> <li>☐ Sources and uses of E-database</li> <li>☐ Techniques of Managing Database - Internal/External</li> <li>☐ Steps in developing a database</li> <li>☐ Advantages and Disadvantages of Database Management</li> </ul> <p><b>B ) Direct Marketing strategies</b></p> <ul style="list-style-type: none"> <li>☐ Meaning of Marketing Strategies - Why it is needed</li> <li>☐ Internal and External Analysis</li> <li>☐ Objectives of Strategies</li> <li>☐ Creating a Direct Marketing Budget</li> </ul> <p><b>C ) Direct marketing research &amp; testing</b></p> <ul style="list-style-type: none"> <li>☐ What is customer Life time Value (LTV)</li> <li>☐ Factors affecting Life time Value</li> <li>☐ How we use LTV</li> <li>☐ LTV - Sums (3 methods - Present/Historical and Discounted)</li> <li>☐ Using LTV analysis to compare the effectiveness of various marketing strategies</li> </ul> <p><b>Direct Marketing Analysis</b></p> <ul style="list-style-type: none"> <li>☐ List Selection, Prospecting</li> <li>☐ Market Segmentation</li> <li>☐ Product Customization</li> <li>☐ Response Modeling and Experimentation</li> <li>☐ Mail order, Lead generation, Circulation, Relationship/loyalty programmes, Store traffic/Site traffic generation</li> <li>☐ Fund raising, Pre-selling, selling (Cross selling, Up selling) and Post-Selling</li> </ul>	
5	<b>Direct Marketing as an Integral Part of Integrated Marketing Communication</b>	10
	<ul style="list-style-type: none"> <li>• Meaning, Introduction of IMC</li> </ul>	

	<ul style="list-style-type: none"> <li>• Role of IMC in the Marketing Process</li> <li>• Relationship of IMC with Direct Marketing</li> <li>• Importance of IMC</li> <li>• Tools of IMC - Advantages, Sales Promotion, Publicity, Personal Selling, etc.</li> <li>• Person to person, Group Selling, Direct Mail</li> <li>• Direct response Television (DR-TV),</li> <li>• Direct Response Print Advertising</li> <li>• Catalogues, Inserts, Videos, E-mail, Trade shows</li> </ul>	
6	<b>Direct Marketing Case Study</b>	10
	<ul style="list-style-type: none"> <li>• Product offering</li> <li>• Lead generation</li> <li>• Database management</li> <li>• Methodology</li> </ul>	

#### References

##### The Principles and Practices of Direct Marketing

- Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
- Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
- Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
- Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990
- Successful Direct Marketing Methods Hardcover – 16 Dec 2008 by Bob Stone (Author), Ron Jacobs (Author)
- Direct Marketing: Strategy, Planning, Execution by Edward L Nash
- The New Direct Marketing: How to Implement a Profit-driven Database ...by Rajeev Batra
- Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp



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**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester V**

**Brand Building**

**Course Code: 1852UMMBB**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

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**MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester V

**Core Course  
Brand Building**

**Objectives:**

- To study the concepts of brand.
- To understand various types of brand, importance and to build
- To study its importance to consumers and advertisers.

**Course Outcomes:**

After the completion of the course the Learner will be able to :

CO1: Understand the concept of brand, brand values and brand development. (Understand)

CO2: Explain the Branding strategies (Understand)

CO3: Apply the various models of brand development and building to existing and new brands. (Apply)

CO4: Compare the national and international brand perspectives. (Evaluate)

CO5: Develop new brand images and identities for existing and new brands. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	<b>Brand</b>	10
	<ul style="list-style-type: none"><li>• Definition</li><li>• Process of branding</li><li>• Importance of branding</li><li>• Advantages &amp; Limitation of branding</li><li>• Brand vs. Product</li><li>• Corporate branding vs. Product branding</li><li>• 10 Guidelines to build a brand</li><li>• Brand building blocks</li><li>• Brand elements – Meaning Types &amp; Criteria of choosing</li></ul>	
2	<b>Branding strategies</b>	10
	<ul style="list-style-type: none"><li>• Manufacturer branding (national brand)</li><li>• Distributor branding (private/store brand)</li><li>• Multi product branding strategy</li><li>• Multi branding strategy</li><li>• Mix branding</li><li>• Brand licensing</li><li>• Co-branding(Composite co-branding, Ingredient co-branding)</li><li>• 8 Brand product matrix</li></ul>	
3	<b>Naming, Introducing New brands &amp; Brand positioning (Employability)</b>	10

	<ul style="list-style-type: none"> <li>• Brand identity –Core &amp; extended Identity , Traps</li> <li>• Brand personality – Creating ,Models, Brand personality scale , User imagery vs Brand personality</li> <li>• Brand positing _ Product class, Consumer segmentation, Perceptual mapping, Cornerstone positioning strategy</li> </ul>	
4	<b>Brand Equity</b>	10
	<ul style="list-style-type: none"> <li>• Concept of Brand equity</li> <li>• Consumer segmentation</li> <li>• Brand Loyalty</li> <li>• Brand Awareness</li> <li>• Brand associations</li> <li>• Other Brand Assets</li> <li>• Benefits of Brand Equity</li> <li>• Choosing Brand elements to build Equity</li> <li>• Managing Brand Equity</li> <li>• Brand Equity Ten</li> <li>• Y&amp; R model- Brand Asset Valuator</li> <li>• Y &amp;R Model- Graveyard</li> </ul>	
5	<b>Brand leveraging&amp; managing brands overtime</b>	10
	<ul style="list-style-type: none"> <li>• Line extension</li> <li>• Brand Extension</li> <li>• Creating Range Brands</li> <li>• Ad Hoc Brand Extension</li> <li>• Moving the Brand down</li> <li>• Moving the Brand up</li> <li>• Reinforcing Brands</li> <li>• Revitalizing Brands</li> <li>• Repositioning</li> <li>• Re- Branding</li> <li>• Consistency</li> <li>• Entering New markets</li> </ul>	
6	<b>Building a brand on the internet &amp; Imperative (Employability)</b>	10
	<ul style="list-style-type: none"> <li>• Comparing brand building in cyber space and in brick and mortar world</li> <li>• Internet user segments</li> <li>• Website objectives</li> <li>• Co-ordination across organisation</li> <li>• Co-ordination across media</li> <li>• Co-ordinating strategy &amp; tactics across markets</li> </ul>	



## References

### Brand Building

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- Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
- Brand management – the Indian context – Y L R Moorthi
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- John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill
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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester V**

**Consumer Behaviour**

**Course Code: 1854UMMCB**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

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NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)**

**MALAD (W), MUMBAI - 400 094**

Syllabus of Course of BMM Program at Semester V

**Core Course  
Consumer Behaviour**

**Objectives:**

- To develop an understanding of the role of marketing in influencing consumer behaviour.
- To acquire the capacity to analyse the changing trends in consumer behaviour and consumer insights.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

- CO1. Discuss the rationale for studying consumer behaviour. (Understanding)  
 CO2. Identify and explain factors which influence consumer behaviour inclusive of society and culture. (Understanding)  
 CO3. Demonstrate how knowledge of consumer behaviour can be applied to marketing. (Apply)  
 CO4. Employ the knowledge of Consumer behaviour decision process and factors affecting – External factors / Internal factors in marketing of products. (Apply)

Sr. No	Modules/Units	No. of Lectures
1	<b>Introduction to Consumer Behaviour</b>	10
	<ul style="list-style-type: none"> <li>● Concepts</li> <li>● Need to study Consumer Behaviour</li> <li>● Factors influencing Consumer Behaviour</li> <li>● Changing Trends in Consumer Behaviour</li> </ul>	
2	<b>Consumer Behaviour &amp; Marketing (Employability)</b>	10
	<ul style="list-style-type: none"> <li>● Marketing Segmentation. – VALS</li> <li>● Components</li> <li>● Process of Marketing Communication</li> <li>☐ Message</li> <li>☐ Persuasion -Need &amp; Importance</li> <li>☐ ELM</li> <li>☐ Appeal</li> </ul>	
3	<b>Relevance of Perception &amp; Learning in Consumer Behaviour</b>	10
	<ul style="list-style-type: none"> <li>● Concepts, Elements in Perception, Subliminal Perception</li> <li>● Ethics in Consumer perception</li> <li>● Learning</li> <li>☐ Elements of Consumer Learning</li> <li>☐ Cognitive Theory- Social Learning</li> <li>☐ Behavioural Learning-Classical, Instrumental Theory</li> </ul>	

