

DI/F-TTP/00



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TERMWISE TEACHING PLAN

20-21-06 / D – TTP-SFC/BMM/PT/AS/01

Academic Year: 2020-21

Term: Sem. V

Department: SFC-BMM

Class: TYBMM Journalism

Subject: Digital Media


Name of the Faculty: Aditya Shastri

Topics to be covered						
Week	June	July	August	September	October	November
1		<ul style="list-style-type: none">- What are the areas of operation for Search Engine Optimization Professionals?- How do you search for the	<ul style="list-style-type: none">• What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page,	<p>Tools & Trends</p> <ul style="list-style-type: none">• Key terms and concepts	<p>New Challenges & Cyber Laws</p> <ul style="list-style-type: none">• Cyber Crime and Challenges of the new media	<p>Revision and solving of doubts</p> <p><i>M Datta</i></p>

Issued by MR: Dr. Moushumi Datta

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	-	New brands & Brand positioning <ul style="list-style-type: none"> Brand identity: -Core & extended Identity, Traps 	Ten <ul style="list-style-type: none"> Y & R model-Brand Asset Valuator Y & R Model-Graveyard 	<ul style="list-style-type: none"> Consistency 	ordination across organization	
3	Brand <ul style="list-style-type: none"> Definition Process of branding Importance of branding Advantages & Limitation of branding Brand vs. Product Corporate branding vs. Product branding 10 Guidelines to build a brand Brand building blocks Brand elements:- Meaning Types & Criteria of choosing 	<ul style="list-style-type: none"> Brand personality - Creating, Models, Brand personality scale User imagery vs Brand personality 	Brand leveraging & managing brands overtime <ul style="list-style-type: none"> Line extension Brand Extension <ul style="list-style-type: none"> Creating Range Brands Ad Hoc Brand Extension 	<ul style="list-style-type: none"> Entering New markets 	<ul style="list-style-type: none"> Co-ordination across media 	


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4	Branding strategies <ul style="list-style-type: none"> • Manufacturer branding (national brand) • Distributor branding (private/store brand) • Multi product branding strategy • Multi branding strategy • Mix branding • Brand licensing 	Brand positioning <ul style="list-style-type: none"> • Product class • Consumer segmentation • Perceptual mapping • Cornerstone positioning Strategy 	<ul style="list-style-type: none"> • Moving the Brand down • Moving the Brand up • Reinforcing Brands 	Building a brand on the internet & Imperative <ul style="list-style-type: none"> • Comparing brand building in cyber space and in brick and mortar world 	<ul style="list-style-type: none"> • Co-ordinating strategy & tactics across markets 	
5	-	Brand Equity <ul style="list-style-type: none"> • Concept of Brand equity • Consumer segmentation • Brand Loyalty • Brand Awareness • Brand associations • Other Brand Assets 		<ul style="list-style-type: none"> • Website objectives 	-	

Remarks by H.O.D.:

Issued by MR: Dr. Moushumi Datta

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Sign:

Akshastri

Date: 15/6/2020

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TERMWISE TEACHING PLAN

20-21-06 / D – TTP/SFC/BMM/PT/PA/02

Academic Year: 2020-21 Term: Sem: V Department: SFC BMM Class: TYBMM Journalism

Subject: Journalism & Public Opinion

Name of the Faculty: Pushkaraj Atre

Week	Topics to be covered					
	June	July	August	September	October	November
		<ul style="list-style-type: none">• Paul Lazarsfeld – Research, Two Step Flow of Information• Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda Model• Agenda Setting Vs Uses and Gratifications• Selective Perception, Propaganda Model	<ul style="list-style-type: none">• Role of Media in shaping public opinion during conflicts	<ul style="list-style-type: none">• War on international terrorism – media coverage	<ul style="list-style-type: none">• Portrayal of Women's issues in media – gender violence, rape, sexual assault	<p>Revision and solving of doubts</p>

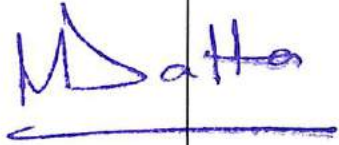
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2		<ul style="list-style-type: none"> • Paul Lazarsfeld – Research, Two Step Flow of Information • Noam Chomsky – Manufacturing Consent • Media and Political Opinion: • Coverage of Political Parties, Personalities and General Elections by national and international media; media biases <p>Use of Media for election campaigns ; Democrats in U.S.A.; BJP in India.</p>	<ul style="list-style-type: none"> • Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014 	<ul style="list-style-type: none"> • Islamic State (IS); Al-Qaeda; Taliban 	<ul style="list-style-type: none"> • domestic violence; Mills, Nirbhaya case, Shakti Mathura rape case & other contemporary 	
3	<ul style="list-style-type: none"> • Defining Public Opinion. Its functions in society. Means of gauging Public 	<ul style="list-style-type: none"> • Media and Political Opinion: • Coverage of Political Parties, Personalities and General Elections by national and 	<ul style="list-style-type: none"> • How Public Opinion can translate into Public participation: Arab Spring - Tunisia; Libya; 	<ul style="list-style-type: none"> • Internal Conflicts and Media coverage: 	<ul style="list-style-type: none"> • Media Coverage of Marginalized sections of Society: Perspective from 'Above' (ignoring the marginalized) 	<p style="text-align: right;"><i>M. Datta</i></p>

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	Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion, diversities and biases within the media	international media; media biases <ul style="list-style-type: none"> • Use of Media for election campaigns; Democrats in U.S.A.; BJP in India 				
4	<ul style="list-style-type: none"> • Media theories and their understanding of Public Opinion • Walter Lippman - Modern Media and Technocracy 	<ul style="list-style-type: none"> • Media shaping opinion with respect to government's policies (reference to India): • Nuclear policy; Economic policy; Current Foreign Policy 	<ul style="list-style-type: none"> • Egypt; Syria- role of social media 	<ul style="list-style-type: none"> • Post Kargil insurgency 	<ul style="list-style-type: none"> • Dalit's; Tribals; reservation; displacement, Forest Rights Act 	
5		<ul style="list-style-type: none"> • Media shaping opinion with respect to government's policies (reference to India), Nuclear policy; Economic policy; Current Foreign Policy 		<ul style="list-style-type: none"> • National media vis-à-vis regional media in India's North East – Manipur, Nagaland Bodo conflict 		

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20-21- 06 / D – TTP/SFC/BMM/PT/RN/03

Academic Year: **2020-21**

Term: Sem: **V**

Department: **SFC BMM**

Class: **TYBMM Journalism**

Subject: **Indian Regional Journalism**

Name of the Faculty: **Renu Nauriyal**

Topics to be covered						
Week	June	July	August	September	October	November
1		<ul style="list-style-type: none">Evolution post 1947; Role in the Samyukta Maharashtra Movement; Marathi media	<ul style="list-style-type: none">Bazar Patrika, Anand Bazar Patrika; Bengali Media today (overview)	<ul style="list-style-type: none">Birth and earliest publications; Role during freedom struggle and social awakening Malayalam	<ul style="list-style-type: none">Tamil Media Evolution and Development ; Tamil Media today	Revision and solving of doubts

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		today (overview); Sakal.		Manorama and Mathrubhumi; Malayam media today(overview)		
2		<ul style="list-style-type: none"> Samna and Lokmat 	<ul style="list-style-type: none"> Urdu: Birth and growth pre 1947; Contribution of Al Hilal; Role in freedom movement; 	<ul style="list-style-type: none"> Telugu Evolution & Development; Eenadu 	<ul style="list-style-type: none"> Regional television channel: Growth 	—
3	<ul style="list-style-type: none"> Regional press during the British Raj: an overview Marathi Press Role during the freedom movement; 	<ul style="list-style-type: none"> Hindi Press 	<ul style="list-style-type: none"> Role in social reforms and establishing cultural entity; Urdu press today 	<ul style="list-style-type: none"> Media today (overview) 	<ul style="list-style-type: none"> Content; Ownership Political patronage 	—
4	<ul style="list-style-type: none"> Role in social reforms and shaping cultural identity; Contribution of Kesari 	<ul style="list-style-type: none"> Birth and earliest publication; Role during the freedom movement; Role in social reforms; 	<ul style="list-style-type: none"> Malayalam Press 	<ul style="list-style-type: none"> Profile of: Raja Rammohan Roy; Bal GangadharTilak; KP Kesava Menon; 	<ul style="list-style-type: none"> Increasing ownership and dominance of families with political connections over regional newspapers 	—

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		Evolution post-1947; Hindi				
5		<ul style="list-style-type: none"> media today (overview) 		<ul style="list-style-type: none"> Comparison of English and regionalism journalism. Difference in Impact, Reporting, Editorial policy, Reach 		

Remarks by H.O.D.:

Sign:

Date: 15/6/2020

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20-21-06 / D – TTP/SFC/BMM/PT/RN/04

Academic Year: 2020-21

Term: Sem: V

Department: SFC BMM

Class: TYBMM Journalism

Subject: Global and New Media

Name of the Faculty: Renu Nauriyal

Week	Topics to be covered					
	June	July	August	September	October	November
1		Media in Japan <ul style="list-style-type: none">• Media landscape• Kisha Clubs	<ul style="list-style-type: none">• Alternative media	<ul style="list-style-type: none">• Cross Media Ownership	<ul style="list-style-type: none">• Mobile Journalism	Revision and solving of doubts

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2		Media in Japan <ul style="list-style-type: none"> • Impact of AI and web • Alternative Media 	Media in Middle East <ul style="list-style-type: none"> • Media in Saudi Arabia and rest of the region • 	<ul style="list-style-type: none"> • Impact on society and politics 	<ul style="list-style-type: none"> • Data Journalism 	_____
3	Media in Asia <ul style="list-style-type: none"> • China • North Korea 	Media in USA, Europe and Australia <ul style="list-style-type: none"> • Media landscape and laws 	<ul style="list-style-type: none"> • Al Jazeera 	<ul style="list-style-type: none"> • Parachute Journalism 	<ul style="list-style-type: none"> • Fake News verification 	_____
4	Media in Asia <ul style="list-style-type: none"> • Malaysia • Singapore 	<ul style="list-style-type: none"> • Domination of conglomerates 	Global Media conglomerate <ul style="list-style-type: none"> • Domination and reach 	<ul style="list-style-type: none"> • Alternative Media challenge 	<ul style="list-style-type: none"> • Drone journalism 	_____
5	_____	<ul style="list-style-type: none"> • Top rankers in Global Media Freedom Index 	_____	New Media <ul style="list-style-type: none"> • Changing media landscape towards digital 	_____	_____

Remarks by H.O.D.: _____

Sign: *Renu Navrigal*
Renu Navrigal
 15/6

Date: 15/6/2020

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TERMWISE TEACHING PLAN

20-21-06 / D – TTP/SFC/BMM/FT/PR/05

Academic Year: 2020-21

Term: Sem: V

Department: SFC BMM

Subject :- Reporting

Class: TYBMM Journalism

Week	Topics to be covered					
	June	July	August	September	October	November
1		<ul style="list-style-type: none">News Gathering A) How do reporters gather news. Press Conference, Public Meetings, Press Release, Interviews, Rallies,	<ul style="list-style-type: none">Follow-up Story	<ul style="list-style-type: none">Coverage of Disasters Do's and Don'ts. Case studies-26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack. Tsunami, Nepal Earthquake and Uttarakhand floods	<ul style="list-style-type: none">Sting Operations Yellow Journalism and its comparison with other forms	<p>Revision and solving of doubts</p>
2		<ul style="list-style-type: none">On the spot	<ul style="list-style-type: none">Citizen	<ul style="list-style-type: none">History of	<ul style="list-style-type: none">Privileges/Extra	

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		coverage. B) Sources -Primary & Secondary. Role of anonymous sources.	Journalism-FLIP CLASS	Investigative Journalism in the world and India.	powers to Reporters. Myth or Reality? Imminent Dangers or threats in Reporting	
3	<ul style="list-style-type: none"> What is News? News values. Elements of news. 	<ul style="list-style-type: none"> New-age technological sources. 	<ul style="list-style-type: none"> Beats System in Reporting –Important requirements of various beats. 	<ul style="list-style-type: none"> The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system. 	<ul style="list-style-type: none"> Case Studies - Watergate Scandal - Tehelka - West End Deal Sting - Bofors Gun scandal --Nira Radia Case - 2 G Scam - Maharashtra Irrigation Scam 	
4	<ul style="list-style-type: none"> Basic Principles of Reporting ABC of Reporting 	<ul style="list-style-type: none"> How to develop sources. Reliability and confidentiality of sources. 	<ul style="list-style-type: none"> Importance of New Tools in the hands of Reporters. RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover. The use/misuse of these tools, 	<ul style="list-style-type: none"> Limitations/Obstacles in covering an investigative story. 	<ul style="list-style-type: none"> Anna Hazare Movements Coverage –A PR Drive 	
5	_____	<ul style="list-style-type: none"> Construct the news. - Intro, 	_____	<ul style="list-style-type: none"> Role of Whistle Blowers and also news 		

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		Dateline, Credit-line, Body text. Inverted Pyramid style as the basic requirement		tools.		
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Subject: **Reporting**

Name of the Faculty: **Preethi Rao**

None
Remarks by H.O.D.: _____

Sign: _____

Preethi Rao
Date: 15/6/2020



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20-21-06 / D – TTP/SFC/BMM/PT/RN/06

Academic Year: 2020-21

Term: Sem: V

Department: SFC BMM

Class: TYBMM Journalism

Subject: Cross Media Writing and Editing 1

Name of the Faculty: Renu Nauriyal

Week	Topics to be covered					
	June	July	August	September	October	November
1		<ul style="list-style-type: none"> Photo features 	Tickers, Flash, Headlines and Brief News <ul style="list-style-type: none"> Writing and editing for brevity and accuracy 	<ul style="list-style-type: none"> Difference between headlines for Hard News and Soft News 	Interviews <ul style="list-style-type: none"> Types of subjects 	Revision and solving of doubts
2		<ul style="list-style-type: none"> Effective captions 	<ul style="list-style-type: none"> Covering breaking 	Writing Snippets, Book	<ul style="list-style-type: none"> Preparing for 	

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			news	Reviews and Film Reviews <ul style="list-style-type: none"> • Writing snippets for tabloid • Synopsis for the web 	interviews	_____
3	Editing Sentences <ul style="list-style-type: none"> • Punctuations • Eliminating redundant words • Grammar • Clarity • Target audience and raison d'etre of the publication 	Vox Pop <ul style="list-style-type: none"> • Selecting a theme or question 	<ul style="list-style-type: none"> • Rules of headline writing 	<ul style="list-style-type: none"> • Objective of reviews 	<ul style="list-style-type: none"> • Preparing questionnaire 	_____ _____ _____
4	Writing picture captions & slugs <ul style="list-style-type: none"> • What is a good picture • Selecting pictures • Picture stories 	<ul style="list-style-type: none"> • Collecting public opinion 	<ul style="list-style-type: none"> • Types of headlines 	<ul style="list-style-type: none"> • Does and don'ts of book and film reviewing 	<ul style="list-style-type: none"> • Techniques of interviewing • Interview formats 	_____ _____
5	_____	<ul style="list-style-type: none"> • Page layouts: • Packaging the story 	_____	<ul style="list-style-type: none"> • Formats and templates 	_____	_____

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Ron Nauriyal

Preethi Rao
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20-21-06/ D – TTP- /SFC/BMM/FT/MM/07

Academic Year: 2020-21

Term: Sem. V

Department: SFC BMM

Class: TYBMM Advertising

Subject: Brand Building

Name of the Faculty: Meha Mandawewala


Topics to be covered						
Week	June	July	August	September	October	November
1		<ul style="list-style-type: none"> Co-branding (Composite co-branding, Ingredient co-branding) 8 Brand product matrix 	<ul style="list-style-type: none"> Benefits of Brand Equity Choosing Brand elements to build Equity Managing Brand Equity 	<ul style="list-style-type: none"> Revitalizing Brands Repositioning 	<ul style="list-style-type: none"> Internet user segments 	Revision and solving of doubts
2		Naming, Introducing	<ul style="list-style-type: none"> Brand Equity 	<ul style="list-style-type: none"> Re- Branding 	<ul style="list-style-type: none"> Co- 	

