

**Bunts Sangha's
S.M. Shetty College of Science, Commerce and Management Studies (Autonomous)
(Affiliated to University of Mumbai)**

New Education Policy (NEP) 2020

Bachelor of Arts

B. A. M.M.C. (Programme Code: SMSUGMMC06)

Second Year Course Structure

Semester III & IV Syllabus

(To be implemented from the Academic Year 2025-2026)

**BAMMC
SECOND YEAR SEMESTER III
COURSE STRUCTURE**

COURSE CODE	COURSE TITLE	COURSE CREDIT
MAJOR MANDATORY (CORE) VERTICAL A		
UMM3.1	Agency Management	4
UMM3.2	Mass Media Research	4
MINOR		
UMM3.3	Reporting	4
OPEN / GENERIC ELECTIVE (OE/GE) VERTICAL B		
UOE3.7	Media Laws and Ethics	2
VSC, SEC (VSEC)		
UMM3.4	AI in Media	2
AEC (ABILITY ENHANCEMENT COURSE) VERTICAL E		
UMM3.5	Vyavaharik Marathi / Hindi	2
OJT, FP, CEP, CC, RF VERTICAL F		
UCC1.3	CC	2
UMM3.6	CEP	2

MAJOR 1

Name of the Programme	BAMMC					
Department	Department of Multimedia & Communication Skills					
Name of the Course	Agency Management					
Semester	3					
Number of Credits	04					
Number of Lectures	60					
Lecture Duration	60 Minutes					
Total Marks:	CE	40	SEE	60	Total	100

Learning Objectives of the Course

Sr. No.	Objectives
LO C1	To introduce the structure and functions of advertising agencies and client relationship management.
LO C2	To master account planning, strategy development, creative processes, and media planning.
LO C3	To develop skills in agency operations, financial management, and legal/ethical considerations.
LO C4	To navigate contemporary trends like digital transformation, globalisation, and cultural sensitivity in advertising.

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	The learner will be able to gain comprehensive knowledge of advertising agency roles, structures, and client relations.
CO2	The learner will be able to develop strategic plans and effective creative briefs with clear objectives and KPIs.
CO3	The learner will be able to understand agency operations, financial planning, and the legal and ethical framework of advertising.
CO4	The learner will be able to acquire the ability to adapt advertising strategies for digital platforms and international markets.

Module. No	Details	No. of Lectures
1	Introduction to Advertising Agencies & Client Acquisition and Relationship Management	15

	Overview of Advertising Agencies , History and evolution Types of agencies (full-service, creative boutiques, media buying agencies, in-house agencies), Organizational structure and key departments, Roles and Responsibilities, Functions of various departments, Inter-departmental collaboration, Client Acquisition Strategies, Identifying and targeting potential clients, Pitching and presenting agency services, Understanding client needs and expectations, Client-Agency Relationship Dynamics, Building and maintaining trust, Effective communication practices, Managing conflicts and resolving issues	
2	Account Planning and Strategy & Creative Development and Media Planning	15
	Understanding Account Planning, Role of account planners, Consumer insights and research methodologies, Developing creative briefs, Strategic Planning Processes, Setting objectives and KPIs, Brand positioning and messaging strategies, Evaluating and refining strategies, Creative Process in Advertising, From concept to execution, Collaboration between creative teams and clients, Evaluating creative work, Media Planning and Buying, Understanding different media channels, Media research and audience analysis, Budget allocation and media scheduling	
3	Agency Operations and Financial Management & Legal and Ethical Considerations	15
	Operational Management, Workflow processes and project Management, Quality control and performance metrics, Utilizing technology and software tools, Financial Aspects, Revenue models and pricing strategies, Budgeting and financial planning, Legal Framework in Advertising, Advertising standards and regulations, Intellectual property rights, Contracts and agreements, Ethical Issues, Truth in advertising, Social responsibility, Handling sensitive products and messages	
4	Contemporary Trends and Challenges	15
	Digital Transformation, Impact of digital media on traditional advertising, Content marketing and influencer partnerships, Globalization and Cultural Sensitivity, Adapting campaigns for international markets, Understanding cultural nuances, Cross-cultural communication affecting operations and scope in agency	
	TOTAL LECTURES	60

Reference Books:

1. "Advertising: Principles and Practice" by William D. Wells, John Burnett, and Sandra Moriarty
2. "The Advertising Concept Book: Think Now, Design Later" by Pete Barry
3. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch
4. "Digital Marketing: Strategy, Implementation, and Practice" by Dave Chaffey and Fiona Ellis-Chadwick

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

S. No.	Component	Total Marks	Min. Passing Percentage	Min. Passing Marks
1	Assignment/Case Studies/Presentation /Project	25 Marks	40%	16
2	Objective Questions/online/Test	10 Marks		
3	Active class participation	05 Marks		
	Total	40 Marks		

Note: Learner must be Present in all the three exam components

Table 1B: Scheme of Semester End Examination (SEE)

Evaluation Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 60 Minimum Marks to Pass: 24 Duration: 2 Hours

Question Number	Particular	Maximum Marks
Q-1	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) OR Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-2	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) OR Full Length Question (8 marks) Full Length Question (7 marks)	15

Q-3	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) OR Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-4	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) OR Full Length Question (8 marks) Full Length Question (7 marks)	15

Note: Theory Questions of 15 Marks may be divided into two sub questions of 7/8 and 10/05 Marks or it can be asked as Full Length Question of 15 Marks. Q1 to be an application based or Case Study based question

MAJOR 2

Name of the Program	BAMMC					
Department	Department of Multimedia & Communication Skills					
Name of the Course	Mass Media Research					
Semester	IV					
Number of Credits	04					
Number of Lectures	60					
Lecture Duration	60 Minutes					
Total Marks:	CE	40	SEE	60	Total	50

Learning Objectives of the Course

Sr. No.	Objectives
LOC1	To introduce students to debates in Research approaches and equip them with tools to carry on research
LOC2	To explain the scope media research
LOC3	To apply the techniques of media research
LOC3	To evaluate the utility and limitations of media research

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	Learner will be able to understand about the various aspects of conducting research

CO2	Learner will be able to understand the cope of research in media
CO3	Learner will be able to apply tools of research
CO3	Learner will be able to evaluate the utility and limitations of media research

Module. No	Details	No. of Lectures
1	Introduction to Mass Media Research	15
	Research in Media. Relevance and scope of research in media Research Process, Identifying research problem, variables, hypothesis, Research Design - Exploratory, Descriptive, Causal	
2	Research Methodology	15
	Data Collection methods. Primary & Secondary Data, Literature Review, Designing Research Questionnaire and Measurement techniques. Types and basics of questionnaire, Projective techniques, Attitude measurement scales, Sampling process, Data Tabulation and Research report format Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct 6. Mail tests, d. Statement comparison tests, e. Qualitative interviews, Focus groups.	
3	Data Analysis	15
	Collection and analysis of data. Data presentation using tables, pie charts, bar charts, histogram etc. Interpretation of data and analysis of associations and relationships. Association of interpretation with research questions. Report Writing	
4	Application of Research in Media	15
	Content analysis: Readership and Circulation survey, BARC, TRP, RRP, Audience Research, Exit Polls, Advertising Consumer Research The Semiotics: What is semiotics in media? Why is semiotics important? What are codes in semiotics? Semiotics and media Advertising Research: Copy Research, Concept testing, Name testing, Slogan testing, Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct 6. Mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups.	
	TOTAL	60 Lectures

Reference Books:

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9th edition
3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

Component	Total Marks	Min. Passing Percentage	Min. Passing Marks
1) Assignment/Case Studies	15 Marks	40%	16
2) Presentation/Book Review/Project	15 Marks		
3) Objective Questions/online/class activity	10 Marks		
Total	40 Marks		

Note: Learner must be Present in all the three exam components

Table 1B: Scheme of Semester End Examination (SEE)

Evaluation Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 60

Minimum Marks to Pass: 24

Duration: 2 Hours

Question Number	Particular	Maximum Marks
Q-1	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-2	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-3	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-4	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15

Note: Theory Questions of 15 Marks may be divided into two sub questions of 7/8 and 10/05 Marks or it can be asked as Full Length Question of 15 Marks.

