

BBA-MASS COMMUNICATION
Three Year Full Time Bachelors Degree Programme
2012-2015



Proposed by
Makhanlal Chaturvedi National University of Journalism and
Communication
Bhopal

BBA-MASS COMMUNICATION

Semester –I

	Internal	Practical	Written	Total Marks
B-1. Language Skills-1 (Hindi)	20	-	80	100
B-2. Basic Economics	20	-	80	100
B-3. Basic Accountancy	20	-	80	100
B-4. Business Communication	20	-	80	100
B-5. Fundamental of Computers	20	-	80	100
Total	100	-	400	500

B-6. Language Skills-2 (English)	20	-	80	100
B-7. Principles and Practices of Management	20	-	80	100
B-8. Business Statistics	20	-	80	100
B-9. Financial Management	20	-	80	100
B-10. Business Organizations	20	-	80	100

Semester –III

B-11. Marketing Management	20	-	80	100
B-12. Human Resources Management	20	-	80	100
B-13. Organizational Behavior	20	-	80	100
B-14. Business Laws & Ethics	20	-	80	100
B-15. CorelDraw & Photoshop's	20	30	50	100
Total	100	30	370	500

Semester –IV				
B-16. Science of Communication-1	20	-	80	100
B-17. Media, Society and Culture	20	-	80	100
B-18. Communication Technology	20	-	80	100
B-19. Introduction to Print Media & Print Production	20	30	50	100
B-20. News Writing, Reporting & Editing	20	30	50	100
Total	100	60	340	500

Semester –V				
B-21. Science of Communication - 2	20	-	80	100
B-22. Radio Production	20	30	50	100
B-23. Advertising	20	-	80	100
B-24. Media Laws and Ethics	20	-	80	100
B-25. New Media & Online Journalism	20	-	80	100
Total	100	30	370	500

Semester –VI				
B-26. Science of Communication - 2	20	-	80	100
B-27. Radio Production	20	30	50	100
B-28. Advertising	20	-	80	100
B-29. Media Laws and Ethics	20	-	80	100
B-30. New Media & Online Journalism	20	-	80	100
Total	100	30	370	500

BBA-MASS COMMUNICATION

B-1, Semester-1

Language Skills (Hindi)

ईकाई 1	हिन्दी भाषा का स्वरूप	L	T	S	W	D	V	P	T
1.1	भाषा का स्वरूप	2	2
1.2	हिन्दी भाषा की विशिष्ट शब्द सम्पदा का अध्ययन	2	.	.	1	.	.	1	4
1.3	हिन्दी साहित्य का परिचय	2	1	3
1.4	मानक भाषा, अमानक भाषा	2	1	.	1	.	.	1	5

ईकाई 2	अशुद्धि शोधन	L	T	S	W	D	V	P	T
2.1	उच्चारणगत अशुद्धियाँ	2	1	3
2.2	वर्तनीगत अशुद्धियाँ	2	1	3
2.3	शब्दार्थगत अशुद्धियाँ	2	1	1	4
2.4	व्याकरण अशुद्धियाँ	2	2	1	4
2.5	भाषा का आधुनिकीकरण	2	2	1	4

ईकाई 3	संक्षिप्तिकरण, लोकोक्ति एवं मुहावरे	L	T	S	W	D	V	P	T
3.1	संक्षिप्तिकरण	2	2	4
3.2	पल्लवन	2	1	3
3.3	लोकोक्ति एवं मुहावरे	2	2	4
3.4	परिभाषाषिक शब्दावली	6	2	8

ईकाई 4	पत्र-लेखन	L	T	S	W	D	V	P	T
4.1	शासकीय एवं अर्द्धशासकीय पत्र लेखन	3	1	4
4.2	व्यावसायिक एवं संस्थागत पत्र लेखन	3	2	5
4.3	सूचना, अधिसूचना, निविदा लेखन	3	2	5
4.4	समाचार लेखन	3	1	8

ईकाई 5	अनुवाद	L	T	S	W	D	V	P	T
5.1	अनुवाद का अर्थ, प्रकृति एवं प्रक्रिया	3	1	4
5.2	अनुवाद का वर्गीकरण	3	1	4
5.3	अनुवाद, सृजनानुवाद एवं व्यावहारिक अनुवाद	2	1	3
5.4	अंग्रेजी से हिन्दी अनुवाद (व्यावहारिक कार्य)	3	1	1	5
5.5	हिन्दी से अंग्रेजी अनुवाद (व्यावहारिक कार्य)	2	1	3

Basic Economics

Unit-1	Introduction to Economics	L	T	S	W	D	V	P	T
1.1	Meaning, Nature and Scope of Business Economics – Micro and Macro	2	1	-	-	-	-	-	3
1.2	Basic Economic Problems	1	2	1	-	-	-	-	4
1.3	Market forces in solving economic problems.	2	1	-	1	-	-	-	4
1.4	Circular Flow of Income and Expenditure	2	1	-	-	-	-	1	4

Unit-2	Demand & Supply	L	T	S	W	D	V	P	T
2.1	Concept of Demand	2	2	-	1	-	-	-	4
2.2	Elasticity of Demand and their types.	2	1	-	-	-	-	-	3
2.3	Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship	3	2	-	-	-	-	-	5
2.4	Concept and Law of Supply	3	1	-	-	-	-	-	4
2.5	Factors Affecting Supply	2	1	-	1	-	-	-	4

Unit-3	Cost Analysis	L	T	S	W	D	V	P	T
3.1	Accounting Costs and Economic Costs	2	1	-	-	-	-	-	3
3.2	Short Run Cost Analysis : Fixed, Variable and Total Cost Curves, Average and Marginal Costs	3	2	-	-	-	-	1	6
3.3	Long Run Cost Analysis : Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves	3	2	-	-	-	-	1	6

Unit-4	National Income	L	T	S	W	D	V	P	T
4.1	National Income : Related Concepts	2	2	-	-	-	-	-	4
4.2	Its Measurement & Analysis	2	1	-	-	-	-	1	4
4.3	Perfect Competition- Equilibrium of Firm and Industry under Perfect Competition	3	1	-	-	-	-	-	4
4.4	Monopoly- Price Determination under Monopoly	2	1	-	-	-	-	-	3
4.5	Monopolistic Competition - Price and Output Determination under Monopolistic Competition.	1	1	-	-	-	-	1	3

Unit-5	Distribution	L	T	S	W	D	V	P	T
5.1	Marginal Productivity Theory of Distribution	2	1	-	-	-	-	1	4
5.2	Rent : Modern Theory of Rent	2	1	-	-	-	-	-	3
5.3	Wages : Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage Determination	3	2	-	-	-	-	-	5
5.4	Interest : Liquidity, Preference Theory of Interest	2	1	-	-	-	-	-	3
5.5	Profits : Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories of Profits	3	1	-	-	-	-	-	4

Basic Accountancy

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Definition, objectives, need for and development of Accounting; Bookkeeping and accounting; Users of Accounting Information; Branches of accounting.	3	2	-	-	-	-	-	5
1.2	Accounting Concepts and Conventions, Various systems of Accounting. Accounting Standards- concept, objectives, benefits, brief review of Accounting Standards in India	2	2	-	-	-	-	-	4
1.3	Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates	2	1	-	-	-	-	-	3
1.4	Financial Accounting-definition and Scope, objectives of Financial Accounting	2	1	-	-	-	-	-	3
1.5	Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.	2	1	-	-	-	-	2	5

Unit-2	Preparation of final accounts	L	T	S	W	D	V	P	T
2.1	Identification of Transactions; Golden Rule of Accountancy; Accounting Cycle; Journals, Ledgers; Cash Book; Trial Balance- Bank Reconciliation Statements; Concepts of cash basis and accrual basis Accounting; Concepts of Assets and Liabilities; Concept of Capital and Revenue.	2	2	-	-	-	-	-	4
2.2	Explanation of different terms (principle, concept, postulate, convention etc.); Generally Accepted Accounting Principles (GAAP); Important accounting concepts: proprietary, entity, fund, money measurement, accounting period, going concern, dual aspect, matching, balance sheet equation.	2	1	-	-	-	-	-	3
2.3	Important accounting conventions or doctrines: disclosure, materiality, consistency, comparability, conservatism, objectivity, historical cost.	2	1	-	-	-	-	-	3
2.4	Meaning, Different concepts and Causes of depreciation; Methods of accounting for depreciation – Straight Line Method and Written Down Value method; Change in the method of Charging depreciation and provisioning for depreciation.	2	1	-	-	-	-	-	3
2.5	Concept of bad debt, Accounting for bad debt and provision for bad debt, Distinction between reserve and provisions.	2	1	-	-	-	-	-	3

Unit-3	Preparation of final accounts	L	T	S	W	D	V	P	T
3.1	Preparation of Final Accounts (excluding for companies): Preparation of Profit and Loss Account and its sub-division-Manufacturing Account and Trading Account.	2	2	-	-	-	-	-	4
3.2	Preparation of Balance Sheet; Opening entry and closing entry; Adjustment entries; Errors and their Rectification; Accounting for Non-trading Institutions.	2	1	-	-	-	-	-	3
3.3	Company Final Accounts	2	1	-	-	-	-	-	3
3.4	Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts.	1	1	-	-	-	-	-	2
3.5	Understanding of final accounts of a Company. Preparation of final accounts of Joint stock companies and overview of Indian and International accounting standards.	2	2	-	-	-	-	1	5