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		right keywords that will help bring in the most traffic?	Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar			
2		<ul style="list-style-type: none"> - What is On-Page Optimization? Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, what are Meta Tags, Redirection Tags 	<ul style="list-style-type: none"> • Using Twitter: <ul style="list-style-type: none"> • Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex • Using LinkedIn: 	<ul style="list-style-type: none"> • Web analytics 	<ul style="list-style-type: none"> • Information Technology Act, 2000, Amended 2008. 	
3	Introduction to Digital Media <ul style="list-style-type: none"> • Understanding Digital Media • Principles • Key Concepts 	<ul style="list-style-type: none"> - What is OFF-Page Optimization? <ul style="list-style-type: none"> o What are Backlinks? o How to Get Backlinks? o What is 	<ul style="list-style-type: none"> • Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer 	<ul style="list-style-type: none"> • Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging 	<ul style="list-style-type: none"> • Digital Data Ethics 	

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	<ul style="list-style-type: none"> • Evolution of the Internet • Traditional v Digital 	<p>Google Page Rank? How to Increase 10 19 Page Rank?</p>	<p>API, Groups</p>			
4	<p>Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> • What are Search Engines: <ul style="list-style-type: none"> - Types of Search Engines - How Search Engines work and how they rank websites based upon a search term? - Introduction to SEO and what it involves: - What is the importance of search for websites? 	<ul style="list-style-type: none"> - Search Engine Algorithms: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, why a Search Engine penalizes a 	<ul style="list-style-type: none"> • Using Blogs: • How Blogging can be used as a tool 	<p>Features of a Website & Content Writing</p> <ul style="list-style-type: none"> • Homepage • Links • Navigation 	<ul style="list-style-type: none"> • Digital Security 	<p>_____</p> <p><i>M Datta</i></p> <p>MANAGEMENT REPRESENTATIVE ISO 9001:2015 NAGINDAS BHATTARAJA COLLEGE (MANAGEMENTS) MALAD (W), MUMBAI - 400 064</p>

5		Social Media <ul style="list-style-type: none"> • Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs • Using Facebook: 		<ul style="list-style-type: none"> • Multimedia • Blog • Twitter • Mobile 		
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Remarks by H.O.D.: _____

Sign.: *Preethi K...*
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Date: 15/6/2020 *Maha*

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20-21- 06/ D – TTP- /SFC/BMM/FT/PR/08

Academic Year: 2020-21


Term: Sem. V

Department: SFC-BMM

Class: TYBMM Advertising

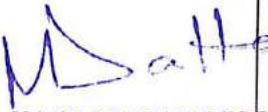
Subject: Advertising in Contemporary Society

Name of the Faculty: Preethi Rao

Topics to be covered						
Week	June	July	August	September	October	November
1		<ul style="list-style-type: none">Effects of Liberalization on Advertising Life Style	<ul style="list-style-type: none">Social MarketingNeed for Social Marketing	<ul style="list-style-type: none">Criticism of Advertising	<ul style="list-style-type: none">Controversial Advertising	Revision and solving of doubts 

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2		International & Global Advertising & Marketing The environmental analysis of all countries	<ul style="list-style-type: none"> The difficulties of Social Marketing 	<ul style="list-style-type: none"> Advertising and Women 	<ul style="list-style-type: none"> Gender Bias in advertising 	
3	Change in Environment <ul style="list-style-type: none"> Policy post independence early advertisements Change in Environment <ul style="list-style-type: none"> Policy post independence Policy 1990 onwards-LPG	<ul style="list-style-type: none"> The Use of this analysis in marketing and advertising 	<ul style="list-style-type: none"> The various subjects for Social Marketing 	<ul style="list-style-type: none"> Advertising and Children 	<ul style="list-style-type: none"> Digital Marketing 	
4	Study of Environment post independence and post 1991 Liberation Policy <ul style="list-style-type: none"> Effects of 	<ul style="list-style-type: none"> Impact of Globalisation on international and local advertising 	<ul style="list-style-type: none"> Effects of social marketing The effect of Advertising on Society 	<ul style="list-style-type: none"> Advertising and old people 	<ul style="list-style-type: none"> Advertising and popular culture Digital Marketing 	

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	Liberalisation on Economy Business Employment Advertising Life Style	FLIP CLASS				
5		International & Global Advertising & Marketing – Opportunities and challenges		<ul style="list-style-type: none"> Advertising implications on the economy and society 		

Remarks by H.O.D.: Mona

Sign. : _____

Date: 15/6/2020 *Preeti Rao*

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Issued by MR: Dr. Moushumi Datta

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Academic Year: 20-21

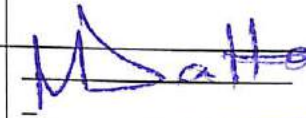
Term: Sem. V

Department: SFC BMM

Class: TYBMM Advertising

Subject: Consumer Behaviour

Name of the Faculty: Ninoshka D' Silva


Week	Topics to be covered					
	June	July	August	September	October	November
1		Relevance of Perception & Learning in Consumer Behaviour <ul style="list-style-type: none">• Concepts Elements in Perception, Subliminal Perception	Social & Cultural aspects of Marketing <ul style="list-style-type: none">• Family	Cross cultural Consumer analysis and Psychographic segmentation	<ul style="list-style-type: none">• Opinion Leaders & Consumer Decision Making	Revision and solving of doubts
2		<ul style="list-style-type: none">• Ethics in		Culture: Sub-	<ul style="list-style-type: none">• Adoption & Diffusion	

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		<p>Consumer perception</p> <ul style="list-style-type: none"> • Learning <p>Elements of Consumer Learning</p> <p>Cognitive Theory- Social Learning</p> <ul style="list-style-type: none"> • <p>Behavioural Learning- Classical, Instrumental Theory</p>	<p>Social Stratification- Class, Age, Gender</p>	<p>Culture</p>	<p>Process</p>	
3	<p>Introduction to Consumer Behaviour</p> <ul style="list-style-type: none"> • Concepts • Need to study Consumer Behaviour • Factors influencing Consumer Behaviour • Changing 	<p>Psychological Determinants & Consumer Behaviour</p> <ul style="list-style-type: none"> • Motivation <ul style="list-style-type: none"> • Needs, Types, Theories • Role of Motivation in Consumer Behaviour 	<ul style="list-style-type: none"> • Group: Reference Group 	<p>Changing Indian Core Values</p>	<ul style="list-style-type: none"> • Online buying Vs Offline buying 	<p>_____</p> <p>-</p> <p><i>M Datta</i></p> <p>MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDEWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084</p>

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	Trends in Consumer Behaviour	<ul style="list-style-type: none"> Ethics and consumer motivation 				
4	Consumer Behaviour & Marketing <ul style="list-style-type: none"> Marketing Segmentation – VALS Components Process of Marketing Communication Message Persuasion -Need & Importance ELM Appeals 	<ul style="list-style-type: none"> Personality & Attitude <ul style="list-style-type: none"> Theories of Personalities & its application (FLIP CLASS) Freudian, Trait, Jungian, Self-concept Formation of Attitude Theories & its relevance in Consumer Behaviour 	Culture Impact of Social & Cultural aspects of Marketing on Consumer Behaviour	Consumer Decision Making <ul style="list-style-type: none"> Consumer Decision Making Process 	<ul style="list-style-type: none"> Factors affecting online buying 	
5		<ul style="list-style-type: none"> Cognitive Dissonance Tricomponent Changing attitude 		<ul style="list-style-type: none"> Models Levels 		

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Academic Year: 2020-21

Term: Sem. V

Department: SFC BMM


Class: TYBMM Advertising

Subject: Media Planning & Buying

Name of the Faculty: Vishal Parekh

Topics to be covered						
Week	June	July	August	September	October	November
1		Criteria for selecting media vehicles Reach Frequency GRPS/GVT Ratings TVT Ratings Cost efficiency Cost per thousand Cost per rating Waste Circulation Pass-along rate (print)	Digital Media Planning <ul style="list-style-type: none"> • Various types of digital Display Advertising ads and its various Ad formats Video	<ul style="list-style-type: none"> • (a) Cost per action (CPA), or pay per action (PPA) 	<ul style="list-style-type: none"> • The Local Publishing Market 	<ul style="list-style-type: none"> • Revision and solving of doubts

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			Advertising and its various Ad formats		
			Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc)		
2		Selecting Suitable Media options and Media Buying (Print & Outdoor) <ul style="list-style-type: none"> • Newspaper • Magazine • Television (National, Regional and Local) • Radio 	Digital Media Buying <ul style="list-style-type: none"> • Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 	<ul style="list-style-type: none"> • (b)Cost per conversion or Revenue sharing or cost per sale, 	<ul style="list-style-type: none"> • Data Management Platform
3	Introduction to Media Planning & Selection <ul style="list-style-type: none"> • An Overview of Media Planning • Basic Terms and Concepts 	Selecting Suitable Media options and Media Buying (Television, Radio & Cinema) <p>Outdoor and out of home Cinema Advertising Digital Advertising</p>	<ul style="list-style-type: none"> • Direct buys from the websites 	<ul style="list-style-type: none"> • Advertising via Premium Publishers 	Presentations

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	<ul style="list-style-type: none"> • The function of Media planning in advertising • Role of Media planner • Challenges in Media planning • Media Brief • Media Audit • NCCS Grid <p>Sources of Media</p> <ul style="list-style-type: none"> • Nielson Clear Decision (NCD for Print) • Broadcast Audience Research Council • Audit Bureau of Circulation • RAM • Comscore – Digital 					
4	<p>Media Planning Process</p> <ul style="list-style-type: none"> • Situation analysis and Marketing strategy plan • Setting Media objectives • Determining Media strategy • Selecting broad 	<p>Communication Mix</p> <p>Events</p> <p>Sponsorship</p> <p>Merchandising</p> <p>Point of purchase</p> <p>In film advertising</p> <p>Mobile advertising</p> <p>Word of mouth</p> <p>Ambient advertising</p>	<ul style="list-style-type: none"> • Programmatic Buying: [DSP (Demand side platform) or RTB (Real time 	<ul style="list-style-type: none"> • Advertising via Networks and Exchanges 	<p>Sums & Case Study</p>	<p>_____</p> <p>_____</p> <p><i>M. Datta</i></p> <p>MANAGEMENT REPRESENTATIVE</p> <p>SD 8001: 2015</p>

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	<p>Media classes</p> <ul style="list-style-type: none"> • Selecting Media within classes • Budget and Media Buying • Evaluation 	<ul style="list-style-type: none"> • Negotiation Skills in Media Buying • Negotiation Strategies • Laws of Persuasion 	bidding]]			
5		<p>Digital Media Planning</p> <ul style="list-style-type: none"> • Various Digital channels • Search Engine Optimisation • Search Engine Marketing • Email marketing – (Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL) • Targeting/Remarketing • Mobile advertising (WAP & APP) 		<ul style="list-style-type: none"> • Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com) 		

Remarks by H.O.D.: _____

Sign. : Vishal Parikh

Preeti Rao
Date: 15/6/2020

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Academic Year: 2020-21

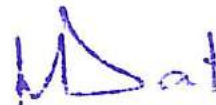
Term: Sem. V

Department: SFC-BMM

Class: TYBMM Advertising

Subject: Copywriting

Name of the Faculty: Rubina Khan

Topics to be covered						
Week	June	July	August	September	October	November
1		Idea Generation Techniques <ul style="list-style-type: none">• Theories of ideation• Idea generation techniques: eg. Brainstorming,• Triggered brainwalking,• Questioning	<ul style="list-style-type: none">• Writing copy for various Media	Writing copy for various audiences <ul style="list-style-type: none">• Children• Youth,	The techniques Evaluation of an Ad Campaign <ul style="list-style-type: none">• Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives;	Revision and solving of doubts 

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		<ul style="list-style-type: none"> assumptions, • Picture prompts • Transcreativity • Introduction • Purpose 				
2		Briefs <ul style="list-style-type: none"> • Marketing Brief • Creative Brief 	<ul style="list-style-type: none"> • Print: Headlines, sub headlines, captions, body copy, and slogans 	<ul style="list-style-type: none"> • Women, • Senior citizen and Executives 	<ul style="list-style-type: none"> • Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc. 	
3	Introduction to Copywriting <ul style="list-style-type: none"> • Basics of copy writing • <p>Responsibility of Copy writer</p> <ul style="list-style-type: none"> • Creative Thinking • How to 	<ul style="list-style-type: none"> • Briefs • Marketing Brief 	<ul style="list-style-type: none"> • Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's 	How to write copy for: <ul style="list-style-type: none"> • Direct mailer Classified 	Various types of Advertising appeals and execution styles <ul style="list-style-type: none"> • Rational appeals 	<p style="text-align: right;"><i>M Datta</i></p> <p style="text-align: right;">MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084</p>

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	<p>inculcate a 'creative thinking attitude'.</p> <ul style="list-style-type: none"> • Left brain thinking; Right Brain thinking. <p>Conscious mind; unconscious mind</p> <ul style="list-style-type: none"> • Role of Heuristics and assumptions in creative thinking • Five steps of Creative process 					
4	<p>Idea Generation Techniques</p> <ul style="list-style-type: none"> • Scamper • Observation 	<p>Writing persuasive copy</p> <ul style="list-style-type: none"> • The CAN Elements (connectedness, appropriateness, and novelty) 	<p>Writing copy for various Media</p> <ul style="list-style-type: none"> • Outdoor posters • Radio • Digital: email, web pages 	<ul style="list-style-type: none"> • Press release, • B2B, 	<ul style="list-style-type: none"> • Emotional appeals: Humour, Fear, Sex appeal 	<p><i>M Datta</i></p> <p>MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064</p>

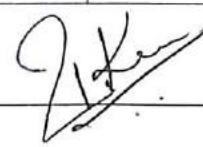
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	<ul style="list-style-type: none"> • Referencing • Interaction • Imagination • Dreams 					
5		<ul style="list-style-type: none"> • Getting Messages to "Stick": Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling, 		<ul style="list-style-type: none"> • Advertorial, Informercial. 		

Remarks by H.O.D.: _____

Sign. : _____

Date: 15/6/2020



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Academic Year: 2020-21

Term: Sem. III

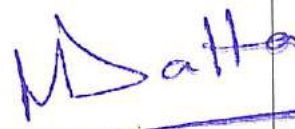
Department: SFC BAMMC



Class: SYBAMMC

Subject: Introduction to Public Relations

Name of the Faculty: Preethi Rao

Week	Topics to be covered					
	June	July	August	September	October	November
1		PR & Advertising- The differences between the two. To be taught with relevant case studies. Using advertising for PR communications PR & Branding. PR as a tool to build brands Internal and external PR Focus on Corporate communication	Media Tools-Press Release, Press Conference etc. Publicity in TV and Radio	The RPCE model. Content development in PR	Crisis communication (With case studies)	Revision and solving of doubts


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2	Definition of PR Nature/scope - objectives, functions, skills needed to be a PR Professional	 Corporate Image management FLIP CLASS	How to be effective in TV Interviews	 Development of profile: Company/individual	Preparing a crisis plan: Guidelines for sensitive interviews FLIP CLASS	_____
3	PR - Propaganda Distinction between the two.	PR of Retailers Non-profit organizations	Non-Media-Seminars, exhibitions, trade fairs, sponsorships etc	Drafting a pitch note/proposal/Writing for social media	Social responsibility and PR (With case studies) FLIP CLASS	_____
4	Public opinion and Publicity.	PR and movie promotions. Case studies of Hollywood and Bollywood movie promotions may be used	PR process with emphasis on developing a PR Campaign.	New age PR: Digital PR To be taught with help of contemporary examples	Ethics in PR. PR Code of conduct. (With case studies)	_____
5	_____	Role of PR in politics PR for political candidates FLIP CLASS	_____	_____	_____	_____

Remarks by H.O.D.:

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Academic Year: 2020-21

Term: Sem. III

Department: SFC BAMMC

Class: SYBAMMC

Subject: Media Studies

Name of the Faculty: Nelson Daniel

Week	Topics to be covered					
	June	July	August	September	October	November
1	—	Mc. Luhan Medhini is the message Foucault Power & Authority	Cognitive Theory	Media Power and Political Culture	Intellectual property and new media Young people as consumers of advertising art	Revision and solving of doubts
2	Relevance of media studies Media studies in Contemporary times.	Propaganda Model	Media and commercial impact	Constituents of media Language Religion	Digital media Understanding digital media	—
3	Historical perspectives to media studies	Media and globalization Division and contradiction in the	Advertising Magazine Culture and the new man	Discourse	Principles and key concept of digital media	

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		Global Information Infrastructure				
4	The mid 20 th century media evolution theory Agenda Setting. Uses and Gratification Two step theory.	Racist Ideologies and the Media (Stuart Ha) Media and Diaspora	Trends in Media Feminist Strategies of Detection	Technology Challenges of contemporary media Media and consumerism	Evolution of the internet	—
5	—	New Media Theory	—	—	—	—