Percentage of 6 categories of Blooms Taxonomy in question paper

	Remember	Understand	Apply	Analyze	Evaluate	Create	
% in Question Paper	10	20	30	10	10	20	100%

MINOR

Name of the Program	BAMMC						
Department	Department of Multimedia & Communication Skills						
Name of the Course	REPORTING						
Semester	III						
Number of Credits	04						
Number of Lectures	60						
Lecture Duration	60 Minutes						
Total Marks:	CE	40	SEE	60	Total	50	

Learning Objectives of the Course

Sr. No.	Objectives
LOC1	To explain the skills of news-gathering with traditional as well as modern tools and the skills for investigative journalism.
LOC2	To identify the basic structure/ essential knowledge for various beats. to become responsible reporters and the face of the media.
LOC3	To apply skills to write or present the copy in the format of news.
LOC4	To determine the basic ethos of the news and news-gathering.

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	Students will be able to demonstrate proficiency in utilizing a range of news-gathering techniques, including traditional methods and digital tools, and apply investigative journalism principles to develop in-depth news stories
CO2	Students will be able to articulate the specialized knowledge and structural requirements for reporting across diverse news beats and understand the ethical responsibilities of media representation.

Sr. No.	Outcomes
CO1	Students will be able to demonstrate proficiency in utilizing a range of news-gathering techniques, including traditional methods and digital tools, and apply investigative journalism principles to develop in-depth news stories
CO3	Students will be able to produce news content in various formats adhering to journalistic style and accuracy.
CO4	Students will be able to analyze and evaluate the fundamental principles of journalistic ethics and the role of news in a democratic society.

Module. No	Details	No. of Lectures
1	Concept Of News, types of news, elements of news	15
	Definition Of News collection of facts. How to write a news story, Basic Principles of Reporting — Accuracy, Balance/Brevity and Clarity. Objectivity, Verification, Attribution of Sources, Speed. * Types of Reporting/Beats What is beat system, why it is necessary, how does it help requirements of various beats. Objective, Interpretative, Investigative, Legal, Developmental. Political. Sports, Crime, Entertainment, Economic & Commercial, Technical & Science Reporting.	
2	Writing the Story	15
	Single - Incident Story , Attribution – Identification, Time and Timeliness, The Stylebook. Extracting Stories from outside sources: • Citizens, Press releases, Institutional sources Ministries & Govt. Departments etc. Localising, Tying the story together in Depth reporting. Writing Hard News, Action Stories, Accidents, Obituaries, Anecdotes & Tribute, News Angles, Suspended Interest, Stories, Writing feature	
3	Reporting for Various Media	10
	Television Radio Digital(memes) Print	
4	Ethics of Reporting	10
	Role of Reporters. Mitigation, nuisance value, Constructive role, Risks involved, Special training, if any, Precautions and responsibilities. Disaster reporting, Sting Operations(Case studies) Protection of sources	
5	Case Studies	10

	Khabar Lahariya https://ipi.media/case-study-khabar-lahariya-india/ Use of RTI Covid Reporting PARI- https://ruralindiaonline.org/ Manipur 26/11 Mumbai Attacks	
	TOTAL	60 Lectures

Reference Books:

1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006) Pearson Education, New Delhi.

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

Component	Total Marks	Min. Passing Percentage	Min. Passing Marks
1) Assignment/Case Studies	15 Marks	40%	16
2) Presentation/Book Review/Project	15 Marks		
3) Objective Questions/online/class activity	10 Marks		
Total	40 Marks		

Note: Learner must be Present in all the three exam components

Table 1B: Scheme of Semester End Examination (SEE)

Evaluation Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 60 Minimum Marks to Pass: 24 Duration: 2 Hours

Question Number	Particular	Maximum Marks
Q-1	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15

Q-2	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-3	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-4	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15

Note: Theory Questions of 15 Marks may be divided into two sub questions of 7/8 and 10/05 Marks or it can be asked as Full Length Question of 15 Marks.

Percentage of 6 categories of Blooms Taxonomy in question paper

	Remember	Understand	Apply	Analyze	Evaluate	Create	
% in Question Paper	10	20	30	10	10	20	100%

(OE) OPEN ELECTIVE

Name of the Programme	BAMMC						
Department	Department of Multimedia & Communication Skills						
Name of the Course	Media Laws and Ethics						
Semester	III						
Number of Credits	02						
Number of Lectures	30						
Lecture Duration	60 Minutes						
Total Marks:	CE	20	SEE	30	Total	50	

Learning Objectives of the Course

Sr. No.	Objectives
LOC1	Understanding of laws which impact the media.
LOC2	To analyse social responsibility of the media.
LOC3	To evaluate the ethical responsibility of the media.

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	Students will be able to identify and explain key legal frameworks that regulate media content and operations in a given jurisdiction.
CO2	Students will be able to critically analyze case studies of media practices, assessing their impact on society and evaluating whether they fulfill their social responsibilities
CO3	Students will be able to develop and justify ethical frameworks for media decision-making, applying relevant ethical theories to evaluate the ethical implications of specific media practices

Module. No	Details	No. of Lectures
1	Media Ownership, Freedoms & Principles	10
	Ownership-Private, Government/Public Service Broadcaster Democracy & Media , Freedom of speech and expression(19 1 A &2) Indian Constitution & Press freedom, Press Council of India Prasar Bharti	
2	Legal Frameworks Governing Media in India	10
	Defamation, Sedition , OSA, Obscenity, RTI, Contempt of Court/Parliamentary Privilege, Advertising-Codes of Conduct, ASCI ,Inclusion within freedom of speech and expression, Censorship(Film Certification), IT Act (overview of Digital Personal Data Protection Bill, 2023)	
3	Ethics & Regulation	10
	Privacy, Copyright (+AI), Social Media & Society,technology Ethics of On-Air Presentation, Trial by media (case studies), Social responsibility of media, Laws Vs. Self regulation, Fake News (UNESCO MIL) Media literacy, Media ethics in reporting sensitive issues (e.g., crime, communal violence, gender/children)/Media trials	
	TOTAL	30 Lectures

Reference Books:

1. Basu, D.D. (2005). Press Laws, Prentice Hall.
2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press.
4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications
5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co
6. Introduction to Media Laws and Ethics: By Juhi Pathak,Shipra Publications

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Fieldwork-based project work and report or assignment or presentation or report-writing or article/ book review or topic-based activity / written assessment	10	08 marks
2) MCQ Based Test	10	
Total	20	

Note: Learner must be Present in both of the two assessment components

Table 1B: Scheme of Semester End Examination (SEE) Evaluation

Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 30 Minimum Marks to Pass: 12 Duration: 1 hour

Note: All questions are compulsory. Each question has an internal choice.