Unit-4	Partnership Accounts:	L	T	S	W	D	V	P	T
4.1	Partnership Accounts: Concepts, Profit and Loss Appropriation Account, Capital Accounts, Current Accounts and Admission and Retirement of a Partner.	2	1	-	-	-	-	-	3
4.2	Dissolution of Partnership	2	1	-	-	-	-	-	3
4.3	Provisions of Company law regarding maintenance of accounts of a Ltd. Company; Format under Schedule VI; Accounting for Fresh issue.	2	1	-	-	-	-	-	3
4.4	Various types of classification of cost; Main elements of cost; Analysis of total cost; Cost Sheet.	4	2	-	-	-	-	2	8

Unit-5	Computerized Accounting:	L	T	S	W	D	V	P	T
5.1	Computers and Financial application,	2	1	-	-	-	-	-	3
5.2	Accounting Software packages.	3	1	-	-	-	-	4	8
5.3	Accounting for Retail Business	1	1	-	-	-	-	-	2
5.4	Accounting and Taxation	2	1	-	-	-	-	1	4
5.5	Income Tax	3	2	-	-	-	-	2	1

Business Communication

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Business Communication – its meaning & importance.	2	1	-	-	-	-		3
1.2	Communication Process and its Elements	2	1	-	-	-	-	-	3
1.3	Barriers to effective communication	2	1	-	-	-	-	-	3
1.4	Essentials of effective business communication.	2	1	-	-	-	-	-	3
1.5	Basic models of communication	3	1	-	-	-	-	-	4

Unit-2	Means of Communication and Methods	L	T	S	W	D	V	P	T
2.1	Types of communication, Intrapersonal communication & Interpersonal communication	3	1	-	-	-	-	-	4
2.2	Group communication, Public communication	3	1	-	-	-	-	-	4
2.3	Mass communication	2	1	-	-	-	-	-	3
2.4	Verbal, Non-verbal communication, Oral & Written communication	2	1	-	-	-	-	-	3
2.5	Speeches for Different Occasions Guide Lines.	1	2	-	-	-	-	-	3

Unit-3	Oral & Written Communication	L	T	S	W	D	V	P	T
3.1	Language, signs, symbols and code systems.	2	1	-	-	-	-	-	3
3.2	Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.	2	1	-	-	-	-	-	3
3.3	Essential of good communication, 8 Cs of good communication,	2	1	-	-	-	-	-	3
3.4	Writing Effectively : Planning, Beginning & Ending letter, Tactful use of Language, Asking for Action, Handling Negatives, Talking about Errors, Active Voice & Passive Voice, Techniques of Employers.	2	1	-	-	-	-	2	5
3.5	Language of Business writing, Taking the Readers Point of view.	2	1	-	-	-	-	2	5

Unit-4	Visual Communication	L	T	S	W	D	V	P	T
4.1	Preparing the text, Using visual Aids.	2	1	-	-	-	-	2	5
4.2	Speakers, Appearance & Personality.	2	1	2	-	-	-	2	7
4.3	Practicing Delivery of the Presentation, Speeches for Commemorative Occasions.	2	1	-	-	-	-	-	3
4.4	Visual Graphics and Designing	2	1	-	-	-	-	1	4
4.5	Photos, Videos and Animation	2	1	-	-	-	-	2	5

Unit-5	Reading and Listening	L	T	S	W	D	V	P	T
5.1	Reading Skills and Pattern.	1	-	-	-	-	-	1	2
5.2	Listening : Importance of Listening.	1	1	-	-	-	-	-	2
5.3	Types of Listening.	1	1	-	-	-	-	-	2
5.4	Barriers to Listening and overcoming them, Listening situations.	1	1	-	-	-	-	-	2
5.5	Developing the art of Listening.	1	1	-	-	-	-	-	2

Fundamental of Computers

Unit-1	Fundamentals of Computer and Operating System Reading and Listening	L	T	S	W	D	V	P	T
1.1	History of Computers, Computer Hardware– Input and Output Devices, CPU, Storage Devices	2	-	-	-	1	-	-	3
1.2	Computer Software and their Applications	2	-	-	-	1	-	-	3
1.3	Functions and types of Operating System, Introduction to Windows family	2	-	-	-	1	-	-	3
1.4	Working with Windows– Desktop operations, Windows Explorer, Creation and Manipulation of Files and Folders, Windows Accessories and Control Panel	2	1	-	-	1	-	-	4

Unit-2	Ms Word – Creation and Manipulation of Documents Fundamentals of Computer and Operating System Reading and Listening	L	T	S	W	D	V	P	T
2.1	Word Processor Basics, Word processing in different languages	1	-	-	-	1	-	-	2
2.2	Interface, Tools and Menus of MS Word.	2	3	1	-	3	-	-	9
2.3	Page Setup, Text and Paragraph Formatting	1	2	1	-	1	-	-	5
2.4	Working with Tables, Columns, Graphs and Pictures, and Mail Merge	1	2	-	-	2	-	-	5

Unit-3	Ms Excel – Data Analysis	L	T	S	W	D	V	P	T
3.1	Spreadsheet basics, Excel Interface	2	1	-	-	1	-	-	4
3.2	Entering and Manipulation of data	2	2	1	-	2	-	-	7
3.3	Mathematical and Statistical Calculations, Excel Functions	2	2	1	-	1	-	-	6
3.4	Creation and Manipulation of Charts and Graphs	2	2	-	-	2	-	-	6

Unit-4	Ms PowerPoint – Preparation of Presentations	L	T	S	W	D	V	P	T
4.1	Introduction to Presentation making, Interface of PowerPoint	2	2	-	1	-	-	-	5
4.2	Making Presentations with Design Templates.	2	1	-	1	-	-	-	4
4.3	Working with Multimedia Elements and using them in Presentations.	2	1	1	1	-	-	-	5
4.4	Slide Transition and Custom Animation	1	2	-	1	-	-	-	4

Unit-5	Introduction to Internet	L	T	S	W	D	V	P	T
5.1	History and facilities of Internet	2	1	-	-	1	-	-	4
5.2	Domain Names, Internet Protocols	2	1	-	-	1	-	-	4
5.3	Websites, Portals and Search Engines	1	1	-	-	1	-	-	3
5.4	Introduction to Networks, Client and Server concept, Browsers	2	2	-	-	-	-	-	4

Language Skills (English)

Unit-1	Language Content	L	T	S	W	D	V	P	T
1.1	Structural Items	1	1	-	-	-	-	-	2
1.2	Tense, Passive	2	1	-	-	-	-	1	4
1.3	Reported speech	1	1	-	-	-	-	2	4
1.4	Module	1	1	-	-	-	-	-	2
1.5	Verb Structures, Linking devices	2	1	-	-	-	-	1	4

Unit-2	Detailed Study of Literary Forms	L	T	S	W	D	V	P	T
2.1	Poetry	2	1	-	1	-	-	1	5
2.2	Speech	2	1	-	1	1	-	1	5
2.3	Prose, Comprehension	1	1	-	-	1	-	1	4
2.4	Essays, Books	2	1	-	-	1	-	1	5

Unit-3	Detailed Study of Literary Forms	L	T	S	W	D	V	P	T
3.1	Comprehension	1	1	-	-	1	-	1	4
3.2	Precis	1	1	-	-	1	-	1	4
3.3	Paragraph	2	1	-	-	1	-	1	4
3.4	Letters	2	1	-	1	1	-	1	7
3.5	Articles	2	1	-	1	1	-	1	6

Unit-4	Language	L	T	S	W	D	V	P	T
4.1	Idioms and Phrases	1	1	-	-	-	-	1	3
4.2	Phrasal Verbs	1	1	-	-	-	-	1	3
4.3	Proverbs	2	1	-	-	-	-	1	4
4.4	Quotations	2	1	-	-	-	-	1	4

Unit-5	Literature	L	T	S	W	D	V	P	T
5.1	Introduction to Literature	1	1	-	-	-	-	-	2
5.2	Relations between literature & Language	1	1	-	-	-	-	1	3
5.3	Utilities of Literature in Mass communication	1	1	-	-	-	-	-	2
5.4	Introduction to Genres of Literature	2	1	-	1	-	-	-	3
5.5	Contemporary Writers and Their Writings	2	1	-	-	-	-	1	4

B-7, Semester-2

Principles and Practices of Management

Unit-1	Management Concept	L	T	S	W	D	V	P	T
1.1	Functions and Responsibilities of Managers.	2	1	-	-	-	-	-	3
1.2	Henry fayol's Principles of management.	2	1	-	-	-	-	-	3
1.3	Management thought; the Classical School, The Human Relations School.	2	1	-	-	-	-	-	3
1.4	Systems theory, Contingency Management.	2	1	-	-	-	-	-	3
1.5	Developing Excellent Managers.	1	-	1	-	-	-	-	2

Unit-2	Functional areas of management	L	T	S	W	D	V	P	T
2.1	Planning: Planning: Meaning, features, nature and importance of planning.	2	1	-	-	-	-	-	3
2.2	Purpose and Procedure,	1	1	-	-	-	-	-	2
2.3	Principles of planning,	1	1	-	-	-	-	-	2
2.4	Types of planning, Techniques	2	1	-	-	-	-	-	3
2.5	Planning and control,	2	1	-	-	-	-	-	3
2.6	MBO Management by Objective, benefits and weaknesses of MBO.	3	-	-	-	-	-	1	4

