

S904

COP(F) – SOFTWARE TESTING AND QUALITY ASSURANCE

L	T	P	C	Theory Paper	Practical Exams	Internal Evaluation	Total Marks
3	0	0	3	40	---	10	50

Course Objectives:

- Understand, Learn and Apply the Theoretical and Practical Knowledge of Software Testing.
- Introduce Quality Models, Factors Affecting Quality, Various Characteristics and Relationship, Quality Metrics, Estimation Techniques, Quality Assurance and Control, and Certification.
- Understand, Learn and Analyze the Code by Applying Code Inspection, Review and Structured Walkthrough Approaches for Static Testing Software Product.
- Understand the Key Concepts of Software Testing Such as Types, Levels, Process, Strategies and Metrics of Software Testing and Defect Management.
- Learn the Various Testing Techniques and Hands on Testing Tool for Designing, Exercising the Test Case on Sut and Auditing the Results.
- Introduce, Understand and Learn Features and Working of Various Tools of Software Testing and Apply on Different Software Artifacts.

Course Outcomes :

1. Explain and Apply Knowledge of Key Concepts of Software Testing, Quality and Testing Tools.
2. Draw the DD Graph and Identify the Various Test Cases from Paths of Flow Graph of Software Testing Problem and Determine the Complexity of Software.
3. Design Test Cases and Develop Test Suite, Write Test Scripts, Set Environmental Variables for Carrying Out the Various Levels of Testing Manually and Automatically.
4. Manage Software Defects, and Risks Within a Software Project.
5. Work Effectively in Profile of Software Tester, Quality Assurance and Control officer, Project Manager and Leaders.

Unit-wise Syllabus :**UNIT-I**

Software Testing Process, Objectives, Testing Techniques, Software Testing Life Cycle, Concept of Testing, Types of Errors, Stubs and Drivers Verification and Validation, Different Types of Verification & Validations Mechanisms, Concepts of Software Reviews, Code Inspection and Code Walkthrough, Testing of Component Based Software System, Energy Efficient Testing, Mobile Application Testing.

UNIT-II

Software Testing Methods, Testing Fundamentals, Test Case Design, White Box Testing and its Types, Black Box Testing and its Types, Software Testing Strategies, Strategic Approach to Software Testing, UNIT Testing, Integration Testing, Validation Testing, System Testing, Test Planning, Budgeting and Scheduling.

UNIT-III

Software Testing Metrics, Concept and Developing Testing Metrics, Different Types of Metrics, Complexity Metrics, Defect Management, Definition of Defects, Defect Management Process, Defect Reporting, Metrics Related to Defects, Using Defects for Process Improvement.

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UNIT-IV

Software Quality, Factors Affecting Software Quality, Quality Models, Software Quality Estimation, Quality Metrics, Quality Assurance, SQA Activities, Software Reviews, Formal Technical Reviews, Quality Control Quality Management, and, SQA Plan. Quality Improvement, Pareto Diagrams, Cause-Effect Diagrams, Scatter Diagrams, Run Charts, Total Quality Management, Statistical Quality Assurance, Software Reliability, the ISO 9001 Quality Standard, Six Sigma, Informal Reviews.

UNIT-V

Quality Costs, Quality Cost Measurement, Utilizing Quality Costs for Decision-Making. Manual Vs Automatic Testing, Basics of Automated Testing, Drawback of Manual Testing, Advantages of Automation of Testing, Factors for Automation Testing, Types Automation of Testing Tools, Introduction to QTP, QTPIDE, Basic Components in QTP, QTP Framework, Write Scripts, Introduction to Winrunner, and Rational Robot.

Reference Books:

1. Roger S. Pressman, Software Engineering – a Practitioners Approach, McGraw Hill Education; 7 Edition, 1 April 2009.
2. K.K. Aggarwal&Yogesh Singh, “Software Engineering”, 2nd Ed., New Age International Publishers, New Delhi, 2005.
3. KshirsagarNaik, PriyadarshiTripathy, Software Testing and Quality Assurance Theory and Practice, Wiley-Spektrum; 1 Edition, August 18, 2008.
4. Donna C. S. Summers, Quality Management, Pearson; 2 Edition, April 26, 2008
5. Yogesh Singh, Software Testing, Cambridge University Press, 2012
6. William Perry, “Effective Methods for Software Testing”, John Wiley & Sons, New York, 1995
7. Louise Tamres, “Software Testing”, Pearson Education Asia, 2002
8. CemKaner, Jack Falk, Nguyen Quoc, “Testing Computer Software”, Second Edition, Van Nostrand Reinhold, New York, 1993.
9. Boris Beizer, “Black-Box Testing – Techniques for Functional Testing of Software and Systems”, John Wiley & Sons Inc., New York, 1995.

COs	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
1	3	3	2	2	3	2				2		1
2	3	3	3	2	1					1		1
3	3	3	3	3	2				2	2		1
4	3	2	2		1				2		3	1
5	2	1	1						3	2	3	1

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CRIMINAL PROCEDURE SYSTEM AND CRIME REPORTING

Unit-I Introduction		L	T	S	W	D	V	P	T
1.1 Crime : Definition, types forms of punishment in brief.	3	-	-	-	-	-	-	-	3
1.2 Theories of causation of crime : Pre-classical and Neo-classical,	3	-	-	-	1	-	-	-	4
1.3 Constitutional, geographical, economic, psychological, sociological, multiple-causation approach	3	-	-	-	-	-	-	-	3
1.4 General factor of crime	3	-	-	-	-	1	-	-	4
1.5 Forms of punishment in brief.	3	1	-	-	-	-	-	-	4

Unit-II		L	T	S	W	D	V	P	T
2.1 Criminal justice System : Police organization at district, state & central level. Hierarchy of police department, Major investigating agencies of India,	3	-	-	-	-	-	-	-	3
Powers and limitations of police personnel,	3	-	-	-	1	-	-	-	4
Organization of court in India. Jurisdiction of court in criminal cases, prosecution. F.I.R. case diary, roznamacha.	3	-	-	-	-	-	-	-	3
Report Writing and Evidence Evaluation: Report formats of crime scene and laboratory findings.	3	-	-	-	-	1	-	-	4
Court Testimony: Admissibility of expert testimony, Procourt Preparation & Court Appearance, Examination in Chief & Re-Examination, Cross Examination. Legal Vocabulary	3	1	-	-	-	-	-	-	4