Question Number	Nature of Questions	Maximum Marks
1)	Attempt any TWO of the following: (From Module I)	10
	A.	
	B.	
	C.	
2)	Attempt any TWO of the following: (From Module II)	10
	A.	
	B.	
	C.	
3)	Attempt any TWO of the following: (From Module III)	10
	A.	
	B.	
	C.	

Percentage of 6 categories of Blooms Taxonomy in question paper

	Remember	Understand	Apply	Analyze	Evaluate	Create	
% in Question Paper	20	20	30	10	10	10	100%

(SEC) SKILL ENHANCEMENT COURSE

Name of the Programme	BAMMC					
Department	Department of Multimedia & Communication Skills					
Name of the Course	AI in Media					
Semester	III					
Number of Credits	02					
Number of Lectures	30					
Lecture Duration	60 Minutes					
Total Marks:	CE	50	SEE	0	Total	50

Learning Objectives of the Course

Sr. No.	Objectives
LOC1	To understand the fundamentals of AI and its applications in media.
LOC2	To explore AI in content creation, including automated journalism and visual media.
LOC3	To examine the ethical, legal, and future implications of AI in media.

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	The learner will be able to understand AI concepts and their use in the media industry.
CO2	The learner will be able to develop skills in using AI tools for content creation and editing.
CO3	The learner will be able to evaluate the ethical, legal, and societal challenges of AI in media.

Module. No	Details	No. of Lectures
1	Introduction to Artificial Intelligence and Media & AI in Content Creation	10
	Overview of Artificial Intelligence, Definition and history of AI Key concepts: machine learning, deep learning, neural networks AI in everyday applications, AI in the Media Landscape Evolution of media with technological advancements Current applications of AI in media industries, AI in Visual Media Production, AI-driven image and video editing, Deepfakes and synthetic media	

2	AI in Content Distribution and Audience Engagement	10
	Personalization and Recommendation Systems How AI curates content for users Algorithms behind recommendation engines Chatbots and Virtual Assistants Role of AI in customer service and engagement Designing conversational agents Prompt Design Basics Structure of Effective Prompts: Clarity, Context, Constraints Role of Instructions, Examples, and Format Specifications Using System vs. User Prompts	
3	Data Analytics and Audience Insights & Ethical, Legal, and Societal Implications	10
	Predictive Analytics, Using AI to forecast trends and audience behavior, Tools for predictive modeling, Ethics of AI in Media Bias and fairness in AI algorithms, Privacy concerns and data protection	
	TOTAL	30 Lectures

Reference Books:

1. "Media Management and Artificial Intelligence" by Alex Connock
2. "Marketing Artificial Intelligence: AI, Marketing, and the Future of Business" by Paul Roetzer and Mike Kaput
3. "The AI Marketing Canvas" by Raj Venkatesan and Jim Lecinski
4. "The New Creatives: How AI Changes the Face of the Creative Industry" by Seema Sharma

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

PRACTICAL PAPER

Sub-components	Maximum Marks	Conditions for passing
1) Execution and presentation of practical projects in AI Usage and application covering execution of basics techniques of AI.	30	a. Active participation in class discussions, group activities.
2)Written Test	20	b.The learner must be present for each of the sub-components.The subtotal of both the sub-components

Total	50	must be minimum 20 marks
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Note: Learner must be Present in all the two exam components

Table 1B: Scheme of Evaluation Pattern

Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

Maximum Marks: 20

Minimum Marks to Pass: 08

Duration:20 min

Note: All questions are compulsory. Each question has an internal choice.

Question Number		Nature of Questions	Maximum Marks
1)		Attempt any ONE of the following: (From Module I & II)	10
	A.		
	B.		
	C.		
2)		Attempt any ONE of the following: (From Module II & III)	10
	A.		
	B.		
	C.		

As Per NEP 2020



Syllabus for Basket of AEC	
Board of Studies in MMCS	
UG First Year Programme	
Semester	III
Title of Paper	Credits
लेखन कौशल्ये १- (कार्यालयीन लेखनव्यवहार आणि पत्रव्यवहार)	2
From the Academic Year	2025-26

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	लेखन कौशल्ये१- (कार्यालयीन लेखनव्यवहार आणि पत्रव्यवहार) लेखन ओळख ते लेखन कौशल्य हा बराच मोठा प्रवास आहे. वाचन आणि लेखनाच्या सरावाने, लेखन कौशल्य विकसित करता येते. बहुतेक वेळा आपण मिळवलेले ज्ञान हे लिखित स्वरूपात मांडावे लागते. त्यासाठी आपण लेखन कौशल्याचे योग्य उपयोजन करतो. लेखन म्हणजे मजकूर तंतोतंत उतरवणे नव्हे. एखादे निवेदन, वृत्त, निबंध, पुस्तकाची टिपणे, अर्ज यांसाठी लेखन आवश्यक असते. कार्यालयीन पत्रव्यवहार, कार्यवृत्ते, नोंदी, जाहिरात, टिप्पणी ही सर्व उपयोजित लेखन कौशल्ये आहेत. कार्यालयीन पत्रव्यवहार करणे हे एक वेगळ्या प्रकारचे कौशल्य आहे. त्यातील काही उपयोजन कौशल्यांचा विचार या अभ्यासपत्रिकेत अपेक्षित आहे. कार्यालयीन लेखन व्यवहार आणि पत्रव्यवहार या अभ्यासपत्रिकेत शिकविला जाईल.
2	Vertical :	Ability Enhancement Course
3	Type :	Theory + Practical
4	Credit:	02 (1 credit = 15 Hours for Theory in a semester)
5	Hours Allotted :	30
6	Marks Allotted:	50
7	Course Objectives: (List some of the course objectives) १. कार्यालयीन लेखन व्यवहार स्वरूप समजावून सांगणे. २. कार्यालयीन पत्रव्यवहाराचे स्वरूप समजावून सांगणे. ३. प्रभावी कार्यालयीन लेखनासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे.	
8	Course Outcomes: (List some of the course outcomes) १. विद्यार्थ्यांना कार्यालयीन लेखन व्यवहाराचे स्वरूप समजेल. २. विद्यार्थ्यांना कार्यालयीन पत्रव्यवहाराचे स्वरूप समजेल. ३. प्रभावी कार्यालयीन लेखनासाठी आवश्यक असणाऱ्या तंत्रांचा विद्यार्थ्यांना परिचय होईल.	
9	Modules:- Per credit One module can be created घटक एक घटक एक : कार्यालयीन लेखनव्यवहार - १. जाहीर निवेदन आणि माहितीपत्रक २. इतिवृत्त लेखन ३. टिप्पणी लेखन (६० मिनिटांच्या १५ तासिका) श्रेयांकन १.	