Unit-3	Organizing	L	T	S	W	D	V	P	T
3.1	Nature and Purpose of Organizing,	2	1	-	-	-	-	-	3
3.2	Bases of Departmentation,	2	1	-	-	-	-	-	3
3.3	Authority and responsibility	2	1	-	-	-	-	-	3
3.4	Delegation: Bases of Delegation, Kind of delegation	2	1	-	-	-	-	-	3
3.5	Centralization and Decentralization, methods of Decentralization.	2	1	-	-	-	-	-	3

Unit-4	Staffing	L	T	S	W	D	V	P	T
4.1	Staffing nature and purpose,	2	1	-	-	-	-	-	3
4.2	Selection, PA and Career planning	2	1	1	-	-	-	-	4
4.3	Directing: Nature of directing	2	1	-	-	-	-	-	3
4.4	Leadership qualities - styles	3	1	1	-	-	-	-	5
4.5	Motivation – morale and discipline.	3	1	1	1	-	-	-	6

Unit-5	Direction & Control	L	T	S	W	D	V	P	T
5.1	Concept and Process of Direction & Control.	2	1	-	-	-	-	-	3
5.2	Control Techniques.	2	1	-	1	-	-	1	5
5.3	Human Aspects of Control,	2	1	1					4
5.4	Role of information in control- Performance standard – Measurement of performance, remedial act – Integrated control system in an organization.	2	1	-	-	-	-	-	3
5.5	Control as a feed back system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment	2	1	-	-	-	-	-	3
5.6	The use of Computer of Controlling & Decision making,	2	1	-	-	-	-	-	3

Business Statistics

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry	2	1	-	-	-	-	-	3
1.2	Concept of population and sample with illustration.	2	1	-	-	-	-	-	3
1.3	Methods of Sampling – SRSWR, SRSWOR, Stratified, Systematic. (Description of sampling procedures only)	2	1	-	-	-	-	-	3
1.4	Data Condensation and graphical Methods : Raw data, attributes and variables, classification, frequency distribution, cumulative frequency distributions	2	1	-	-	2	-	-	5
1.5	Graphs - Histogram, Frequency polygon. Diagrams - Multiple bar , Pie ,Subdivided bar.	2	1	-	-	2	-	-	5

Unit-2	Central Tendency and Dispersion	L	T	S	W	D	V	P	T
2.1	Measures of Central Tendency Criteria for good measures of central tendency.	2	-	-	-	-	-	2	4
2.2	Arithmetic mean , Median and Mode for grouped and ungrouped data, combined mean.	2	-	-	-	-	-	2	4
2.3	Measures of Dispersion Concept of dispersion, Absolute and relative measure of dispersion.	2	-	-	-	-	-	2	4
2.4	Range, Variance, Standard deviation, Coefficient of variation, Quartile.	2	-	-	-	-	-	2	4
2.5	Deviation, Coefficient of Quartile deviation.	2	-	-	-	-	-	2	4

Unit-3	Correlation and Regression	L	T	S	W	D	V	P	T
3.1	Concept of correlation, positive & negative correlation,	2	-	-	-	-	-	-	2
3.2	Karl Pearson's Coefficient of correlation	2	-	-	-	-	-	-	2
3.3	meaning of regression,	2	-	-	-	1	-	2	5
3.4	Two regression equations	2	-	-	-	-	-	2	4
3.5	Regression coefficients and properties.	2	-	-	-	-	-	-	2

Unit-4	Linear Programming	L	T	S	W	D	V	P	T
4.1	Meaning of LPP, Formulation of LPP,	2	-	-	-	-	-	-	2
4.2	Solution by graphical methods,	2	1	-	-	-	-	2	5
4.3	Problems relating to two variables only.	2	1	-	-	-	-	2	5
4.4	Transportation problem : Statement and meaning of T.P. methods of finding initial basic feasible solution by North west corner Rule, Matrix Minimum method and vogel's approximation method.	2	1	-	-	-	-	2	5
4.5	Simple numerical problems	2	1	-	-	-	-	2	5

Unit-5	Probability	L	T	S	W	D	V	P	T
5.1	Probability as a concept, the three approaches to defining probability,	2	-	-	-	-	-	-	2
5.2	Addition & Multiplication laws of probability	2	-	-	-	-	-	2	4
5.3	conditional probability, Bayes theorem,	1	-	-	-	-	-	-	1
5.4	Expectation & Variances of a random variable.	1	-	-	-	-	-	1	2
5.5	Probability distribution as a concept Binomial, Poisson & Normal distributions their properties & parameters.	1	-	-	-	-	-	-	1

Financial Management

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Introduction: Definition, Scope, Objectives of financial Management;	2	1	-	-	-	-	-	3
1.2	The goal of a Firm: Profit Maximization vs. Wealth Maximization;	2	1	-	-	-	-	-	3
1.3	Financial Functions – Financing, Investment and Dividend decisions;	2	1	-	-	-	-	-	3
1.4	The role of a Finance Manager;	2	1	-	-	-	-	1	4
1.5	An overview of financial markets and institutions in India.	2	1	1	-	-	-	-	4

Unit-2	Money Value and Sources of Finance	L	T	S	W	D	V	P	T
2.1	Time Value of Money: Concept; compounding and Discounting Concepts;	2	1	-	-	-	-	-	3
2.2	Present Value of a Single Amount; present Value of an annuity;	2	1	-	-	-	-	-	3
2.3	Future value of a Single Amount; Future value of an annuity;	2	1	-	-	-	-	-	3
2.4	Sources of Finance: Short-term and Long-term sources of Finance;	2	1	-	-	-	-	-	3
2.5	Term and Lease Financing, Venture Capital Financing;	2	1	-	-	-	-	-	3
2.6	Convertible Securities and warrants.	2	1	-	-	-	-	-	3

Unit-3	Financial Statements and Financial Statement Analysis	L	T	S	W	D	V	P	T
3.1	Financial Statements: Meaning, Nature, Importance and Limitations of Financial Statements;	2	1	-	-	-	-	-	3
3.2	Meaning, Objectives, Types and Methods of Financial Statement Analysis;	2	1	-	-	-	-	-	3
3.3	Ratio Analysis: Meaning, Utility, Limitations, process of Analysis,	2	1	-	-	-	-	2	5
3.4	Classification of Accounting Ratios,	2	1	-	-	-	-	1	4
3.5	Important Accounting Ratios used in measuring liquidity, solvency, profitability and managerial efficiency,	2	1	-	-	-	-	-	3
3.6	Computation and Interpretation of these Ratios.	2	1	-	-	-	-	2	5

Unit-4	Analysis of Changes in Financial Position	L	T	S	W	D	V	P	T
4.1	Funds Flow: Meaning and Purposes of Funds Flow Statement,	2	1	-	-	-	-	-	3
4.2	Flows of Funds, Various Sources and Application of Funds,	2	1	-	-	-	-	-	3
4.3	Calculation of Inflow of Funds from trading operations, Preparation of Funds Flow Statement.	2	1	-	-	-	-	2	5
4.4	Cash Flow Analysis: Meaning and Purposes of Cash Flow Statement,	2	1	-	-	-	-	-	3
4.5	Difference between Cash book and Cash Flow Statement, Comparison between Cash Flow Statement and Fund Flow Statement,	1	-	-	-	1	-	2	4
4.6	Preparation of Cash Flow Statement-General.	1	-	-	-	-	-	2	3

Unit-5	Capital Costing Budgeting and Evaluation	L	T	S	W	D	V	P	T
5.1	Cost of capital: Concept and Significance; Weighted average cost of capital;	2	-	-	-	-	-	-	2
5.2	Measuring cost of specific sources, Cost of Equity, Cost of Debt, Cost of Retained Earnings, Cost of Preference Capital.	2	-	-	-	-	-	1	3
5.3	Capital Budgeting: Concept, Features, Process and Significance of Capital Budgeting;	2	-	-	-	-	-	-	2
5.4	Evaluation Criteria – Account Rate of Return, Pay Back Period, Net Present Value, Internal rate of return.	2	-	-	-	-	-	-	2
5.5	Dividend Policy- Factors determining Dividend, Constraints of paying Dividend, Form of Dividends.	2	-	-	-	-	-	-	2

Business Organization

Unit-1	Business Organization	L	T	S	W	D	V	P	T
1.1	Nature and Purpose of business ,	2	1	-	-	-	-	-	3
1.2	Economic Activity –Meaning and Objectives	2	1	-	-	-	-	-	3
1.3	Characteristics of Business	2	1	-	-	-	-	-	3
1.4	Essentials of successful Business.	2	1	1	-	-	-	3	7

Unit-2	Forms of Business Organizations	L	T	S	W	D	V	P	T
2.1	Forms of Business Organizations	2	1	-	-	-	-	3	6
2.2	Sole Proprietorship Partnership Types. Formation, Rights & Duties	2	1	-	-	-	-	-	3
2.3	Ownership, Joint Hindu Family Firm, Joint Stock Company ,	2	1	-	-	-	-	2	5
2.4	Cooperative Organisations – Types & Formation	2	1	-	-	-	-	2	5
2.5	Factors influencing choice of suitable type.	2	1	-	-	-	-	-	3