4	<b>Psychological Determinants &amp; Consumer Behaviour</b>	10
	<ul style="list-style-type: none"> <li>● Motivation <ul style="list-style-type: none"> <li>☐ Needs, Types, Theories</li> <li>☐ Role of Motivation in Consumer Behaviour</li> <li>☐ Ethics and consumer motivation</li> </ul> </li> <li>● Personality &amp; Attitude <ul style="list-style-type: none"> <li>☐ Theories of Personalities &amp; its application</li> <li>☐ Freudian, Trait, Jungian, Self-concept</li> </ul> </li> <li>● Formation of Attitude <ul style="list-style-type: none"> <li>☐ Theories &amp; its relevance in Consumer Behaviour</li> <li>☐ Cognitive Dissonance</li> <li>☐ Tricomponent</li> <li>☐ Changing attitude in Consumer Behaviour</li> </ul> </li> </ul>	
5	<b>Social &amp; Cultural aspects of Marketing</b>	10
	<ul style="list-style-type: none"> <li>● Family</li> <li>● Social Stratification- Class, Age, Gender</li> <li>● Group: Reference Group</li> <li>● Culture <ul style="list-style-type: none"> <li>☐ Impact of Social &amp; Cultural aspects of Marketing on Consumer Behaviour</li> <li>☐ Cross cultural Consumer analysis and Psychographic segmentation</li> <li>☐ Culture: Sub-Culture</li> <li>☐ Changing Indian Core Values</li> </ul> </li> </ul>	
6	<b>Consumer Decision Making</b>	10
	<ul style="list-style-type: none"> <li>● Consumer Decision Making <ul style="list-style-type: none"> <li>☐ Process</li> <li>☐ Models</li> <li>☐ Levels</li> <li>☐ Opinion Leaders &amp; Consumer Decision Making</li> </ul> </li> <li>● Adoption &amp; Diffusion Process</li> <li>● Online buying Vs Offline buying</li> <li>☐ Factors affecting online buying</li> </ul>	

<b>References</b>
<b>Consumer Behaviour</b>
<ul style="list-style-type: none"> <li>● Leon.G.Schiffmon, Leslie Lazar &amp; Kanok II edition – Consumer Behaviour , Prentice Hall 2014.</li> <li>● David L.Louden , Albert J.DelloBitta, Consumer Behaviour – Mcgraw – Hill 1993.</li> <li>● Max Sutherland &amp; Alice K Sylvester, Advertising &amp; the mind of the consumer, Kroger, Page 2000.</li> <li>● S.Ramesh Kumar, Consumer Behaviour&amp; Branding .Pearson Education India. 2009.</li> </ul>

- Satish.K.Batra, Consumer Behaviour. Test &Cares, Excel Books India. Jan 2009.
- Matin Khan, Consumer Behaviour , New Age International Ltd, publishers, 2006
- Dr. Arundhati Ninawe, Consumer Behaviour, Sai Jyoti Publication, 2011
- J.Paul Peter, Jerry C. Olson , Consumer Behaviour and marketing strategy- 7<sup>th</sup> Edition , McGraw- Hill Irwin , 2002
- Arindam Mukherjee(Editor), Online Consumer Behaviour, ICFAI University Press , January 200

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester V**

**Copywriting**

**Course Code: 1856UMMCW**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)**

**MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester V

**Discipline Specific Compulsory Course  
Copywriting**

**Objectives:**

- To develop an understanding of the role of marketing in influencing consumer behaviour.
- To understand the concepts of copywriting to produce high quality content in advertising.
- To follow the creative brief and understand how to write copy for various mediums and audiences.
- To understand the power of effective copies via ad campaigns around the world.
- To explore the creative use of language that motivates readers to take action.

**Course Outcomes:**

**After the completion of the course the Learner will be able to:**

CO1: Discuss the importance target audience-oriented marketing, how marketing can change the perception of consumer. (Understanding)

CO2: They will learn the terminologies, formats of advertisings, which will help them to get employed in the industry(Understanding)

CO3: Demonstrate the technique of creating creative brief as per the client's requirement. (Apply)

CO4: Demonstrate his/her idea in a more creative and cohesive manner that suits the target audience. (Apply)

CO5: Create campaign according the media, product and its target audience. (Create)

Sr. No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	<b>Introduction to Copywriting</b> <ul style="list-style-type: none"><li>• Basics of copy writing.</li><li>• Responsibility of Copy writer.</li></ul>	3
2	<b>Creative Thinking</b> <ul style="list-style-type: none"><li>• How to inculcate a 'creative thinking attitude'.</li><li>• Left brain thinking; Right Brain thinking.</li><li>• Conscious mind; unconscious mind.</li><li>• Role of Heuristics and assumptions in creative thinking.</li><li>• Five steps of Creative process.</li></ul>	10
3	<b>Idea Generation Techniques</b> <ul style="list-style-type: none"><li>• Techniques-Theories of ideation.</li><li>• Idea generation techniques: eg.</li></ul>	5

	<ul style="list-style-type: none"> <li>② Brainstorming</li> <li>② Triggered brainwalking</li> <li>② Questioning assumptions</li> <li>② Picture prompts</li> <li>② Scamper</li> <li>② Observation</li> <li>② Referencing</li> <li>② Interaction</li> <li>② Imagination</li> <li>② Dreams</li> <li>② Creative Aerobics</li> </ul>	
4	<b>Transcreativity</b>	2
	<ul style="list-style-type: none"> <li>● Introduction</li> <li>● Purpose</li> </ul>	
5	<b>Briefs</b>	5
	<ul style="list-style-type: none"> <li>● Marketing Brief</li> <li>● Creative Brief</li> </ul>	
6	<b>Writing persuasive copy</b>	5
	<ul style="list-style-type: none"> <li>● The CAN Elements (connectedness, appropriateness, and novelty).</li> <li>● Getting Messages to "Stick": Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling.</li> </ul>	
7	<b>Writing copy for various Media</b>	5
	<ul style="list-style-type: none"> <li>● Print: Headlines, sub headlines, captions, body copy, and slogans.</li> <li>● Television: Storyboard, Storyboarding Techniques, Balance between words and visuals   Power of silence, formats of TVS's</li> <li>● Outdoor posters.</li> <li>● Radio</li> <li>● Digital: email, web pages</li> </ul>	
8	<b>Writing copy for various audiences</b>	5
	<ul style="list-style-type: none"> <li>● Children</li> <li>● Youth</li> <li>● Women</li> <li>● Senior citizen</li> <li>● Executives</li> </ul>	
9	<b>How to write copy for:</b>	5
	<ul style="list-style-type: none"> <li>● Direct mailer</li> <li>● Classified</li> <li>● Press release</li> <li>● B2B</li> <li>● Advertorial</li> <li>● Informercial</li> </ul>	



<b>10</b>	<b>Various types of Advertising appeals and execution styles</b>	<b>5</b>
	<ul style="list-style-type: none"> <li>• Rational appeals</li> <li>• Emotional appeals: Humour, Fear, Sex appeal</li> <li>• Various advertising execution techniques</li> </ul>	
<b>11</b>	<b>The Techniques of Evaluation of an Ad Campaign</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives</li> <li>• Learn to appreciate the aesthetic aspects of the ad- how the ad looks, its layout, colour scheme, topography, balance etc</li> </ul>	

<b>References</b>
<b>Copywriting</b>
<ul style="list-style-type: none"> <li>• Copywriting by J.JonathanGabay FRSA</li> </ul>



**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester V**

**Media Planning and Buying**

**Course Code: 1855UMMMP**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MALAD - 400 054**

Syllabus of Course of BMM Program at Semester V

**Discipline Specific Compulsory Course  
Media Planning and Buying**

**Objectives:**

- To Equip the students with All the available Mediums.
- To Coach them with different sources secondary Media Research.
- How does the Media Plan work with an example of Print Media Plan?