Remarks by H.O.D.:

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Academic Year: 2020-21

Term: Sem. III

Department: SFC BAMMC

Class: SYBAMMC

Subject: Understanding Cinema

Name of the Faculty: Chetan Mathur

Week	Topics to be covered					
	June	July	August	September	October	November
1	_____	History of Cinema with emphasis on Indian cinema from Black & White to Digital.	French New Wave / Parallel Cinema	Different regional film-makers – V. Shantaram	Hindi Cinema - trends to technology.	Revision and solving of doubts
2	What is Cinema? Importance of Cinema.	Early narratives of cinema. Hollywood Classic Cinema	Award winning Indian regional film	Films of different film-makers. Vishal Bhardwaj, Madhur Bhandarkar etc.	Business of Cinema from Production to release	_____
3	Journey of Cinema.	Difference between Documentary & Feature Film.	Films & Film makers of different region.	Film formats – Corporate film, Ad-film	. Financing – Exhibition	_____
4	Documentary to Feature film	Neo Realism in Cinema. Classic example.	Satyajit Ray	Film formats – Show-reel, Short film, Trailers, etc.	Trade bodies & their importance – IFTDA, SWA, FMJC, WICA etc.	_____
5	_____	Other genres in cinema.	_____	_____	_____	_____

Remarks by H.O.D.:

Preethi Rao
15/6

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C Mathur

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20-21-06/ D – TTP- /SFC/BAMMC/FT/PR/15

Academic Year: 2020-21

Term: Sem. III

Department: SFC BAMMC

Class: SYBAMMC

Subject: Introduction to Cultural Studies

Name of the Faculty: Preethi Rao

Week	Topics to be covered					
	June	July	August	September	October	November
1	—	<ul style="list-style-type: none"> Theories on comparing culture and describing cultural differences vs. Collectivism, Uncertainty Avoidance 	<input type="checkbox"/> Race <input type="checkbox"/> Class	Commodification of culture and its impact on lifestyle	Cultural liberty in diverse world and Global Inequalities	Revision and solving of doubts
2	<ul style="list-style-type: none"> Introduction to cultural studies Evolution, Need and significance of cultural studies 	<ul style="list-style-type: none"> Hofstede's Dimension Study Power Distance, Individualism Masculinity vs. Femininity 	<input type="checkbox"/> Ethnicity <input type="checkbox"/> Kinship and terminology	<ul style="list-style-type: none"> Changing values, ideologies and its relevance in the contemporary society 	Digital media culture	

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	<ul style="list-style-type: none"> • Concepts in cultural studies- Representation, materialism, Non-reductionism, Articulation, Power, Popular culture, Texts and readers, subjectivity and Identity 					
3	<p>Theories and its relevance in media</p> <ul style="list-style-type: none"> <input type="checkbox"/> Diffusionism- Kroeber <input type="checkbox"/> Cultural materialism- Raymond Williams <input type="checkbox"/> Functionalism- Malinowski, and R. Brown • Social interaction-G.H. Mead and Cooley 	<p>The Globe studies Cultural Dimensions of Trompenaars</p>	<p>Globalisation and cultural studies (FLIP CLASS)</p>	<p>Global flow of investment, Knowledge, cultural goods, glocalization, globalization and power</p>	<ul style="list-style-type: none"> • Cultural expressions and media Oral traditions <input type="checkbox"/> folklore <input type="checkbox"/> Fashions and fad 	—
4	<p>Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall Culture and industry – John Fiske</p>	<ul style="list-style-type: none"> • Construction of culture <input type="checkbox"/> Social <input type="checkbox"/> Economic <input type="checkbox"/> Political <input type="checkbox"/> Religion Technology 	<p>Popular culture-trends, transformation and its impact on society</p>	<ul style="list-style-type: none"> • Globalization and multiculturalism, homogenization and fragmentation 	<ul style="list-style-type: none"> <input type="checkbox"/> Cuisine <input type="checkbox"/> Festivals <input type="checkbox"/> Sports <input type="checkbox"/> Art and Architecture Tourism 	—

Remarks by H.O.D.:

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Date:

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Academic Year: 2020-21

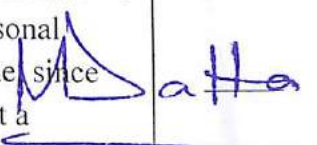
Term: Sem. III

Department: SFC BAMMC

Class: SYBAMMC

Subject: Introduction to Creative Writing

Name of the Faculty: Rubina Khan

Week	Topics to be covered					
	June	July	August	September	October	November
1	_____	Analyse some short stories, preferably contemporary, on the basis of each of these formal aspects	Analyse some poems, on the basis of each of these formal aspects.	Formal aspects of Drama: Examples of Shakespeare's works	Writing for the internet, with special reference to	Revision and solving of doubts
2	A Brief Introduction to Creative Writing Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews	Formal aspects of Poetry Theme Diction Tone	Formal aspects of Drama: Examples of Shakespeare's works	These are to be discussed with special reference to: The storyboard, The two-column script, Interactive scripts, Narration scripts in the screenplay format	Alerts- Why every news media house now prefers to have alerts sent straight to your mobile phone (FLIP CLASS)	_____
3	Introduction to famous short story writers and their work: Ruskin Bond, Jhumpa Lahiri, R K Narayan	Formal aspects of Poetry Imagery Symbolism Figures of speech: metaphor, simile	Issues under UN: Human Rights	Formal aspects of Drama: Examples of Shakespeare's works	Blogs- Importance of having personal space online, since space is not a constraint on internet.	

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					unlike other forms of communication	
4	Explain formal structure of the short story Theme Plot	Formal aspects of Poetry personification, alliteration, onomatopoeia	Humanitarian Aid (African famine, refugee) Theme Plot Character Dialogue	These are to be discussed with special reference to: The storyboard, The two-column script, Interactive scripts, Narration scripts in the screenplay format	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 (FLIP CLASS)	_____
5	_____	Analyse some poems, on the basis of each of these formal aspects.	_____	_____	_____	_____

Remarks by H.O.D.:

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[Handwritten Signature]

Date:

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20-21-06/ D – TTP- /SFC/BAMMC/PT/PA/17

Academic Year: 2020-21

Term: Sem. III

Department: SFC BAMMC

Class: SYBAMMC

Subject: Advanced Computers

Name of the Faculty: Pushkaraj Atre

Week	Topics to be covered					
	June	July	August	September	October	November
1	—	Motion Tweening. Publishing scene with Sound and Video.	Creating Hyperlinks and Anchors.	Introduction to Digital Video Editing.	Previewing & Rendering Output. In Introduction to Audio Editing	Revision and solving of doubts
2	Introduction to advance computers Working with Fills and Outline, Layers and Pen tool	Introduction to the Web. Introduction to HTML5.	Introduction to CSS3. Formatting Using Style Sheets.	Starting with Adobe Premiere. Video Editing.	Audio Editing with Sound Forge. Saving and Exporting	—
3	Understanding Layers and Symbols. Working with Text and Mask Layers.	Formatting Text Using Tags.	Displaying Graphics.	Animating, Effects, Transitions and Exporting Video.	3D Overview. Working with Objects.	—
4	Creating Frame by Frame Animation.	Getting Started with Web Designing	Creating Webpage	Working with Audio	Transforming and Grouping. Shap	—

Issued by MR: Dr. Moushumi Datta

	Classic and Shape tweening		HTML5 Audio and Video.	Creating Titles and Superimposing	Modifiers Compound Objects.	
5	_____	Working with Lists, Tables and Links Working with Multimedia Objects.	_____	_____	_____	_____

Remarks by H.O.D.:

Sign.

P.M. Akter

Preeti Rao 15/6

Date:

M Datta

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TERMWISE TEACHING PLAN

20-21- 09 / D – TTP- SFC / BAMMC / FT / ND/ 18

Academic Year: 2020-21

Term: Sem. I

Department: SFC-BAMMC

Class: FYBAMMC

Subject: Effective Communication Skills-1

Name of the Faculty: Nelson Daniel

Week	Topics to be covered			
	September	October	November	December
1	<p>The concept of communication</p> <p>7 C's of Communication</p>	<p>Communication Skills</p> <p>Types of thinking (rational and logical)-Errors in thinking, Partialism, Time scale, Egocentricity, Prejudices, Adversary Thinking, Extremes</p>	<p>Introduction of Translation & Views of Translation</p> <p>Internal view of translation – Translator as a learner, Translator's memory,</p> <p align="center"><i>M Datta</i></p>	<p>Processing in Translation</p> <p>Input and Processing: Input – Visual, Auditory and Kinetic; Processing –Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings).</p>

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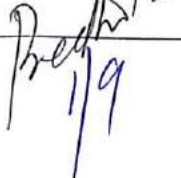
2	<p>The concept of communication</p> <p>Barriers to communication</p>	<p>Writing (English, Marathi or Hindi)</p> <p>Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing</p> <p>Introduction to feature writing</p>	<p>Introduction of Translation & Views of Translation</p> <p>Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding.</p>	<p>Processing in Translation</p> <p>The process of translation: The shuttle Experience, Charles Sanders Pierce on Instinct,</p>
3	<p>The concept of communication</p> <p>Channels of Communication</p> <p>Objectives of Communication</p>	<p>Writing (English, Marathi or Hindi)</p> <p>Editing</p> <p>Summarization</p>	<p>_____</p>	<p>Processing in Translation</p> <p>Experience and Habit, Abduction, Induction and Deduction.</p>
4	<p>Communication Skills</p> <p>Virtues of Listening – Listening is not hearing, Types of listening, Barriers to listening, Fundamentals of good listening.</p> <p>Types of reading; Recognizing aspects of language particularly in media.</p>	<p>Group Discussion & Interview</p> <p>Ingredients of Group discussion</p> <p>Role of leadership in group discussion</p> <p>Types of Interview</p> <p>Steps involved in Interviewing process</p>	<p>Introduction of Translation & Views of Translation</p> <p>The translator's Learning Styles: Context, Field – Dependent/ Independent, Flexible/ Structural Environment,</p>	<p>_____</p> <p><i>M Datta</i></p>

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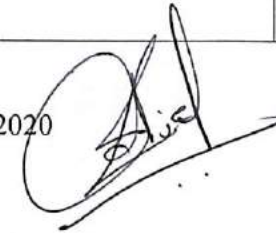
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		Introduction of Translation & Views of Translation External view of translation – Textual reliability, The Translator's reliability, Timeliness, Cost, Trade-offs.		
5	Communication Skill Oral Communication - Anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates.	_____	Introduction of Translation & Views of Translation Independence/ Dependence/Interdependence, Relationship/ Content Driven.	_____

Remarks by H.O.D.: _____

Sign. : 

Date: 1/9/2020





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Academic Year: 2020-21

Term: Sem. I

Department: SFC-BAMMC


Class: FYBAMMC

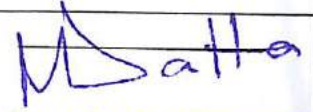
Subject: Mass Communication

Name of the Faculty: Nelson Daniel

Week	Topics to be Covered			
	September	October	November	December
1	Mass Communication Meaning and need for Mass Communication Forms of Communication: Intra Personal Communication, Interpersonal Communication,	Impact of Mass Media Content and Nature of Mass Media, Impact; Influence of Mass Media – The Indian Context: reach, access and nature of audience	The New Mass Media Media Conceptual, technological, economic dimension, Convergence: framework, dimension,	The New Mass Media “Digital,” multimedia convergence”, “information superhighway”, “channel abundance” and “interactivity.”
2	Mass Communication Group Communication, Public Communication, Mass Communication: Electronic, Satellite,	Impact of Mass Media Differentiate between Mass Communication; Mass Media.	The New Mass Media Socio-cultural dimension and its implications to ‘Mass Communication’.	The New Mass Media Impact of social media on Mass Communication

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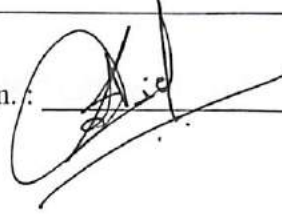
	Interactive, Digital Communication etc.	Means & Tools of Mass Communication: Traditional & Folk Media: Types, importance of traditional media		
3	Mass Communication Elements and process of communication Models of Mass Communication: Gerber's Model, Sociological Model, Gatekeeping Model.	Impact of Mass Media Print: Books, Newspapers, Magazines Broadcast: Television, Radio Films	-----	Impact of Mass Media on Society Education Children Women Culture Youth Development
4	Mass Communication Defleur's Model of the Taste-differentiated Audience Model, Hub Model Functions of Mass Communication Barriers of Mass Communication	Impact of Mass Media Internet Advertising, Public Relations Other outdoor media Mass Communicators Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)	The New Mass Media Developments in the Economy, Society, and Culture and its impact on current communication media	-----
5	Impact of Mass Media Introduction to Mass Media.	-----	The New Mass Media Introduce key terms such as "information economy" and	 MANAGEMENT REPRESENTATIVE

			"information society",	
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Remarks by H.O.D.:

preetha Rao
11/9/2020

Sign.:



Date: 1/9/2020

M Datta

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20-21- 09 / D – TTP- SFC / BAMMC / FT/ PR / 20

Academic Year: 2020-21

Department: SFC-BAMMC

Subject: Landmark Events of the World and India - A Mass Media Approach

Term: Sem. I


Class: FY BAMMC


Name of the Faculty: Preethi Rao

Week	Topics to be Covered			
	September	October	November	December
1	<p>Introduction of the course and syllabus</p> <p>The World Wars and role of media</p> <p>Allied and German Propaganda during the First World war</p>	<p>Human Rights Issues-The African Famine-The Refugee Crisis</p> <p>Causes for the African famine of the 1980s. Contributions of photo journalists - Kevin Carter and Mohammed Amin.</p> <p>Music concerts in response to the humanitarian crisis.</p>	<p>National and International conflicts and the Media</p> <p>The Formation of Bangladesh.</p> <p>Journalist Anthony Mascarenhas role in influencing world opinion</p>	<p>Game changers in the State: Vinoba Bhave- Bhudan Movement, Maharshi D. K. Karve Women's University, Baba Amte, Anna Hazare's fight for good governance</p> <p>The Liberalization of the Indian economy in the 1990s. Impact on Indian society, culture, lifestyles. Globalisation of the Indian advertising industry</p>
2	<p>The World Wars and role of media</p>	<p>Human Rights Issues-The African Famine-The Refugee</p>	<p>National and International conflicts and the Media</p>	<p><i>M. Datta</i></p>

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	<p>The Christmas Eve Ceasefire on the Western Front</p> <p>Allied and Nazi Propaganda- Second World War</p>	<p>Crisis</p> <p>Pol Pot and the Killing fields of Cambodia-Roles of journalists ,Dith Pran & Sydney Schanberg.</p> <p>Refugee crisis with special reference to Syria and Myanmar. Mass evacuation of Indians from Iraq during the Gulf War 1990-1991.The Role of Mathunny Mathews- A Case Study-The historical relevance of the movie Airlift.</p>	<p>The 26/11 Mumbai & The Pathankot, Uri Attacks and Pulwama attack. Media reporting-A Critical analysis. The contributions of photojournalist - Sebastian D'Souza</p>	<p>Presentations</p>
<p>3</p>	<p>The World Wars and role of media</p> <p>Nazi and Japanese war crimes-Violation of human Rights. Unit 731 Bombing of Hiroshima and Nagasaki, Anne Frank's Diary.</p>	<p>People's Movements-Socio-Political and Environment initiatives</p> <p>The Tiananmen Square Protests -1984 The Tank Man and the role of media in bringing world attention. The end of Apartheid -The role of Nelson Mandela</p> <p>Arab Spring-Causes for rise. Impact. The role of social media</p>	<p>-----</p>	<p>Revision</p> <p style="text-align: right;">  MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANUWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064 </p>

4	<p>Birth of cold war-Impact</p> <p>Meaning of Cold War and Causes for a bipolar world-Case study-Impact of cold war in American election campaigns. The rise of Taliban in Afghanistan-American role.</p>	<p>People's Movements-Socio-Political and Environment initiatives</p> <p>Environmental Movements –International and National. Silent Springs/Chipko Movement/Narmada Bachao Andolan /similar such movements</p> <p>#Me too Campaign and the Indian media</p> <p>National and International conflicts and the Media</p> <p>The Kargil Conflict-India's first televised war Indo-Sino war-1962.The Henderson Report.</p>	<p>The Partition and impact. Samyukta Maharashtra Movement-The role of media</p> <p>Contributions of Homai Vyrawalla. India's First lady photo-journalist in covering major events</p>	<p>-----</p> <p style="text-align: right;">  MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084 </p>
5	<p>Birth of cold war-Impact</p> <p>Factors that ended Cold War. Collapse of Soviet Union-Perestroika and Glasnost. The formation of CIS.Berlin Wall-A case study</p>	<p>-----</p>	<p>Presentations</p>	<p>-----</p>