Unit-3	Promotion of a Company	L	T	S	W	D	V	P	T
3.1	Formation and Incorporation of a company	2	-	-	-	-	-	-	2
3.2	Capital Subscription.	2	-	-	-	-	-	-	2
3.3	Memorandum and Articles of Association, Prospectus.	2	-	1	-	1	-	2	6
3.4	Types of Companies	2	-	1	-	-	-	-	3
3.5	Classification Exemptions & Privileges of Private Companies.	2	-	1	-	-	-	2	5

Unit-4	Public Enterprise :	L	T	S	W	D	V	P	T
4.1	Role of Government, Regulation of Economic Activities, Rationale of Govt.	2	-	1	-	-	-	-	3
4.2	Role Forms of Public Enterprises Public Corporations, Govt. Companies , Joint Sector Companies and public Utilities.	2	-	1	-	-	-	-	3
4.3	Small Business: Definition, Scope, Role, Govt, Policy.	2	-	1	-	-	-	-	3
4.4	Operating problems of small Business	2	-	1	-	-	-	-	3
4.5	functions of SIDBI Multinational Corporations and Indian Transnational Corporations.	2	-	1	-	-	-	1	3

Unit-5	Social Responsibilities of Business	L	T	S	W	D	V	P	T
5.1	Concept, Business Ethics, Business Values	2	-	2	-	-	-	2	6
5.2	Social Responsibility of Business in India	1	-	2	-	-	-	-	3
5.3	Corporate Governance: Definition, Need, Importance and Principles of Corporate Governance	1	-	2	2	-	-	2	7
5.4	Forms of Business organizations in new millennium.	1	-	2	-	-	-	2	5

Marketing Management

Unit-1	Introduction to Marketing	L	T	S	W	D	V	P	T
1.1	scope, nature, definition, core marketing concepts.	2	1	-	-	-	-	-	3
1.2	Marketing environment: Micro and Macro	2	1	-	-	-	-	-	3
1.3	Recent trends in marketing in India.	2		1	-		-	-	3
1.4	New trends in marketing : (i) Global marketing, (ii) Direct marketing, (iii) Tele marketing, (iv) Marketing on the web.	3	1	-	-	1	-	-	5

Unit-2	Marketing Components	L	T	S	W	D	V	P	T
2.1	Market Segmentation	2	1	-	-	-	-	1	3
2.2	Consumer behaviour – Influencing factors	2	1	1	-	-	-	-	3
2.3	Decision process	2	1	-	-	-	-	1	4
2.4	Marketing Research	2	1	-	-	-	-	1	4
2.5	Marketing information system	2	1	-	-	-	-	-	3

Unit-3	Marketing Planning	L	T	S	W	D	V	P	T
3.1	Process of marketing Planning	2	1	1	-	-	-	-	4
3.2	Developing marketing opportunities and strategies	2	1	-	-	-	-	-	3
3.3	consumer and business buyer's behavior;	4	1	-	-	-	-	1	6
3.4	Segmentation, Targeting and positioning (STP) for competitive advantage	3	1	-	-	-	-	2	6

Unit-4	Marketing Mix	L	T	S	W	D	V	P	T
4.1	Product:managing the product – types of consumer and industrial products.	2	1	-	-	-	-	-	3
4.2	Product related decisions: product line, product mix,	2	1	-	-	-	-	-	3
4.3	Product life cycle (PLC), new product development, branding and packaging decisions.	2	1	-	-	-	-	-	3
4.4	Pricing: Pricing of products: Pricing considerations and approaches, strategies and methods.	3	1	-	-	-	-	-	4
4.5	Place: Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.	3	1	-	-	-	-	-	4

Unit-5	Promotion Mix	L	T	S	W	D	V	P	T
5.1	Promotion: The communication process, developing effective communication,	2	1	1	-	-	-	-	4
5.2	Deciding on the marketing communication mix, managing advertising, sales promotion and public relations (PR).	2	1	1	-	-	-	-	4
5.3	Managing the sales force.	2	1	-	-	-	-	-	3
5.4	Services marketing – scope in India, definition, types and characteristics.	3	1	1	-	-	-	-	5
5.5	7 P's concept of services marketing with special emphasis on : (i) people, (ii) process and (iii) physical evidence.	2	1	-	-	-	-	-	3

Human Resources Management

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Human Resource Management- Concept: Nature; Scope; Objectives and Importance of Human Resource Management.	2	1	-	-	-	-	-	3
1.2	Evaluation of Human Resource Management; Role; function and Qualities of Human Resource Manager.	2	1	-	-	-	-	-	3
1.3	Difference between Human Resource Management and Personal Management.	1	1	-	-	-	-	-	2
1.4	Human Resource Planning – Meaning; Objective; and importance of Human Resource Planning.	1	1	-	1	-	-	-	2
1.5	Human Resource Planning Process;	2	1	-	-	-	-	-	3
1.6	Recruitment – Objective and Sources of Recruitment.	2	1	-	-	-	-	-	3
1.7	Meaning and Purpose of Selection – Selection Process; Steps in selections; Selection techniques, Induction.	2	1	-	-	-	-	-	3

Unit-2	Training	L	T	S	W	D	V	P	T
2.1	Training and Development; Meaning; Importance and objective of Training.	2	-	1	1	-	-	-	4
2.2	Steps in Training; Organizing Training Programmer.	1	-	-	-	-	-	-	1
2.3	Training Vs Development.	1	1	-	-	-	-	-	2
2.4	Training needs Assessment; Training Methods; Evaluation of Training Programmes.	2	1	-	-	-	-	1	4
2.5	Meaning and Objectives of Management Development – Techniques of Management Development.	2	1	1	-	-	-	-	4

Unit-3	Performance Appraisal, Compensation and Wages	L	T	S	W	D	V	P	T
3.1	Performance Appraisal – Concept, Features, Objective.	2	-	-	-	-	-	-	2
3.2	Methods of Appraisal – Traditional and Modern methods.	1	-	-	-	-	-	-	1
3.3	Problems with Performance Appraisal, Potential Appraisal.	1	-	-	-	-	-	-	1
3.4	Compensation Management – Objective of Compensation Management; Factors affecting Compensation.	2	-	-	-	-	-	-	2
3.5	Job evaluation – Process, Methods of evaluation.	2	1	-	-	-	-	-	3
3.6	Methods of Wage payment; component of pay structure; Fringe Benefits and Incentive Plans.	2	1	-	-	-	1	-	4

Unit-4	Industrial Relations	L	T	S	W	D	V	P	T
4.1	meaning and Significance, Characteristics, Importance of harmonious Industrial Relations;	2	1	-	-	-	-	-	3
4.2	Industrial Conflicts-Forms and causes of Industrial disputes-	1	1	-	-	-	-	1	3
4.3	Methods of settlement of Industrial disputes;	2	1	-	-	-	-	1	4
4.4	Workers' Participations in Management – Definition, objective and forms of workers participations in management;	2	1	-	-	-	-	-	3
4.5	Collective Bargaining.	2	1	-	-	-	-	-	3

Unit-5	Career Planning and HRD	L	T	S	W	D	V	P	T
5.1	Career Planning and Development Career planning – Definition Career needs assessment,	2	-	1	-	-	-	-	3
5.2	Career opportunities, Need- opportunities alignment,	2	-	1	1	-	-	-	4
5.3	Career Development Cycle.	2	-	1	-	-	-	-	3
5.4	Concept of HRD – Definition, Goals of HRD, HRD mechanisms or subsystems,	2	-	-	-	-	-	-	2
5.5	Linkage between HRD mechanisms, process outcomes and organizational effectiveness and OD.	2	1	1	-	-	-	-	4
5.6	HRD department and its task.	2	1	1	-	-	-	-	4

Organizational Behavior

Unit-1	Understanding Organisational Behavior	L	T	S	W	D	V	P	T
1.1	History & Development of Organization Behavior	1	1	-	-	-	-	-	2
1.2	Basic Behavioral Process	2	1	-	-	-	-	-	3
1.3	Organizational Development	3	-	1	-	-	-	-	4
1.4	Organizational Culture	3	-	1	-	-	-	-	4
1.5	Organizational Change	3	-	1	-	-	-	-	4

Unit-2	Element of Organisational Behavior	L	T	S	W	D	V	P	T
2.1	Attitudes & Values	2	1	-	-	-	-	-	3
2.2	Group Dynamics	2	1	1	-	-	-	-	4
2.3	Power	2	1	-	-	-	-	-	3
2.4	Politics and Conflicts	2	1	-	-	-	-	-	3
2.5	Behavior at Work	2	1	1	-	-	-	-	4

Unit-3	Learning & Personality	L	T	S	W	D	V	P	T
3.1	Nature & Meaning of Learning	3	-	-	-	-	-	-	3
3.2	Theories of Learning : Classical Conditioning	4	-	-	-	-	-	-	4
3.3	Memory & forgetting	2	-	1	-	-	-	-	3
3.4	Nature & Meaning of Personality	2	-	1	-	-	-	-	3
3.5	Theories of Personality : Trait Theory, Psychoanalytic theory, Social learning Theory	4	-	-	-	-	-	-	4