**Course Outcomes:**

**After the completion of the course the Learner will be able to :**

- CO1: Explain Basic Terminology of Media Planning which will help them for an engagement with Industry citizens. (Understanding)  
 CO2: Explain the importance of objective driven planning on the target group. (Understanding)  
 CO3: Demonstrate a complete understanding on how the secondary sources are used in media plan. (Apply)  
 CO4: Evaluate various mediums and also learn about pros and cons of each medium. (Evaluate)  
 CO5: Construct their media plans based on brand briefs. (Create)

Sr. No.	Modules / Units <b>(This entire course caters to employability)</b>	No. of Lectures
1	<b>Introduction to Media Planning and Selection</b> <ul style="list-style-type: none"> <li>• An Overview of Media Planning</li> <li>• Basic Terms and Concepts</li> <li>• The function of Media planning in advertising</li> <li>• Role of Media planner</li> <li>• Challenges in Media planning</li> <li>• Media Brief</li> <li>• Media Audit</li> <li>• NCCS Grid</li> </ul>	8
2	<b>Sources of Media Research</b> <ul style="list-style-type: none"> <li>• Nielson Clear Decision (NCD for Print)</li> <li>• Broadcast Audience Research Council</li> <li>• Audit Bureau of Circulation</li> <li>• RAM</li> <li>• Comscore - Digital</li> </ul>	4
3	<b>Media Planning Process</b> <ul style="list-style-type: none"> <li>• Situation analysis and Marketing strategy plan</li> <li>• Setting Media objectives</li> <li>• Determining Media strategy</li> <li>• Selecting broad Media classes</li> <li>• Selecting Media within classes</li> <li>• Budget and Media Buying</li> </ul>	8

	<ul style="list-style-type: none"> <li>• Evaluation</li> </ul>	
4	<b>Criterion for selecting media vehicles</b> <ul style="list-style-type: none"> <li>• Reach</li> <li>• Frequency</li> <li>• GRPS/GVT Ratings</li> <li>• TVT Ratings</li> <li>• Cost efficiency</li> <li>• Cost per thousand</li> <li>• Cost per rating</li> <li>• Waste</li> <li>• Circulation</li> <li>• Pass-along rate (print)</li> </ul>	4
5	<b>Selecting suitable Media options and Media Buying</b> <ul style="list-style-type: none"> <li>• Newspaper</li> <li>• Magazine</li> <li>• Television (National, Regional and Local)</li> <li>• Radio</li> <li>• Outdoor and out of home</li> <li>• Cinema Advertising</li> <li>• Digital Advertising</li> </ul>	8
6	<b>Communication Mix</b> <ul style="list-style-type: none"> <li>• Events</li> <li>• Sponsorship</li> <li>• Merchandising</li> <li>• Point of purchase</li> <li>• In film advertising</li> <li>• Mobile advertising</li> <li>• Word of mouth</li> <li>• Ambient advertising</li> </ul>	8
7	<b>Negotiation skills in Media Buying</b> <ul style="list-style-type: none"> <li>• Negotiation Strategies</li> <li>• Laws of Persuasion</li> </ul>	4
8	<b>Digital Media Planning</b> <ul style="list-style-type: none"> <li>• Various Digital channels <ul style="list-style-type: none"> <li>☐ Search Engine Optimisation</li> <li>☐ Search Engine Marketing</li> <li>☐ 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)</li> <li>☐ Targeting/Remarketing</li> <li>☐ Mobile advertising (WAP &amp; APP)</li> </ul> </li> <li>• Various types of digital <ul style="list-style-type: none"> <li>☐ Display Advertising ads and its various Ad formats</li> <li>☐ Video Advertising and its various Ad formats</li> <li>☐ Types of social media (Text + Visual, FB, Twitter,</li> </ul> </li> </ul>	8

	Instagram, Snap Chat etc) 7	
9	<b>Digital Media Buying</b>	8
	<ul style="list-style-type: none"> <li>• Buying Digital Advertising: An Overview Paid media, Owned media and Earned media).</li> <li>• Direct buys from the websites</li> <li>• Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)]</li> <li>• (a) Cost per action (CPA), or pay per action (PPA)</li> <li>• (b) Cost per conversion or Revenue sharing or cost per sale,</li> <li>• Advertising via Premium Publishers</li> <li>• Advertising via Networks and Exchanges</li> <li>• Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com)</li> <li>• The Local Publishing Market</li> <li>• Data management platform</li> </ul>	

<b>References</b>
<b>Media Planning &amp; Buying</b>
<ul style="list-style-type: none"> <li>• Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition</li> <li>• Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition</li> </ul>

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester V**

**Cross Media Writing and Editing-I**

**Course Code: 1956UMMCME**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 054**

Syllabus of Course of BMM Program at Semester V

**Discipline Specific Compulsory Course  
Cross Media Writing and Editing-I**

**Objectives:**

- To equip the learners with a physical and digital portfolio displaying their skills and interests
- To enhance their writing and editing skills across platforms with a “learn as you do” approach
- Focus on short form, precise writing skills and vocabulary building

**Learning Outcomes:**

After the completion of the course the Learner will be able to:

- CO1: Recognize what is a good picture from journalism perspective (Understand)  
 CO2: Explain the application of grammar and punctuation (Apply)  
 CO3: Demonstrate how to eliminate redundant words and sentences (Apply)  
 CO4: Evaluate Books and films (Evaluate)  
 CO5: Write good headlines (Create)  
 CO6: Write crisp captions (Create)

Sr. No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	<b>Editing Sentences</b>	9
	<ul style="list-style-type: none"> <li>• Punctuations</li> <li>• Eliminating redundant words</li> <li>• Grammar</li> <li>• Clarity</li> <li>• Target audience and raison d' etre of the publication</li> </ul> <i>Drawn from current affairs and news</i>	
2	<b>Writing picture captions and Slugs</b>	11
	<ul style="list-style-type: none"> <li>• What is a good picture</li> <li>• Selecting pictures</li> <li>• Picture stories</li> <li>• Photo features</li> <li>• Effective captions</li> </ul> <i>Drawn from current affairs and news</i>	
3	<b>Vox Pop</b>	10

	<ul style="list-style-type: none"> <li>• Selecting a theme or question</li> <li>• Collecting public opinion</li> <li>• Page layouts :</li> <li>• Packaging the story</li> </ul> <p><i>Drawn from current affairs and news</i></p>	
4	<b>Tickers, Flash, Headlines and Brief News</b>	10
	<ul style="list-style-type: none"> <li>• Writing and editing for brevity and accuracy</li> <li>• Covering breaking news</li> <li>• Rules of headline writing</li> <li>• Types of headlines</li> <li>• Difference between headlines for Hard News and Soft News</li> </ul>	
5	<b>Writing Snippets, Book Reviews and Film Reviews</b>	10
	<ul style="list-style-type: none"> <li>• Writing snippets for tabloid</li> <li>• Synopsis for the web</li> <li>• Objective of reviews</li> <li>• Does and don't of book and film reviewing</li> <li>• Formats and templates</li> </ul>	
6	<b>Interviews</b>	10
	<ul style="list-style-type: none"> <li>• Types of subjects</li> <li>• Preparing for interviews</li> <li>• Preparing questionnaire</li> <li>• Techniques of interviewing</li> <li>• Interview formats</li> </ul>	

### References

Cross Media Writing and Editing-1

- The Editor's Toolbox by Buck Ryan and Michael O Donnell
- Writing for the Web by Crawford Kelian



**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester V**

**Reporting**

**Course Code: 1855UMMRP**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 054**

Syllabus of Course of BMM Program at Semester V

**Discipline Specific Compulsory Course  
Reporting**

**Objectives:**

- To acquire an understanding of the principles of reporting and value the ethical standards applied in the business of journalism.
- To demonstrate an appreciation for techniques used by investigative journalists in uncovering scams and develop an understanding of the difference between investigative reporting and yellow journalism.
- To comprehend the impact of investigative journalism in being a vehicle of social, economic and cultural change.