Unit-III Introduction to Indian laws		L	T	S	W	D	V	P	T
- IPC, C.R.P.C., Evidence Act	3	-	-	-	-	-	-	-	3
Indian Penal Code : Introduction, general exceptions, offences against person, offences against property, Attempt to suicide, Sexual offences.	3	-	-	-	1	-	-	-	4
Criminal Procedure Code : Introduction and General idea of sections : 291-93, 154, 155, 156, 157, 158, 159, 160, 161, 162, 172, 173, 174, 175 and 176.	3	-	-	-	-	-	-	-	3
Indian Evidence Act. : Introduction and General idea of sections : 32,45,	3	-	-	-	-	1	-	-	4

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46,47,57,58,60,73,135,136,137, and 159.									
Introduction to Constitution and matrimonial laws	3	1	-	-	-	-	-	-	4

Unit-4 Legal System									
Forensic Science And Medical Jurisprudence: Basic Principles And Its Significance. History & Development Of Forensic Science..	L	T	S	W	D	V	P	T	
Nature And Scope Of Forensic Science	3	-	-	-	-	-	-	-	3
Organizational Structure Of Forensic Science Laboratories At Central & State Level. Ethics In Forensic Science.	3	-	-	1	-	-	-	-	4
Scene Of Crime : Types, Protection Of Scene Of Crime, Preservation (Recording) Of Scene Of Crime - Photography And Sketching Method.	3	-	-	-	-	-	-	-	3
Physical Evidence : Meaning, Types, Search Methods, Collection And Preservation, Forwarding Chain Of Custody. Collection, Preservation, Packing And Forwarding Of Blood, Semen And Other Biological Stains, Firearm Exhibits, Documents, Fingerprint, Viscera, Hair & Fiber, Glass, Soil And Dust, Petroleum Product, Drug And Poisons, Etc.	3	-	-	-	1	-	-	-	4

Unit-V									
Crime Reporting - Skills and Essentials, Source of Crime Reporting, Qualities of a Crime reporter, Duty and precaution in crime reporting	L	T	S	W	D	V	P	T	
Basics of Crime Reporting: Crime Reporters duties, Ethical aspects of crime reporting	3	-	-	1	-	-	-	-	4
Meaning of first information report (FIR), Methodology to be adopted by a crime reporter.	3	-	-	-	-	-	-	-	3
Court Reporting: Contempt of court, Things to be taken care of in court reporting,	3	-	-	-	1	-	-	-	4
Public Interest litigation (PIL)	3	1	-	-	-	-	-	-	4

Signature (S.V.V.)

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Unit-2	Strategic and Personnel Management	L	T	P
2.1	Hierarchy, Functions and Organizational Structure of Different Departments – General Management, Finance, Circulation (Sales Promotion – Including Pricing and Price – War Aspect). (Lecture, Field Work, Group Discussion)	02	01	01
2.2	Advertising (Marketing), Personnel Management, Production and Reference Sections; Apex Bodies: DAVP, INS, ABC. (Lecture, Field Work, Group Discussion)	03	01	---
2.3	Changing Role of Editorial Staff and Other Media Persons, Editorial – Response System. (Lecture, Field Work, Writing Practice)	02	---	---
2.4	Economics of Budgeting and Finance, Advertising and Sales Strategy, Competition and Survival- Evolving Strategy and Plan of Action, (Lecture, Field Work, Group Discussion)	03	---	---
2.5	Print, Radio, Television, Indian Media Consumer, Media Industry and Regulation- Market Structures in Media Industry, Determinants of Market Structures in Media Industry, Media Regulation, Ownership Patterns- Media Ownership, Types of Ownership, Cross Ownership of Media – Meaning and Current Status, Media Convergence (Lecture, Field Work, Writing Practice)	04	---	---
Total Hours		17		

Unit-3	Management and Administration	L	T	P
3.1	Programme Production – Planning, Execution, Production Terms, Control Practices and Procedures. (Lecture, Field Work, Writing Practice)	02	01	01
3.2	Scheduling, Transmitting, Record Keeping, Quality Control and Cost Effective Techniques. (Lecture, Field Work, Group Discussion)	02	01	---
3.3	Employee / Employer and Customer Relations Services; Marketing Strategies – Brand Promotion (Space/Time, Circulation) – Reach – Promotion – Market Survey Technique. (Lecture, Field Work, Group Discussion)	03	01	---
3.4	Human Resource Development for Media. (Lecture, Group Discussion)	01	01	---
3.5	Foreign Equity in Indian Media (Including Print Media) and Press Commissions on Indian Newspaper Management Structure. (Lecture, Field Work, Group Discussion)	02	01	---
Total Hours		16		

Unit-4	Entrepreneurial Management	L	T	P
4.1	Basic Elements of Entrepreneurship in Print Media, Key Functions of Entrepreneurs. Concepts and Theories of Motivation and Leadership. (Lecture, Group Discussion, Presentation)	03	---	---
4.2	Identifying and Evaluating Business Opportunities – Need for SWOT Analysis. Preparing Business Plan. Importance of Business Plan. (Lecture, Group Discussion, Presentation)	03	01	---

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4.3	Sources of Finance for Business Venture. Working Capital Management. Inventory Control – Classical-ABC Analysis. Understanding Problems and Prospects, Case Studies. FDI in Media (Lecture, Presentation)	03	01	01
4.4	Concepts of Budgets & Budgeting Control System. Break-Even Analysis. . Reading Balance Sheet/ Profit & Loss A/C Deciding Organization Structure – Proprietorship, Partnership, Joint-Stock Company Concept of Quality Control & Total Quality Management. (Lecture, Group Discussion)	03	01	---
4.5	ISO 9000 Certification/ Market Research & Marketing Strategy Formulation, Legal Procedures of Licensing Registration for Print, Broadcast and Digital (Lecture)	03	---	---
Total Hours		19		