Unit-4	Emotional & Motivation	L	T	S	W	D	V	P	T
4.1	Meaning of Emotions	2	1	-	-	-	-	-	3
4.2	Physiological responses in emotions.	2	1	-	1	-	-	1	5
4.3	Theories of Emotions	3	1	-	-	-	-	-	4
4.4	Nature & Meaning of Motivation	1	1	-	1	-	-	-	
4.5	Theories of Motivation : Maslow Need Hierarchy Theory X Z Y theory	2	1	-	-	-	-	-	3

Unit-5	Perception	L	T	S	W	D	V	P	T
5.1	Nature and Meaning of Perception	2	1	-	-	-	-	-	3
5.2	Laws of Perceptual Organization	2	1	-	-	-	-	-	3
5.3	Attention & Perception	3	1	-	2	-	-	-	5
5.4	Interpersonal Influence processes : Social Learning, Social Facilitation.	3	1	-	-	-	-	-	4
5.5	Interpersonal Communication : Awareness and Feedback, Trust.	3	2	-	-	-	-	2	5
5.6	Career roles & identify, Competition & Cooperation.	2	1	-	-	-	-	2	5

Business Laws & Ethics

Unit-1	Indian Contract Act 1872:	L	T	S	W	D	V	P	T
1.1	Formation of Contract: Essential Element of a Valid Contract. These will include offer, Acceptance, Consideration, Capacity, Free Consent and Law full agreement.	2	1	-	-	-	-	-	3
1.2	Classification of contract: General, Special, void, voidable, Contingent contract, Quasi Contract,	3	1	-	-	-	-	-	4
1.3	Performance of Contract,	1	1	-	-	-	-	-	2
1.4	Discharge of Contract, Remedies for breach of Contract Agency.	2	1	-	-	-	-	-	3

Unit-2	Sale of goods Act, 1930:	L	T	S	W	D	V	P	T
2.1	Formation of contract of sale of goods, Condition and Warranty,	2	1	-	-	1	-	-	4
2.2	Transfer of Property in goods,	2	1	-	-	-	-	-	3
2.3	Performance of Contract of Sales, Unpaid Seller	2	1	-	-	-	-	-	3
2.4	Negotiable Instrument Act 1981: Definitions and Characteristics of negotiable instruments.	2	1	-	-	1	-	-	4
2.5	Holder and holder in due Courses, Crossing of cheque,	2	1	-	-	1	-	-	4
2.6	Dishonor and discharge of negotiable instruments.	1	1	-	-	-	-	-	2

Unit-3	Consumer protection Act 1986	L	T	S	W	D	V	P	T
3.1	Object of the Act Salient features of the Act, Definitions of Consumer, Complaint, Service	1	1	-	-	2	-	-	4
3.2	Unfair Trade practice Central and State Consumer Protections Councils,	2	1	-	1	-	-	-	4
3.3	Consumer Dispute Redressal Agencies-Power and functions.	2	1	-	1	-	-	-	4
3.4	Partnership Act 1932: Definition, Nature and kinds of Partnership,	2	1	-	-	-	-	-	3
3.5	Rules regarding registration, Right and Duties of Partners Dissolution	3	1	1	-	-	-	-	4

Unit-4	Company Law 1956 (Part-I):	L	T	S	W	D	V	P	T
4.1	Definition of Company, Types of companies, Formation of Company,	2	1	-	-	-	1	-	4
4.2	Memorandum and Articles of association, Contents and alteration of Memorandum and Articles of Associations,	2	1	1	-	1	-	-	5
4.3	Prospectus and Statement in lieu of Prospectus.	2	1	-	-	-	-	-	3
4.4	Company Law 1956 (Part-II): Share and Share Capital;	2	1	-	-	-	-	-	3
4.5	Meetings Statutory Meeting, Annual General Meeting and Extra-ordinary General Meeting;	2	1	1	-	1	-	-	5
4.6	Directors – Definition, Types, Appointment,	2	1	-	-	-	-	-	3

	Powers, Functions and Duties.								
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Unit-5	Foreign Exchange management Act, 1999	L	T	S	W	D	V	P	T
5.1	Object of FEMA; Definitions-Capital account transaction, Currency, Current account transaction,	3	1	-	-	-	-	-	4
5.2	Foreign exchange, persons; Regulation and Management of Foreign Exchange.	3	1	-	-	-	-	-	4
5.3	Business Ethics:	3	1	-	-	-	-	-	4
5.4	Managerial ethics and employee ethics	2	1	-	-	-	-	-	3

DTP and Corel draw

Unit-1	Introduction to Desktop Publishing	L	T	S	W	D	V	P	T
1.1	Introduction to DTP	2	-	-	-	1	-	1	4
1.2	Softwares of DTP	2	-	-	-	1	-	1	4
1.3	Page Layouts for DTP	2	-	-	-	1	-	1	3
1.4	Types of Printing – Screen and Offset Printing	2	-	1	2	1	1	1	8

Unit-2	Introduction to Quark Xpress	L	T	S	W	D	V	P	T
2.1	Quark X-press Basics – Interface, Tools and Menus	2	-	-	2	1	-	1	6
2.2	Creating, Opening and Saving Projects	1	-	-	-	1	-	2	4
2.3	Creating, Importing, Editing and Formatting Text	1	-	-	-	1	-	2	4
2.4	Importing and Editing Graphics	1	-	-	-	1	-	2	4

Unit-3	Introduction to Adobe Pagemaker	L	T	S	W	D	V	P	T
3.1	Adobe Pagemaker Basics – Interface, Tools and Menus	1	1	-	2	1	-	2	7
3.2	Creating, Opening and Saving Documents	1	-	-	-	1	-	2	4
3.3	Creating, Importing, Editing and Formatting Text	1	-	-	-	1	-	2	4
3.4	Importing and Editing Graphics	1	-	-	-	1	-	2	4

Unit-4	Introduction to Graphic Designing using Corel Draw - 1	L	T	S	W	D	V	P	T
4.1	Introduction to Vector Graphics Designing	1	-	-	2	1	-	2	6
4.2	Introduction to Coral Draw	1	-	-	-	1	-	2	4
4.3	Tools and Menus of Corel Draw	1	-	-	-	1	-	2	4
4.4	Working with Various Page Layouts	1	-	-	-	1	-	2	4

Unit-5	Introduction to Graphic Designing using Corel Draw - 2	L	T	S	W	D	V	P	T
5.1	Designing Advertisements for News Papers	1	-	1	1	1	-	2	6
5.2	Designing Advertisements for Hoardings	1	-	-	1	1	-	2	5
5.3	Image Pasteurization	1	-	-	-	1	-	1	3
5.4	Exporting Images & Supported File Format	1	-	-	-	-	-	1	2

Science of Communication-1

Unit-1	Communication : Concept	L	T	S	W	D	V	P	T
1.1	Evolution of social groups and organic structure of society	5	-	-	-	-	-	-	5
1.2	Essentiality of communication in social groups	4	-	1	-	-	-	-	5
1.3	Concept, definitions and elements of human communication	5	-	-	-	-	-	-	5
1.4	Functions of communication, Socialization and role of Communication in socialization	4	-	1	-	-	-	-	5

Unit-2	Types of Communication	L	T	S	W	D	V	P	T
2.1	Intrapersonal communication & Interpersonal communication	3	-	-	2	-	-	-	3
2.2	Group communication, Public communication	3	-	-	-	-	-	-	3
2.3	Mass communication	3	-	-	-	-	-	-	3
2.4	Verbal, Non-verbal communication, Oral & Written communication	4	-	2	1	-	-	-	7

Unit-3	Communication Skills	L	T	S	W	D	V	P	T
3.1	Visual communication	2	-	-	-	-	-	-	2
3.2	Signs, symbols and code systems	2	-	-	2	-	-	-	4
3.3	Communication skills, Listening- importance and art of developing listening habits	3	-	2	2	-	-	-	7
3.4	Dress codes, mannerism, accent and etiquettes	4	-	2	-	-	-	-	6

Unit-4	Communication Models	L	T	S	W	D	V	P	T
4.1	Lasswell Model, Wilbur Schramm's participatory model of communication	3	-	-	2	-	-	-	3
4.2	Osgood's model of communication	2	-	-	-	-	-	-	2
4.3	Dance model of communication	2	-	-	-	-	-	-	2
4.4	Concept of communication in ancient Indian texts	5	-	2	-	-	-	-	7

Unit-5	Process of Communication	L	T	S	W	D	V	P	T
5.1	Communication Flows: One step, Two Step, Multi Step Flow of Communication	4	-	-	-	-	-	-	4
5.2	Process and elements of Communication	4	-	-	-	-	-	-	4
5.3	Barriers in communication	4	-	-	-	-	-	-	4
5.4	Public opinion, Propaganda, Public Sphere	6	-	2	-	-	-	-	8

Media, Society & Culture

Unit-1	Media and Society-I	L	T	S	W	D	V	P	T
1.1	Relationship between media and society	5	-	-	-	-	-	-	5
1.2	Role and importance of media in democracy	4	-	1	-	-	-	-	5
1.3	Concept of media literacy and its significance	5	-	-	-	-	-	-	5
1.4	Concept of 'Mass' and characteristics of Mass Communication	4	-	-	-	-	-	-	4