घटक दोन : घटक दोन : पत्रव्यवहार -२		
१.कार्यालयीन/प्रशासनिक पत्र २. नोकरीसाठी अर्जलेखन ३. पत्रात्मक लेखन : नवी रूपे (शुभेच्छा, निमंत्रण) (६० मिनिटांच्या १५ तासिका) श्रेयांकन १.		
10	Text Books: N.A.	
11	Reference Books: संदर्भसूची : १. प्रशासनिक लेखन, भाषा संचालनालय, महाराष्ट्र शासन, मुंबई, १९६६ २. भाषिक सर्जन आणि उपयोजन, राजन गवस, अरुण शिंदे, गोमटेश्वर पाटील, दर्या प्रकाशन, पुणे, २०१२ ३. परब प्रकाश, व्यावहारिक मराठी, मिथुन प्रकाशन, डोंबिवली पूर्व, मुंबई, १९८९ ४. नाईक सदानंद, राजभाषा मराठी, व्यावहारिक मराठी, प्रका-नागरी सेवा प्रबोधिनी, मुंबई, २००२ ५. तावरे स्नेहल (संपा.), व्यावहारिक मराठी, स्नेहवर्धन प्रकाशन, पुणे, चौथी आवृत्ती, २०११ ६. केतकी मोडक, संतोष शेणई, सुजाता शेणई (संपा.), उपयोजित मराठी, पद्मगंधा प्रकाशन, २०१२ ७. नसीराबादकर ल. रा., व्यवहारिक मराठी, भाषा विकास संशोधन संस्था, कोल्हापूर २०२३	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	अंतर्गत चाचणी परीक्षा : २० गुण चाचणी परीक्षा /लेखी/ ऑनलाईन/ प्रकल्प/ गृहपाठ - २० गुण
14	Format of Question Paper: for the final examination बहिर्गत परीक्षा ३० गुण (वेळ एक तास) <ul style="list-style-type: none"> एकूण तीन प्रश्न विचारावेत. प्रत्येक घटकावर अंतर्गत पर्याय असलेले प्रत्येकी १० गुणांचे दोन प्रश्न विचारावेत. तिसरा प्रश्न हा घटक १ आणि २ वर आधारित अंतर्गत पर्यायासह दोन टीपा/लघुप्रश्न स्वरूपाचा असावा. 	

पाठ्यक्रम के सिखाने के उद्देश्य

प्रथम सत्र पाठ्य विवरण

Sr. No.	विषय (घटक)
१.	हिंदी की जानकारी , हिंदी भाषा के आधार पर मूलभूत मात्रा और व्याकरण की प्राथमिक पहचान . हिंदी भाषा की परिभाषा . भाषा का जीवन में महत्व . हिंदी भाषा का महत्व .
२.	हिंदी भाषा के पहलु : आधुनिक गद्य : (प्रेमचंद) की गोदान उपन्यास पद्य : आधुनिक काव्य : आजकल लढाई का जमाना है . (त्रिलोचन) व्याकरण : अलंकार : अनुप्रास अलंकार , रूपक , उपमा , मानवीकरण , रस .
३.	विज्ञापन : अर्थ , परिभाषा , विशेषतये , विज्ञापन की भाषा . निबंध : पाठ वाचन एवं व्याख्या . पाठ्यक्रम के लिये निर्धारित पारिभाषिक शब्दावली .

Sr. No.	परिणाम (उद्देश्य)
१.	मौखिक या एवं लिखित ज्ञान . हिंदी भाषा में रुची , बोलचाल की हिंदी का सिद्धांत .
२.	गद्य , पद्य , व्याकरण का ज्ञान . श्रवण , भाषण , वाचन .
३.	राष्ट्रप्रेम निर्माण करना . भारतीय संस्कृति का ज्ञान प्राप्त करना . दैनंदिन व्यवहार का ज्ञान प्राप्त करना .

संदर्भ पुस्तक :

१. पद्य विभाग :

- अ. संत कबीर
- ब. संत तुलसीदास
- क. रामधारी सिंह दिनकर
- ड. त्रिलोचन

२. गद्य विभाग :

- अ . प्रेमचंद (उपन्यास)
- ब. दयाप्रकाश सिन्हा (नाटक)
- क . भारतेन्दु हरिश्चंद्र
- ड . अनुपम मिश्र (निबंध)

३. प्रयोजनमूलक हिंदी:

- अ . डॉ. रवींद्रनाथन श्रीवास्तव
- ब) माधव सोनटक्के

४. अनुवाद :

- अ . डॉ. त्रिभुवन राय

५. आधुनिक विज्ञापन

- अ . डॉ. प्रेमचंद पातंजली

प्रथम सत्र परीक्षा स्वरूप

विषय : घटक	अधिकतम अंक	उत्तीर्ण होने की शर्त
1) १ passage माध्यवर्ती कल्पना स्पष्ट करे, 2) अनुच्छेद ,	२०	अ) विद्यार्थी को सभी उप घटकों के लिए उपस्थित रहना आवश्यक है . ब) तीनों उपघटक का कुल योग न्यूनतम २० अंक होना चाहिए . 20 marks
१) व्याकरण (अलंकार / रस) २) विज्ञापन एक विषय पर . ३) गद्य /पद्य लघुप्रश्नोत्तरे	२०	
४) MCQ पे आधार पर परीक्षा	१०	
Total	50	

**BAMMC
SECOND YEAR SEMESTER IV
COURSE STRUCTURE**

COURSE CODE	COURSE TITLE	COURSE CREDIT
MAJOR MANDATORY (CORE) VERTICAL A		
UMM4.1	Consumer Behaviour	4
UMM4.2	Media Studies	4
MINOR		
UMM4.3	Electronic Journalism	4
OPEN/ GENERIC ELECTIVE (OE/GE) VERTICAL B		
UOE4.3	Data Visualization for Consumer Insights	2
VSC, SEC (VSEC)		
UMM4.4	Introduction To Television & Film Production	2
AEC (ABILITY ENHANCEMENT COURSE) VERTICAL E		
UMM4.5	Vyavaharik Marathi / Hindi	2
OJT, FP, CEP, CC, RF VERTICAL F		
UCC1.4	CC	2
UMM4.6	Field Project	2

MAJOR 1

Name of the Program	BAMMC					
Department	Department of Multimedia & Communication Skills					
Name of the Course	Consumer Behaviour					
Semester	IV					
Number of Credits	04					
Number of Lectures	60					
Lecture Duration	60 Minutes					
Total Marks:	CE	40	SEE	60	Total	50

Learning Objectives of the Course

Sr. No.	Objectives
LOC1	To introduce students to the sociological perspective of consumer behaviour.
LOC2	To study the psychological perspective of consumer behaviour.
LOC3	To illustrate the complexities of consumer behaviour, its importance in marketing & advertising.
LOC4	Evaluate the changing trends in consumer behaviour.