Unit-5	Analysis and Management	L	T	P
5.1	Customer Relationship Management in Media.. Broadcast Management – TV and Radio, FM, Audience Research, Programming Strategies, FM Radio in India. The Market and The Audiences, an Analysis, Issues of Broadcast Management. (Lecture, Field Work, Group Discussion, Presentation)	03	01	---
5.2	Functions of Brand Management, Advertising and Promotions. (Lecture, Field Work, Group Discussion, Presentation)	02	01	---
5.3	Training, Research, Reference Section, Corporate Communication, CRM and MIS Departments (Lecture, Group Discussion)	02	01	---
5.4	Recent Trends in Indian Media Management Scene: Global Competition in Indian Media Scene Foreign Media Industries in India. (Lecture, Group Discussion, Presentation)	02	01	---
5.5	Inventory Management (Raw and Finished Product) Purchase Management, Issues Involved in Importing of Newsprint and Machines (Lecture, Presentation)	02	---	01
Total Hours		16		

Practical/Project/Assignments :-

- Prepare a report on the working of any media organization's Marketing, Accounting, Advertising and Circulation department.
- Prepare a plan to start a new venture of media organization.
- Write an article on the recent trends in Indian newspaper industry.
- Prepare a Media Plan for Television Advertisement.

Suggested Readings :-

- *Ready Fire, Aim-* Michael Masterson (Agora Publishers), 2nd Edition.
- Tom Gegax and Phil Bolsta, *The Book of Small Business*, Harper-Collins
- *Small Giant-* Bo Burlingham, Penguin Publishers
- Berger John (1972) , *Ways of Seeing*, London: BBC

- Berger, Arthur Asa (2005), *Media Analysis Techniques*. San Francisco: Sage Publication.
- Gillian Rose (2001), *Visual Methodologies*. New Delhi: Sage Publications
- Howells Richard (2005), *Visual Culture*. Cambridge: Polity Press.
- Mirzoeff, F. *An Introduction to Visual Culture*, London: Routledge.
- Tony Thwaites and Lloyd Davis (2002), *Introducing Cultural and Media Studies*. London: Paalgrave
- Walker John (1997), *Visual Culture*. New York: Manchester University Press.
- Kothari Gulub (1995), *Newspaper Management in India*, Intercultural Open University
- Chiranjeev Avinash (2000), *Electronic Media Management*, Authors Press.
- Peter Pringle.K. et. al. (1989), *Electronic Media Management*, Focal Press.
- Gunarathne Shelton A. (2000), *Handbook of Media in Asia*, Sage.
- Batra Rajiv (2000), *Advertising Management*, Prentice Hall.
- मंडल दिलीप (2011), कॉरपोरेट मीडिया, दलाल स्ट्रीट, राजकमल प्रकाशन प्रा. लि., नई दिल्ली
- मंडल दिलीप (2016), चौथा खम्भा प्राइवेट लिमिटेड, राजकमल प्रकाशन प्रा. लि., नई दिल्ली

E-Resources :-

- www.Afaqs.com
- www.eventia.org.uk
- www.eventfaqs.com
- Experiential Marketing Forum.[http:// www.experientialforum.com](http://www.experientialforum.com)
- International federation of Phonographic Industries. www.ifpi.org
- Indian Performing Right Society.[http:// www.indiavibes.com/iprs/](http://www.indiavibes.com/iprs/)
- Ministry of Information and Broadcasting.<http://mib.nic.in>
- Media Research Users Council (MRUC).<http://mruc.net/>
- Newspaper Association of America. www.naa.org
- Outdoor Advertising Association.[http:// www.oaa.org.uk/](http://www.oaa.org.uk/)
- Zee Television. www.zeetelevision.com

OE-4: PRODUCTION FOR ADVERTISEMENT & PUBLIC RELATIONS

Total Marks: Theory-25 Practical-15 Internal-10 Credit-3

COURSE OBJECTIVES

1. To understand the Production process of an Advertisement and its pipeline.
2. To understand the Production process of PR tools with the right techniques.
3. To learn the essence of creating action demanding stories required in Ad and PR.
4. To understand the various elements of producing Advertisement and PR tools.
5. To understand the various elements of Post-Production for Advertisement and PR tools.

LEARNING OUTCOMES

1. Students should be able to apply creative skills for Advertisement.
2. Students should be able to apply creative skills for Public Relations.
3. Students should have the ability to create Pre-Production for APR.
4. Students should have the ability to create Production for APR.
5. Students should have the ability to create Post- production for APR.

Course Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	2	2	2	2	-	2	-	1	2	2	1	2	2	1
CO2	2	2	2	2	2	-	2	-	1	2	2	1	2	2	1
CO3	3	3	-	-	-	2	2	1	1	2	2	1	1	2	3
CO4	3	3	-	-	-	-	2	1	1	2	2	1	1	2	3
CO5	3	3	-	2	-	2	2	1	1	2	2	1	1	2	3

3- High, 2-Significant, 1-Low

Unit-1	Public Relations tools and techniques	L	T	P
1.1	Definition of PR: Concept, Scope, Purpose, Growth, How PR is different from Advertising, Changing PR landscape.(Lecture through Demonstration and Practical)	2	1	-
1.2	Print & Traditional tools for PR with the help of supporting software – House Journal, Annual Reports, Flyers or Brochures, Hoardings, Street Furniture etc.(Lecture through Demonstration and Practical)	2	1	-
1.3	Electronics tools for PR – Photos, Television Programmes, Radio Programmes, Films, and Documentary etc.(Lecture through Demonstration and Practical)	2	1	-
1.4	New Media for PR- Websites, Social media, Search Engine Optimization & Search Engine Marketing, E-Journal, Direct mail. (Lecture through Demonstration and Practical)	2	1	-

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1.5	Campaign development for Print Ad, Commercial, Web Campaign and Outdoor campaign etc. (Lecture through Demonstration and Practical)	2	1	-
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Unit-2	Print Advertising Production	L	T	P
2.1	The need for Advertising- In perspectives of Social Scenario. (Lecture with PPT)	4	-	-
2.2	Understanding the Customer/Consumer Behaviour and Client Behaviour. (Lecture with PPT)	4	-	-
2.3	Principles of Copy writing and Advertising design (Lecture and Demonstration of Script)	2	1	
2.4	Writing for Visuals - How to use words effectively and precisely. Balance between Words, Visuals and power of silence. (Lecture, Group Discussion and Practical)	2	1	1
2.5	Making of Print Ad (Display Ad) using latest tools like Photoshop. (Lecture, Demonstration and Print Ad Production)	2	-	2