Remarks by H.O.D.:

Mouza

Sign. :

Preethi Rao

Date: 1/9/2020

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Academic Year: **2020-21**

Term: Sem. I

Department: SFC-BAMMC

Class: FYBAMMC

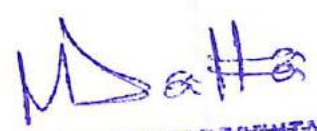
Subject: Introduction to Economics

Name of the Faculty: Kinnari Singh

Week	Topic to be Covered			
	September	October	November	December
1	<p>Nature and Scope of micro economics</p> <p>Meaning, nature, scope, significance and limitations. Positive and normative economics with the help of examples from problems in media industry, Basic concepts in economics- scarcity and welfare</p>	<p>Macro Economics</p> <p>Meaning and Scope of macro economics</p> <p>National Income concepts – GNP, GDP, NNP, NDP, Per capita Income. Circular flow of income,</p>	<p>Demonetisation</p> <p>Meaning Features</p> <p style="text-align: center;"><i>M Datta</i></p> <p style="text-align: center;">MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084</p>	<p>Introduction to external sector</p> <p>Balance of payments Exchange rate Trade policy-free trade and protectionism –</p>
2	<p>Consumer Behaviour and demand analysis</p> <p>Marshall's Approach and equi-Marginal utility with the help of media related examples. Law of</p>	<p>Trade Cycle- Features and Phases with the help of examples from growth of media industry.</p>	<p>Demonetisation</p> <p>Effects of Demonetisation in the Indian Economy Impact of Demonetisation on Media and Entertainment Industry</p>	<p>Introduction to external sector</p> <p>FDI (With special reference to FDI in Indian media and entertainment industry)- FII (with special</p>

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	<p>Demand- Determinants of Demand and Advertising Elasticity of Demand. Law of Supply -Determinants of Supply</p> <p>Effects of Demand and Supply on Advertising</p>			reference to investment opportunities in Indian media industry)-
3	<p>Cost Concept</p> <p>Types of Costs: Total Cost, Fixed, Variable, Marginal, Average, Opportunity, Social and Private , Explicit and Implicit Costs</p> <p>Numerical for calculation of Total, Average and Marginal Costs</p>	<p>Money, Inflation and Deflation</p> <p>Meaning, functions of money, Money Supply Constituents, Velocity of circulation of money,</p>	_____	<p>Introduction to external sector</p> <p>World Institutions</p> <ul style="list-style-type: none"> - IMF - World Bank <p>WTO (with special reference to media related intellectual property rights) - India in a globalized world.</p>
4	<p>Revenue and Break-Even Analysis</p> <ul style="list-style-type: none"> - Short run and long run <p>Economies and Diseconomies of scale</p> <ul style="list-style-type: none"> - Scope - International Economies with the help of examples from Print and visual media 	<p>RBI's approach to money supply, Demand for money, Inflation – meaning, causes, effects and measures to control inflation. Concept of Deflation, Commercial Banks, Central Bank and Monetary Policy</p> <p>Brief understanding of Government</p> <p>Fiscal policy</p> <p>sources of public revenue</p>	<p>Goods and Service Tax</p> <p>Meaning and Concept</p> <p>Benefits</p> <p>Different types of GST</p>	<p>_____</p> <p style="text-align: center;"><i>M. Datta</i></p> <p>MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084</p>

		<p>areas of public expenditure Union Budget – Social Expenditure Millennium Development goals.</p> <p>Structure of the Indian Economy (Growth of media and entertainment as a service industry and macro-economic scenario)</p>		
5	<p>Revenue & Firm</p> <p>Total Revenue Average Revenue Marginal Revenue and their relationship. Nature of Firm: The firm as an agent of Production Organising Economic Activity by a Firm</p> <ul style="list-style-type: none"> - Market Coordination Vs. Managerial Coordination - Objectives of a Firm - Effects of advertising spending on firm value 	_____	<p>Goods and Service Tax</p> <p>GST History Impact of GST on Media and Entertainment Industry-</p> <ul style="list-style-type: none"> - Exhibition of Movies - Films Distribution - Services rendered by Artists and other technicians - Sponsorship and Brand Promotion - Advertisement 	<p>_____</p> <p style="text-align: right;">  MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084 </p>

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Remarks by H.O.D.:

Moushumi Datta
1/9/2020

Sign. :

K. Singh

Date: 1/9/2020



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Academic Year: 2020-21

Term: Sem. I

Department: SFC-BAMMC

Class: FYBAMMC

Subject: Introduction to Sociology

Name of the Faculty: Geetha Krishnan

Week	Topics to be covered			
	September	October	November	December
1	<p>Introduction to sociology</p> <p>Definition and features Sociological imagination Sociological perspectives - Functionalist, Conflict, Symbolic Interaction and Feminist perspective. Sociological Thought Emile Durkheim-</p>	<p>Concepts related to culture. Establish the link between culture and media.</p>	<p>Social changes and movements in society</p> <p>Meaning and factors of social change</p> <p><i>M Datta</i></p> <p>MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064</p>	<p>Social changes and movements in society</p> <p>Social Problems in India</p>
2	<p>Social facts, Division of Labour, Durkheim Theory and Typology of Suicide Karl Marx – Historical Materialism, Theory of social change and class struggle,</p>	<p>Social Stratification and Socialization</p> <p>Definition, meaning Ghurye's views on caste.</p>	<p>Social changes and movements in society</p> <p>Impact of social change with reference to media and communication</p>	<p>Social changes and movements in society</p> <p>Gender and media, Audio- visual</p>

				media
3	<p>Alienation Max Weber – Weber’s Theory of Bureaucracy, Weber’s theory of Social Action, Weber’s theory of Authority (Traditional, Regional, Charismatic)</p> <p>Habermas (Theory of Communicative action)</p>	<p>Constitutional safeguards Agencies of socialization.</p>	-----	REVISION
4	<p>Society and Social Interaction</p> <p>Definition of society, features, Types of Society- Rural and Urban, civil society Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, integration Types: family, marriage, education, religion, economy, polity, kinship, and media.</p>	<p>Social group and Social Control</p> <p>Social Group - Meaning, need and importance Types (primary, secondary, formal, informal, in-group and out-group, Reference group)</p> <p>Social group and Social Control</p> <p>Social control-Meaning, Functions, Formal and informal means of control over media.</p>	<p>Social changes and movements in society</p> <p>Definition, features, types.</p> <p><i>M Datta</i></p> <p>MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064</p>	
5	<p>Media Sociology - News and Culture</p> <p>Definition, types, values, significance of news Culture – meaning, elements, types, features.</p>	-----	<p>Social changes and movements in society</p>	-----

Remarks by H.O.D.: _____

Sign.: _____

Date: 1/9/2020

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Academic Year: 2020-21

Term: Sem. I

Department: SFC-BAMMC

Class: FYBAMMC

Subject: Introduction to Computers

Name of the Faculty: Pushkaraj Atre

Week	September	October	November	December
1	<p>Computer Basics</p> <p>Basic Structure and Functioning of Computer System. Memory and its types.</p>	<p>Advanced MS PowerPoint: (link heavy media, selecting the theme & layout Types of presentation modes, animation, Interactive presentation).</p>	<p>Introduction to Page Layout (InDesign)</p> <p>Introduction to tools. Creative page layouts in different media (flyers, brochures, books, newspapers, etc.).</p>	<p>REVISION</p>
2	<p>Operating System and File Management (Understanding Disk Partitioning and keyboard shortcuts). Introduction to Internet and Networking (Types of Networks, Internet and Intranet, Importance of Internet and Network in Media organization, Effect of Internet on Journalism).</p>	<p>Understanding desktop publishing for print industry</p> <p>Colour models: RGB and CMYK. Composition of photographs for printing: halftone screens, colour and gray scale. (Raster and Vector images) Resolution for photographs for printing.</p>	<p>Introduction to Page Layout (InDesign)</p> <p>Creative page layouts in different media (flyers, brochures, books, newspapers, etc.).</p>	<p>Introduction to CorelDraw</p> <p>Corel Draw Terminology and Concepts. Drawing Ellipses, Circles, Arcs, and Pie Shapes</p>
3	<p>Client-Server Architecture</p>	<p>File formats for printing.</p>	<p style="text-align: center;"><i>M. Datta</i></p> <p>MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084</p>	<p>Drawing Lines in</p>

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	(Understanding the working of Social Media Websites).	Pre-press (desktop publishing) and Print (press) processes. Formats of publication and business of publication production.		CorelDraw. Drawing Rectangles, Squares, Polygons and Stars. Cloning objects. Applying colour and tone effects.
4	Microsoft Office Advanced MS Word Basics (tracking changes, macros, forms, using templates, mail merge).	Introduction to Designing and Photoshop Introduction to Designing. Adobe Photoshop- Working with Image. Giving effects to image. Cropping and resizing images. Masking, working with layers. Preparing images for the web	Basics of newspaper layout, folds. Importance of placement of news above and below the fold.	_____
5	Advanced Excel:(manage huge database, conditional formatting, pivot chart & table Essential & Advanced functions (Formulas), filtering data, representing data in different graphical format).	_____	Preparing a dummy newspaper.	_____

Remarks by H.O.D.:

Sign. :

Date: 1/9/2020

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20-21-01 / D – TTP- SFC/BMM/PT/AP/01

Academic Year: 2020-21

Term: Sem. VI

Department: SFC-BMM

Class: TYBMM (J)

Subject: Newspaper & Magazine Making

Name of the Faculty: Arvind Parulekar

Topics to be covered				
Week	January	February	March	April
1	Layout & Design <ul style="list-style-type: none"> Basic design & Layout Discipline & Organizing elements 	Typography <p>Typefaces as design element</p> <ul style="list-style-type: none"> Typeface & Font Size, Weight, Posture Leading Kerning, Tracking 	Printer's Measurements <ul style="list-style-type: none"> Units Point Pica Agate 	Planning & Production <p>Parts of Magazine</p> <ul style="list-style-type: none"> Front book Mid book (well) Back book Sections Cover pages Editorial content Advertising Paid & In house <p>Group Presentations & Feedback</p>
2	Visual basics <ul style="list-style-type: none"> Aesthetic appeal & appreciation. <p>Graphic principles</p> <ul style="list-style-type: none"> Proportion Contrast Harmony Balance 	Expressive word & calligraphy <ul style="list-style-type: none"> Modifying glyphs Picture in Text 	Parts of Newspaper <ul style="list-style-type: none"> Headline, Deck, Body, Caption, Side bar, Rules, Boxes, Tables, Pictures, Space 	Types of Layout <ul style="list-style-type: none"> Split, Picture window Mondrian, Rebus Big Type, All Text Alphabet inspired

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3	<p>Visual syntax</p> <ul style="list-style-type: none"> ● Unity of words & visuals <p>Layout</p> <ul style="list-style-type: none"> ● Grid structure ● Columns ● Unity & separation ● Rules & Boxes 	<p>Classification & Combination</p> <ul style="list-style-type: none"> ● Creating <input type="checkbox"/> Emphasis <input type="checkbox"/> Harmony <input type="checkbox"/> Grace 	<p>Software Tool</p> <p>Quark Express / Adobe InDesign</p> <ul style="list-style-type: none"> ● Runaround/Wrap text ● Inset ● Scale-horizontal, vertical ● Baseline- shift/snap ● Insert picture ● Body wrap ● Effects/shadows ● Style sheets ● Bullets & numbering ● Colour palate 	<p>Page setup</p> <ul style="list-style-type: none"> ● Size, Sections, Issue date, Page numbering <p>Pagination</p> <ul style="list-style-type: none"> ● Page reordering for printing ● Collating, Gathering
4	<p>Types of Layout</p> <ul style="list-style-type: none"> ● Modular ● Brace ● Contrast & Balance <p>Group Presentations & Feedback</p>	<p>Terminology</p> <p>Publication terms</p> <ul style="list-style-type: none"> ● Everyday terms ● Errors <input type="checkbox"/> Orphan <input type="checkbox"/> Widow <input type="checkbox"/> Dog leg <input type="checkbox"/> Tomb stone <p>Group Presentations & Feedback</p>	<p>Page setup</p> <ul style="list-style-type: none"> ● Page size & orientation ● Grid, Column, Gutter, ● Margins, Guide lines & markings. 	
5			Group Presentations & Feedback	

Remarks by H.O.D.: _____

Pratibha
4/1/21

Sign. : _____

[Signature]

Date: 4/1/2021

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TERMWISE TEACHING PLAN

20-21-01 / D – TTP-SFC/BMM/FT/PR/02

Academic Year: 2020-21
Department: SFC-BMM

Term: Sem. VI
Class: TYBMM (AD & J)

Subject: Contemporary Issues

Name of the Faculty: Preethi Rao

Topics to be covered				
Week	January	February	March	April
1	Human Rights-Laws and Trends <ul style="list-style-type: none"> ● UDHR and its significance ● CRC ● CEDAW ● DRD ● Euthanasia-The international and Indian perspective 	Health: Transplantation of Human Organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse Amendment rules of 2003. Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004. Media portrayal and the law	<ul style="list-style-type: none"> ● Economic development and challenges. 	<ul style="list-style-type: none"> ● Police reforms: Problems faced by Police and the Need for Reforms ● Developmental Issues: Displacement and rehabilitation Internal Test 4 – 5 th April, 2021
2	Human Rights & Legislative measures with reference to India Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2005, Sexual Harassment Act at the Work Place 2013, Then Criminal Law (Amendment) Act of 2013. To be taught with relevant case studies-Nirbhaya, Tehelka sexual assault, TVF and the Indian Fowler	Political concerns and challenges <ul style="list-style-type: none"> ● Crime and Politics ● Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill Whistle Blowers. Case studies-Satyendranath Dubey, Manjunath Shanmugam. Whistle Blowers protection act 2011 	<ul style="list-style-type: none"> ● The Role of MIDC in the economic development of Maharashtra ● Special Economic Zone: Its role and significance in Maharashtra 	The Rohingyas Issues <ul style="list-style-type: none"> ● Illegal immigration from Bangladesh ● Challenges and impact Group Presentations & Feedback


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3	<ul style="list-style-type: none"> ● Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments. Role of Kailash Satyarthi. Juvenile Justice (Care and Protection of Children Act) 2000 	<ul style="list-style-type: none"> ● Terrorism- Causes, consequences and remedial measures. Anti- State violence- Naxalism and its Impact. 	<ul style="list-style-type: none"> ● Food Security Act, 2013. Agrarian issues, rural indebtedness ● Farmers' suicides and its implications 	REVISION <ul style="list-style-type: none"> ● Clarification of doubts
4	<ul style="list-style-type: none"> ● Homosexual and Transgender Rights. Article 377 Transgender persons (protection of rights) Bill, 2016 Education: Right to Education Act 2009 <p>Group Presentations & Feedback Internal Test 1 - 29th January, 2021</p>	<ul style="list-style-type: none"> ● Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact-Irom Sharmila <p>Group Presentations & Feedback Internal Test 2 – 23 February, 2021</p>	<p>Social development and challenges</p> <ul style="list-style-type: none"> ● Tribal Issues: Marginalisation of the Tribals-The Jarawas –A case study ● Forest Rights Act-Land Acquisition Act- Navi Mumbai Airport- Land Acquisition. A case study <p>Group Presentations & Feedback Internal Test 3 – 29th March, 2021</p>	
5	_____	_____	Group Presentations & Feedback	_____