Unit-2	Media and Culture-I	L	T	S	W	D	V	P	T
2.1	Cultural impact of media	4	-	-	-	-	-	-	4
2.2	Television and children	4	-	-	-	-	-	-	4
2.3	Truth and media	4	-	-	-	-	-	-	4
2.4	Ideology and effects	5	-	-	-	-	-	-	5

Unit-3	Media and Culture-II	L	T	S	W	D	V	P	T
3.1	Diversity in media	4	-	-	-	-	-	-	4
3.2	Civil society and citizen journalism	5	-	-	-	-	-	-	5
3.3	Popular culture and mass media	4	-	-	-	-	-	-	4
3.4	Pressure group and dynamic of interest	4	-	-	-	-	-	-	4

Unit-4	Media and Society-II	L	T	S	W	D	V	P	T
4.1	Introduction to current media issues	5	-	1	-	-	-	-	6
4.2	Media accountability	4	-	1	-	-	-	-	5
4.3	Media and societal need	4	-	1	-	-	-	-	5
4.4	Market-driven media and society	3	-	1	-	-	-	-	4

Unit-5	Public Sphere	L	T	S	W	D	V	P	T
5.1	Status of women and women issues	5	-	1	-	-	-	-	6
5.2	Culture of the state	5	-	-	-	-	-	-	5
5.3	Concept of public sphere	3	-	-	-	-	-	-	3
5.4	Public sphere in different media	3	-	-	-	-	-	-	3

Communication Technology

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Introduction to the technologies for mass communication	6	-	-	-	-	-	-	6
1.2	Printing, photography	4	-	-	-	1	-	-	5
1.3	Audiography, Videography, Cinematography	6	-	-	-	2	-	-	8
1.4	The process of radio and television broadcasting	5	-	-	-	-	-	-	5

Unit-2	Television	L	T	S	W	D	V	P	T
2.1	Television Technology	5	-	-	-	-	-	-	5
2.2	Television Broadcasting standards: NTSC, PAL and SECAM	5	-	-	-	1	-	-	4
2.3	Conditional access system, pay per view system	3	-	-	-	-	-	-	2
2.4	Set top box, interactive television, HDTV, LCD Screen	3	-	-	-	-	-	-	4

Unit-3	Radio	L	T	S	W	D	V	P	T
3.1	FM and AM (MW and SW) radio	3	-	-	-	1	-	-	4
3.2	Radio bands and Frequencies	3	-	-	-	1	-	-	4
3.3	Satellite and web radio	3	-	-	-	1	-	-	4
3.4	Mobile Radio	2	-	-	-	1	-	-	3

Unit-4	Cable Television	L	T	S	W	D	V	P	T
4.1	Origin and growth of cable industry in India	5	-	-	-	-	-	-	5
4.2	Process of distribution of television signals	4	-	-	-	-	-	-	4
4.3	Direct to Home (DTH), Fiber optics	4	-	-	-	-	-	-	4
4.4	Convergence media, World Wide Web	5	-	-	-	-	-	-	5

Unit-5	Audio/Video Techniques	L	T	S	W	D	V	P	T
5.1	Microphones and Techniques	3	-	-	1	1	-	-	5
5.2	Sound Mixing Machines	3	-	-	1	1	-	-	5
5.3	Magnetic Tape and Other Tools	3	-	-	-	1	-	-	4
5.4	Live links – Uplink and Downlink	3	-	-	-	-	1	-	4

B-19, Semester-4**Introduction to Print Media & Print Production**

Unit-1	Newspapers	L	T	S	W	D	V	P	T
1.1	Introduction to the origin of Indian press and History of 'Bengal Gazette' and 'Udant Marthand'	5	-	-	-	-	-	-	5
1.2	Role of press in freedom movement and Freedom fighters as journalists	5	1	-	-	-	-	-	6
1.3	Major trends in growth of Indian press and Role of press in Indian democracy	5	1	-	-	-	-	-	6
1.4	Newspapers revolution in Nineties	6	-	-	-	-	-	-	6

Unit-2	News Agencies	L	T	S	W	D	V	P	T
2.1	Introduction to Major Indian news agencies and Role and importance of	4	-	-	-	-	-	-	4
2.2	News agencies, Brief introduction : Reuters, AP, AFP, TAAS, UNI, PTI, ANI	4	-	-	-	-	1	-	5
2.3	Introduction to major specialized magazines, News magazines, Women's magazines, Health magazines	4	-	-	-	-	-	1	5
2.4	Sports magazines, Business magazines, IT magazines, Religious magazine	3	-	-	-	-	-	1	4

Unit-3	Printing	L	T	S	W	D	V	P	T
3.1	Introduction to various printing processes, Various types of papers	4	-	-	-	-	1	-	5
3.2	Typography and graphic art	5	-	-	-	-	-	-	5
3.3	Traditional composing, Composing machine-Monoline, Photo setting, DTP, VDT Etc.	3	-	-	-	-	-	-	3
3.4	Basic principles of layout designing, Tools of layout designing, New Trends	6	-	-	-	-	-	-	6

Unit-4	Layout Designing	L	T	S	W	D	V	P	T
4.1	Newspaper make-up, Magazine layout designing	4	-	-	-	-	-	-	4
4.2	Visual communication and colors	3	-	-	-	-	-	-	3
4.3	Introduction to photography and Selection and placement of photos	4	-	-	2	-	-	-	5
4.4	Poster making and writing Captions	4	-	-	-	-	-	1	5

Unit-5	Layout Designing	L	T	S	W	D	V	P	T
5.1	Concept and utility of dummy	2	-	-	-	-	-	-	2
5.2	Web journalism and Dummy	4	-	-	-	-	-	-	4
5.3	Practice Dummy newspaper and Magazine	4	-	-	1	-	-	-	5
5.4	Modern layout (specialized Designing)	4	-	-	1	-	-	-	5

News Writing, Reporting & Editing

Unit-1	News Writing	L	T	S	W	D	V	P	T
1.1	Concept, definitions and elements of news values	6	-	-	-	-	-	-	6
1.2	News: structure and content, differences from other forms of media writing,	5	-	-	-	-	-	-	5
1.3	Sources of news, cultivation and protection of news	5	-	-	-	-	-	-	5
1.4	Introduction to writing news, article, features, Writing for News papers Radio and Television	4	-	-	-	-	-	1	5

Unit-2	Reporting	L	T	S	W	D	V	P	T
2.1	Concept, definitions and elements of reporting	6	-	-	-	-	-	-	6
2.2	Sources of news, news gathering, verification and validation	2	-	-	-	-	-	-	2
2.3	Reporting hierarchy in news organizations	5	-	-	-	-	-	-	5
2.4	Cultivation of sources, ethics and laws related to reporting	3	-	-	1	-	-	-	4

Unit-3	Types of News/Articles	L	T	S	W	D	V	P	T
3.1	Human interest, Developmental, Social Events	5	-	-	-	-	-	-	5
3.2	Conferences, workshops and seminars	4	-	-	-	1	-	-	5
3.3	Accidents, disasters and crime, Courts, hospitals, legislative	4	-	-	-	-	-	-	4
3.4	Financial, Political, Commercial, Research, Science, technology	5	-	-	-	-	-	1	6

Unit-4	Editing	L	T	S	W	D	V	P	T
4.1	Concept, definitions and elements of editing	5	-	-	-	-	-	-	5
4.2	Process and principles of editing	4	-	-	1	-	-	-	5
4.3	Hierarchy of news rooms in: newspapers, radio, television, news portals	5	-	-	-	-	-	-	5
4.4	Writing headlines, page make-up, news bulletins	5	-	-	-	-	-	-	5

Unit-5	Art of Editing-II	L	T	S	W	D	V	P	T
5.1	Textual editing	4	-	-	1	-	-	-	5
5.2	Audio editing	4	-	-	1	-	-	-	5
5.3	Video editing	4	-	1	1	-	-	-	6
5.4	Editing messages for cellular telephony (Mobile)	4	-	-	-	-	-	-	4

Science of Communication - 2

Unit-1	Concept of Communication	L	T	S	W	D	V	P	T
1.1	Concept of communication in ancient Indian texts	5	-	1	-	-	-	-	6
1.2	Indian perspectives of communication	5	-	1	-	-	-	-	6
1.3	Narad as a communicator	4	-	1	-	-	-	-	5
1.4	Bharat Muni Natyashastra and Ras-sidhanta.	5	-	1	-	-	-	-	6

Unit-2	Communication : Indian Context	L	T	S	W	D	V	P	T
2.1	Concept of Sadharanikaran	3	-	-	-	-	-	-	3
2.2	Modern Indian thoughts of communication	5	-	1	-	-	-	-	6
2.3	Indian traditional forms of communication	5	-	1	-	-	-	-	6
2.4	Modern Indian communicators	5	-	1	-	-	-	-	6

Unit-3	Models of communication	L	T	S	W	D	V	P	T
3.1	Shannon and Weaver's model (1949)	2	-	-	-	-	-	-	2
3.2	Osgood's model (1954)	2	-	-	-	-	-	-	2
3.3	Newcomb's Model (1953)	2	-	-	-	-	-	-	2
3.4	Gerbner's Model (1956)	2	-	-	-	-	-	-	2