Unit -3	Pre – Production for Advertisement & PR	L	T	P
3.1	Idea Generation – Significance of topic, Societal welfare, Public Interest, Visualization, Treatment and structure for documentary. (Lecture through PPT and Practical)	1	-	3
3.2	Research – Content analysis, Location research, Collection of content from authentic source and subject expert. (Lecture through PPT and Practical)	1	-	3
3.3	Drafting script – Target audience, Time, First draft, Treatment and synopsis. (Lecture through PPT and Practical)	1	-	3
3.4	Layout story boarding of documentary. (Lecture through PPT and Practical)	1	-	3
3.5	Planning and Budgeting – Team building, Location finalising, Schedule finalising, Funding sources. (Lecture through PPT and Practical)	1	-	3

Unit-4	Production for Advertisement & PR	L	T	P
4.1	Shooting for documentary – Basics of camera and visual grammar. (Lecture through PPT and Practical)	1	-	3
4.2	Light techniques- Key light, Fill Light, Back Light. (Lecture through PPT and Practical)	1	-	3
4.3	Sound for documentary- Background Score, Voice over, Sound effect, International track for sound. (Lecture through PPT and Practical)	1	-	3
4.4	Production crew and their responsibilities for documentary production. (Lecture through PPT and Practical)	3	-	
4.5	Do's and Don'ts in documentary production. (Lecture through PPT and Practical)	3	-	

Unit-5
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Unit-5	Post-production for Advertisement & PR	L	T	P
5.1	Post- Production- Types of editing software's, Adobe premiere and final cut pro.(Lecture through PPT and Practical)	1	-	3
5.2	Editing Techniques - Match cut, Smash cut, Invisible cut, 3 point editing, L cut, J cut.(Lecture through PPT and Practical)	1	-	3
5.3	Stage s of Editing - Logging to system, Rough cut, Final cut. (Lecture through PPT and Practical)	1	-	3
5.4	Music in Documentary - Use of narration, Importance of background score, Sound effects.(Lecture through PPT and Practical)	1	-	3
5.5	Titling, Importance of Supers, Advantages and need of sub-titling and export & DVD authoring.(Lecture through PPT and Practical)	1	-	3

PRACTICAL/PROJECTS/ASSIGNMENTS:

- Shoot a complete ad film of any Brand with duration of minimum 30 sec.
- Individual assignment for Script Writing of a Corporate Ad film.
- Make a Print Ad Campaign with various format of a product of minimum 3 ads.
- (Poster, pamphlet, Billboard)
- Develop a Radio Advertisement i.e. of Jingle based.

SUGGESTED READINGS:

- Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
- Chunawala & Sethia. Foundations of Advertising ,8th edition .India: Himalaya Publishing.
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico.
- Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books
- Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage
- Millerson, Gerald. (2009) Television Production. Burlington, MA: Focal Press.
- Sharma, Sangeeta and Singh, Raghuvir (2009): Advertising Planning and Implementation, PHI Learning Private Limited, New Delhi
- Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Wells, Burnett, Moriarty. Advertising Principles & Practices -5th edition. India: Prentice Hall

E-RESOURCES:

- www.afaqs.com
- www.exchange4media.com
- www.ourmedia.org
- www.brandchannel.com
- www.campaignindia.in
- www.brandrepublic.com
- www.adsoftheworld.com
- www.pitchonnet.com
- <https://www.mediacollege.com/>

M.Sc. Film Production: Semester - IV

OE - 4: Documentary Film Making

S709

Total Marks: Theory-25 Practical-15 Internal-10 Credit-3

COURSE OBJECTIVES

- Knowing the History, Significance, Terminologies, Types and formats of Documentary for the purpose of Application.
- Understanding the meaning and use of 'Language of Documentary' in light of essential Elements, modes and Point of view.
- Knowing various steps involved in 'Documentary pre-production-stage' along with their execution.
- Knowing various steps involved in 'Documentary Production-stage' along with their execution.
- Knowing various steps involved in 'Documentary Post-production-stage' along with their execution.

LEARNING OUTCOMES

- Apply knowledge of Documentary Writing.
- Understanding various Techniques of Script Writing.
- Understanding various tools and techniques of Pre Production.
- Apply the concepts of audio-visual grammar and Lighting Techniques while executing the Shoot for Documentary format.
- Apply Working knowledge of Editing Software.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2	2	1	-	-	1	-	-	-	-	-	-	1	-	2
CO2	2	2	1	-	-	-	-	-	-	-	-	-	1	-	2
CO3	2	2	-	-	-	-	-	-	-	-	-	-	1	-	2
CO4	2	2	-	2	-	-	-	-	-	-	2	-	1	-	2
CO5	2	2	-	2	-	-	-	-	2	2	2	-	1	-	2

3- High, 2-Significant, 1-Low

Unit-1	Introduction to Documentary	L	T	P
1.1	Documentary :History and Origin (Lecture)	1	-	-
1.2	Understanding Documentary-Importance and Need in Society & Commercial aspects. (Lecture)	2	-	-
1.3	Types of Documentaries – Expository, Impressionistic, Observational, Reflexive, Experimental, Participatory, Per-formative. (Lecture with PPT)	2	-	-
1.4	Documentary Formats - Documentary, Documentation, Docu-Drama & Docu-Fiction. (Lecture with PPT and showing video clips)	2	-	-
1.5	Terminology of Documentary - Official Vocabulary & Spontaneous Expressions. (Lecture with PPT)	2	-	-

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Unit-2 Language of Documentary		L	T	P
2.1	Essential Elements of Documentary Script (Lecture with PPT)	1	-	-
2.2	Modes of Documentary Script – Shooting according to Script and Writing according to Visuals. (Lecture with PPT and Practical)	1	-	1
2.3	Understanding the Visual elements of Documentary Script (Lecture with PPT and Practical)	1	-	1
2.4	Understanding the sound used in Documentary Script (Lecture with PPT and showing video clips)	1	1	-
2.5	Understanding the Point of view in Documentary Script (Lecture with PPT and showing video clips)	1	1	-