Remarks by H.O.D: Mona

Sign: _____ Preethi Rao Preethi Rao Date: 4/1/2021

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TERMWISE TEACHING PLAN

20-21-01 / D – TTP- SFC/BMM/FT/PR/03

Academic Year: **2020-21**
Department: **SFC-BMM**

Term: **Sem. VI**
Class: **TYBMM (J)**

Subject: **Press Laws and Ethics** Name of the Faculty: **Preethi Rao**

Week	Topics to be covered			
	January	February	March	April
1	<p>Press Council of India –</p> <ul style="list-style-type: none">• Its organizational structure, functions, history and rationale behind its establishment.	<ul style="list-style-type: none">• Laws related to freedom of the Press — Article 19 clause (1) subclause of Indian Constitution and how it guarantees freedom of the press. <p>Clause 2 of Article 19 and reasonable restrictions.</p>	<ul style="list-style-type: none">• Official Secrets Act and conflict with RTI• Whistle Blowers Protection Act 2011-Implications and challenges	<p>Introduction to Ethics</p> <ul style="list-style-type: none">• Discussion of importance of ethics in the era of TRP fueled Tabloid Journalism.• Conflict of Interest• Paid News• Trial by Media <p>Group Presentations & Feedback</p>
2	<ul style="list-style-type: none">• Powers – the debate over punitive powers <p>PCI's intervention in cases of communal rioting and protection of Press freedom.</p>	<ul style="list-style-type: none">• Defamation sections 499,500 <p>Contempt of Courts Act 1971</p> <p>Public Order – sections 153 A&B,295A,505</p> <p>Sedition (124A)</p> <p>Obscenity (292,293)</p>	<p>Indian Evidence Act –</p> <ul style="list-style-type: none">• Primary, Secondary, Direct and Indirect evidence;Confession and its evidentiary value• Copyright Act 1957. Intellectual Property Rights in the context of changing Global environment	<ul style="list-style-type: none">• Ethical Issues related to Television debates• Confidentiality of sources• Ethics of Sting Operations• Fakery and Fabrication of news <p>Using Shock value in language and visuals</p> <p>Internal Test 4 – 9th April, 2021</p>

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3	<ul style="list-style-type: none"> Code of conduct for journalists 	<ul style="list-style-type: none"> Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet. Article 21 of the constitution and Right to Privacy Right to Privacy versus Right to Know Right to Information Act 2005 	Contempt of Parliament <ul style="list-style-type: none"> Breach of Privilege rules. Internal Test 3 – 19 th March, 2021	REVISION
4	Comparison with the News Broadcasting Standards Authority (NBSA) Group Presentations & Feedback Internal Test 1 – 22 nd January, 2021	<ul style="list-style-type: none"> Right to Information Act 2005 Group Presentations & Feedback Internal Test 2 – 20 th February, 2021	Contempt of Parliament <ul style="list-style-type: none"> Breach of Privilege rules. Clash between Judiciary and Legislature Is it a threat to media freedom? Working Journalists Act-Its effectiveness in current scenario. Press & Registration of Books Act.	
5			Group Presentations & Feedback	

Remarks by H.O.D.: _____

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Sign: _____ Preethi Rao _____

Preethi Rao

Date: 4/1/2021

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20-21-01 / D – TTP- SFC/BMM/PT/RN/04

Academic Year: 2020-21
 Department: SFC-BMM

Term: Sem. VI
 Class: TYBMM (J)

Subject: Broadcast Journalism

Name of the Faculty: Renu Nauriyal

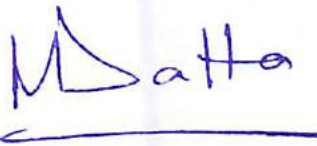
Week	Topics to be covered			
	January	February	March	April
1	<p>History & Development of Broadcast Journalism</p> <ul style="list-style-type: none"> Traditional Journalism Global Journalism Brief History of the development of Radio Journalism Brief History of the development of TV journalism Brief History of the development of online/web journalism. <p><u>PN : Case study</u></p>	<p>Regional Journalism</p> <ul style="list-style-type: none"> News Channels: Star Majha; IBN Lokmat; Zee 24 Taas; Sahara Samay Mumbai; 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 & Culture Entertainment Channel: Zee Marathi; Star Pravah; ETV Marathi; Mi Marathi; Doordarshan Sahayadri, Saam Marathi, BIG Gaurav; Upcoming Channel From RADAG; Sahara Marathi- Upcoming Channel from Sahara-Upcoming Channel From 9X Radio Channels: Akashvani(Sw/Am); Akashvani Mumbai GOLD (100.7); Akashvani 	<ul style="list-style-type: none"> Television <ul style="list-style-type: none"> Stages of Production <ul style="list-style-type: none"> Pre-production Production Post-Production The Production personnel, Single camera and multi camera production Use of graphics and special effects Developing a video brief Nonlinear editing, cut-to-cut, assemble and insert, on line, offline editing of stories Using desktop publishing aspects to tell a visual story. Mixing and Editing to tell a story. 	<ul style="list-style-type: none"> Feature writing for online media: Story idea, development and news updates. Podcast and Webcast Open-source journalism: Citizen Journalists New Media on Journalism: Use of blogs, tweets, etc <p>Group Presentations & Feedback</p>


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		<p>Mumbai Rainbow (107.1 FM); Worldspace Surabhi (Satellite Radio)</p> <ul style="list-style-type: none"> • Movie Channels: Zee Talkies; BIG Cinema (Marathi); BIG Chitrapat Upcoming Channel From R-ADAG <p>Music Channels: Sangeet Marathi-Upcoming Channel from Media Worldwide.</p>		
2	<ul style="list-style-type: none"> • BBC & CNN: Organizational Structure, Functions of Different Divisions and Departments / Units, News Service Division, Objectives of Broadcast- Information, Education and Entertainment • AIR & FM: All India Radio- Organizational Structure, Functions of Different Divisions and Departments/ Units; News Service Division Of AIR; Objectives of Broadcast- Information, Education & Entertainment; Commercial Broadcasting Service; External Service Broadcast, National Service. Vividh 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 & Community Radio. 	<p>Broadcast formats</p> <ul style="list-style-type: none"> • Radio/TV <ul style="list-style-type: none"> - News Bulletins/Appeals/Reels - News Magazines/Talk Shows/Reviews. - Main Characteristics of News as Against - News in Other Media - Documentaries - Docudramas - Play - Running Commentaries - Ads/Commercials - Phone Ins/Bridges - Music 	<ul style="list-style-type: none"> • Production <ul style="list-style-type: none"> - Production schedule - Budget - Floor plan - Lighting plan - Production of a programme - Post production - Production of radio/ TV discussions - Production of social messages (max 30 seconds) - Production of radio/ TV documentary/feature 	<p>•Student Production: Class Test Projects // Assignments: [Internal Assessment - 25Marks as per University guidelines.]</p> <p>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 & 5.</p>

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3	<ul style="list-style-type: none"> • Doordarshan & Satellite Channels: Organizational Structure, Functions of Different Divisions and Departments/Units & Doordarshan News; Commercialization of TV; Satellite Television Broadcast-Breaking of Monopoly Of DD-Television Channels for Niche Audiences-Entertainment, News, Sports, Science, Health & Lifestyle. Proliferation of DTH Services, Growth of Private International, National and Regional TV Networks & Fierce Competition for Ratings. 	<p>Writing in broadcast style</p> <ul style="list-style-type: none"> • Broadcast News Vocabulary (The Ethics) • Genres: Sports; Current Affairs; Lifestyle Etc • Scripting for Fiction/Non-Fiction • Writing for The Radio & TV • News Script Format for Radio & TV • News Stories Types (Breaking News Through Kickers) • Preparations of Audio and Video Brief • Idea Generation-Fiction and Non-Fiction • Developing an Idea into Story • Script and Story Board • Shooting Scripts • Interview Scripts-Simulated and Actuality • Research and Scripting of Radio/TV Documentary/Feature/Drama • Photo Featuring Writing 	<p>(PN: Topics listed below should be discussed with the help of case studies)</p> <ul style="list-style-type: none"> • SweN fo 'nwod gnipmoD 24/7 and its drawbacks • Ethics in regulation • Censorship • Protecting copyright • Power and Society 	<p>Internal Test 4 – 12th April, 2021</p> <p>REVISION</p> <p></p> <p>MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 MAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084</p>
4	<ul style="list-style-type: none"> • Broadcast- Breaking of Monopoly Of DD- Television Channels for Niche Audiences-Entertainment, News, Sports, Science, Health & Lifestyle. Proliferation of DTH Services, Growth of Private International, National and Regional TV Networks & Fierce Competition for Ratings. <p>Group Presentations & Feedback</p>	<p>Presentation Production and Editing [Each topic below can be introduced and discussed with suitable examples]</p> <ul style="list-style-type: none"> • Field Reporting <ul style="list-style-type: none"> – Shooting usable video footage – Conducting the on-camera interview – Shooting telling B-roll – Composing interesting shots <p>Telling stories in unconventional ways.</p> <ul style="list-style-type: none"> • Capturing Sounds <ul style="list-style-type: none"> – Microphones – Capturing Natural Sounds – Capturing Primary Audio Track Sound 	<ul style="list-style-type: none"> • Convergence - Need, nature and future of convergence • Convergence and Multimedia - Print, radio, TV, internet and mobile • Emerging Trends: Mobile Technology, Social Media and Web 2.0 • Digital storytelling: Tools of multimedia Journalists <p>Internal Test 3 – 22nd March, 2021</p>	

	Internal Test 1 – 25 th January, 2021	<ul style="list-style-type: none"> - Analog Vs. Digital • Radio <ul style="list-style-type: none"> - Elements of radio productions - Acoustics - Perspective - Sound effects - Music - Distort/Filter - Recording - Editing <p>Group Presentations & Feedback</p> <p>Internal Test 2 – 22nd February, 2021</p>		
5			Group Presentations & Feedback	

Remarks by H.O.D.:

Preethi Das
4/1

Sign. :

Renu Narayan

Date: 4/1/2021

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20-21-01 / D – TTP- SFC / BMM/ PT/SB/ 05

Academic Year: 2020-21
Department: SFC-BMM

Term: Sem. VI

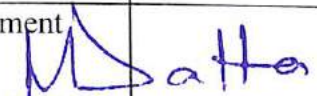
Class: TYBMM (J)

Subject: Business & Magazine Journalism

Name of the Faculty: Satish Bendre

Week	Topics to be covered			
	January	February	March	April
1	Introduction to Business Journalism	<ul style="list-style-type: none"> ● Securities and Exchange Board of India (SEBI) <ul style="list-style-type: none"> – Role – Function – Objectives 	<ul style="list-style-type: none"> ● The Concept of “Subsidies” ● Foreign Exchange Reserves- Fiscal Deficit problem with reference to Indian Economy 	<ul style="list-style-type: none"> ● Concept of SENSEX and NIFTY and impact of their volatility. ● Retail Market – the Indian Scenario The World Bank, The Asian Development Bank, BRICS Development Bank – functions <p>Group Presentations & Feedback</p>
2	A general overview of the financial systems in India <ul style="list-style-type: none"> ● Planning Commission & NITI Aayog 	<ul style="list-style-type: none"> – The Banking Sector in India – a brief analytical study – Functions of commercial banks – Use of modern technology in banking sector and its use – Core Banking- advantages, social benefits and use of banking in financial inclusion 	Scams in Indian financial system <ul style="list-style-type: none"> ● The Satyam saga ● The Sahara Scam 	<p>Business journalism - a brief study of leading business magazines, leading financial dailies in India</p> <p>Internal Test 4 – 9th April, 2021</p>
3	<ul style="list-style-type: none"> ● Reserve Bank of India <ul style="list-style-type: none"> – Role – Functions 	<ul style="list-style-type: none"> – Core Banking- advantages, social benefits and use of 	<ul style="list-style-type: none"> ● Saradha chit fund embezzlement ● Coal Allocation Scam ● 2 G Spectrum Scam 	REVISION

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		banking, in financial inclusion Government schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account	
4	A general understanding about RBI's involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI Group Presentations & Feedback Internal Test 1 – 29 th January, 2021	India's Fiscal Policy • Salient Features of the Union Budget (The Finance Bill) Group Presentations & Feedback Internal Test 2 – 27 th February, 2021	Stock Exchange, Sensex and its volatility • Bombay Stock Exchange • National Stock Exchange Internal Test 3 – 25 th March, 2021
5			Group Presentations & Feedback

Remarks by H.O.D.:

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Sign. :

M. Datta

Date: 4/1/2021

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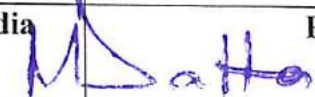
Academic Year: 2020-21
Department: SFC-BMM

Term: Sem. VI
Class: TYBMM Subject: News Media Management

Name of the Faculty: Pushkaraj Arte

Week	Topics to be covered			
	January	February	March	April
1	Media Community <ul style="list-style-type: none"> Strategies for shaping Media organizations 	Role of Management in ensuring editorial freedom Legacy Media <ul style="list-style-type: none"> Broadcast Media Overview and Print Publishing Overview. 	<ul style="list-style-type: none"> Overview of Marketing Theory and Applying marketing strategy to consumer media, Direct to consumer: for readers/consumers circulation/distribution/channels, Business to business (B2B): for advertisers/partners. 	Financial Management <ul style="list-style-type: none"> Break up of expenditure for the year Raw Material Costs Fixed and Variable Costs Unforeseen Factors Group Presentations & Feedback
2	<ul style="list-style-type: none"> News media and understanding their communities. 	<ul style="list-style-type: none"> Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media 	<ul style="list-style-type: none"> Case studies – Eenadu and Network 18 ,Expansion of Sky Network [Star Network in India] ,Relevance of TAM Ratings in News Channels along with IRS Studies 	Challenges of Globalisation and Liberalisation <ul style="list-style-type: none"> Foreign Direct Investment Cross Media Ownership Commercialization of Media Understanding Company Law Types of Ownership and their agendas Internal Test 4 – 6 th April, 2021
3	<ul style="list-style-type: none"> News, Audiences and Everyday Life Ideal Management Structure 	Specialized Training for Skilled Workers, HRD <ul style="list-style-type: none"> Need for HRD in Newspaper Industry and Functions of HRD 	Disruptive Technology and Media Business Models <ul style="list-style-type: none"> The role of advertising From Web 1.0 to 2.0 	REVISION

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			<p>Yahoo, Craigslist, Google, Facebook, Twitter, WhatsApp, Pinterest</p> <p>Internal Test 3 – 16th March, 2021</p>	
4	<ul style="list-style-type: none"> • Ideal Management Structure <p>Group Presentations & Feedback</p> <p>Internal Test 1 – 25th January, 2021</p>	<ul style="list-style-type: none"> • Integrated Marketing Communications <p>Group Presentations & Feedback</p> <p>Internal Test 2 – 22nd February, 2021</p>	<p>Becoming a Digital Media Brand</p> <ul style="list-style-type: none"> • What is Brand Journalism? • Branding in the Digital Age 	
5			Group Presentations & Feedback	

Remarks by H.O.D.:

Preeti Rao
4/1

Sign. :

P.M. Ahe

Date: 4/1/2021

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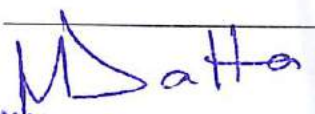
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20-21-01 / D – TTP- SFC/BMM/PT/RN/07

Academic Year: 2020-21
 Department: SFC-BMM

Term: Sem. VI
 Class: TYBMM (J) Subject: Cross Media Writing & Editing-2

Name of the Faculty: Renu Nauriyal

Week	Topics to be covered			
	January	February	March	April
1	Module 1- Writing news features <ul style="list-style-type: none"> What is a news feature 	Module 2- Writing an interview <ul style="list-style-type: none"> Selecting a subject for interviewing Framing the questionnaire Framing questions for television/web interviews 	Module 4- Columns/ opinion pieces/blogs <ul style="list-style-type: none"> How columns / opinion pieces are different from other forms of writing Types of columns/blogs Formats 	<ul style="list-style-type: none"> Online research/ field research: Importance of observation and listening skills Writing the feature <p>Group Presentations & Feedback</p>
2	<ul style="list-style-type: none"> Process and size 	<ul style="list-style-type: none"> Writing question -answer interviews Writing descriptive interviews 	<ul style="list-style-type: none"> Ethical issues involved How to write a column/ blog 	Module 6- Writing for the web <ul style="list-style-type: none"> Background research / script Importance of the headlines Opening para/ types of leads The voice-over Bytes <p>Internal Test 4 – 8th April, 2021</p>
3	Follow-up stories	Module 3- Writing a profile/ for a web profile <ul style="list-style-type: none"> Selecting a subject for profiling Collecting inputs Knitting the collated information 	Module 5- Reading /viewing long features <ul style="list-style-type: none"> Deconstructing a long feature 	REVISION
4	<ul style="list-style-type: none"> Side Stories Human interest stories 	<ul style="list-style-type: none"> Creating a flow and impact Writing headlines, captions and intros for profiles 	<ul style="list-style-type: none"> Investigative/research-based features, lifestyle features <p>Internal Test 3 – 25th March, 2021</p>	 MANAGEMENT REPRESENTATIVE