Unit-4	Theories of Communication	L	T	S	W	D	V	P	T
4.1	Authoritarian Theory	3	-	-	-	-	-	-	3
4.2	Libertarian Theory	3	-	-	-	-	-	-	3
4.3	Democratic Participant Theory	3	-	1	-	-	-	-	4
4.4	Social Responsibility Theory	3	-	1	-	-	-	-	4

Unit-5	Theories of Communication	L	T	S	W	D	V	P	T
5.1	Psychological and individual difference theory – selective exposure	4	-	-	-	-	-	-	4
5.2	selective perception	4	-	-	-	-	-	-	4
5.3	Personal influence theory - Two-step flow and multi-step flow	4	-	-	-	-	-	-	4
5.4	Sociological theories – cultivation theory, agenda setting theory, Uses and gratification theory, dependency theory	8	-	4	-	-	-	-	12

Radio Production

Unit-1	Basic of Radio	L	T	S	W	D	V	P	T
1.1	Perspectives of sound: analog and digital sound	4	-	-	-	-	-	-	4
1.2	Concept of mono, stereo and surround sound	3	-	-	-	1	-	-	4
1.3	Radio program formats – news, newsreel, feature, talk, discussion,	5	-	-	3	-	-	-	8
1.4	Drama, phone-in program, music program, and commentary.	4	-	-	3	-	-	-	7

Unit-2	Studio and Microphones	L	T	S	W	D	V	P	T
2.1	Audio studio and its equipment	5	-	-	-	-	1	-	6
2.2	Nature and types of microphones	3	-	-	-	-	-	-	3
2.3	Selection and placement of microphones	2	-	-	1	1	-	-	4
2.4	Wireless Microphones	1	-	-	-	-	-	-	1

Unit-3	Radio Production	L	T	S	W	D	V	P	T
3.1	Basics of audio recording	6	-	-	1	-	-	-	7
3.2	Producing field based radio programs	3	-	-	1	-	-	-	4
3.3	Radio production team members	4	-	-	-	-	-	-	4
3.4	Radio Production chain	3	-	-	-	-	-	-	3

Unit-4	Audio Editing	L	T	S	W	D	V	P	T
4.1	Linear and nonlinear Audio editing	2	-	-	-	-	-	-	2
4.2	Types of sound effects	3	-	-	-	1	-	3	7
4.3	Mixing and dubbing techniques	4	-	-	-	1	-	3	8
4.4	Voice modulation, Common errors in pronunciation	4	-	-	2	-	-	1	7

Unit-5	Radio Transmission	L	T	S	W	D	V	P	T
5.1	Frequency distributions system	4	-	-	-	-	-	-	4
5.2	Antenna polarization – Antenna types	4	-	-	-	-	-	-	4
5.3	Operation of antenna in radio	2	-	-	-	-	-	-	2
5.4	Transmitter	1	-	4	-	-	-	-	1

Advertising

Unit-1	Introduction to Advertising	L	T	S	W	D	V	P	T
1.1	Concept, definitions and process of advertising	5	-	-	-	-	-	-	5
1.2	Need and scope of advertising	4	-	-	-	-	-	-	4
1.3	Growth and development of advertising in India	5	-	-	-	-	-	-	5
1.4	Careers in advertising	4	-	-	-	-	-	-	4

Unit-2	Media Planning	L	T	S	W	D	V	P	T
2.1	Classification of advertisement	4	-	-	-	-	-	-	4
2.2	Advertising campaign	4	-	-	-	-	-	-	4
2.3	Concept and process of media planning	4	-	-	-	-	-	-	4
2.4	Media Mix	4	-	-	-	-	-	-	4

Unit-3	Advertising Agency	L	T	S	W	D	V	P	T
3.1	Structure and functioning of ad agency	4	-	-	-	-	1	-	5
3.2	Process of preparing print advertisements	5	-	-	1	-	-	-	6
3.3	Process of preparing radio and television advertisements	6	-	-	1	-	-	-	7
3.4	Introduction to outdoor advertising	4	-	-	-	-	-	-	4

Unit-4	Advertising and Market	L	T	S	W	D	V	P	T
4.1	Media marketing, space and time selling	6	-	-	-	-	-	-	6
4.2	Market survey – audience, product and media profile	6	-	-	-	-	-	-	6
4.3	Television Ratings Points (TRP)	2	-	-	-	-	-	-	2
4.4	Methodology and process of ratings	3	-	-	-	-	-	-	3

Unit-5	Ad Copy	L	T	S	W	D	V	P	T
5.1	Ad Appeals	4	-	-	-	-	-	-	4
5.2	USP	2	-	-	-	-	-	-	4
5.3	Components of advertising copy layout Steps & types	5	-	-	-	-	-	-	2
5.4	Preparation of Clipping File of different advertisement	6	-	-	-	-	-	-	1

Media Law & Ethics

Unit-1	Introduction	L	T	S	W	D	V	P	T
1.1	Constitution and freedom of speech and expression	5	-	-	-	-	-	-	5
1.2	Meaning of defamation	4	-	-	-	-	-	-	4
1.3	Contempt of court	4	-	-	-	-	-	-	4
1.4	Right to information	5	-	2	2	-	-	-	9

Unit-2	Media Laws	L	T	S	W	D	V	P	T
2.1	Press and Registration of Books Act 1867	3	-	-	-	-	-	-	3
2.2	Working Journalists Act 1955	4	-	1	-	-	-	-	5
2.3	Copyright act 1957	3	-	-	-	-	-	-	3
2.4	Press Council Act 1978	4	-	1	-	-	-	-	5

Unit-3	Media Laws	L	T	S	W	D	V	P	T
3.1	Cinematography Act 1952	4	-	-	-	-	-	-	4
3.2	Prasar Bharti Act 1990	4	-	-	-	-	-	-	4
3.3	Cable Television Networks (Regulations) Act 1995	4	-	-	-	-	-	-	4
3.4	Information Technology Act 2000	4	-	-	-	-	-	-	4

Unit-4	Media Ethics	L	T	S	W	D	V	P	T
4.1	Invasion of privacy and vulgarity	4	-	-	-	-	-	-	4
4.2	Advertising and ethics	5	-	-	-	-	-	-	5
4.3	Issues of ethics in media	5	-	-	-	-	-	-	5
4.4	Cyber laws in India	4	-	-	-	-	-	-	4

Unit-5	Media Laws	L	T	S	W	D	V	P	T
5.1	Criminal procedure, IPC	4	-	-	-	-	-	-	4
5.2	Laws regulating FDI in media	4	-	-	-	-	-	-	4
5.3	Consumer protection Act, 1986	4	-	1	-	-	-	-	5
5.4	Trade mark act and patent act	5	-	-	-	-	-	-	5

New Media & Online Journalism

Unit-1	Introduction to New Media	L	T	S	W	D	V	P	T
1.1	Definition and Advantages of new Media	4	-	-	-	-	-	-	4
1.2	Characteristics and Technologies of New Media	5	-	-	-	-	-	-	5
1.3	New Media as a medium of Journalism and Communication	4	-	-	-	-	-	-	4
1.4	Websites of major International/National/Regional Newspapers, Magazines and Channels	6	-	-	-	-	-	-	6

Unit-2	Introduction to Online Journalism	L	T	S	W	D	V	P	T
2.1	Definition and Characteristics of Online-Journalism – Immediacy, Interactivity and Universality	5	-	-	-	-	-	-	5
2.2	Blogs, Blogosphere, Video Blogging	5	-	-	-	-	-	-	5
2.3	Websites, Pod cast	4	-	-	-	-	-	-	4
2.4	Features of Online Journalism – Hypertext, Multimedia	4	-	-	-	-	-	-	4

Unit-3	Online Reporting and Editing	L	T	S	W	D	V	P	T
3.1	Language and Style of Online Journalism, Writing for the Web	6	-	-	-	-	-	-	6
3.2	Tools for News Gathering	3	-	-	-	-	-	-	3
3.3	Dos and Don'ts of Internet Reporting	3	-	-	-	-	-	-	3
3.4	Editing Requirements – Content, Layout, Clarity, Style and Conciseness	6	-	-	2	-	-	-	8

Unit-4	Ethics in Online Journalism	L	T	S	W	D	V	P	T
4.1	Ethical issues in Online Journalism	4	-	-	-	-	-	-	4
4.2	Obscenity and Privacy	4	-	-	-	-	-	-	4
4.3	Copyright and Libel	3	-	-	-	-	-	-	3
4.4	Cyber Laws, Introduction to IT Act 2000	3	-	-	-	-	-	-	3

Unit-5	Introduction to Web Site Designing	L	T	S	W	D	V	P	T
5.1	Web Site Design Concepts	6	-	-	-	-	-	-	6
5.2	Graphic Design for the Web	5	-	-	-	-	-	-	5
5.3	Navigation and Site Design	5	-	-	-	-	-	-	5
5.4	Introduction to Web Site Publishing	3	-	-	-	-	-	-	3

Global Media

Unit-1	Introduction to Global Media	L	T	S	W	D	V	P	T
1.1	Introduction to main international newspapers	5	-	-	-	-	-	-	5
1.2	Major international television channels:	5	-	-	-	-	-	-	5
1.3	BBC, CNN, NHK, IBN	4	-	-	-	-	-	-	4
1.4	Major International radio channels: BBC, Voice of America	3	-	-	-	-	-	-	3