Unit -3 Documentary Pre - Production		L	T	P
3.1	Idea Generation – Significance of topic, Society Welfare, Public Interest, Visualization, Treatment and Structure for Documentary. (Lecture with PPT and Practical)	1	-	1
3.2	Research – Content analysis, Location Research, Collection of Content from Authentic source and Subject expert. (Lecture with PPT and Practical)	1	-	1
3.3	Drafting script – Target audience, Time, First Draft, Treatment and Synopsis. (Lecture with PPT and Practical)	1	-	1
3.4	Layout Story Boarding of Documentary. (Lecture with PPT and Practical)	1	-	1
3.5	Planning and Budgeting – Team Building, location Finalising, Schedule Finalising, Funding sources. (Lecture with PPT and Practical)	1	-	1

Unit-4 Documentary Production		L	T	P
4.1	Shooting for documentary – Basics of Camera and Visual Grammar. (Lecture with PPT and Practical)	1	-	2
4.2	Light Techniques- Key light, Fill Light, Back Light. (Lecture with PPT and Practical)	1	-	2
4.3	Sound for Documentary- Background Score, Voice over, Sound Effect, International track for Sound. (Lecture with PPT and Practical)	1	-	2
4.4	Production Crew and their Responsibilities for Documentary Production. (Lecture with PPT and Practical)	1	-	1
4.5	Do's and Don'ts in Documentary Production. (Lecture with PPT)	1	-	-

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Unit-5	Documentary Post-production	L	T	P
5.1	Post- Production- Types of editing software's, Adobe Premiere and Final Cut Pro. (Lecture with PPT and Practical)	1	-	2
5.2	Editing Techniques - Match cut, Smash cut, Invisible cut, 3 point editing, L cut, J cut, Late Cut and Jump Cut. (Lecture with PPT and Practical)	1	-	2
5.3	Stage s of Editing - Logging to system, Rough cut and Final cut. (Lecture with PPT and Practical)	1	-	2
5.4	Music in Documentary - Use of Narration, Importance of background score, Sound Effects. (Lecture with PPT and Practical)	1	-	2
5.5	Titling, Importance of Supers, Advantages and need of Sub-titling and Export & DVD Authoring. (Lecture with PPT and Practical)	1	-	2

Practical/Projects/Assignments:

- Camera Handling Practice.
- NLE Editing Practical.
- Making of a Documentary Film of maximum 5 minutes.
 - a) Decide upon a concept.
 - b) Research work on the concept.
 - c) Shooting & editing based on the research work.

Suggested readings:

- Ascher, Steven. & Pincus, Edward. (2012) The Filmmaker's handbook, Plume, a member of Penguin Group (USA) Inc.
- Hewitt, J. et. al. (2009). Documentary Filmmaking: A Contemporarys Field Guide. OUP.
- Inman, Roger. & Smith, Greg.(1981-2006) Television Production Handbook.
- Jayshankar, K. P. A Fly in the Curry: Independent Documentary Film in India.
- Millerson, Gerald. (2009) Television Production. Burlington, MA:Focal Press.
- Nichols, B. (2010). Introduction to Documentary. Bloomington: Indiana University Press.
- Rabiger.(2009). Michael, Directing the Documentary. Focal Press.
- Rosenthal, Alan. (2002).Writing, Directing and Producing Documentary Films and Videos. Southern Carbondale and Edwardsville: Illinois University Press.
- Sharma, Aparna. Documentary Films in India: Critical Aesthetics at Work.

e-Resource :

- <https://www.mediacollege.com/>
- <https://files.eric.ed.gov/fulltext/ED102559.pdf>

4M.Sc.(NM)5-OE4: Mobile Journalism

SF39

Total Mark : Theory- 25 Practical- 15 Internal- 10

Credits- 3

COURSE OBJECTIVES

1. Understand the basics of Mobile Journalism
2. To learn various equipment's used in Mobile Journalism
3. To learn various software and applications used for Mobile Journalism
4. To learn the technique of MOJO Reporting and Visual Storytelling through Mobile.
5. Overview the future of Mobile Journalism and analyze the future technology used for Mobile Journalism.

COURSE OUTCOMES (COs)

1. Student would know the basics of MOJO.
2. Student would learn and apply Tools of MOJO.
3. Use software for Mobile Journalism.
4. Practice Storytelling Techniques for Creating Snackable and Shareable Visual Content for Mobile Audiences.
5. Able to create a Wide Range of Multimedia Content and to Organize Workflows.

Unit-1	Mobile Journalism	L	T	P
1.1	Mobile Journalism Vs Traditional Journalism (Lecture, Discussion)	1	-	-
1.2	Introduction of Mobile Journalism (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	-
1.3	Advantages of Mobile Journalism (Lecture, Expert Online Tutorials)	1	-	-
1.4	Required Skills for MOJO (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	1	1
1.5	Managing Smartphone Limitations for MOJO (Lecture, Discussion)	2	-	1

Unit-2	Basic Equipment's for Mobile Journalism	L	T	P
2.1	Basic Requirement, Power Backup and Protection of Equipment (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	-
2.2	Stability Equipment (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
2.3	Grips and Gimble (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1

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2.4	Audio Equipment (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
2.5	Lens Accessories and Lighting Equipment (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1		1

Unit -3	Software and Application for Mobile Journalism	L	T	P
3.1	Photo Shooting and Editing (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	1	-
3.2	Video Recording (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
3.3	Video Editing (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
3.4	Audio Recording and Editing (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
3.5	Live Streaming (Face book, YouTube etc.) (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	-	1	1

Unit-4	Mobile Journalism Workflow	L	T	P
4.1	Planning-Story Angle, Potential Sources/Interviewee, Potential Shots and Script Idea (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	1	-
4.2	News Gathering (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
4.3	Shooting, Scripting, Editing (Lecture, Tutorial, Practical, Class Activity Through Assignments and Presentations)	1	-	1
4.4	Share, Publish or Broadcast (Lecture, Research Reports Tutorials, Expert Online Tutorials, Using Visual Archives for Discussion)	-	-	1
4.5	Case Study /Experience (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	-	-	1

Unit-5	Future of Mobile Journalism	L	T	P
5.1	Practices of Modern MOJO (BBC, SKY, NDTV) (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	1	1
5.2	Evolution of Wearable' s (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	-
5.3	Google Lens (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	1

5.4	Glass Journalism (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	1
5.5	Augmented Reality Storytelling and Journalism (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	-

CO-PO MAPPING

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	-	2	-	1	1	-	-	1	2	2	-	-	-	2
2	2	1	2	-	2	1	1	-	2	2	2	-	-	-	2
3	2	-	2	2	2	1	-	1	2	1	-	-	-	-	2
4	2	2	2	-	3	2	-	-	2	-	2	1	-	-	2
5	2	2	2	1	2	1	-	-	2	1	2	-	2	2	2

3-Strong, 2-Moderate, 1-Weak

Practical/Projects/Assignments:

- During Class, go to the Promenade and interview at least three people at the any Event.
- News making Through MOJO
- Prepare a news/ story Through MOJO
- Implement Facebook live

Suggested Readings:

- Burum, I., & Quinn, S. (2016). Mojo: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad. New York: Focal Press, Taylor & Francis Group.