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	Group Presentations & Feedback Internal Test 1 – 28 th January, 2021	Group Presentations & Feedback Internal Test 2 – 25 th February, 2021		
5			Group Presentations & Feedback	

Remarks by H.O.D.:

Preeti Rao
4/1

Sign. :

Renu Navijal

Date: 4/1/2021

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20-21-01/ D – TTP-SFC/BMM/FT/MTM/08

Academic Year: 2020-21

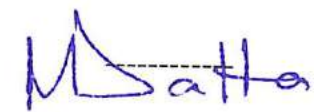
Term: VI

Class: TYBMM ADVERTISING Sem: VI

Department: SFC- BMM

Subject: ADVERTISING DESIGN

Name of the faculty: MEHA MANDAWEWALA

Week	January	February	March	April
1	-----	Typography art and words Weekly assignment included in internal evaluation	Principles of ad design Weekly assignment included in internal evaluation Case studies and application	Portfolio development
2	-----	Calligraphy Word expression Weekly assignment included in internal evaluation	Principles of ad design Weekly assignment included in internal evaluation Case studies and application	Portfolio development
3	Ad agency and its departments	Elements of ad design Weekly assignment included in internal evaluation Case studies and application	TV and radio advertisement story board Weekly assignment included in internal evaluation Case studies and application	Mock VIVA
4	Big idea Weekly assignment included in internal evaluation	Elements of ad design Weekly assignment included in internal evaluation Case studies and application	Online and internet advertising Weekly assignment included in internal evaluation Case studies and application	 MANAGEMENT REPRESENTATIVE NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064

5	Logo and moogram Weekly assignment included in internal evaluation	-----	Photography and advertisement creation Weekly assignment included in internal evaluation Case studies and application	-----
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Remarks by H.O.D.:

Prakash Rao
4/1

Sign. :

Maha

Date: 4/1/2021

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TERMWISE TEACHING PLAN

20-21-01 / D – TTP-SFC/BMM/PT/RK/09

Academic Year: 2020-21

Term: Sem. VI

Department: SFC-BMM

Class: TYBMM (AD)

Subject: Legal Environment & Advertising Ethics

Name of the Faculty: Rubina Khan

Topics to be covered				
Week	January	February	March	April
1	Legal Environment <ul style="list-style-type: none"> The importance & the relationship between Self – Regulation, Ethics The laws of the land: <ul style="list-style-type: none"> Constitutional Laws – Fundamental Rights Personal laws- Criminal & Civil laws 	Ethics in Advertising <ul style="list-style-type: none"> What is Ethics? Why do we need Ethics? The philosophy of Ethics- Absolutist & Situational Ethics in Advertising & Stereotyping: <ul style="list-style-type: none"> Religious minorities Racial minorities Ethnic groups Cultural Minorities Senior Citizens Children Women LGBT 	Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non- Government initiatives <ul style="list-style-type: none"> Consumerism – The rising need for consumer guidance & awareness Government Initiatives: <ul style="list-style-type: none"> Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management 	<ul style="list-style-type: none"> Creating Unrealistic Ideal characterizations Using appeals that prey on feelings of inadequacy Manipulation by advertising Advertising & social responsibility - Advertising as a moulder of thought, opinion & values <p>Group Presentations & Feedback</p>
2	<ul style="list-style-type: none"> Corporate laws Consumer laws Laws pertaining to Media Laws of Defamation & Contempt of Court with respect to cases specific to Media 	<ul style="list-style-type: none"> Advertising of Controversial products Surrogate & Subliminal Advertising Political Advertising Manipulation of Advertising Research 	<ul style="list-style-type: none"> Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO International Bodies- ISO, FDA, CMMI, Six Sigma & CE <p><i>M. Bhatta</i> MANAGEMENT REPRESENTATIVE</p>	Critique of Advertising <ul style="list-style-type: none"> A study of Vance Packard- The Hidden Persuaders (1957) A study of Jean Kilbourne – Can't buy My love A study of Naomi Klein – No

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		<p>(B) Bodies helping to maintain a Code of Ethical conduct in Media</p> <ul style="list-style-type: none"> ● ASCI ● AAI ● BCCC ● IBF ● CENSOR BOARD FOR FILMS <ul style="list-style-type: none"> – Press Council 	<p>Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)</p> <ul style="list-style-type: none"> ● Laws: <ul style="list-style-type: none"> – Essential Commodities Act 1955 – Consumer protection Act 1986 – Standards of Weights & Measures Act – Standards of Weights & Measures (Packaged Commodities) Act <p>Prevention of Food Adulteration Act 14</p>	<ul style="list-style-type: none"> ● A study of Naomi Woolf- The Beauty Myth <ul style="list-style-type: none"> – A study of Noam Chomsky- Understanding Power
3	<p>Government Policies & Cyber Laws</p> <ul style="list-style-type: none"> ● Government Policies governing advertisements <ul style="list-style-type: none"> – The role of Prasar Bharati for advertisements in Public Broadcast Services – Cyber laws including Section 66; Laws pertaining to advertising in cyber space. – The Question of Net Neutrality & its relevance in Media – Right to Information Act 	<p>Unfair Trade Practices & the Competition Act 2002</p> <ul style="list-style-type: none"> ● Unfair Trade Practices & Restrictive Trade Practices to Consumers: <ul style="list-style-type: none"> – False Promises – Incomplete Description – False & Misleading Comparisons – Bait & Switch offers – Visual Distortions – False Testimonials – Partial Disclosures – Small print Clarifications 	<ul style="list-style-type: none"> ● Other Initiatives: <ul style="list-style-type: none"> – PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops) – Consumer Co-operatives ● Non- Government initiatives: <ul style="list-style-type: none"> – CGSI – CFBP – CERC – Grahak Panchayat – Customer care centres 	<p>Internal Test 4 – 9th April, 2021</p> <p style="text-align: center;">REVISION</p> <p style="text-align: center;"><i>M. Datta</i></p> <p style="text-align: center;">MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084</p>
4	<p>Laws pertaining to Media</p> <ul style="list-style-type: none"> ● Standard Contract between Advertiser & Agency ● Laws: <ul style="list-style-type: none"> – Drugs & Cosmetics Act 	<ul style="list-style-type: none"> ● Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry ● The role of the Commission of the Competition Act 2002 in 	<p>Advertising & Society</p> <ul style="list-style-type: none"> ● Socio - Economic Criticisms of advertising <ul style="list-style-type: none"> – Increasing prevalence of Materialism – Creating Artificial Needs 	

	<ul style="list-style-type: none"> - Drugs & Magic Remedies (Objectionable Advertisements) Act - Drugs Price Control Act - Emblems & Names (Prevention of Improper Use) Act - Indecent Representation of Women's Act - Intellectual Property Rights - Copyright Act - Trademarks Act Patents Act <p>Group Presentations & Feedback</p> <p>Internal Test 1 – 29th January, 2021</p>	<p>resolving cases of Unfair & Restrictive Trade Practices</p> <p>Group Presentations & Feedback</p> <p>Internal Test 2 – 26th February, 2021</p>	<ul style="list-style-type: none"> - Idealizing the “Good Life” - Stressing Conformity with Others - Encouraging instant gratification & a throwaway society - Promoting the good of the individual over the good of society <p>Internal Test 3 – 26th March, 2021</p>	
5	_____	_____	Group Presentations & Feedback	_____

Remarks by H.O.D: _____

Preethi Rao
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Sign: _____

[Signature]

Date: 4/1/2021

M Datta

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Autonomous TERMWISE TEACHING PLAN

20-21-01/ D – TTP-SFC/BMM/PT/DM/10

Academic Year: 2020-21

Term: Sem. VI

Department: SFC-BMM


Class: TYBMM (AD)

Subject: Financial Management for Marketing and Advertising

Name of the Faculty: Deepali Manjrekar

Week	Topics to be covered			
	January	February	March	April
1	<p>Introduction of financial management</p> <ul style="list-style-type: none"> • Meaning of financial management • Definition • Goals 	<ul style="list-style-type: none"> – Statements – Spread Sheets • Budgeting <ul style="list-style-type: none"> – Types of Budgets – Functional Budgets – Master Budget – Zero based Budget – Sales Budget – Cash budget (Application from Sales Budget and Cash Budget only) 	<p>Financial statements & Ratio analysis</p> <ul style="list-style-type: none"> • Vertical Financial Statements <ul style="list-style-type: none"> – Financial Decision Making using financial statements analysis. 	<ul style="list-style-type: none"> – Classification of costs – Traceability – Functionality – Level of activity – Estimation of Profit/Loss using cost Volume Profit analysis – Break Even Analysis <p>Group Presentations & Feedback</p>
2	<ul style="list-style-type: none"> • Functions <p>Role of Finance in Marketing & Advertising</p>	<ul style="list-style-type: none"> • Elements of Marketing budgets advertising Agency Budget <ul style="list-style-type: none"> – Budgeting for films – Broadcast Print – Electronic media 	<ul style="list-style-type: none"> • Ratio analysis <ul style="list-style-type: none"> – Debt Equity Ratio – Current Ratio – Proprietary ratio – Stock to working capital ratio – Gross profit ratio – Net profit ratio 	<ul style="list-style-type: none"> – Calculation of Profit volume ratio – Break-even point – Margin of safety – Sales required in units and rupees (Theory and application)

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				Internal Test 4 – 8 th April, 2021
3	<ul style="list-style-type: none"> Types of Finance <ul style="list-style-type: none"> Owned and borrowed Long term and Short-term finance Sources of Long term & Short-term finance 	Working Capital Estimation <ul style="list-style-type: none"> Working capital <ul style="list-style-type: none"> Concept of Operating cycle Types of working capital 	<ul style="list-style-type: none"> Operating ratio Debtors Turnover Ratio Creditors turnover ratio Selling expenditure ratio 	REVISION
4	Financial Planning & Budgets <ul style="list-style-type: none"> Financial Planning for a Marketing Unit <ul style="list-style-type: none"> Through Budgets Proforma financial <p>Group Presentations & Feedback</p> <p>Internal Test 1 – 28th January, 2021</p>	<ul style="list-style-type: none"> Factors influencing working capital Methods of calculating working capital (theory and basic application) <p>Group Presentations & Feedback</p> <p>Internal Test 2 – 25th February, 2021</p>	Introduction of costing <ul style="list-style-type: none"> Costing <ul style="list-style-type: none"> Types of cost Their relevance in marketing decision making 	
5			Group Presentations & Feedback	

Remarks by H.O.D.:

Prakash Rao
4/1

Sign. :

D. M. Datta

Date: 4/1/2021



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20-21-01 / D – TTP-SFC/BMM/PT/PA/11


Academic Year: 2020-21


Term: Sem. VI

Department: SFC-BMM Class: TYBMM (AD) Subject: Principles & Practices of Direct Marketing Name of the Faculty: Pushkaraj Arte

Topics to be covered				
Week	January	February	March	April
1	Introduction to Direct Marketing <ul style="list-style-type: none"> Meaning and Introduction to Marketing Traditional Versus Direct Marketing Techniques 	Customer Relationship Management <ul style="list-style-type: none"> What is Customer Relationship Management (CRM) Importance of CRM Planning and Developing CRM <ul style="list-style-type: none"> Customizing Products to different needs Studying the customers mix and Managing the Key customers Relationship Marketing - Customer Loyalty 	<ul style="list-style-type: none"> LTV - Sums (3 methods - Present/Historical and Discounted) Using LTV analysis to compare the effectiveness of various marketing strategies 	<ul style="list-style-type: none"> Importance of IMC Tools of IMC - Advantages, Sales Promotion, Publicity, Personal Selling, etc. Person to person, Group Selling, Direct Mail Direct response Television (DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows <p style="text-align: center;">Group Presentations & Feedback</p>
2	<ul style="list-style-type: none"> Importance of Direct Marketing Growth of Direct marketing Future of Direct marketing 	Database Management - Research/Analysis and Testing A) Database management <ul style="list-style-type: none"> Meaning, Importance, Functions of Database Sources and uses of E-database Techniques of Managing Database - Internal/External 	Direct Marketing Analysis <ul style="list-style-type: none"> List Selection, Prospecting Market Segmentation Product Customization Response Modeling and Experimentation	Direct Marketing Case Study <ul style="list-style-type: none"> Product offering Lead generation Database management Methodology <p style="text-align: center;">Internal Test 4 – 7th April, 2021</p>

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		<ul style="list-style-type: none"> - Steps in developing a database - Advantages and Disadvantages of Database Management 		
3	Basics of Direct and Interactive Marketing Meaning, Definition, Importance of Direct Marketing <ul style="list-style-type: none"> • Advantages and Disadvantages of Direct Marketing • Approaches of Direct Marketing 	B) Direct Marketing strategies <ul style="list-style-type: none"> - Meaning of Marketing Strategies - Why it is needed - Internal and External Analysis - Objectives of Strategies - Creating a Direct Marketing Budget 	<ul style="list-style-type: none"> - Mail order, Lead generation, Circulation, Relationship/loyalty programmes, Store traffic/Site traffic generation - Fund raising, Pre-selling, selling (Cross selling, Up selling) and Post-Selling Internal Test – 17 th March, 2021	REVISION
4	<ul style="list-style-type: none"> • Reasons for the growth of Direct Marketing • Economics of Direct Marketing • Tasks of Direct and Interactive Marketing, Customer Acquisition, Development and Retention Group Presentations & Feedback Internal Test 1 – 27 th January, 2021	C) Direct marketing research & testing <ul style="list-style-type: none"> - What is customer Life time Value (LTV) - Factors affecting Life time Value - How we use LTV Group Presentations & Feedback Internal Test 2 – 24 th February, 2021	Direct Marketing as an Integral Part of Integrated Marketing Communication <ul style="list-style-type: none"> • Meaning, Introduction of IMC • Role of IMC in the Marketing Process Relationship of IMC with Direct Marketing	 MANAGEMENT REPRESENTATIVE ISO 9001:2015 NAGINDAS KHANDAYALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064
5			Group Presentations & Feedback	

Remarks by H.O.D.:

Beetha Rao
4/1

Sign. :

P.M. Datta

Date: 4/1/2021



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20-21-01 / D – TTP-SFC/BMM/PT/VP/12

Academic Year: 2020-21
Department: SFC-BMM

Term: Sem. VI
Class: TYBMM (AD)

Subject: Agency Management

Name of the Faculty: Vishal Parekh

Topics to be covered				
Week	January	February	March	April
1	Advertising Agencies <ul style="list-style-type: none"> Their role, Functions, Organization and Importance Different types of ad agencies 	Advertising Campaign Management <ul style="list-style-type: none"> Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation Digital Advertising Strategy / Campaigns 	Setting up an Agency <ul style="list-style-type: none"> Business plan introduction Various Stages in setting up a new Agency Agency Compensation Various methods of Agency Remunerations	Sales Promotion Management <ul style="list-style-type: none"> Consumer Franchise-Building versus Nonfranchise-Building Promotions Designing Loyalty, continuous and frequency programs Group Presentations & Feedback
2	Client Servicing <ul style="list-style-type: none"> The Client - Agency Relationship 3P's of Service: Physical evidence, Process and People The Gaps Model of service quality Stages in the client-agency relationship 	Ad Film making <ul style="list-style-type: none"> Converting story board to TVC Editing and post production Internal Test 1 – 13 th February, 2021	Growing the Agency <ul style="list-style-type: none"> The Pitch: request for proposal, speculative pitches, Pitch Process References, Image and reputation 	Sales Promotion Management <ul style="list-style-type: none"> Techniques of Trade-Oriented Sales Promotion Objectives of Trade-Oriented Sales Promotion Objectives of Consumer-Oriented Sales Promotion Techniques of Consumer-Oriented Sales Promotion Internal Test 4 – 10 th April, 2021

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3	<ul style="list-style-type: none"> How Agencies Gain Clients Why Agencies Lose Clients Evaluation Criteria in Choosing an Ad Agency The roles of advertising Account 	Marketing plan of the client The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan	Sales Promotion Management <ul style="list-style-type: none"> The Scope and Role of Sales Promotion Reasons for the increase in Sales Promotion 	REVISION
4	Account Planning <ul style="list-style-type: none"> Role of account planning in advertising Role of Account Planner Account Planning Process Group Presentations & Feedback	The Response Process <ul style="list-style-type: none"> Traditional Response Hierarchy Models: AIDA Sales-Oriented Objectives Communications Objectives DAGMAR: An Approach to Setting Objectives Group Presentations & Feedback Internal Test 2 – 27 th February, 2021	<ul style="list-style-type: none"> The psychological theories behind sales promotion Internal Test 3 – 27 th March, 2021	
5			Group Presentations & Feedback	