**Course Outcomes**

After the completion of this Course the Learner will be able to :-

- CO1: Understand the principles of reporting and importance of beat reporting (Understand)  
CO2: Identify news values and important sources for news gathering (Understand)  
CO3: Appreciate Press Council guidelines for covering disasters, both manmade and natural. (Understand)  
CO4: Demonstrate the capacity to become the voice of the voiceless through citizen journalism and identify fake news from the real. (Apply)  
CO5: Analyse the difference between investigative reporting and yellow journalism (Analyse)  
CO6: Critically analyse the obstacles to investigative journalism and tools to surmount these hurdles through a case study approach (Analyse)  
CO7: Think and write creatively and ethically on current issues using the reporting tools of Accuracy, Balance, Clarity and Attribution (Create)

Sr. No.	Modules / Units	No. of Lectures
1	<b>What is News? Definition of News</b>	4
	<ul style="list-style-type: none"><li>• News values</li><li>• Elements of news/news sense</li><li>• What makes news as news</li></ul>	
2	<b>Basic Principles of Reporting</b>	5
	<ul style="list-style-type: none"><li>• ABC of Reporting Accuracy</li><li>• Balance/Brevity and Clarity Objectivity as the basic principle.</li><li>• Is it possible to adhere to the principle?</li><li>• Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?</li></ul>	
3	<b>News Gathering</b>	5

	<ul style="list-style-type: none"> <li>● How do reporters gather news? <ul style="list-style-type: none"> <li>☐ Press Conference</li> <li>☐ Public Meetings</li> <li>☐ Press Release</li> <li>☐ Interviews</li> <li>☐ Rallies</li> <li>☐ Official Programmes</li> <li>☐ Incident/On the spot coverage</li> </ul> </li> <li>● Sources Primary &amp; Secondary Official &amp; Unofficial or Hidden or Confidential. <ul style="list-style-type: none"> <li>☐ Off the record sources/ Self Developed sources.</li> <li>☐ Role of anonymous sources.</li> <li>☐ New-age technological sources.</li> <li>☐ How to develop sources.</li> <li>☐ Reliability and confidentiality of sources.</li> </ul> </li> </ul>	
4	<b>News-writing (Employability)</b>	6
	<ul style="list-style-type: none"> <li>● How to write a news story Construct the news. <ul style="list-style-type: none"> <li>☐ Intro, Dateline Credit-line, Body-text. Inverted Pyramid style as the basic requirement.</li> <li>☐ Use of news parlance.</li> <li>☐ Use of verbs, adjectives, comment</li> </ul> </li> </ul>	
5	<b>Follow-up Story</b>	4
6	<b>Beats System in Reporting</b>	5
	<ul style="list-style-type: none"> <li>● What is beat system, why it is necessary, how does it help.</li> <li>● What are requirements of various beats.</li> <li>● The basic beats such as. Crime, Civic Affairs/Local Administration, Law &amp; Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation),</li> <li>● Infrastructure, Education, Health, Entertainment, Defence.</li> <li>● New upcoming beats: Community, Women &amp; Child welfare, Technology, Science &amp; Environment, Youth &amp; Career, Consumer.</li> </ul>	
7	<b>Citizen Journalism</b>	5
	<ul style="list-style-type: none"> <li>● Participation of citizens in breaking news-stories. A new branch</li> </ul>	
8	<b>Importance of New Tools in the hands of Reporters</b>	5

	<ul style="list-style-type: none"> <li>• RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.</li> <li>• The use/misuse of these tools, Authenticity and credibility of these tools.</li> <li>• 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.</li> </ul>	
9	<b>Coverage of Disasters</b>	5
	<ul style="list-style-type: none"> <li>• Do's and Don'ts. Role of Reporters.</li> <li>• Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.</li> <li>• Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack.</li> <li>• The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.</li> </ul>	
10	<b>Investigative Journalism</b>	6
	<ul style="list-style-type: none"> <li>• History of Investigative Journalism in the world and India.</li> <li>• How to cover an investigative story, Do's and don'ts.</li> <li>• The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system.</li> <li>• Limitations/Obstacles in covering an investigative story.</li> <li>• Role of Whistle Blowers and also news tools.</li> <li>• Sting Operations.</li> </ul>	
11	<b>Ethical Issues in reporting/ Credibility of Reporters.</b>	6
	<ul style="list-style-type: none"> <li>• Yellow Journalism and its comparison with other forms.</li> <li>• Privileges/Extra powers to Reporters.</li> <li>• Myth or Reality?</li> <li>• Imminent Dangers or threats in Reporting.</li> </ul>	
12	<b>Case Studies</b>	4

	<ul style="list-style-type: none"> <li>• Watergate Scandal</li> <li>• Tehelka - West End Deal Sting</li> <li>• Bofors Gun scandal</li> <li>• NiraRadia Case</li> <li>• 2G Scam</li> <li>• Anna Hazare Movements Coverage</li> <li>• Maharashtra Irrigation Scam</li> </ul>	
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<b>Reporting</b>
<b>References</b>
<ul style="list-style-type: none"> <li>• Essentials of Practical Journalism. VirBalla Aggarwal, Concept Publishing Company, 2006</li> <li>• Practical Journalism .P.K.Menon .Aavishkar Publisher Distributors, 2005</li> <li>• Writing and Reporting News by Carole Rich; Thomson Wadsworth</li> <li>• Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition</li> <li>• Recommended reading NalinMehta on Indian TV</li> <li>• MV Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.</li> <li>• Introduction to Journalism :Essential Technique Richard Rudin</li> <li>• Introduction to Journalism :Carole Fleming</li> <li>• Introduction to Journalism :James Glen Stowall</li> </ul>



**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**Second Year**

**Semester IV**

**Introduction to Advertising**

**Course Code: 1743UMCIA**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 084**

## Syllabus of Course of BAMMC Program at Semester IV

### Core Course Introduction to Advertising

#### Objectives:

- To introduce to the various concepts and aspects of advertising.
- To familiarize the learner with the creative side of the advertising industry.
- To appreciate the need to apply ethical practices in the advertising industry.

#### Course Outcomes

After the completion of the course the Learner will be able to:

CO1 Understand the history and role of Ad gurus and institutions in shaping the advertising industry (Understand)

CO2 Recognise the different types and tools of advertising, traditional, digital and emerging advertising new media platforms and the appeals employed (Understand)

CO3 Recognise the skills required to be an advertising professional in a technology driven field and identify an interesting career in the advertising sector (Understand)

CO4 Analyse the rules and regulations governing the ethics of advertising using relevant case studies (Analyse)

CO5 Label the different elements of an advertisement and appreciate its importance (Apply)

CO6 Design an original advertisement both for traditional and new media employing elements and ethics of advertising (Create)

Sr. No.	Modules / Units	No. of Lectures
1	<b>Introduction to Advertising</b>	15
	<ul style="list-style-type: none"><li>• Meaning and concept of advertising</li><li>• Brief History of advertising</li><li>• Advertising in global scenario</li><li>• Globalization and advertising in India</li><li>• The stalwarts of advertising (Alyque Padamsee, Prasoon Joshi, Prahlad Kakkar, David Ogilvy, Mather and others)</li><li>• Advertising and society</li></ul>	
2	<b>Role Of Advertising</b>	15
	<ul style="list-style-type: none"><li>• Types of advertising</li><li>• Advertising as a career and business</li><li>• Objectives of advertising</li><li>• Advertising budgets</li><li>• Advertising regulations and issues</li></ul>	
3	<b>Advertising And Media</b>	15
	<p>The entire unit needs to be taught with relevant and recent case studies</p> <ul style="list-style-type: none"><li>• Print media</li></ul>	

	<ul style="list-style-type: none"> <li>• Electronic media (radio and television)</li> <li>• Digital Media</li> <li>• Other media (transit, outdoor, direct and any other support media)</li> <li>• Audio Beconing</li> </ul>	
4	<b>Advertising Message (Employability)</b>	15
	<ul style="list-style-type: none"> <li>• Advertising communication and persuasion tool</li> <li>• Creativity in advertising</li> <li>• Designing the advertising message</li> <li>• Advertising appeals</li> <li>• Art of creating various advertisements</li> <li>• Advertising effectiveness</li> <li>• Print media</li> <li>• Electronic media (radio and television)</li> <li>• Other media (transit, outdoor, direct and any other support media)</li> <li>• New age media vehicles (internet, web, mobile and other contemporary forms)</li> </ul>	

#### Reference Books

##### Introduction to Advertising

- *Foundation of Advertising Theories and Practices; S. A. Chunawalla & K C Sethia; Himalaya Publishing House; Seventh Edition*
- *Advertising Management; Rajeev Batra, John Myers & David Aaker; Pearson Publication; Fifth Edition*
- *Advertising and Sales Promotion; S.H.H. Kazmi & Satish Batra; Excel Books; Second Edition*
- *Advertising Management; Jaishri Jethwaney & Shruti Jain; Oxford University Press*
- *Advertising; Frank Jefkins & David Yadin; Pentice Hall; Fourth Edition*
- *Principles of advertising, A global perspective; Monte Lee & Carla Johnson; Viva Books Pvt. Ltd.; Second Edition*



**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**Second Year**

**Semester IV**

**Mass Media Research**

**Course Code: 1746UMCMMR**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BAMMC Program at Semester IV

**Discipline Specific Compulsory Course  
Mass Media Research**

**Objectives:**

- To understand and identify the relevance of research in Mass Media.
- To help learners to acquire knowledge and verify facts.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

- CO1: Explain the importance of research in mass media. (Understanding)  
 CO2: Recognize the difference between sources of information and verify facts to be used as content in their news or any other program. (Understanding)  
 CO3: Recognize the importance of pilot study to understand consumer, usage of connotation and denotation. (Understanding)  
 CO4: Demonstrate the technique of conducting research for solving a problem or pre and post launch of product. (Apply)  
 CO5: Illustrate the use of Semiology and Content Analysis. (Apply)  
 CO6: Develop a Research Proposal in Mass Media Field. (Create)