E-Resource :

- <https://www.ibc.org/Production/spotlight-on-mobile-journalists/2802.article>

S769

MAMC : IV SEM				Marks:50			Credits:3		
OE 4:CREATIVE WRITING				Th	Pr	la	Contact Hrs		
							L	T	P
				25	15	10	2	-	2

Course Objectives

- To explore the creative process through writing.
- To expand & refine Vocabulary & style resources.
- To make the students familiar with the conventions of the craft of Story writing & poetry.
- To develop an understanding of different techniques of writing for Drama.
- To develop the skill of Persuasive writing.

Learning Outcomes

- Understand the basic techniques and terminology of creative Story writing.
- Understand the basic techniques and terminology of Poetry writing.
- Develop a Critical reading skill for critiquing Fiction, Essays, and Poetry, both one's own and peers.
- Understand the importance of revision within the creative writing process.
- Define Persuasion and summarize reasons to write persuasively.

CO-PO MAPPING

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	-	-	-	-	-	-	2	-	2	2	-	-	1
2	3	2	-	-	-	-	-	-	2	-	2	2	-	-	1
3	-	2	3	1	2	-	2	-	2	-	1	-	-	2	2
4	-	2	3	-	-	-	-	-	3	-	2	2	-	-	-
5	2	2	2	-	-	-	-	-	2	-	2	1	-	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Basic Writing Concepts (Total hours -L+T+P = 9 Hrs)	L	T	P
1.1	How to Write Consistently and Clearly (Classroom Lecture, Group Exercises)	1	-	1
1.2	Grammar Rules, Punctuation (Classroom Lecture, Group Exercises)	1	-	1
1.3	Types Of Sentences (Classroom Lecture)	1	-	1
1.4	Clauses, Voice and Mood (Classroom Lecture)	1	-	
1.5	Reading Skills (Classroom Lecture, Book Reading Sessions)	1	-	1

5.3	Hand outs , Pamphlets and Posters (Classroom Lecture, Learning by doing, Group Exercises, Presentations)	1	-	1
5.4	Speeches (Classroom Lecture, Case studies, Presentations, Study of Great Speeches)	1	-	
5.5	Writing Advertising Copy (Classroom Lecture, Copywriting Exercises, Presentations)	1	-	1

Practical/Projects/Assignments :

- Write a book review.
- Write short stories on science fiction, adventure, romance and horror.
- Convert a short story into a screenplay.
- Theatre workshop and screening of a play developed by the students.
- Presentation on the analysis of any classic drama staged recently in the city.
- Writing poems on various themes.
- Designing pamphlets for any product.
- Designing posters on any social issue.
- Speech writing exercises.
- Developing a print advertisement for any FMCG product.
- Any other assignment given by the concerned faculty.

Suggested Readings:

- Annie Dillard (2013). The Writing Life: Harper Perennial.
- Brandilyn Collins (2015). Getting into Character: Seven Secrets a Novelist Can Learn from Actors' 2 edition: Challow Press.
- Field, S. (2005). Screenplay: The Foundations Of Screenwriting Revised Edition :Delta.
- Field. S.(2003) The Definitive Guide to Screenwriting: Ebury Press.
- James Scott Bell (2004). Plot & Structure: Techniques and Exercises for Crafting a Plot that Grips Readers from Start to Finish, Fifth edition: Writer's Digest Books.
- Marie Arana (2003). Writers on How They Think and Work, 1 edition: PublicAffairs.
- Valladares June (2000). The Craft of Copy Writing. New Delhi, India: Sage Publications.
- William Strunk Jr. and E.B. White (2016). The Elements of Style, Grammar, Inc.

e- resources:

- stackexchange.com
- writerstreasure.com
- writtent.com

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Unit-2	Short Story Writing (Total hours -L+T+P = 9 hrs)	L	T	P
2.1	Genre- Science Fiction, Adventure (Classroom Lecture, Group Exercises)	1	-	1
2.2	Genre-Horror, Romance (Classroom Lecture, Group Exercises)	1	-	1
2.3	Theme, Plot, Character, Point of View (Classroom Lecture, Group Discussions Group Exercises)	1	-	1
2.4	Setting, Tone, Symbolism (Classroom Lecture, Group Exercises, Group Discussions)	1	-	
2.5	Converting Short Stories into Screen Play (Classroom Lecture, Group Discussions)	1	-	1

Unit-3	Writing Verse (Total hours -L+T+P = 9 hrs)	L	T	P
3.1	Diction, Theme, Imagery, Figures of Speech (Classroom Lecture, Group Exercises)	1	-	1
3.2	Metre , Rhythm and Sound (Classroom Lecture, Group Exercises)	1	-	1
3.3	Structure and Form, Symbolism (Classroom Lecture, Group Discussions)	1	-	1
3.4	Converting Narrative into Poems (Expert lecture, Classroom Lecture, Group Exercises, Presentations)	1	-	-
3.5	Converting Poems into Narrative (Classroom Lecture, Group Discussions, Presentations)	1	-	1

Unit-4	Drama (Total hours -L+T+P = 9 hrs)	L	T	P
4.1	Basics of Drama and Theatre (Expert Lecture)	1	-	1
4.2	Theme, Developing Characters and Relationship with Other Characters (Expert Lecture, Group Discussions, Classroom Exercises)	1	-	1
4.3	Plot, Form ,Exploring Situations, Scene Building (Expert Lecture, Group Discussions, Group Exercises)	1	-	1
4.4	Dialogue Writing (Expert Lecture, Group Exercises)	1	-	-
4.5	Indepth Analysis of a Classic Play (Classroom Lecture, Visit to Bharat Bhavan, Screening of a Play, Presentation)	1	-	1