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	The learner will understand the sociological perspective of consumer behaviour.
CO2	Learner will be able to analyse the psychological perspective of consumer behaviour.
CO3	The learner will be able to apply the understanding of consumer behavior in the marketing & advertising scenario
CO4	The learner will be able to assess and analyse trends in consumer behaviour

Module. No	Details	No. of Lectures
1	Introduction to Consumer Behaviour	15
	Need to study Consumer Behaviour. Psychological & Sociological dynamics of consumption. Consumer Behaviour in a dynamic & digital world Marketing & Consumer Behaviour -Segmentation Strategies – VALS, Persuasion - Needs & Importance. ELM. Persuasive advertising appeals. Communication process.	

2	Psychological determinants of consumer behaviour	15
	Motivation – Types & Theories – Maslow. Attitude – Characteristics – theories, Tri Component. Multi Attitude Model. Cognitive dissonance. Personality - Facets of personality. Theories – Freud & Jung. ii. Personality traits & consumer behaviour. iii. Self-Concept. Perception - Elements in perception. Subliminal perception. Perceptual Interpretation –Stereotyping in advertising.	
3	Relevance of Learning in Consumer Behaviour	15
	Learning – Elements in Consumer Learning. Behavioral & Classical Theory. Cognitive Learning. Socio-Economic & Cultural Determinants of Consumer Behaviour- Family - Role of family in Socialization & Consumption – FLC. Culture – Role & Dynamics. Subculture & its influence on consumption. Cross culture consumer perspective. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. Economic-social class as the economic determinants of consumer behaviour	
4	Consumer Decision Making	15
	Process of decision making. Models of decision making. Opinion Leadership. Diffusion & Adoption Process.	
	TOTAL	60 Lectures

Reference Books:

1. Leon. Schiffman, Joseph Wiserblit, S.Ramesh Kumar – Consumer Behaviour, Pearson 11th Edition.
2. David.L.Louder, Albert Idello Bitta, Consumer Behaviour- Concepts & applications. Mcgrow Hill.
3. Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

Component	Total Marks	Min. Passing Percentage	Min. Passing Marks
1)Assignment/Case Studies	15 Marks	40%	16
2)Presentation/Book Review/Project	15 Marks		
3)Objective Questions/online/ class activity	10 Marks		
Total	40 Marks		

Note: Learner must be Present in all the three exam components

Table 1B: Scheme of Semester End Examination (SEE) Evaluation

Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 60 Minimum Marks to Pass: 24 Duration: 2 Hours

Question Number	Particular	Maximum Marks
Q-1	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-2	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-3	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-4	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15

Note: Theory Questions of 15 Marks may be divided into two sub questions of 7/8 and 10/05 Marks or it can be asked as Full Length Question of 15 Marks.

Percentage of 6 categories of Blooms Taxonomy in question paper

	Remember	Understand	Apply	Analyze	Evaluate	Create	
% in Question Paper	10	20	30	10	10	20	100%

MAJOR 2

Name of the Program	BAMMC
Department	Department of Multimedia & Communication Skills
Name of the Course	MEDIA STUDIES

Semester	IV					
Number of Credits	04					
Number of Lectures	60					
Lecture Duration	60 Minutes					
Total Marks:	CE	40	SEE	60	Total	50

Learning Objectives of the Course

Sr. No.	Objectives
LOC1	To have insight in the traditional media tools and approaches
LOC2	To introduce the learners with important theories in the realm of Media
LOC3	To improve the understanding of cultural perspective in media
LOC4	To familiarize the learners with the relationship between Media, Technology and Culture

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	The students will be able to understand the approaches and application implies in media studies.
CO2	Students will be able to examine the method to study the different media and audience.
CO3	The student will get to know about the importance of culture in media studies.
CO4	Developing creative, analytical and technological skills pertaining to Media amongst the learners

Module. No	Details	No. of Lectures
1	Module 1: Introduction Media theory & Practices	15
	Why Should We Study Media? Media theories. Media literacy. Media as Text; Signs and codes in Media Discourse Analysis; Critical Discourse Analysis Semiotic Analysis; Signifier, Signified. Media Studies, as they pertain to three central themes: Media and Power, - Chomsky Media and Technology, Mc Luhan	
2	Media Theories & Perspectives	15
	Encoding/Decoding Stuart Hall. three major schools of thought: the Frankfurt school,(Culture industry) the Toronto school, the Birmingham school s -Popular Cultural studies Media and Aesthetics.- Cultural perspectives	

	Audience Effect Theories/Early Audience theories; Uses and gratification approach, Fandom, Children as audience Uses and Gratification vs Agenda setting	
3	Key Terms of Cultural Studies	15
	What is Culture? ,Culture Shock: Ethnocentrism, Cultural relativism, Feminist /Gender Media Studies Feminist Communication Theories, Displacement, Intersectionality Race, Representation, b. Culturalism, c. Marxism and cultural Studies, e. Subjectivity and Identity., f. Popular and Mass Culture Hall, Stuart. —Encoding, decoding. Culture industry (Frankfurt School approach)	
4	Globalisation, Media & Culture	15
	Global, local, glocal, Conglomeration, Globalization & Economics(Economic and Cultural aspects of Globalisation), Globalization & Identity, Media and the public sphere((Jurgen Habermas)m Mass Culture ,Pop Culture, Produsage Surveillance Television and popular culture, The pivotal role of digitisation in the spread of a Global Culture, Globalisation as a new form of imperialism, the threats to indigenous economies due to Globalisation	
	TOTAL	60 Lectures

Reference Books:

1. Stanley J. Baran, Mass Communication Theory: Foundations, Ferment, and Future
2. Meenakshi Gigi Durham, Media and Cultural Studies (Key Works in Cultural Studies)
3. Bennett, Tony. Theories of the Media, Theories of Society. Culture, Society and the
4. Media. Edited by Michael Gurevitch et al., Methuen, 1982.

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

Component	Total Marks	Min. Passing Percentage	Min. Passing Marks
1)Assignment/Case Studies	15 Marks	40%	16
2)Presentation/Book Review/Project	15 Marks		
3)Objective Questions/online/ class activity	10 Marks		
Total	40 Marks		

Note: Learner must be Present in all the three exam components

Table 1B: Scheme of Semester End Examination (SEE) Evaluation Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 60 Minimum Marks to Pass: 24 Duration: 2 Hours

Question Number	Particular	Maximum Marks
Q-1	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-2	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-3	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-4	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or Full Length Question (8 marks) Full Length Question (7 marks)	15

Note: 1. Theory Questions of 15 Marks may be divided into two sub questions of 7/8 and 10/05 Marks or it can be asked as a Full Length Question of 15 Marks.

2. Case studies be used to explain theory

Percentage of 6 categories of Blooms Taxonomy in question paper

	Remember	Understand	Apply	Analyze	Evaluate	Create	
% in Question Paper	10	20	30	10	10	20	100%

MINOR

Name of the Programme	BAMMC
Department	Department of Multimedia & Communication Skills

Name of the Course	Electronic Journalism					
Semester	IV					
Number of Credits	04					
Number of Lectures	60					
Lecture Duration	60 Minutes					
Total Marks:	CE	40	SEE	60	Total	100

Learning Objectives of the Course

Sr. No.	Objectives
LO C1	To familiarize the history, evolution, and impact of broadcast journalism, including the role of radio, television, and digital platforms.
LO C2	To develop skills in writing, reporting, and producing news tailored for radio, television, and digital media.
LO C3	To gain proficiency in broadcast presentation, on-air delivery, and ethical standards within the broadcasting industry.
LO C4	To analyse advanced trends in investigative journalism, digital platforms, and emerging technologies such as AI and VR in broadcast media.