Sr. No.	Modules / Units (This entire course caters to employability)	No. of Lectures
1	Relevance, Scope of Mass Media Research and Role of research in the media:	5
2	Steps involved in the Research Process	5
3	Qualitative and Quantitative Research	5
4	Discovery of research problem, identifying dependent and Independent variables, developing hypothesis.	5
5	Concept, types and uses of Research Designs	5
	<ul style="list-style-type: none"> <li>• Exploratory</li> <li>• Descriptive</li> <li>• Causal</li> </ul>	
6	Data – Collection Methodology	5
	<ul style="list-style-type: none"> <li>• Primary Data– Collection Methods                             <ul style="list-style-type: none"> <li>i. Depth interviews</li> <li>ii. Focus group</li> <li>iii. Surveys</li> <li>iv. Observations</li> <li>v. Experimentations</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>• Secondary Data Collection Methods: <ul style="list-style-type: none"> <li>i. Internal</li> <li>ii. External</li> </ul> </li> </ul>	
7	<b>Designing Questionnaire and measurement techniques</b>	5
	<ul style="list-style-type: none"> <li>• Types and basics of questionnaire</li> <li>• Projective techniques</li> <li>• Attitude measurement scales</li> </ul>	
8	<b>Sampling process, Methods</b>	5
9	<b>Data Tabulation and Research report format</b>	5
10	<b>Application of research in mass media</b>	5
11	<b>Introduction to Semiology</b>	5
	<ul style="list-style-type: none"> <li>• The semiotic approach to the construction of meaning</li> <li>• Barthes Primary level and secondary level signification.</li> <li>• Semiotic analysis</li> </ul>	
12	<b>Content Analysis</b>	5
	<ul style="list-style-type: none"> <li>• Definition and uses</li> <li>• Quantitative and Qualitative approach</li> <li>• Steps in content analysis</li> <li>• Devising means of a quantification system</li> <li>• Limitations of content analysis</li> </ul>	

### Reference Books

#### Mass Media Research

- Kothari; *Research Methodology*; Wiley Eastern Ltd.
- Dixon, Bouma, Atkinson; *A Handbook of Social Science Research*; OUP
- Reffe, Daniel; Lacy, Stephen and Fico, Frederick; *Analyzing Media Message*; (1998); Lawrence Erlbaum Associates
- Gunter, Brrie; *Media Research Methods*; (2000); Sage
- Wimmer and Dominick; *Mass Media Research*
- De Fleur; *Milesrones in Mass Communication Reserach*

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**Second Year**

**Semester IV**

**TV and Radio**

**Course Code: 1744UMCTVR**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 084**

Syllabus of Course of BAMMC Program at Semester IV

**Core Course  
TV and Radio**

**Objectives:**

- To understand current trends in Radio and TV.
- To understand uses of Radio and TV for journalism and Advertising.
- To understand what is broadcasting.
- Demonstrate an understanding of the history of radio, television.
- Apply media writing and production techniques to create original projects.
- Demonstrate an understanding of Radio, TV by critically analysing.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

- CO 1: Understand how to communicate effectively by using various media (Understanding)  
 CO2: Acquire a theoretical, historical, conceptual and critical understanding of radio, television. (Understanding)  
 CO3: Recognize camera shots, production process, lightning in studio (Understanding)  
 CO4: Demonstrate their creative voices for Radio and TV (Knowledge)  
 CO5: Create quality audio, video work using current and evolving technologies. (Create )  
 CO 6: Students will able to create TV and radio Advertisement (Create).

Sr. No	Modules /Units	No. of Lectures
	<b>Radio</b>	
1	<b>The History of Radio</b>	2
	<ul style="list-style-type: none"> <li>• The Fathers: James Maxwell, Hershel Hertz, Gullelmo Marconi</li> <li>• Primary Experiment: Two way communication only</li> <li>• Broadcast: One Transmitter &amp; Multiple Receivers</li> <li>• Prime uses: Military &amp; Marine</li> <li>• Public use: Radio developed by Marconi (patent) n Transmitter</li> </ul>	
2	<b>Growth &amp; Development of Radio abroad</b>	2
	<ul style="list-style-type: none"> <li>• First Transmission: Eiffel tower (1921)</li> <li>• Programs</li> <li>• Frequency Modulation by Edwin Armstrong: 1933</li> <li>• BBC</li> </ul>	
3	<b>Growth &amp; development in India-Pre Independence</b>	2
	<ul style="list-style-type: none"> <li>• First transmission: Times of India building (1923)</li> <li>• First radio club Calcutta (1923)</li> <li>• Bombay Radio Club (1924) (Both small power transmitters by</li> </ul>	

	<p>Marconi)</p> <ul style="list-style-type: none"> <li>• Madras Presidency Radio Club (1924)&gt;&gt;&gt;till 1927 liquidation</li> <li>• Bombay Radio Station (1927) Viceroy Lord Irwin</li> <li>• Calcutta stn inauguration (Bengal Governor Stanley Jackson</li> <li>• Programs: Music, Ladies hour, Music lesson, Cultural orientation</li> <li>• IBC Liquidation&gt;&gt;&gt;ISBS (1930) Lionel Fielden (BBC) Controller</li> <li>• Delhi stn (1934)</li> <li>• School Broadcast by Jawaharlal Nehru (1934)</li> <li>• Mysore stn Akashwani (1935)</li> <li>• ISBS&gt;&gt;&gt;All India Radio (AIR) 1936 First News Bulletin</li> <li>• Radio Licensing: Control on Air waves</li> <li>• Networking: Relay from Delhi to Bombay stn</li> <li>• World War &amp; Radio: Regular updates of war, (27 news bulletin) multi-lingual</li> <li>• Dept. of Information &amp; Broadcasting (1941)</li> <li>• AIR under Dept Info n Broadcasting (1943)</li> <li>• Radio Licensing: Control on Air waves</li> <li>• Networking: Relay from Delhi to Bombay stn</li> <li>• World War &amp; Radio: Regular updates of war, (27 news bulletin) multi-lingual</li> <li>• Dept. of Information &amp; Broadcasting (1941)</li> <li>• AIR under Dept Info n Broadcasting (1943)</li> </ul>	
4	<b>Radio &amp; Freedom movement: HAM Radio, Usha Mehta - Post Independence</b>	2
	<ul style="list-style-type: none"> <li>• Stations in India: Delhi, Calcutta, Bombay, Madras, Lucknow, Tirucherrapalli</li> <li>• Stations went in Pakistan: Lahore, Peshawar, Karachi</li> <li>• First Public address to Refugee: by Mahatma Gandhi &amp; Valabhbhai Patel <b>12 Nov 47</b></li> <li>• Expansion of Radio: News service &amp; External service separation (1948)</li> <li>• Akashwani: AIR adapted name Akashwani (1956) 11 Languages &amp; 116 hrs/week</li> <li>• Competing with Radio Ceylon <ul style="list-style-type: none"> <li>a) Hindi film music popularity</li> <li>b) BinacaGeetmala</li> <li>c) Amin Sayani Style of presentation</li> </ul> </li> </ul>	
5	<b>Five Year plan &amp; Radio</b>	2
	<ul style="list-style-type: none"> <li>• First FYP(1951~55) 5 crs (Community Radio allotted)</li> <li>• Second FYP (1956~61: 5.6 cr (VividhBharati /Radio Ceylon) Amin Sayani: Countdown shows inspired from Ameraca's Top 40 by DJ Casey Kasem</li> <li>• Third FYP (1961~6) : 7.6cr (Rural Prog)</li> <li>• Forth FYP (1969~74) : 27cr (Community Radio sets discontinue)</li> </ul>	