Remarks by H.O.D.:

Prakash Rao
4/1

Sign. :

Prakash Rao

Date: 4/1/2021

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20-21-01 / D – TTP-SFC/BMM/PT/DM/13

Academic Year: 2020-21


Term: Sem. VI

Department: SFC-BMM

Class: TYBMM (AD)

Subject: Advertising & Marketing Research

Name of the Faculty: Deepali Manjrekar

Topics to be covered				
Week	January	February	March	April
1	<p>Fundamentals of Research</p> <ul style="list-style-type: none"> • Meaning and objectives of Research • Concepts in Research: Variables, Qualitative and Quantitative • Literature review • Stages in Research process <p>Hypothesis</p> <ul style="list-style-type: none"> • Meaning, Nature, Significance, Types of Hypothesis <p>Research design</p> <p>Meaning, Definition, Need and Importance, Scope of Research Design</p>	<ul style="list-style-type: none"> • Methods <ul style="list-style-type: none"> – Personal Interview – focused group – In-depth interviews Survey – Survey instrument – Questionnaire designing • Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) 6 10 Staple scale, iv) Constant sum scale 	<ul style="list-style-type: none"> – Free association, Direct questioning, Direct mail tests, – Statement comparison tests – Qualitative interviews – Focus groups – Pretesting – Print Pretesting <p style="text-align: center;">  MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064 </p>	<p>Neuroscience in Advertising Research</p> <ul style="list-style-type: none"> – Neuroscience: A New Perspective – When to Use Neuroscience – Physiological rating scales <ul style="list-style-type: none"> • Pupil metric devices • Eye-movement camera • Galvanometer • Voice pitch analysis • Brain pattern analysis <p>Group Presentations & Feedback</p>
2	<ul style="list-style-type: none"> • Types- Descriptive, Exploratory and Causal <p>Sampling</p> <ul style="list-style-type: none"> • Meaning of Sample and Sampling • Process of Sampling. 	<ul style="list-style-type: none"> • Projective Techniques <ul style="list-style-type: none"> – Association – Completion – Construction – Expressive 	<ul style="list-style-type: none"> – Consumer Jury Test – Portfolio test – Paired comparison test – Order-of-merit test – Mock magazine test – Direct mail test. 	<p>Marketing Research</p> <ul style="list-style-type: none"> • Introduction to Marketing Research • New product research • Branding Research <ul style="list-style-type: none"> – Pricing research

				Internal Test 4 – 10 th April, 2021
3	<p>Methods of Sampling:</p> <ul style="list-style-type: none"> • Non-Probability Sampling – Convenient, Judgment, Quota, Snow ball. • Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage 	<ul style="list-style-type: none"> • Report Writing <ul style="list-style-type: none"> – Essential of a good report, – Content of report – Steps in writing a report – Footnotes and Bibliography 	<ul style="list-style-type: none"> – Broad casting Pretesting – Trailer tests – Theatre tests – Live telecast tests – Clutter tests • Challenges to pre-testing – Example: The Halo effect 	REVISION
4	<p>Data collection</p> <ul style="list-style-type: none"> • Types of data and sources- Primary and Secondary data sources • Methods of collection of primary data: <ul style="list-style-type: none"> – Observation – Experimental – Interview <p>Group Presentations & Feedback</p> <p>Internal Test 1 – 30th January, 2021</p>	<p>Advertising Research</p> <ul style="list-style-type: none"> • Introduction to Advertising Research • Copy Research: <ul style="list-style-type: none"> – Concept testing – Name testing – Slogan testing <p>Copy testing measures and methods:</p> <p>Group Presentations & Feedback</p> <p>Internal Test 2 – 27th February, 2021</p>	<ul style="list-style-type: none"> • Post testing: <ul style="list-style-type: none"> – Recall tests – Recognition test – Triple association test – Sales effect tests – Sales results tests, – Enquires test 	<p><i>M Datta</i></p> <p>MANAGEMENT REPRESENTATIVE ISO 9001:2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064</p>
5			Group Presentations & Feedback	

Remarks by H.O.D: _____

Preeti Rao
01/11
Sign: *Dhruv*

Date: 4/1/2021



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20-21-01/ D – TTP-SFC/BAMMC/PT/AP/14

Academic Year: 2020-21

Term: Sem. IV

Department: SFC-BAMMC

Class: SYBAMMC

Subject: Print Production & Photography

Name of the Faculty: Arvind Parulekar

Topics to be covered				
Week	January	February	March	April
1	<p>Lens</p> <ul style="list-style-type: none"> - Properties of lens, Image size, Image distance, Coverage angle, Perspective, Various film formats in context of focal length 	<p>Control of Amount of Light.</p> <ul style="list-style-type: none"> - Concept of, 'Depth of Field.' Aperture & 'Depth of Field.' - Other factors affecting DoF, like Object distance & Focal length. - Shallow DoF, Deep DoF, - Differential focus - Hyper-focal distance 	<p>Use of Flash</p> <ul style="list-style-type: none"> - Difference in Ambient light & Strobe - Concept of Synchronization. - Shutter & Flash triggering coordination. Sync speed - Use of flash at slow shutter speeds. Using available light. - Creative Blur: Concept of mixed lighting 	<p>Lighting Techniques</p> <ul style="list-style-type: none"> - Concept of lighting: Comparison to shading - Light & tonal values - Light & moulding/sculpting - Lighting ratio/ contrast level - Ambient light
2	<p>Light</p> <ul style="list-style-type: none"> - Parameters of Light a) Intensity b) Direction c) Quality Colour d) Temperature 	<p>Shutter</p> <ul style="list-style-type: none"> - Shutter & movement. Idea of Motion freeze - Motion blur, Object blur - Light painting - Time exposure & exploring all possible opportunities that offered by shutter duration. 	<p>Concept of Front curtain sync & Rear curtain sync</p> <ul style="list-style-type: none"> - Background balancing: Balancing intensity on object & background - Night portraits: Opening the background darkness - Fill flash during Sunlit situations - Flash & Red eye reduction 	<ul style="list-style-type: none"> - Mood light - Dramatic lighting - Concept/Need of 'Three Point Lighting' - Types of Key light - Types of Dramatic light <p>Internal Test (12th April 2021)</p> <p style="text-align: right;"><i>M. Datta</i></p>

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3	Composition - Third's Ratio - Leading lines - Frame within frame - Abstraction Accent - Color	- Camera Movement - Panning Technique - Motion blur & Advertising Internal Test (20th February 2021)	Perspective - Understanding viewpoint: How camera sees differently than human eye. - One eyed camera & parallax - Lens & image magnification Internal Test (15th March 2021)	Revision and solving of doubts
4	Exposure and Aperture - The concept of exposure. The whole Exposure system depends on control of light with the help of Aperture & Shutter for a given sensitivity (ISO) Internal Test (30th January 2021)	ISO - Optimum ISO for quality & speed - ISO & noise. Low light photography limitations - Exposure triangle. Combined effort of Aperture, Shutter & Sensitivity	- Feeling of distance - Compressed, Enhanced, Normal, Aligned & Forced perspective - Aligned perspective & Back projection/ Chroma	_____
5	_____	_____	Assignment Submissions and Project Work	_____

Remarks by H.O.D.:

Preeti Rao
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Sign.:

[Signature]

Date: 4-1-2021

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Academic Year: 2020-21

Term: Sem. IV

20-21-01/ D – TTP-SFC/BAMMC/FT/PR/15

Class: SYBAMMC

Subject: Introduction to Journalism

Name of the Faculty: Preethi Rao

Department: SFC-BAMMC

Topics to be covered

Week	January	February	March	April
1	Changing face of journalism from Guttenberg to new media.	Non-cooperation Movement-Quit India Movement. - Indian Press –its role in covering the events of Independence and partition. - Post-Independence-The emergency- 1975	Criteria for news worthiness	Internal Test (3 rd April 2021) Plagiarism in Journalistic writings. Impact on Credibility Basic difference in writing for the print, television and online journalism Career opportunities in Journalism
2	Journalism in India-A brief history - Raja Ram Mohan Roy-The Father of Indian Journalism	Photo Journalism - Its origin. - The golden era - The contributions and controversies of manipulation and morphing	News Reports; Features; Editorial Components of a news story - Finding a new angle - Types of Lead and their application in covering news - Inverted pyramid format – origin and application	Press Council of India- - Powers and function. Its role in maintaining journalistic ethics and press freedom - Audit bureau of Circulation-Functions Suggested application components
3	- The role of the nationalist press in covering major events- 1865-1947	Citizen Journalism - Advantages and Disadvantages.	Functions of Journalism with special emphasis on its role to educate	Revision and solving of doubts

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	<p>- Birth of the Indian National Congress, Impact of the Vernacular Press Act, 1878</p> <p>Internal Test (23rd Jan 2021)</p>	<p>Internal Test (20rd Feb 2021)</p>	<p>- Interpretation</p> <p>- Transmission of values</p> <p>- Development</p> <p>- Entertainment</p> <p>- Latest issues and trends to be used as case studies</p> <p>Internal Test (20rd March 2021)</p>	
4	<p>Partition of Bengal, Jallianwala Bagh massacre</p> <p>Student Group Presentations and Feedback</p>	<p>Definition of News;</p> <p>- Hard News / Soft News and blend of the two-To be taught with case studies</p> <p>Student Group Presentations and Feedback</p>	<p>Principles of Journalism (ABC of Journalism)</p> <p>- Accuracy</p> <p>- Balance and Brevity</p> <p>- Clarity</p> <p>- The need for objectivity</p> <p>- To be taught with relevant case studies... current in nature</p>	_____
5	_____	_____	<p>Student Group Presentations and Feedback</p>	_____

Remarks by H.O.D.:

Mona

Preethi Rao
4/1/21

Sign.:

Date:

4-1-2021

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20-21-01/ D – TTP-SFC/BAMMC/FT/PR/16

Academic Year: 2020-21
Class: SYBAMMC


Term: Sem. IV

Department: SFC-BAMMC

Subject: Introduction to Advertising

Name of the Faculty: Preethi Rao

Topics to be covered				
Week	January	February	March	April
1	INTRODUCTION TO ADVERTISING - Meaning and concept of advertising - Brief History of advertising - Advertising in global scenario - Globalization and advertising in India	ADVERTISING AND MEDIA To be taught with relevant case studies - Print media - Electronic media (radio and television)	- Creativity in advertising - Designing the advertising message	Internal Test (6th April 2021) - Electronic Media (radio and television) - Other media (transit, outdoor, direct and any other support media)
2	- The stalwarts of advertising (Alyque Padamsee, Praseon Joshi, Prahlad Kakkar, David Ogilvy, Mather and others) - Advertising and society	- Digital Media - Other media (transit, outdoor, direct and any other support media)	- Advertising appeals	- New age media vehicles (internet, web, mobile and other contemporary forms)
3	ROLE OF ADVERTISING - Types of advertising - Advertising as a career and business - Objectives of advertising - Advertising budgets	- Audio Beconing Internal Test Internal Test (16th Feb 2021)	- Art of creating various advertisements Internal Test Internal Test (16th March 2021)	Revision and solving of doubts


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	Internal Test (1 st Jan 2021)			
4	- Advertising regulations and issues Student Group Presentations and Feedback	ADVERTISING MESSAGE - Advertising Communication and persuasion tool Student Group Presentations and Feedback	- Advertising effectiveness - Print media	_____
5	_____	_____	Student Group Presentations and Feedback	_____

Remarks by H.O.D.:

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Sign.:

Deepti Rao

Date:

4-1-2021

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TERMWISE TEACHING PLAN

Academic Year: 2020-21
 Class: SYBAMMC

Term: Sem. IV
 Subject: Radio & Television

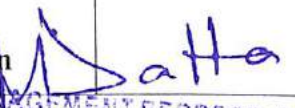
Department: SFC-BAMMC

20-21-01/ D – TTP-SFC/BAMMC/PT/PA/17

Name of the Faculty: Pushkaraj Arte

Topics to be covered				
Week	January	February	March	April
1	<p>Radio – The History of Radio - The Fathers: James Maxwell, Hershel Hertz, Gullelino Marconi</p> <ul style="list-style-type: none"> - Primary Experiment: Two-way communication only - Broadcast: One Transmitter & Multiple Receivers - Prime uses: Military & Marine 	<p>Types of Radio broadcasting</p> <p>Types of Radio Programs</p> <p>Special audience</p> <p>Radio personalities</p>	<p>Countrywide expansion</p> <ul style="list-style-type: none"> - Door darshan (1976) <p>SITE (Satellite Instructional Television Experiment)</p> <ul style="list-style-type: none"> - One year (1975~76) experimental Satellite TV with NASA Limited to Agricultural, Education, Health & Family planning <p>Asian Games Coverage (Milestone) 1982</p>	<p>Internal Test (7th April 2021)</p> <p>Effects</p> <ul style="list-style-type: none"> - Sound effects: SFX - Video effects: VFX <p>Television as a Medium</p> <p>Types of Programs</p> <p>Impact of Television</p>
2	<p>Growth & Development of Radio abroad</p> <p>Growth & development in India-Pre-Independence</p> <p>Radio & Freedom movement: HAM Radio, Usha Mehta - Post Independence</p>	<p>Writing for Radio</p> <ul style="list-style-type: none"> - Transforming to spoken word - Numbers & Figures - Dates n time - Order of 5W 1H - Direct/Indirect & voices, Quotations 	<p>Expansion</p> <ul style="list-style-type: none"> - 1983-1988- 75% coverage (transmitters) - DD Gyan darshan, DD National, DD Sports, DD News, DD Bharati, DD Urdu <p>Door darshan & Prasar Bharati (1997)</p> <p>LPG & Television</p>	<p>Television & Business</p> <p>Future of Television</p> <ul style="list-style-type: none"> - Palm TV - Mobile Television - Internet Television

Issued by MR: Dr. Moushumi Datta


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		Radio & Business	CNN	
3	Five Year plan & Radio - First FYP (1951-55) - Second FYP (1956-61) - Third FYP (1961-69) - Forth FYP (1969-74) - Fifth FYP (1974-79) - Sixth FYP (1979-85) - Seventh FYP (1985-90)	Current trends in Radio Impact of Radio on society - Information update - Social & Cultural Future of Radio Impact of LPG module - Vergese committee, Supreme Court verdict on air waves - Prasar Bharati, autonomy, free of political interference - Automobile Satellite Radio	DD & Satellite Channels - New face of TV & Indian audience - DD took measures for survival (Competition) - Metro with new look & style Organization & Role of each department Production Internal Test (17th March 2021)	Revision and solving of doubts
4	Radio as a Medium Types of Transmission - Modulation: Terrestrial Internal Test (27th January 2021)	Television - Brief History of Television: Growth of Television abroad Growth of Television in India (1959) Internal Test (24th February 2021)	AV a Seventh Art Outdoor Control Room - Bites & Live mixing: Types of Mikes- Condenser, Dynamic, Ribbon	—
5	—	—	Assignment Submissions and Project Work	—

Remarks by H.O.D.: Preeti Rao
24/1

Sign.: P.M. Datta

Date: 4-1-2021

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Academic Year: 2020-21

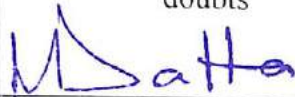

Term: Sem. IV

Department: SFC-BAMMC

Class: SYBAMMC

Subject: Organisational Behaviour

Name of the Faculty: Geetha Krishnan

Topics to be covered				
Week	January	February	March	April
1	Nature of Organisational behaviour - Definition of Organisation & Types.	Organizational Culture - Sources of Organizational Culture - Types of Organizational Culture	Decision making - Decision making – definition & process - Group Think, risky shift & Polarisation	Dynamics of stress - Concept - Causes & effect - Coping Strategies
2	- Concept of OB & its scope - Models of Organizational Behavior	- Manifestation & Managing Organizational Culture - Work force diversity - Gender, Ethnic & Community issues & personality factors.	- Techniques for improving decision making- MIS (Management Information System).	Human Resources Policies and Practice - Training - Performance evaluation - Managing Diversity in organisations. Internal Test (12th April 2021)
3	Organizational structure & its Environment - Organization and its environment	Motivation - Theories of Motivation – Need & Process Theory - Application of Motivation Theories	Leadership - Importance & Characteristics of control	Revision and solving of doubts 
4	- Formal Organization: Design & Structure	Group Dynamics in Organisation	- Qualities of an effective Leader	 MANAGEMENT REPRESENTATIVE ISO 9001:2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 084