Unit-2	Media Scenario	L	T	S	W	D	V	P	T
2.1	Introduction to major global media companies	5	-	-	-	-	-	-	5
2.2	Present media scenario in Asia	4	-	-	1	-	-	-	5
2.3	Special reference to SAARC countries	4	-	-	-	-	-	-	4
2.4	Concept of media imperialism	3	-	-	-	-	-	-	3

Unit-3	Media Reports	L	T	S	W	D	V	P	T
3.1	New world communication order	5	-	-	-	-	-	-	5
3.2	Mac Bride Commission report	3	-	-	-	-	-	-	3
3.3	International flow of communication	4	-	2	-	-	-	-	6
3.4	Cross culture communication – Problems among nations	5	-	2	-	-	-	-	7

Unit-4	Media and market Forces	L	T	S	W	D	V	P	T
4.1	Misinformation and information war	4	-	-	-	-	-	-	4
4.2	Role of media in promoting humanity and peace	5	-	1	-	-	-	-	6
4.3	Market forces and media	4	-	1	-	-	-	-	5
4.4	Transnational media ownership	4	-	-	-	-	-	-	4

Unit-5	Global Technology	L	T	S	W	D	V	P	T
5.1	Global Satellite system	5	-	-	-	-	-	-	5
5.2	Global Internet Service	4	-	-	-	-	-	-	4
5.3	IPTV	3	-	-	-	-	-	-	3
5.4	UNESCO Mass Media Declaration	4	-	-	-	-	-	-	4

Media Management

Unit-1	Introduction to Media	L	T	S	W	D	V	P	T
1.1	Ownership patterns in media	2	-	-	-	-	-	-	2
1.2	Inflow of capital in Indian media	3	-	-	-	-	-	-	3
1.3	Major heads of income	3	-	-	-	-	-	-	3
1.4	Importance of management in media.	4	-	-	-	-	-	-	4

Unit-2	Introduction to media houses	L	T	S	W	D	V	P	T
2.1	Times group, Hindustan times group, Pioneer group, Express group, Hindu Group, India Today group, Bhaskar group, Jagran group, Sahara group, Tribune group, Malayalam Manorama group, Enadu group, Aanand Bazar Patrika Group, Rajasthan Patrika group. Prasar Bharti, Zee networks, Star India, NDTV group, Sun Network, TV18 group.	15	-	4	-	-	2	-	21

Unit-3	Organisational Structure	L	T	S	W	D	V	P	T
3.1	Structure and functioning of radio and television channel	7	-	-	-	-	-	-	7
3.2	Role of editorial, technical, marketing and HR sections	6	-	-	-	-	-	-	6
3.3	Recruitment, hiring and training of staff	4	-	-	-	-	-	-	4
3.4	Interpersonal relations	3	-	-	-	-	-	-	3

Unit-4	Media Marketing	L	T	S	W	D	V	P	T
4.1	Characteristic of different media	4	-	-	-	-	-	-	4
4.2	Media marketing techniques	5	-	-	-	-	-	-	5
4.3	Advertisement collection and corporate strategies	5	-	-	-	-	-	-	5
4.4	Space and time selling	4	-	-	-	-	-	-	4

Unit-5	Research in Media Management	L	T	S	W	D	V	P	T
5.1	Use of research in media management	5	-	-	-	-	-	-	5
5.2	Use of feedback in media management	4	-	-	-	-	-	-	4
5.3	Readership management system	4	-	-	-	-	-	-	4
5.4	ABC, NRS, INS, RNI	6	-	-	-	-	-	-	6

Communication Research

Unit-1	Basics of Research	L	T	S	W	D	V	P	T
1.1	Research: meaning and nature	6	-	-	-	-	-	-	6
1.2	Areas of communication research	4	-	-	-	-	-	-	4
1.3	Types of research	6	-	-	-	-	-	-	6
1.4	Research Approaches	5	-	-	-	-	-	-	5

Unit-2	Research Methodology	L	T	S	W	D	V	P	T
2.1	Hypothesis and research questions	6	-	-	-	-	-	-	6
2.2	Research design	3	-	-	-	-	-	-	3
2.3	Sampling - meaning and types	5	-	-	-	-	-	-	5
2.4	Random sample survey	4	-	-	-	-	-	-	4

Unit-3	Tools & Techniques	L	T	S	W	D	V	P	T
3.1	Source of data – Primary and Secondary	4	-	-	-	-	-	-	4
3.2	Preparing a questionnaire	4	-	-	-	-	-	-	4
3.3	Observation method	5	-	-	-	-	-	-	5
3.4	Interview method	6	-	-	-	-	-	-	6

Unit-4	Data Analysis & Writing	L	T	S	W	D	V	P	T
4.1	Tabulation and classification of data	6	-	-	-	-	-	-	6
4.2	Data analysis and interpretation	5	-	-	-	-	-	-	5
4.3	Report writing	3	-	-	-	-	-	-	3
4.4	Writing Executive Summary	3	-	-	-	-	-	-	3

Unit-5	Research Ethics	L	T	S	W	D	V	P	T
5.1	Literature Review	3	-	-	-	-	-	-	3
5.2	Graphical presentation	4	-	-	-	-	-	2	6
5.3	Preparation of Bibliography	2	-	-	-	-	-	1	3
5.4	Ethics in Communication Research	3	-	-	-	-	-	-	3

Public Relations

Unit-1	Introduction to Public Relations	L	T	S	W	D	V	P	T
1.1	Concept and definitions of public relations	5	-	-	-	-	-	-	5
1.2	Process of public relations	5	-	-	-	-	-	-	5
1.3	Need and scope of public relations	5	-	-	-	-	-	-	5
1.4	Growth and development of PR with special reference to India	4	-	-	-	-	-	-	4

Unit-2	Various Forms of P.R.	L	T	S	W	D	V	P	T
2.1	Public relations- advertising-propaganda-publicity	4	-	-	-	-	-	-	4
2.2	Corporate Communication: similarities and differences	4	-	-	-	-	-	-	4
2.3	PR set-up in private and public sectors	5	-	-	-	-	-	-	5
2.4	PR in globalised world	4	-	1	-	-	-	-	5

Unit-3	P.R. Tools	L	T	S	W	D	V	P	T
3.1	PR agency- structure and functions	5	-	-	-	-	-	-	5
3.2	Tools of public relations	4	-	-	-	-	-	-	4
3.3	House journal	4	-	-	-	-	-	-	4
3.4	PR writing for Press release, Press Conferences, Press Brief	6	-	-	3	-	-	-	9

Unit-4	P.R for Development	L	T	S	W	D	V	P	T
4.1	Internal and external public relations	4	-	-	-	-	-	-	4
4.2	Public relations campaigns	5	-	-	2	-	-	-	7
4.3	Careers in PR	4	-	-	-	-	-	-	4
4.4	PR for Development	4	-	-	-	-	-	-	4

Unit-5	Brief introduction to : P.R. Organisations	L	T	S	W	D	V	P	T
5.1	PIB	2	-	-	-	-	-	-	2
5.2	DAVP	2	-	-	-	-	-	2	2
5.3	PRSI, IPRA, PRCI	4	-	-	-	-	-	1	4
5.4	IPRC, IFPR	4	-	-	-	-	-	-	4

Television Production

Unit-1	T.V Programme formats	L	T	S	W	D	V	P	T
1.1	TV as a Medium of Communication	3	-	-	-	-	-	-	3
1.2	Fictional programs: soap operas, sitcoms, Serial, films etc.	5	-	-	-	-	-	-	5
1.3	Non-fictional programs: news, talk show, documentary, reality show etc.	5	-	-	-	-	-	-	5
1.4	T.V. Commercials	4	-	-	-	-	-	-	4

Unit-2	T.V. Production Process	L	T	S	W	D	V	P	T
2.1	Television production: meaning and scope	4	-	-	-	-	-	-	4
2.2	Video production process: pre production, production, post production	6	-	-	-	-	-	-	6
2.3	Production personnel and their duties and responsibilities	3	-	-	-	-	-	-	3
2.4	Key persons Technical Team, Production Team, Management Team	6	-	-	-	-	-	-	6

Unit-3	Camera and Lighting	L	T	S	W	D	V	P	T
3.1	Components of video camera	4	-	-	-	1	-	-	5
3.2	Basic shots and their composition	4	-	-	1	1	-	-	6
3.3	Lighting equipment and control	3	-	-	-	1	-	-	4
3.4	Introduction to make up techniques	2	-	-	-	-	-	-	2

Unit-4	Video Editing	L	T	S	W	D	V	P	T
4.1	Editing - meaning and significance	4	-	-	-	-	-	-	4
4.2	Grammar and aesthetics of editing	4	-	-	-	-	-	-	4
4.3	Editing equipment	4	-	-	-	-	-	-	4
4.4	Introduction to non-linear editing	3	-	-	1	-	-	-	4

Unit-5	T.V. Script	L	T	S	W	D	V	P	T
5.1	Script and Story Board	5	-	-	2	-	-	-	7
5.2	Writing Voice over	3	-	-	2	-	-	-	5
5.3	Floors and Studio Management	4	-	-	-	-	1	-	5
5.4	Live transmission	3	-	-	-	-	1	-	4