	<ul style="list-style-type: none"> <li>• Fifth FYP (1974~79) : Television separated from Akashwani (FM intro)</li> <li>• Sixth FYP (1979~85) : ENG-DD expansion of TV</li> <li>• Seventh FYP (1985~90) : Radio &amp; Television Hardware</li> </ul>	
6	<b>Radio as a Medium</b>	2
	<ul style="list-style-type: none"> <li>• Characteristics: <ul style="list-style-type: none"> <li>a) Audio only</li> <li>b) Instantaneous</li> <li>c) Cheap</li> <li>d) Reach</li> <li>e) Instantaneous</li> <li>f) Production</li> <li>g) Live</li> </ul> </li> <li>• Uses: <ul style="list-style-type: none"> <li>a) Education</li> <li>b) Entertainment</li> <li>c) Information</li> <li>d) Advertisement</li> <li>e) Revenue</li> <li>f) Awareness / Alert Interaction / Phone</li> </ul> </li> </ul>	
7	<b>Types of Transmission</b>	2
	<ul style="list-style-type: none"> <li>• Modulation: Terrestrial <ul style="list-style-type: none"> <li>a) Amplitude Modulation (MW, SW) Reach &amp; Quality</li> <li>b) Frequency Modulation (Band, Pvt &amp; Govt) Reach &amp; Quality (Edwin Armstrong)</li> <li>c) Digital Transmission (Lossless) Under development in phased manner</li> </ul> </li> </ul>	
8	<b>Types of Radio broadcasting</b>	2
	<ul style="list-style-type: none"> <li>• Terrestrial: Local zone, Direct access</li> <li>• Community Radio: Purpose &amp; Norms</li> <li>• Satellite Radio: Satellite access (STB) SITE, Development, Subscribe based, Quality, Reach, Sp sets &amp; Sirius XM, World space)</li> <li>• Internet Radio: Net access</li> <li>• Internet presence of traditional Radio station</li> <li>• Non-traditional only Operational on Internet without Real presence</li> <li>• Govt (AIR Live), Private Gaana, Pandora, Sadabahar Music Radio</li> </ul>	
9	<b>Types of Radio Programs</b>	2
	<ul style="list-style-type: none"> <li>• Talk Shows</li> <li>• Interviews</li> </ul>	

	<ul style="list-style-type: none"> <li>• Musical</li> <li>• Infotainment</li> <li>• News Bulletin</li> <li>• Commentary</li> <li>• Regional</li> <li>• Documentaries</li> <li>• Group specific phone in</li> <li>• Programs</li> </ul>	
10	<b>Special audience</b>	2
	<ul style="list-style-type: none"> <li>• Fauji Bhai</li> <li>• Agro sector</li> <li>• Women &amp; family raise up</li> <li>• Students training</li> <li>• Carrier guidance</li> <li>• Stock market: Investment &amp; financial tips n analysis</li> <li>• Audience poll</li> </ul>	
11	<b>Radio personalities</b>	2
	<ul style="list-style-type: none"> <li>• Announcers &amp; Compeers</li> <li>• Radio Jockey</li> <li>a) Duties &amp; Responsibilities</li> <li>b) Vocal &amp; Lingual Qualities GK etc</li> </ul>	
12	<b>Writing For Radio (Employability)</b>	2
	<ul style="list-style-type: none"> <li>• Transforming to spoken word</li> <li>• Numbers &amp; Figures</li> <li>• Dates n time</li> <li>• Order of 5W 1H</li> <li>• Direct/Indirect &amp; voices, Quotations</li> </ul>	
13	<b>Radio &amp; Business</b>	2
	<ul style="list-style-type: none"> <li>• Air time selling</li> <li>• Assessment of popularity</li> <li>• RRP, audience metering</li> <li>• Ownership of private stations</li> <li>• Advertisements time slot &amp; revenue</li> </ul>	
14	<b>Current trends in Radio</b>	1
	<ul style="list-style-type: none"> <li>• Radio on Mobile phones</li> <li>• Mobile Radio apps</li> <li>• Growth on Internet Radio</li> <li>• Competition of private channels</li> </ul>	
15	<b>Impact of Radio on society</b>	2
	<ul style="list-style-type: none"> <li>• Information update</li> <li>• Social &amp; Cultural</li> </ul>	



16	<b>Future of Radio</b>	2
	<ul style="list-style-type: none"> <li>• News on Phone service</li> <li>• Social Media cell</li> <li>• Digital Radio Mondiale (DRM)</li> </ul>	
17	<b>Impact of LPG module</b>	2
	<ul style="list-style-type: none"> <li>• Verghese committee, Supreme Court verdict on air waves</li> <li>• PrasarBharati, autonomy, free of political interference</li> <li>• Automobile Satellite Radio</li> </ul>	
	<b>TELEVISION</b>	
1	<b>Brief History of Television:</b>	1
	<ul style="list-style-type: none"> <li>• Inventers &amp; Developers</li> <li>• Father of Television: John Baird</li> </ul>	
2	<b>Growth of Television abroad</b>	1
	<ul style="list-style-type: none"> <li>• First public demonstration by John Baird</li> <li>• First British broadcast over BBC transmitter (1929)</li> <li>• Publicly working Television programs 5 days/week (1936) UK</li> <li>• First regular scheduled program in US (1939)</li> <li>• Primitive television (Hot blaze lights) Black n white</li> <li>• Radio with pictures</li> <li>• Colour television (1953) USA Columbia Broadcasting Service (CBS)</li> </ul>	
3	<b>Growth of Television in India (1959)</b>	1
	<ul style="list-style-type: none"> <li>• Under AIR Experimental television</li> <li>• Industrial expo &amp; display of CCTV by Philips</li> <li>• First use: Means of security vigil in industrializing India</li> <li>• Public telecast from Delhi (Twice a week one hr program)</li> <li>• Community TV sets for education programs in schools etc</li> </ul>	
4	<b>Countrywide expansion</b>	1
	<ul style="list-style-type: none"> <li>• Other parts of country (1970 on) Mumbai 1972</li> <li>• Doordarshan (1976)</li> </ul>	
5	<b>SITE (Satellite Instructional Television Experiment)</b>	1
	<ul style="list-style-type: none"> <li>• One year (1975-76) experimental Satellite TV with NASA</li> <li>• Limited to Agricultural, Education, Health &amp; Family planning</li> </ul>	
6	<b>Asian Games Coverage (Milestone) 1982</b>	1

	<ul style="list-style-type: none"> <li>• National coverage INSAT 1A</li> <li>• Rise in sports coverage</li> </ul>	
7	<b>Expansion</b>	1
	<ul style="list-style-type: none"> <li>• 1983~1988- 75% coverage (transmitters)</li> <li>• DD Gyandarshan, DD National, DD Sports, DD News, DD Bharati, DD Urdu</li> </ul>	
8	<b>Doordarshan&amp;PrasarBharati (1997)</b>	1
	<ul style="list-style-type: none"> <li>• Public Service Broadcaster</li> <li>• Greater autonomy &amp; Freedom of DD &amp; AIR</li> </ul>	
9	<b>LPG &amp; Television</b>	1
	<ul style="list-style-type: none"> <li>• Terrestrial VHF, UHF</li> <li>• Satellite Television, Geostatic</li> <li>• Cable TV, Master antenna &amp; distribution</li> <li>• CAS (Conditional Access System)</li> <li>• DTH</li> <li>• Internet TV</li> </ul>	
10	<b>CNN</b>	1
	<ul style="list-style-type: none"> <li>• Gulf war coverage &amp; new face of TV (1990)</li> <li>• STAR TV (Satellite Television Asia Network) (1991) Tie up with BBC</li> <li>• ZEE TV (1992)</li> </ul>	
11	<b>DD &amp; Satellite Channels</b>	1
	<ul style="list-style-type: none"> <li>• New face of TV &amp; Indian audience</li> <li>• DD took measures for survival (Competition)</li> <li>• Metro with new look &amp; style</li> </ul>	
12	<b>Organization &amp; Role of each department</b>	1
	<ul style="list-style-type: none"> <li>• Departments &amp; responsibility</li> <li>• Program: production &amp; approval</li> <li>• Engineering: Maintenance, Up-gradation,</li> <li>• Marketing: Sponsorship, Advertising slot selling, TRP review</li> <li>• Administration: Governance, Schedule, Budget</li> <li>• News: Planning, Gathering, Editing, Follow up</li> </ul>	
13	<b>Production (Employability)</b>	2
	<ul style="list-style-type: none"> <li>• Studio operations</li> <li>• Content writing</li> <li>• Script, story board</li> <li>• Shoot on floor</li> <li>• Post production</li> </ul>	