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	The learner will be able to demonstrate a comprehensive understanding of broadcast journalism's history, structure, and workflow.
CO2	The learner will be able to produce clear and concise news reports for multiple broadcast platforms, including radio, TV, and online mediums.
CO3	The learner will be able to exhibit effective on-air presentation, including voice modulation, visual delivery, and ethical broadcasting practices.
CO4	The learner will be able to apply digital tools and modern technologies to enhance broadcast journalism, with an awareness of future industry trends.

Module. No	Details	No. of Lecture s
1	Foundations of Electronic Journalism	15
	History and Evolution of Broadcast Journalism Explore the origins and development of radio and television journalism globally and within India.	

	<p>Role of Radio, Television, and Digital Platforms</p> <p>Analyze the impact and functions of traditional and digital broadcast mediums in news dissemination.</p> <p>Comparative Analysis: Print vs. Broadcast Journalism</p> <p>Understand the distinctions in reporting, writing styles, and audience engagement between print and broadcast media.</p> <p>Newsroom Structure and Workflow</p> <p>Examine the organizational hierarchy, roles, and processes within broadcast newsrooms. Functions of a 24x7 news channel</p>	
2	News Writing, Reporting, and Radio Broadcasting Techniques	15
	<p>Writing for Broadcast vs. Print</p> <p>Learn the nuances of crafting news for auditory consumption, emphasizing clarity and brevity.</p> <p>Structuring News Across Platforms</p> <p>Develop skills in organizing news content tailored for radio, television, and online audiences.</p> <p>Broadcast Scripting and Production</p> <p>Master the art of scripting for news bulletins, headlines, and feature segments.</p> <p>Interviewing and Reporting Skills</p> <p>Enhance techniques for conducting interviews and reporting live from various locations.</p> <p>Radio Broadcasting Essentials</p> <p>Understand the specifics of radio news production, including voice modulation, sound editing, and audience engagement strategies.</p>	
3	Broadcast Presentation, Delivery, and Production	15
	<p>On-Air Presentation Skills. Focus on voice modulation, pronunciation, and effective delivery for radio and television.</p> <p>Visual Presentation Techniques. Develop skills in camera presence, teleprompter usage, and anchoring for news and talk shows.</p> <p>Ethical Standards in Broadcasting. Discuss the ethical considerations and responsibilities of broadcast journalists.</p> <p>Audio-Visual Production Skills. Learn the basics of video shooting, editing, sound recording, and mixing for both radio and television.</p> <p>Writing for the teleprompter.</p> <p>Radio Programming and Management. Understand the principles of programming, scheduling, and managing radio broadcasts.</p>	
4	Advanced Broadcast Journalism and Digital Integration	15

	Digital Journalism Explore the integration of digital tools and mobile platforms in modern broadcast journalism. Social Media- Mobile Reporting (MOJO) and Citizen Journalism. Analyze the role of social media and citizen contributions in news gathering and dissemination. Future Trends in Broadcast Journalism. Discuss emerging technologies, including AI and VR, and their potential impact on the broadcast industry. Podcasts	
	TOTAL	60 Lectures

Reference Books:

1. Television Journalism by Pramod Gaikwad
2. Broadcast Journalism by R. Parekh and K. Shrivastava
3. Television Production & Broadcast Journalism (4th Edition) by Phillip L. Harris and Gil Garcia
4. Television Journalism by Pramod Gaikwad

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

Component	Total Marks	Min. Passing Percentage	Min. Passing Marks
1) Assignment/Case Studies/Presentation/Book Review/Project	25 Marks	40%	16
2) Objective Questions/online/	10 Marks		
3) Active class participation	05 Marks		
Total	40 Marks		

Note: Learner must be Present in all the three exam components

Table 1B: Scheme of Semester End Examination (SEE) Evaluation

Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 60 Minimum Marks to Pass: 24 Duration: 2 Hours

Question Number	Particular	Maximum Marks
Q-1	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) OR Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-2	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) OR Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-3	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) OR Full Length Question (8 marks) Full Length Question (7 marks)	15
Q-4	Attempt the following: Full Length Question (8 marks) Full Length Question (7 marks) Or g. Full Length Question (8 marks) g. Full Length Question (7 marks)	15

Note: Theory Questions of 15 Marks may be divided into two sub questions of 7/8 and 10/05 Marks or it can be asked as Full Length Question of 15 Marks.Q1 to be an application based or Case Study based question

OPEN ELECTIVE (OE)

Name of the Programme	BAMMC
Department	Department of Multimedia & Communication Skills
Name of the Course	DATA VISUALISATION FOR CONSUMER

	INSIGHTS					
Semester	IV					
Number of Credits	02					
Number of Lectures	30					
Lecture Duration	60 Minutes					
Total Marks:	CE	20	SEE	30	Total	50

Learning Objectives of the Course

Sr. No.	Objectives
LOC1	To understand the principles of data visualization and its role in deriving consumer insights.
LOC2	To learn various data visualization tools and techniques.

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	Comprehend the fundamentals of data visualisation and its importance in consumer analytics.
CO2	Choose appropriate visualisation techniques for different types of data.
CO3	Utilize various data visualisation tools such as Tableau, Power BI

Module. No	Details	No. of Lectures
1	Module 1: Introduction to Data Visualization	10
	Importance of Data Visualization in Consumer Insights Principles of Visual Communication Types of Data and Visualization Techniques Understanding Audience and Context	
2	Visualization Tools and Techniques	10
	Overview of Visualization Tools: Tableau, Power BI, Excel, Creating Basic Charts: Bar, Line, Pie, and Scatter Plots	
3	Consumer Insights through Visualization	10
	Identifying Consumer Patterns and Trends Visualizing Customer Segmentation Behavioral Analytics and Sentiment Analysis Product Performance and Market Analysis	

	TOTAL	30 Lectures
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Reference Books:

1. *Storytelling with Data: A Data Visualization Guide for Business Professionals* by Cole Nussbaumer Knaflie
2. *Data Visualisation: A Handbook for Data Driven Design* by Andy Kirk
3. *The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios* by Steve Wexler, Jeffrey Shaffer, and Andy Cotgreave
4. *Effective Data Storytelling: How to Drive Change with Data, Narrative, and Visuals* by Brent Dykes

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Fieldwork-based project work and report or assignment or presentation or report- writing or article/ book review or topic- based activity	10	A learner must be present for each of the sub- components. The subtotal of both the sub-components must be minimum 08 marks
2) MCQ Based Test	10	
Total	20	

Note: Learner must be Present in all the two exam components

Table 1B: Scheme of Semester End Examination (SEE) Evaluation

Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 30 Minimum Marks to Pass: 12 Duration: 1 hour

Note: All questions are compulsory. Each question has an internal choice.

Question Number	Nature of Questions	Maximum Marks
1)	Attempt any TWO of the following: (From Module I)	10
	A.	
	B.	
	C.	
2)	Attempt any TWO of the following: (From Module II)	10
	A.	
	B.	
	C.	
3)	Attempt any TWO of the following: (From Module III)	10
	A.	
	B.	