Unit-5	Persuasive writing (Total hours -L+T+P = 9 hrs)	L	T	P
5.1	Persuasion, Why Write Persuasively (Classroom Lecture, Ppt Presentation)	1	-	1
5.2	Brochures (Classroom Lecture, Brochure Designing Exercises, Presentations)	1	-	1

Open Elective (OE) - 4: Video Editing

S869

Total Marks: Theory: 25, Practical: 15, Internal: 10

Credit: 3

Course Objectives:

1. Comprehend basic Video editing types, terminology and concepts.
2. To acquire a basic working understanding of video editing equipments and setup.
3. To be able to understand Editing aesthetics and process and design a variety of effective video productions.
4. Understand and demonstrate Software for digital video editing.
5. To be able to demonstrate proficiency of the skills basic to video editing, including effects, mixing and inter-connecting various pieces of equipment.

Learning Outcomes:

1. Describe and demonstrate an understanding of the analog to digital conversion process and types of different video editing.
2. Establish a narrative that demonstrates a broad understanding of the theoretical, creative and technical aspects of video editing.
3. Demonstrate fundamental knowledge of the video software's applications.
4. Demonstrate, create and apply proper video effects, filters, finalize and publish a completed project.
5. Communicate ideas and the processes used clearly and competently as a video editor to other key creative collaborators.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
C01	3	-	2	-	-	-	-	-	-	-	-	-	-	-	2
C02	3	2	-	-	-	-	-	-	-	-	-	-	2	1	1
C03	3	-	-	-	1	-	-	1	-	-	2	1	-	-	2
C04	3	-	-	-	-	-	1	-	-	-	-	-	-	2	-
C05	3	-	-	-	-	-	-	-	1	-	-	-	-	-	3

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Basic Concepts of Video Editing	L	T	P
1.1	Concept of Video Editing : Need and Importance.	1	1	0
1.2	Principles of Editing (Action, Sequence, Cross cutting, Parallel, Continuity).	1	0	1
1.3	Types of Editing.	1	0	0
1.4	Linear and Non-Linear Editing	1	0	1
1.5	Offline and Online Editing	1	0	1
Teaching Method: Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-2	Editing Equipments and Setup	L	T	P
2.1	Editing equipment : Recorder, Player, Video Switcher, Vision Mixer, Audio Mixer, Monitor, Speaker etc.	1	1	1

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2.2	Non-Linear Editing System (NLE), Editing Setup (VTR, Fire wire, DV Tape, SD Card, Audio Monitor, System, Software's) etc.	1	0	0
2.3	Import & Capturing Process (Import Setting, Sequence Setting, Scratch disk Setting etc).	1	1	0
2.4	Log Sheet, Logging, Digital Video Log Sheet.	1	0	0
2.5	Edit Decision List (EDL), Format : ASCII files.	1	0	0

Teaching Method: Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Editing Aesthetics & Process	L	T	P
3.1	Different stages of Editing Process – Sorting, Assembling, Rough cut, Final cut etc.	1	0	1
3.2	Basic Editing Techniques :Continuity, Matching, Overlapping, Composition, Rule of 180 Degree etc.	1	1	1
3.3	Significance of Audio in Video Editing: Voice Over, Ambience, Music etc.	1	0	1
3.4	Importance of Cut-in and Cut-away Shot.	1	0	0
3.5	L-cut, J-cut, Jump cut, Match cut, Invisible cut Superimposition, Compositing, Keying etc.	1	0	0

Teaching Method: Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Video Editing Software	L	T	P
4.1	Different Video Editing Software's: Adobe Premiere, Final Cut Pro (FCP), Avid etc.	1	1	0
4.2	Aspect Ratio, Resolution, Video file formats : MP4, AVI, MOV, FLV, 3GP, WMV etc.	1	1	0
4.3	Project setting and Interface.	1	1	1
4.4	Feature and function : Trimming, colour correction, Chroma Keying, Stabilization, Compositing, Motion tracking, Key framing, Audio level etc.	1	0	0
4.5	Synchronizing audio and video tracks.	1	0	1

Teaching Method: Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Video Effects and Publishing	L	T	P
5.1	Transition (Cut, Fade, Wipes, Dissolve), Filter and Effects.	1	1	0
5.2	Titling and Graphics (Tools, Typeface, 3D, Logo).	1	0	0
5.3	Visual and Special Effects (SFX).	1	1	0
5.4	Exporting project (Export presets, Custom preset, Frame rate, Frame size, Pixel, Bit rate and Audio format, Work bar selection and entire timeline.)	1	0	1
5.5	Publishing for different platforms.	1	0	1

Teaching Method: Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

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Practical/Projects/Assignments:

- Editing exercise of 6 short silent video.
- Make 5 effective video productions using editing techniques (each of 1 minute).

Suggested Readings:

- Handbook of Television Production: Herbert Zettl. 7th ed. Wadsworth.
- Video Basic Workbook. Herbert Zettl. 2nd ed. Wadsworth.
- The Technique of Television Production: Gerald Millerson, 12th ed. Focal Press, London, 1990.
- A Guide to Production Techniques: Nick Dimbleby, Richard Dinberly and Ken Whittington. Practical Media:, Holder & Stoughton, London, 1994.
- Television Production: Alan Wurtze. 2nd Edition. Mcgraw Hill Book company New York.
- Video Production: Vasuki Belavadi. 2nd Edition, Oxford university press.

E-Resource:

- Television Production Handbook 101 (2nd ed.)by Roger Inman Greg Smith.
- Mediacollege.com: educational website containing tutorials, reference and other resource material in all areas of electronic media by Dave, Richard and Andy.

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4MAJOE 04: Media Business Management

5649

Total Credit-03

Max Marks-50(Th.40, Int.-10)

COURSE OBJECTIVES -

- To make students develop an understanding towards media industry from business perspective.
- To enable students develop a connection between their job role and the way organization functions.
- To provide them with an in-depth knowledge of media ownership and its patterns.
- To make them understand the impact of ownership on content and its presentation by media.