14	<b>AV a Seventh Art</b>	2
	<ul style="list-style-type: none"> <li>• Literature: Story, dialogue</li> <li>• Sculpture: Make up Costume, Character building, Casting</li> <li>• Music: Ambient sound, Voice modulation, Pauses, Singing</li> <li>• Architecture: Set, Location, Era erection</li> <li>• Dance: Body language, Posture study, Choreography, Dance</li> <li>• Photography: Lighting, Composition, Camera movements</li> <li>• Seventh is Direction: Visual communication, Story building &amp; Telling, Weaving</li> </ul>	
15	<b>Outdoor</b>	2
	<ul style="list-style-type: none"> <li>• ENG- Electronic News Gathering</li> <li>• EFP- Electronic Field Production</li> <li>• Bites &amp; Live mixing: Types of Mikes- Condenser, Dynamic, Ribbon</li> </ul>	
16	<b>Control Room (Employability)</b>	1
	<ul style="list-style-type: none"> <li>• Monitoring</li> <li>• Mixing, Stock shots,</li> <li>• Editing: Single source, Multiple source, Linear &amp; Non-linear editing</li> <li>• Approval</li> <li>• Transmitting</li> </ul>	
17	<b>Effects (Employability)</b>	2
	<ul style="list-style-type: none"> <li>• Sound effects: SFX</li> <li>• Video effects: VFX <ul style="list-style-type: none"> <li>a. Mechanical: On site physical</li> <li>b. CG: Computer generated Electronic effects</li> <li>c. Library Effects: From the stock pictures &amp; Footage</li> </ul> </li> </ul>	
18	<b>Television as a Medium</b>	1
	<ul style="list-style-type: none"> <li>• Advantages as Audio-visual</li> <li>• Disadvantages</li> </ul>	
19	<b>Types of Programs</b>	2
	<ul style="list-style-type: none"> <li>• Documentary: Types- Personal, Realistic, Propaganda, Biographical, Instructional</li> <li>• Docudrama: Dramatized documentary, Crime, Artist, History, Demonstrative</li> <li>• Interviews: Personality, Content, Group, Discussion, Expert from the field</li> <li>• Talk shows</li> <li>• Sports</li> <li>• News bulletin</li> <li>• Entertainment</li> </ul>	

	<ul style="list-style-type: none"> <li>a) Comedy</li> <li>b) Music</li> <li>c) Cinema</li> <li>d) Serials</li> <li>• Educational <ul style="list-style-type: none"> <li>a) School syllabus</li> <li>b) Career guidance</li> <li>c) Food &amp; Recipe</li> <li>d) Geography</li> <li>e) Science</li> <li>f) Economy</li> </ul> </li> <li>• Cultural &amp; Social</li> </ul>	
20	<b>Impact of Television</b>	1
	<ul style="list-style-type: none"> <li>• Life style: Adapting to Western, Luxury</li> <li>• General knowledge</li> <li>• Cultural &amp; Social (Cross)</li> <li>• International exposure</li> <li>• Values &amp; Ethics</li> </ul>	
21	<b>Television &amp; Business</b>	1
	<ul style="list-style-type: none"> <li>• Ownership</li> <li>• Television rating</li> <li>• Advertisement revenue</li> <li>• Audience feedback &amp; Time selling</li> <li>• Marketing</li> <li>• Audience research</li> </ul>	
22	<b>Future of Television</b>	1
	<ul style="list-style-type: none"> <li>• Palm TV</li> <li>• Mobile Television</li> <li>• Internet Television</li> </ul>	

<b>Reference Books</b>
<b>Radio &amp; Television</b>
<ul style="list-style-type: none"> <li>• <i>Radio Production: Rick Kaempfer</i></li> <li>• <i>Essential Radio Skills: Peter Stewart</i></li> <li>• <i>Visual Journalism: Rajesh Pandey</i></li> <li>• <i>Television Production Handbook: Herbert Zetti</i></li> <li>• <i>Hedgecoe on Video : John Hedgecoe</i></li> </ul>

## Syllabus of Course of BAMMC Program at Semester IV

### Core Course Introduction to Journalism

#### Objectives:

- To acquire an introductory knowledge of journalism-its foundation and development in the 21<sup>st</sup> Century.
- To comprehend the role of new trends in journalism such as photo journalism and citizen journalism.
- To understand the implications of fake news and the need to apply ethical practices in the business of journalism.
- To appreciate the importance of accuracy, balance and clarity in report writing.

#### Course Outcomes

After the completion of the course the Learner will be able to:

CO1: Comprehend the role of new trends in journalism such as photo journalism and citizen journalism. (Understand)

CO2: Understand the difference in writing for print and new media (Understand)

CO3: Recognise the functions of journalism, skills required to be a journalist and identify an interesting career in the news media sector (Understand)

CO4: Analyse the implications of fake news, manipulation of photographs and plagiarism (Analyse)

CO5: Analyse the role of Accuracy, Balance, Clarity in report writing (Analyse)

CO6: Write short features and reports in the inverted pyramid format independently and ethically using the tools of journalism (Apply)

Sr.No.	Modules / Units	No. of Lectures
1	Changing face of journalism from Guttenberg to new media	3
2	Journalism in India-A brief history <ul style="list-style-type: none"><li>• Raja Ram Mohan Roy-The Father of Indian Journalism –case study.</li><li>• The role of the nationalist press in covering major events- 1865-1947</li><li>• Birth of the Indian National Congress, Impact of the Vernacular Press Act,1878, Partition of Bengal, Jallianwala Bagh massacre, Non-cooperation Movement-Quit India Movement.</li><li>• Indian Press –its role in covering the events of Independence and partition.</li><li>• Post-independence-The emergency- 1975</li></ul>	4
3	Photo journalism	5



**Nagindas Khandwala College  
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**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**Second Year**

**Semester IV**

**Introduction to Journalism**

**Course Code: 1742UMCIJ**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MM AD KWL, MUMBAI - 405 004**

## Syllabus of Course of BAMMC Program at Semester IV

### Core Course Introduction to Journalism

#### Objectives:

- To acquire an introductory knowledge of journalism-its foundation and development in the 21<sup>st</sup> Century.
- To comprehend the role of new trends in journalism such as photo journalism and citizen journalism.
- To understand the implications of fake news and the need to apply ethical practices in the business of journalism.
- To appreciate the importance of accuracy, balance and clarity in report writing.

#### Course Outcomes

After the completion of the course the Learner will be able to:

CO1: Comprehend the role of new trends in journalism such as photo journalism and citizen journalism. (Understand)

CO2: Understand the difference in writing for print and new media (Understand)

CO3: Recognise the functions of journalism, skills required to be a journalist and identify an interesting career in the news media sector (Understand)

CO4: Analyse the implications of fake news, manipulation of photographs and plagiarism (Analyse)

CO5: Analyse the role of Accuracy, Balance, Clarity in report writing (Analyse)

CO6: Write short features and reports in the inverted pyramid format independently and ethically using the tools of journalism (Apply)

Sr.No.	Modules / Units	No. of Lectures
1	Changing face of journalism from Guttenberg to new media	3
2	Journalism in India-A brief history <ul style="list-style-type: none"><li>• Raja Ram Mohan Roy-The Father of Indian Journalism –case study.</li><li>• The role of the nationalist press in covering major events- 1865-1947</li><li>• Birth of the Indian National Congress, Impact of the Vernacular Press Act,1878, Partition of Bengal, Jallianwala Bagh massacre, Non-cooperation Movement-Quit India Movement.</li><li>• Indian Press –its role in covering the events of Independence and partition.</li><li>• Post-independence-The emergency- 1975</li></ul>	4
3	Photo journalism	5

	<ul style="list-style-type: none"> <li>• Its origin.</li> <li>• The golden era</li> <li>• The contributions and controversies of manipulation and morphing</li> </ul>	
4	<b>Citizen Journalism</b>	5
	<ul style="list-style-type: none"> <li>• Advantages and disadvantages.</li> </ul>	
5	<b>Definition of News</b>	3
	<ul style="list-style-type: none"> <li>• Hard News / Soft News and blend of the two-To be taught with case studies</li> </ul>	
6	<b>Criteria for news worthiness</b>	3
7	<b>News Reports ; Features ; Editorials</b>	5
8	<b>Components of a news story</b>	5
	<ul style="list-style-type: none"> <li>• Finding a new angle</li> <li>• Types of Lead and their application in covering news.</li> <li>• Inverted pyramid format –origin and application</li> </ul>	
9	<b>Functions of Journalism with special emphasis on its role to educate</b>	4
	<ul style="list-style-type: none"> <li>• Interpretation</li> <li>• Transmission of values</li> <li>• Development</li> <li>• Entertainment</li> <li>• Latest issues and trends to be used as case studies</li> </ul>	
10	<b>Principles of Journalism- (ABC of Journalism)</b>	5
	<ul style="list-style-type: none"> <li>• Accuracy</li> <li>• Balance and Brevity</li> <li>• Clarity</li> <li>• The need for objectivity.</li> <li>• To be taught with relevant case studies...current in nature</li> </ul>	
11	<b>Plagiarism in journalistic writings. Impact on credibility</b>	6
12	<b>Basic difference in writing for the print, television and online journalism</b>	5
13	<b>Career opportunities in journalism (Employability)</b>	4
14	<b>Press council of India</b>	3