	C.		
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Note:

Percentage of 6 categories of Blooms Taxonomy in question paper

	Remember	Understand	Apply	Analyze	Evaluate	Create	
% in Question Paper	20	20	30	10	10	10	100%

VOCATIONAL SKILL COURSE (VSC)

Name of the Programme	BAMMC						
Name of the Course	Introduction to Television and Film Production						
Semester	IV						
Number of Credits	02						
Number of Lectures	30						
Lecture Duration	60 Minutes						
Total Marks:	CE	20	SEE	30	Total	50	

Learning Objectives of the Course

Sr. No.	Objectives
LOC1	To develop creative temperament and mindset needed in the content production segment of media industry.
LOC2	To take the students through the entire pipe line of production process with regards to the content creation for various media pads, providing the students an insight in to the correlation that exists between content creation and associated commercial aspects of media business
LOC3	To develop creative temperament and mindset needed in the content production segment of media industry.

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	Students will be able to demonstrate innovative and original content creation strategies by generating diverse concepts and adapting them to various media platforms, showcasing a developed creative temperament
CO2	Students will be able to analyze and execute the complete content production pipeline, from ideation to distribution, understanding the interplay between creative decisions and

	the commercial viability of media projects.
CO3	Students will be able to create and present a comprehensive content production plan, detailing the stages of development, resource allocation, and potential revenue streams, demonstrating a practical understanding of the media business.

Module No	Details	No. of Lectures
1	Television Production	10
	<p>Elements of Programming - 24 hours schedule, time slots, weekday and weekend programming, national and regional level programming.</p> <ul style="list-style-type: none"> ● Content – Fiction, Non-Fiction. Storytelling, narrative styles, character journey, original formats vs acquired formats ● Introduction to Production – Production house and the processes ● Miscellaneous – Anchors, VOs ● The Production: - Three stages of production – Pre, Shoot and Post. Develop production management, operating and creative skills for fiction -Story & Script , Multiple Tracks, - Monitoring, Crewing, Casting , Sets & Outdoors, Scheduling & Budget 	
2	TV Documentaries & Features	5
	<p>Overview of TV Documentaries, Types of Documentaries, Funding for documentaries, Business of documentary films </p> <ul style="list-style-type: none"> ● Documentary Production and Processes: Pre Production (research, sourcing case studies / stories, finding locations for production), budgeting & scheduling, Planning contingencies, Risk assessment & management and Crewing. ● Production for picture and sound (sync and ambience). Post-production (budgeting, scheduling and execution). Editing. 	
3	Film Production	15
	<p>* Ideation, Research & development, Concept & Treatment note, Story, Screenplay and Dialogues Importance of script in the business arena today</p> <ul style="list-style-type: none"> ● Based on script, planning the cast and crew, Location, Recce; and the design of the film Scheduling & Budgeting, ● Script Breakdowns, Planning the film production Process of seeking permissions for shoots, creating a pitch document and bible for the project Organizing the production: ● The various departments of Camera, Sound and Art, Talent — Direction & Management, Budgeting ● Day to day shoot planning, cross checks, Proper recording, Production planning Edits ● Picture & Sound, Processing, Mixing & Special 	

	Effects, DI and the Final Negative, different formats for film exhibition, ● Digital Nonlinear editing tools, AI based editing tools, New software for	
	TOTAL	30 Lectures

Reference Books:

1. Belawadi Vasuki, Video Production
2. Dr. Hardiksinh Rayjada, The Film Making Process
3. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age by Steven Ascher and Edward Pincus

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE) Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Fieldwork-based project work and report or assignment or presentation or report- writing or article/ book review or topic- based activity	10	A learner must be present for each of the sub-components. The subtotal of both the sub-components must be minimum 08 marks
2) MCQ Based Test	10	
Total	20	

Note: Learner must be Present in all the two exam components

Table 1B: Scheme of Semester End Examination (SEE) Evaluation Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 30 Minimum Marks to Pass: 12 Duration: 1 hour

Note: All questions are compulsory. Each question has an internal choice.

Question Number	Nature of Questions	Maximum Marks
1)	Attempt any TWO of the following: (From Module I)	10
A.		
B.		
C.		
2)	Attempt any TWO of the following: (From Module II)	10
A.		
B.		

	C.		
3)		Attempt any TWO of the following: (From Module III)	10
	A.		
	B.		
	C.		

Note:

Percentage of 6 categories of Blooms Taxonomy in question paper

	Remember	Understand	Apply	Analyze	Evaluate	Create	
% in Question Paper	20	20	30	10	10	10	100%

As Per NEP 2020



Syllabus for Basket of AEC	
Board of Studies in MMCS	
UG First Year Programme	
Semester	IV
Title of Paper	Credits
भाषिक कौशल्यांचे उपयोजन – १ (भाषण व निवेदन कौशल्ये)	2
From the Academic Year	2025-26

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	<p>भाषिक कौशल्यांचे उपयोजन – १ (भाषण व निवेदन कौशल्ये)</p> <p>राष्ट्रीय शैक्षणिक धोरण- २०२० नुसार पदवीच्या प्रथम वर्षातील एका सत्रात क्षमता विकसन अभ्यासक्रम (Ability Enhancement Course) या शीर्षकांतर्गत आधुनिक भारतीय भाषेचे अध्ययन अनिवार्य करण्यात आले आहे. आधुनिक भारतीय भाषेचा प्रस्तुत अभ्यासक्रम व अध्ययन प्रामुख्याने भाषा क्षमता विकसन केंद्री असावे, असेही या धोरणात नमूद करण्यात आले आहे. त्यामुळे या अभ्यासपत्रिकेच्या अध्ययनातून विद्यार्थ्यांना भाषिक कौशल्यांचा तपशीलवार परिचय करून देणे तसेच ती कौशल्ये आत्मसात करण्याची संधी उपलब्ध करून देणे अभिप्रेत आहे.</p> <p>या पार्श्वभूमीवर भाषण व निवेदन कौशल्ये या दोन भाषिक कौशल्यांचा परिचय करून देणारी ही अभ्यासपत्रिका आहे. या अभ्यासपत्रिकेच्या अध्ययनातून भाषण व निवेदनाचे स्वरूप, विविध कार्यक्रम व घटना-प्रसंगीची भाषणे व निवेदन, विविध स्वरूपांच्या भाषण व निवेदनाची पूर्वतयारी, त्यासाठी आवश्यक क्षमता व तंत्रांचा व भाषिक-आंगिक-वाचिक कौशल्यांचा परिचय व्हावा, असे अपेक्षित आहे. या अभ्यासपत्रिकेचे अध्ययन करणाऱ्या विद्यार्थ्यांमध्ये भाषण व निवेदनाची जाण व क्षमता विकसित होईल, हे लक्षात घेऊन प्रस्तुत अभ्यासपत्रिकेची आखणी करण्यात आली आहे.</p>
2	Vertical :	Ability Enhancement Course
3	Type :	Theory + Practical
4	Credit:	02 (1 credit = 15 Hours for Theory in a Semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives : १. विविध कार्यक्रम व घटना-प्रसंगीच्या भाषणाचे स्वरूप समजावून सांगणे. २. विविध घटना प्रसंगीच्या निवेदनाचे स्वरूप समजावून सांगणे. ३. प्रभावी भाषण करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे. ४. प्रभावी निवेदन करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे. ५. प्रत्यक्ष भाषण आणि निवेदन करण्याची संधी उपलब्ध करून देणे.	
8	Course Outcomes : १. विद्यार्थ्यांना विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या भाषणाचे स्वरूप कळेल. २. विद्यार्थ्यांना विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या निवेदनाचे स्वरूप कळेल. ३. विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या भाषणासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा विद्यार्थ्यांना परिचय होईल. ४. विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या निवेदनासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा विद्यार्थ्यांना परिचय होईल. ५. विद्यार्थ्यांना प्रत्यक्ष भाषण आणि निवेदन करण्याची संधी उपलब्ध होईल व त्यांच्या क्षमता विकसित होतील.	