LEARNING OUTCOMES -

- Students will have managerial skills to handle media business.
- They will become able to apply management strategies for achieving business growth.
- They will understand and apply principles of management efficiently.

CO-PO MAPPING -

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	2	1	1	3	1	3	1	2	2	2	2	3
2	1	-	2	2	-	-	-	-	1	-	-	1	-	1	1
3	2	-	1	2	2	-	-	-	-	-	-	-	-	-	1

Unit-1	Principles	L	T	P
1.1	Principles of Media Management and Their Significance (Lecture, Field Work)	02	01	01
1.2	Ownership Patterns of Mass-Media in India – Sole Proprietorship, Partnership, Private Limited Companies, Public Limited Companies, Trusts, Co-Operatives, Religious Institutions (Societies) and Franchisees (Chains) and Recent Trends (Lecture, Field Work, Group Discussion)	03	01	01
1.3	Policy Formulation – Planning and Control; Problems, Processes and Prospects of Launching Media Ventures (Lecture, Field Work, Group Discussion)	03	01	---
1.4	Media as an Industry, Size and Growth Prospects, Scope as a Profession (Lecture, Field Work, Group Discussion)	02	01	01
1.5	Strategic Issues Involved in Launching a New Media Venture Versus Running an Existing Media Company. Impact of Broadcast Media & Information Technology on Media. Emerging Marketing Strategies. (Lecture, Field Work, Group Discussion, Presentation)	03	01	01
Total Hours		22		

4MBA(OE)-4: Corporate Social Responsibility

Total Marks: 50 [Theory (40), Internal (10)]

Credits – 3

COURSE OBJECTIVES

- To acquaint the students with basic concepts of CSR
- To help the students to acquire knowledge about CSR planning, process and corporate citizenship.
- To understand CSR initiatives of Public sector, Banking and Media Industry
- To inculcate ethical skills towards customers and community
- To make the students familiar about corporate strategic vision and competitive advantages

LEARNING OUTCOMES

- Develop a clear understanding of corporate social responsibility
- Define and remember the process and planning of CSR
- Explain and identify key factors necessitating ethical issues and corporate involvement in social development
- Describe and evaluate efforts in business and economic development through corporate commitment and involvement

Unit – 1	Introduction to Corporate Social Responsibility	L	T	P
1.1	Concept of Corporate Social Responsibility CSR, Identification of Corporate Social Responsibility (Lecture, PPT)	5	-	3
1.2	Origin of CSR, Theories of Corporate Social Responsibility (Lecture, PPT)			
1.3	Elements of CSR, Importance of CSR. (Lecture, PPT)			
1.4	Role of CSR commitments, Corporate Public Relations (Lecture, PPT)			
1.5	Indian Prospects of Corporate Social Responsibility (Lecture, PPT, Case study)			

Unit – 2	Managing Corporate Social Responsibility	L	T	P
2.1	Managing Corporate Social Responsibility, Implementation of CSR (Lecture, PPT)	5	-	3
2.2	Planning for CSR (Lecture, PPT)			
2.3	Process of CSR (Lecture, PPT, Group Discussion)			

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2.4	Issues of Corporate Citizenship, Stages of Corporate citizenship (Lecture, PPT)			
2.5	Enhancement of Brand image through Corporate citizenship, Sustainable development (Lecture, PPT)			

Unit – 3	Corporate social Responsibility in Industry	L	T	P
3.1	CSR initiatives taken by Public sector and corporate sector (Lecture, PPT, Role Play)	5	-	3
3.2	CSR initiative taken in Government (Lecture, PPT)			
3.3	CSR in Media Industry (Lecture, PPT)			
3.4	CSR in Banking sector (Lecture, PPT)			
3.5	Role of Corporate Social Responsibility in Corporate Governance (Lecture, PPT)			

Unit – 4	CSR and Ethics	L	T	P
4.1	Business and Ethical Responsibility. (Lecture, PPT, Group Discussion)	5	-	3
4.2	Managerial Ethics, Moral Principles for a Manager in Industry (Lecture, PPT)			
4.3	Difference between tangible and intangible CSR value (Lecture, PPT)			
4.4	Corporate Social Responsibility towards Customers, Community, Action groups (Lecture, PPT)			
4.5	Corporate Social Responsibility for Employees and Stake Holders (Lecture, PPT, Role Play)			

Unit – 5	CSR and Business Strategy	L	T	P
5.1	The strategic lens: vision, mission, strategy, and tactics (Lecture, PPT)	5	-	3
5.2	CSR as a Strategic Business tool for Sustainable development (Lecture, PPT)			
5.3	Strategic Importance of CSR (Lecture, PPT)			
5.4	Strategic CSR model, CSR as competitive advantage. (Lecture, PPT)			
5.5	Changing Expectations of Social Responsibility (Lecture, PPT)			

Practical / Projects / Assignments

- Case study of CSR activities of Tata, ONGC, Reliance & other related companies
- Industrial visit
- Students assignment and Presentations

Suggested Readings

- Badi, R.V. & Badi N. V., Business Ethics, Vrinda Publication Pvt. Ltd., 2008
- Baxi C.V ,Prasad Ajit Corporate Social Responsibility, Concepts and Cases, Excel Book, 2009
- Corporate Social Responsibility : doing the most good for your company and your cause, Philip Kotler & Nancy Lee 3
- Investing in Corporate Social Responsibility: A guide to Best Practice, Business Planning & the UK's Leading Companies, Kogan Page Publishers, John Hancock
- S Murthy, C.S.V., Business Ethics, Himalaya Publishing House, 2006

E-Resource

- <http://www.egyankosh.ac.in/simple-search?query=statistics>
- <https://www.mv.helsinki.fi/home/jmisotal/BoS.pdf>
- <https://www.math.arizona.edu/~jwatkins/statbook.pdf>

4MBA(OE)-4: Corporate Social Responsibility

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4MBA(EC)CCE-4.1	3				1	2	2	2		1		1
4MBA(EC)CCE-4.2		2	3		2	1		1	2			2
4MBA(EC)CCE-4.3	2	3	2		1		1			2	1	2
4MBA(EC)CCE-4.4			3		3				1		2	3
4MBA(EC)CCE-4.5	3	2				2		1		1		1