	<ul style="list-style-type: none"> <li>• Powers and function. Its role in maintaining journalistic ethics and press freedom</li> <li>• Audit bureau of circulation- Functions</li> <li>• Suggested application components</li> </ul> <p style="margin-left: 20px;"> 1-Photo journalism  2-Features and Editorials  3-Leads &amp; Inverted pyramid format  4-Report writing with hard and soft news.  5-Citizen Journalism. </p>	
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### Reference Books

#### Introduction to Journalism

- *Essentials of Practical Journalism*. Vir Balla Aggarwal, Concept Publishing Company, 2006
- *Practical Journalism*. P.K. Menon. Aavishkar Publisher Distributors, 2005
- *Writing and Reporting News* by Carole Rich; Thomson Wadsworth
- *Journalism: Principles and Practice* by Tony Harcup, Sage Publication, 2011 edition
- *Recommended reading* Nalin Mehta on Indian TV
- *MV Kamath: 'Behind the by-line' journalist's Handbook*, Professional Journalism.
- *Introduction to Journalism : Essential Technique* Richard Rudin
- *Introduction to Journalism : Carole Fleming*
- *Introduction to Journalism : James Glen Stowall*

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMMC**

**Bachelor of Multi Media and Mass Communication**

**Second Year**

**Semester IV**

**Photography and Print Production**

**Course Code: 1741UMCPPP**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2020-2021*

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**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
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(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BAMMC Program at Semester IV

**Skill Enhancement Compulsory Course  
Photography and Print Production**

**Objectives:**

The world is more of visuals and in shorter attention span visuals convey far faster than words. As it said a picture speaks thousand words the objective of the subject is

- To help learner to understand how to make picture speak for itself.
- To encourage learner to see the world in a composition thereby to increase visual literacy leading to visual intelligence.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Recognize the art of seeing through the formal training in language of camera & shall be employable in industry as photojournalist. (Understanding)

CO2: Illustrate the significance of good visualization: A good visualization help to see fine details that lead to developing narrative skills in content writing. (Understanding)

CO3: Demonstrate visualization of a higher level and apply the expertise into Art Direction, field of advanced photography such as product, food & fashion. (Apply)

CO4: Employ research on the selling value of pictures to media & take up stock photography as a career or start up a picture library like Shutterstock or Getty Images. (Apply)

CO5: Illustrate know-how to uprising agency dealing into visualization & images for helping the agency to establish in the market. (Apply)

CO6: Design a Portfolio (Create)

Sr. No.	Modules / Units (This entire course caters to employability and entrepreneurship)	No. of Lectures
1	<b>Lens</b>	4
	<ul style="list-style-type: none"><li>• Properties of lens, Image formation, Focal length, Image size, Image distance, Coverage angle, Perspective, Various film formats in context of focal length</li></ul>	
2	<b>Light</b>	7
	<ul style="list-style-type: none"><li>• Parameters of Light<ul style="list-style-type: none"><li>a) Intensity</li><li>b) Direction</li><li>c) Quality Colour</li><li>d) Temperature</li></ul></li></ul>	
3	<b>Composition</b>	7

	<ul style="list-style-type: none"> <li>• Third's Ratio</li> <li>• Leading lines</li> <li>• Frame within frame</li> <li>• Abstraction Accent</li> <li>• Colour</li> </ul>	
4	<b>Exposure and Aperture</b>	7
	<ul style="list-style-type: none"> <li>• The concept of exposure. The whole Exposure system depends on control of light with the help of Aperture &amp; Shutter for a given sensitivity (ISO)</li> <li>• Control of Amount of Light. <ul style="list-style-type: none"> <li>i. Concept of, 'Depth of Field.' Aperture &amp; 'Depth of Field.'</li> <li>ii. Other factors affecting DoF, like Object distance &amp; Focal length.</li> <li>iii. Shallow DoF, Deep DoF,</li> <li>iv. Differential focus,</li> <li>v. Hyper-focal distance</li> </ul> </li> </ul>	
5	<b>Shutter</b>	7
	<ul style="list-style-type: none"> <li>• Shutter &amp; movement. Idea of Motion freeze</li> <li>• Motion blur, Object blur,</li> <li>• Light painting</li> <li>• Time exposure &amp; exploring all possible opportunities that offered by shutter duration.</li> <li>• Camera movement</li> <li>• Panning technique</li> <li>• Motion blur &amp; Advertising</li> </ul>	
6	<b>ISO</b>	7
	<ul style="list-style-type: none"> <li>• Optimum ISO for quality &amp; speed.</li> <li>• ISO &amp; noise. Low light photography limitations</li> <li>• Exposure triangle. Combined effort of Aperture, Shutter &amp; Sensitivity</li> </ul>	
7	<b>Use of Flash</b>	7
	<ul style="list-style-type: none"> <li>• Difference in Ambient light &amp; Strobe</li> <li>• Concept of Synchronization.</li> <li>• Shutter &amp; Flash triggering coordination. Sync speed</li> <li>• Use of flash at slow shutter speeds. Using available light</li> <li>• Creative Blur: Concept of mixed lighting</li> <li>• Concept of Front curtain sync &amp; Rear curtain sync</li> <li>• Background balancing: Balancing intensity on object &amp; background</li> <li>• Night portraits: Opening the background darkness</li> <li>• Fill flash during Sunlit situations</li> <li>• Flash &amp; Red eye reduction</li> </ul>	
8	<b>Perspective</b>	7

	<ul style="list-style-type: none"> <li>Understanding viewpoint: How camera sees differently than human eye.</li> <li>One eyed camera &amp; parallax</li> <li>Lens &amp; image magnification</li> <li>Feeling of distance</li> <li>Compressed, Enhanced, Normal, Aligned &amp; Forced perspective</li> <li>Aligned perspective &amp; Back projection/ Chroma</li> </ul>	
9	<b>Lighting Techniques</b>	7
	<ul style="list-style-type: none"> <li>Concept of Lighting: Comparison to shading</li> <li>Light &amp; tonal values             <ul style="list-style-type: none"> <li>Highlight</li> <li>Texture</li> <li>Tint</li> <li>Colour</li> </ul> </li> <li>Light &amp; Molding/sculpting</li> <li>Lighting ratio/ contrast level</li> <li>Ambient light</li> <li>Mood light</li> <li>Dramatic lighting</li> <li>Concept/Need of 'Three Point Lighting'             <ul style="list-style-type: none"> <li>a Key light: Sculpting</li> <li>b Fill light: Lighting ratio</li> <li>c. Kicker light: Separation</li> </ul> </li> <li>Types of Key light:             <ul style="list-style-type: none"> <li>a Rembrandt</li> <li>b Loop</li> <li>c Split</li> <li>d. Broad</li> <li>e Short</li> <li>f Butter fly</li> <li>g Flat</li> </ul> </li> <li>Types of Dramatic light:             <ul style="list-style-type: none"> <li>a Low key lighting</li> <li>b High key lighting</li> <li>d Rim lighting</li> <li>e Ghost lighting</li> <li>f scaping Top light</li> <li>c Silhouette</li> </ul> </li> </ul>	

<b>Reference Books</b>
<b>Photography and Print Production</b>

1. *Collins Books series: Pentax Inc.*
  - a. *Taking successful pictures,*
  - b. *Making most of colour,*
  - c. *Expanding SLR system,*
  - d. *Lighting techniques;*
2. *Minolta Photographer's handbook;*
  - a. *Indoor Photography,*
  - b. *Outdoor photography:*
3. *Life Book series:*
  - a. *Colour,*
  - b. *Camera,*
  - c. *Light*
  - d. *Portrait*
4. *Photography course:*
  - a. *Volume 1: Understanding Camera*
  - b. *Volume 2: Secrets behind successful pictures*
  - c. *Volume 3: Practicing Photography*
  - d. *Volume 4: Handling Professional assignments*
5. *Me & My Camera*
  - a. *Portrait photography*
  - b. *Glamour photography*
  - c. *Do it in Dark (Darkroom Techniques)*
6. *Pro-technique (Pro-photo)*
  - a. *Night Photography*
  - b. *Beauty & Glamour*
  - c. *Product Photography*
  - d. *In Camera Special effects*
7. *Print Production Handbook: David Bann*  
*Printing Technologies In & Out*