	<ul style="list-style-type: none"> - Divisions of work and task interdependence <p>Internal Test (27th January 2021)</p>	<ul style="list-style-type: none"> - Concepts of group & types of group - Group norms & Group cohesion - Concept of team work. <p>Internal Test (24th February 2021)</p>	<ul style="list-style-type: none"> - Leadership Style & Effective Communication <p>Internal Test (24th March 2021)</p>	
5	—	—	Assignment Submissions and Project Work	—

Remarks by H.O.D.:

Preethi Rao
4/1

Sign.:

Prishman

Date: 4-1-2021

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20-21-01/ D – TTP-SFC/BAMMC/PT/RK/19

Academic Year: 2020-21

Term: Sem. IV

Department: SFC-BAMMC

Class: SYBAMMC

Subject: Mass Media Research

Name of the Faculty: Rubina Khan

Topics to be covered

Week	January	February	March	April
1	Relevance, Scope of Mass Media Research and Role of research in the media:	Data–Collection Methodology - Primary Data– Collection Methods 1. Depth Interviews 2. Focus Group 3. Surveys 4. Observations 5. Experimentations - Secondary Data Collection Methods: 1. Internal 2. External	Application of research in mass media	- Quantitative and Qualitative approach - Steps in content analysis
2	Steps involved in the Research Process Qualitative and Quantitative Research	Designing Questionnaire and measurement techniques - Types and basics of questionnaire - Projective techniques - Attitude measurement scales	Introduction to Semiology - The semiotic approach to the construction of meaning - Barthes Primary level and secondary level signification	- Devising means of a quantification system - Limitations of content analysis Internal Test (9th April 2021) <i>M. Datta</i>

Issued by MR: Dr. Moushumi Datta

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3	Discovery of research problem, identifying Dependent and Independent variables, developing hypothesis.	Sampling process, Methods Internal Test (19 th February 2021)	⊙ - Semiotic analysis Internal Test (19 th March 2021)	Revision and solving of doubts
4	Concept, types and uses of Research Designs - Exploratory - Descriptive - Causal Internal Test (29 th January 2021)	Data Tabulation and Research report format	Content Analysis - Definition and uses	_____
5	_____	_____	Assignment Submissions and Project Work (26 th March 2021)	_____

Remarks by H.O.D.:

Prathap Rao
4/1

Sign.:

R. Khan

Date: 4-1-2021

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20-21-01/ D – TTP- SFC / BAMMC / FT / ND / 20

Academic Year: 2020-21

Term: Sem. II

Department: SFC-BAMMC

Class: FYBAMMC

Subject: Effective Communication Skill - II

Name of the Faculty: Nelson Daniel

Week	Topics to be Covered			
	January	February	March	April
1		Summarization <input type="checkbox"/> To create awareness in students regarding organization of the material- the points	Letter writing <input type="checkbox"/> Business Correspondence, Trade letters, Letters of complaint,	Report writing <input type="checkbox"/> Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news)
2		Summarization <input type="checkbox"/> sub-points and the logical connection between these points, Summarizing news content.	Letter writing <input type="checkbox"/> claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act and	Types of translation and Practical Exercises: <input type="checkbox"/> Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment

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3		Interpretation of technical data <input type="checkbox"/> Students should be taught to read graphs, maps charts	Letter writing <input type="checkbox"/> Sales letter, Press Release, Letter to the Editor. 17/03/2021 Internal Test - 2	Types of translation and Practical Exercises: <input type="checkbox"/> print advertisements, Jingles, Slogans published in Hindi, Marathi and English. 12/04/2021 Internal Test - 4
4	Editing <input type="checkbox"/> 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),	Interpretation of technical data <input type="checkbox"/> They should be able to write a paragraph based on the data provided to them. 24/02/2021 Internal Test - 1	Copywriting <input type="checkbox"/> Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)	
5	Editing <input type="checkbox"/> writing synopsis, abstracts, précis writing, newspaper editing and magazine editing.		Report writing <input type="checkbox"/> General report and News report writing 31/03/2021 Internal Test - 3	

Remarks by H.O.D.:

Preeti Lax
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Sign.:

[Signature]

Date: 4-1-2021

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20-21-/ D – TTP-/SFC/BAMMC/FT/PR/21

Academic Year: 2020-21

Term: Sem. II

Department: SFC BAMMC Class: FYBAMMC Subject: Political Concepts and Indian Political Systems Name of the Faculty: Preethi Rao

Week	Topics to be covered			
	January	February	March	April
1		Fundamental Rights and reasonable restrictions. Recent Case studies of both-implementation and violations to be discussed under each head.	Electoral System and Reforms	<ul style="list-style-type: none"> ● Media and formation of Public opinion. - Case Study –Article 370 ● Paid news. Their impact.
2		Fundamental Duties	Coalition governments-Meaning, advantages and disadvantages. Case study- A comparative study of the working of UPA and NDA as coalitions	<ul style="list-style-type: none"> ● Political Campaigning. -Case studies-Madison world, O&M, Dentsu–Their roles in the election campaign of 2013-14. ● Political advertising in new media -Efforts taken by WhatsApp, Twitter and Facebook to regulate political advertising and fake news <p style="text-align: right;">Internal Test-9/4/2021</p>
3		Directive Principles of State Policy. Differences between Fundamental Rights and Directive Principles.	Caste and Reservation –Case studies-The demand of the Jats and the Patil communities. Internal Test -19/03/2021	Group Presentations and Feedback Revision and Solving of doubts
4	Introduction to the syllabus	Local Self Government. The relevance of Khap Panchayats	Role of Religion in Indian Politics-Case studies- Shah Bano	<p style="margin: 0;">MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064</p>

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	Definition and Elements of State and factors building a Nation	Group Presentations and Feedback Internal Test-20/2/2021	case/The Ayodhya issue/Entry into the Sabarima Temple Triple Talaq and The Muslim Women (Protection of Rights on Marriage) Act, 2019	
5	Democracy: Principles. Factors needed to ensure success of democracy. Challenges. To be explained with suitable case studies. Non-Democratic forms of government: Characteristics Internal Test 29/1/2021		Regional Imbalance-the Vidharbha Movement. The demands of the Maratha community. The Maratha Reservations Act 2018. The Dalit movement in Maharashtra and its present status-The Bhima –Koregaon Violence Group Presentations and Feedback violence	

Remarks by H.O.D.:

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Sign.: Preethi Rao

Date 4/1/2021

Preethi Rao

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20-21-01/ D – TTP- SFC / BAMMC / FT / ND / 22

Academic Year: 2020-21

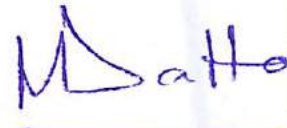
Term: Sem. II

Department: SFC-BAMMC

Class: FYBAMMC

Subject: Introduction to Literature

Name of the Faculty: Nelson Daniel

Week	January	February	March	April
1		Introduction to Literature <input type="checkbox"/> History of English Literature (a) Pre-Romantic and Romantic (b) Victorian (c) Modern and Post-modern (d) Post-Colonial and Feminist	Poetry from Elizabethan age to Romantic Revival <input type="checkbox"/> Poetry from Twentieth Century (a) TS Eliot / W B Yeats: The Love Song of J. Alfred Prufrock (b) Indian Poets	Novel <input type="checkbox"/> Ernest Hemingway: Old Man of the Sea  MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064
2		Poetry from Elizabethan age to Romantic Revival <input type="checkbox"/> John Donne: The Good Morrow and William Blake: The Tyger and the Lamb <input type="checkbox"/> William Wordsworth: Tintern Abbey / Solitary Reapel	Short Stories (One short story of each writer) SHORT STORIES: <input type="checkbox"/> Anita Desai <input type="checkbox"/> Ruskin Bond	Novel <input type="checkbox"/> Ernest Hemingway: Old Man of the Sea 10/04/2021 Internal Test - 3
3		Poetry from Elizabethan age to Romantic Revival	Short Stories (One short story of each writer) SHORT STORIES: <input type="checkbox"/> Anton Chekhov	Drama <input type="checkbox"/> Julius Caesar-William Shakespeare

		<input type="checkbox"/> ST Coleridge: Kubla Khan, John Keats: Olde to Nightingale and Autumn <input type="checkbox"/> Shakespeare's Sonnets – Any 1	<input type="checkbox"/> Murshi Premchand 20/03/2021 Internal Test - 2	<input type="checkbox"/> Vijay Tendulkar- Silence! The Court is in Session 17/04/2021 Internal Test - 4
4	Introduction to Literature <input type="checkbox"/> Concept of Literature. <input type="checkbox"/> Forms of literature- 1. Poetry & its types 2. Prose- Fiction-Types of Fiction	Poetry from Elizabethan age to Romantic Revival <input type="checkbox"/> John Milton <input type="checkbox"/> Alexander Pope 26/02/2021 Internal Test - 1	Novel <input type="checkbox"/> RK Narayan: Guide / Bachelors of Arts	_____
5	Introduction to Literature 3. Drama- Elements of drama (a) Plot (b) Characters- Types of characters (c) Setting (d) Script	_____	Novel <input type="checkbox"/> RK Narayan: Guide / Bachelors of Arts	_____

Remarks by H.O.D.:

Pradip Rane
4/1

Sign:

[Signature]

Date: 4-1-2021

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20-21-Jan/ D – TTP-SFC/BAMMC/23

Academic Year: 2020-21

Term: II

Class: FY BAMMC

Sem: II

Department: SFC-BAMMC

Subject: PRINCIPLES OF MARKETING

Name of the faculty: MEHA MANDAWEWALA

Week	January	February	March	April
1	-----	Group presentation 2 Analysis, swot, pest Iii. Developing the concept of marketing mix Internal test 1	GROUP PRESENTATION 6 Objectives, factors, policies, strategies and methods	GROUP PRESENTATION 11 Mobile marketing, Green Marketing
2	-----	Group presentation 3 Types of products, product related decision, product line, product mix, Plc, new product, branding, packaging	Group presentation 7 Vi. Integrated marketing communication Factors, communication, process, mix	Group presentation 12 E-commerce,
3	-----	Group presentation 4 Iv. New product strategies (included in unit 3) Innovation, market entry, product line decision Internal test 2	Group presentation 8 Internal test 3 Vii. Market segmentation (included in unit 3)	Group presentation 13 E-marketing <i>M. Datta</i> MANAGEMENT REPRESENTATIVE ISO 9001 : 2015 NAGINDAS KHANDWALA COLLEGE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064

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4	I. Marketing – an overview Introduction, meaning, definition, origin, scope, importance, functions	Group presentation 5 V. Pricing strategies and methods Introduction, determinants,	Group presentation 9 Bases, market targeting, positioning strategies VIII. Recent trends in marketing	Internal test 4 Revision
5	Group presentation 1 Ii. Marketing environment Introduction, need, importance, components	-----	Group presentation 10 , e-retailing, relationship marketing,	-----

Remarks by H.O.D.:

Beetha Rao
dy/11

Sign. :

Mehe

Date: 4-1-2021

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20-21-01/ D – TTP-/SFC/BAMMC/FT/SS/24

Academic Year: 2020-21

Term: Sem. I


Department: SFC BAMMC

Class: FYBAMMC

Subject: Principles of Management

Name of the Faculty: Sonali Singh

Topics to be Covered

Week	January	February	March	April
1	_____	Porter Five Forces Case Study Discussion Internal Test 1: 2nd February 2021	Internal Test 2: 2nd March 2021 <u>Module 3:</u> Corporate Portfolio Analysis: BCG, GE, Hofer's matrix	<input type="checkbox"/> Stress management <input type="checkbox"/> Groups and team management <input type="checkbox"/> Case Studies
2	_____	<u>Module 2: Functions of Management</u> <input type="checkbox"/> Planning <input type="checkbox"/> Organizing <input type="checkbox"/> Staffing <input type="checkbox"/> Directing	<input type="checkbox"/> Case Studies associated with BCG, GE, Hofer's Matrix Internal Test 3: 12th March 2021	<input type="checkbox"/> Leadership - Chanakya on Leadership & Team Work Internal Test 4: 13th April 2021
3	_____	<input type="checkbox"/> Controlling <input type="checkbox"/> Reporting <input type="checkbox"/> Budgeting <input type="checkbox"/> Case Study Discussion	<u>Module 4: Recent Trends in Management</u> <input type="checkbox"/> Social Responsibility of Management <input type="checkbox"/> Management of Change, <input type="checkbox"/> Management of Crisis	<input type="checkbox"/> Revision <input type="checkbox"/> Case Study Discussion <input type="checkbox"/> Article Discussion on Principles of Management <i>M. Datta</i>
4	<u>Module 1: Management</u>	<u>Module 3: Strategic Management</u>	<input type="checkbox"/> Total Quality Management <input type="checkbox"/> International Management	 MANAGEMENT REPRESENTATIVE <small>ISSUED ON 15/01/2021</small> NAGINDAS KHANDWALA COLLEGE <small>(AUTONOMOUS)</small> MALAD (W), MUMBAI - 400 084

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	<input type="checkbox"/> Concept, Nature, Process & Significance. <input type="checkbox"/> Overview of functional areas of management <input type="checkbox"/> Managerial roles	<input type="checkbox"/> Meaning of strategy <input type="checkbox"/> Factors affecting choice of strategy <input type="checkbox"/> Types of strategies <input type="checkbox"/> Process	<input type="checkbox"/> Corporate Social Responsibility <input type="checkbox"/> Case Studies	
5	Contribution of Management Thinkers: F.W. Taylor, Henri Fayol, Elton Mayo, Edward de Bono, Porter (Five forces)	_____	<u>Module 5: Personal Management</u> <input type="checkbox"/> Decision making <input type="checkbox"/> Time management <input type="checkbox"/> Case Studies	_____

Remarks by H.O.D.:

Preethi Das
4/1

Sign.: Sonali Singh

Sonali Singh

Date: 4/1/2021

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20-21-JANUARY/D-TTP-SFC/BMM/FTGK/25

Academic Year: 2020-21

Term: Sem. II

Name of the Faculty: Ms. Geetha Krishnan

Department: BMM

Class: FYBAMMC

Subject: Media Psychology

Week	January	February	March	April
1		<p>ROLE OF PSYCHOLOGY IN MEDIA.</p> <p>Memory- Definition- Information processing model, LOP, short term memory, long term memory and forgetting. Thinking - Definition</p>	<p>DEVELOPMENTAL PSYCHOLOGICAL ISSUES WITH RESPECT TO MEDIA</p> <p>Learning- Theories-</p> <ol style="list-style-type: none"> 1. Classical conditioning and Operant conditioning. 2. Cognitive Learning. 3. Observation learning. 4. Social cognition- Script and schema. 	<ul style="list-style-type: none"> • Media representation of mental health. • Audience participation and reality T.V.
2		<p>Visual and depth perception, social perception and role of colours</p> <ul style="list-style-type: none"> • Cognitive and behavioural effects of media. (focus on print, interactive medium and web advertising) 	<ol style="list-style-type: none"> 5. Motivation- Definition- Types- Need hierarchy theory. <ul style="list-style-type: none"> • Young children and media-socialization through media. <p>Media use and influence during adolescence.</p> <p>Internal Assignments</p>	<p>TECHNOLOGICAL IMPACT ON MEDIA PSYCHOLOGY</p> <ul style="list-style-type: none"> • Technological development. • User response.
3		<p>PSYCHOLOGICAL EFFECTS AND INFLUENCE OF MEDIA</p> <p>Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance</p>	<p>SOCIAL PSYCHOLOGY OF MEDIA</p> <p>Attitude formation - Theories, cognitive dissonance, role of media in attitude formation.</p> <ul style="list-style-type: none"> • Persuasion. <p><i>M. Datta</i></p>	<ul style="list-style-type: none"> • Content producer • Content response <p>Revision and clearing of doubts.</p> <p>Internal Test – 19.04.2021</p>

Issued by MR. Dr. Moushumi Datta

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		in mass media.	Projects and presentations.	
4	DEFINITION OF PSYCHOLOGY 1. Branches of psychology- Overview of the fields. 2. Media psychology- Definition,	Social influence. (Definition, Conformity, Compliance, Obedience & Indoctrination) • Effects of media violence. Internal assignments.	• Prejudice. • Gender representation in media. (internal assessment) Media use and influence during adolescence.	-----
5	Scope & objectives. Research methods in media psychology. Internal Test – 26.01.2021	 - Internal Test – 23.02.2021 --	Representation of minority groups. • Media representation of disability. Internal Test – 29.03.2021	-----

Remarks by H.O.D.:

Pradip Rao
4/1

Sign. :

Jenshan

Date: 4-1-2021

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