9	Modules (अभ्यास घटक) :	
	Module 1 (घटक- ०१) : भाषण कौशल्य	
	१. भाषण : संकल्पना, भाषण : स्वरूप वैविध्य, भाषण प्रकार. २. भाषण कौशल्याचे उपयोजन : भाषणाची पूर्वतयारी, भाषण संहिता (लिखित व मौखिक), भाषिक-आंगिक-वाचिक कौशल्ये (६० मिनिटांच्या १५ तासिका, श्रेयांकन - १)	
	Module 2 (घटक- ०२) : निवेदन कौशल्य	
10	१. निवेदन : संकल्पना, निवेदनाचे स्वरूप वैविध्य, निवेदनाचे प्रकार. २. निवेदन कौशल्याचे उपयोजन : निवेदनाची पूर्वतयारी, निवेदन संहिता (लिखित व मौखिक), काल-परिस्थिती भान, भाषिक-वाचिक कौशल्ये. (६० मिनिटांच्या १५ तासिका, श्रेयांकन - १)	
	Text Books : N.A.	
	Reference Books:	
	१. केळकर अशोक, वैखरी : भाषा आणि भाषाव्यवहार, स्नेहवर्धन प्रकाशन, पुणे, २०००. २. तौर पृथ्वीराज (संपा०), मराठी भाषिक कौशल्य विकास, अथर्व पब्लिकेशन्स, धुळे, २०१८. ३. नसिराबादकर ल० रा० व्यावहारिक मराठी, भाषा संशोधन केंद्र, कोल्हापूर, २०२३. ४. केळकर अशोक, मध्यमा : भाषा आणि भाषाव्यवहार, मराठी भाषा आणि वाचिक अभिनय, मेहता पब्लिशिंग हाऊस, पुणे, १९९६. ५. भाषिक सर्जन आणि उपयोजन, राजन गवस, अरूण शिंदे, गोमटेश्वर पाटील, दर्या प्रकाशन, पुणे, २०१२	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: अंतर्गत मूल्यमापन : २० गुण चाचणी परीक्षा / मौखिक परीक्षा / प्रकल्पलेखन, नियत कार्य (Assignment) / सादरीकरण/ प्रश्नमंजूषा उपरोक्त कोणत्याही पद्धतीचा अवलंब करून अंतर्गत मूल्यमापन करता येईल. (प्रत्यक्ष उपस्थिती किंवा ऑनलाईन पद्धती)	
14	Format of Question Paper: (बहिर्गत परीक्षेच्या प्रश्नपत्रिकेचे स्वरूप) बहिर्गत परीक्षा ३० गुण (वेळ एक तास) <ul style="list-style-type: none"> ● एकूण तीन प्रश्न विचारावेत. ● प्रत्येक घटकावर अंतर्गत पर्याय असलेले प्रत्येकी १० गुणांचे दोन प्रश्न विचारावेत. ● तिसरा प्रश्न हा घटक १ आणि २ वर आधारित दहा गुणांचा वस्तुनिष्ठ स्वरूपाचा असावा. 	

द्वितीय सत्र पाठ्य विवरण

Module. No	विषय (घटक)	No Lectures
1	प्रयोजन मूलक हिंदी / व्यवहारिक हिंदी	
	(क) अर्थ , परिभाषा , (ख) सामान्य हिंदी, साहित्यिक हिंदी , प्रयोजनमूलक हिंदी स्वरूप , एवं विशेषताएं चर्चा पद्धति : कोई एक विषय पर	
2	अनुवाद के भेद (क) शब्दानुवाद (ख) सारानुवाद	
३	रसास्वाद पद्धति : काव्य रसावाद : कबीरदास , तुलसीदास , आधुनिक काव्य नाटक : कथा एक कंस की (पाठ्यवाचन एवं नाटिका सादरीकरण)	
४	जनसंचार माध्यम	
	(क) अर्थ , परिभाषा , (ख) माध्यम का परिचय (मुद्रित , इलेक्ट्रोनिक माध्यम) (ग) जनसंचार माध्यम उपयोगी लेखन / भाषा समाचार , रेडिओ , दूरदर्शन , संवाद , सिनेमा , फिचर , इंटरनेट , मोबाइल.	
	TOTAL	Lectures

Sr. No.	परिणाम (उद्देश्य)
१.	प्रयोजनमूलक हिंदी का ज्ञान प्राप्त करना व्यवहारिक उपयोग में सक्षम होना .
२.	अनुवाद के विभिन्न भेदों को समझना और अनुवाद कौशल्य विकसित करना .
३.	हिंदी साहित्य का (काव्य / नाटक) का रसास्वाद करने की पद्धति सीखना , साहित्यिक अभिरुची विकसित करना .

संदर्भ पुस्तक :

१. पद्य विभाग :

- अ. संत कबीर
- ब. संत तुलसीदास
- क. रामधारी सिंह दिनकर
- ड. त्रिलोचन

२. गद्य विभाग :

- अ . प्रेमचंद (उपन्यास)
- ब. दयाप्रकाश सिन्हा (नाटक)
- क . भारतेन्दु हरिश्चंद्र
- ड . अनुपम मिश्र (निबंध)

३. प्रयोजनमूलक हिंदी:

- अ . डॉ. रवींद्रनाथन श्रीवास्तव
- ब) माधव सोनटक्के

४. अनुवाद :

- अ . डॉ. त्रिभुवन राय

५. आधुनिक विज्ञापन

- अ . डॉ. प्रेमचंद पातंजली

द्वितीय सत्र परीक्षा स्वरूप

विषय : घटक	अधिकतम अंक	उत्तीर्ण होने की शर्त
१)ई -मेल लेखन . २)अनुवाद, ३) समाचार लेखन ४) टिप्पणी विकल्प सहित .	२०	अ) विद्यार्थी को सभी उप घटकों के लिए उपस्थित रहना आवश्यक है . ब) तीनों उपघटक का कुल योग न्यूनतम २० अंक होना चाहिए . 20 marks
१) कविता का रसास्वादन , २)भाषण कोई एक विषय पर, ३) लखुत्तरी / वस्तुनिष्ठ प्रश्न ४)नाटक सादरीकरण	२०	
४) MCQ पे आधार पर परीक्षा	१०	
Total	50	