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	L	T	S	W	D	V	P	T
<b>Unit: 3 Essential Elements of Script</b>								
3.1 Understanding the Visual elements.	3	-	-	-	-	-	-	3
3.2 Modes of recording the Sound.	3	-	-	-	-	-	1	4
3.3 Understanding the sound elements.	3	-	-	-	-	-	-	3
3.4 Different approaches to the Story and its elements,	3	-	-	-	-	-	2	5
3.5 Understanding the Point of view.	3	-	-	-	-	-	1	4

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Unit: 4 Production of Documentary										
	L	T	S	W	D	V	P	T		
4.1 Field production of documentary	3	-	-	-	-	-	-	3		
4.2 Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews	3	-	-	-	-	-	1	4		
4.3 Understanding the role of interviewee	3	-	-	-	-	-	-	3		
4.4 Different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities.	3	-	-	-	-	-	2	5		
4.5 Ethics and Laws of Documentary film	3	-	-	-	-	-	1	4		

Unit: 5 Production										
	L	T	S	W	D	V	P	T		
5.1 Types of editing software's, Logging to system	3	-	-	-	-	-	-	3		
5.2 Shots identification, rough cut, Final cut	3	-	-	-	-	-	1	4		
5.3 Use of narration, importance of music	3	-	-	-	-	-	-	3		
5.4 Use of effects, titling, advantages of subtitling acknowledgments, understanding copyright. Practical – Shooting and Editing	3	-	-	-	-	-	2	5		
5.5 Documentary Marketing Managements	3	-	-	-	-	-	1	4		

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# ORGANIZATIONAL BEHAVIOR

S425

## **Unit – 1: Introduction to Organizational Behavior**

- 1.1 Introduction to Organizational Behavior
- 1.2 Nature and scope of Organizational Behavior
- 1.3 Challenges and opportunities for Organizational Behavior
- 1.4 Organizational Goals
- 1.5 Models of Organizational Behavior

## **Unit – 2: Individual Behavior**

- 2.1 Individual Behavior-Individual decision making
- 2.2 Learning and Motivation
- 2.3 Maslow's Hierarchy theory, Herzberg theory
- 2.4 Vrooms expectancy theory
- 2.5 Perception Process, Barriers in Perception

## **Unit – 3: Behavior Dynamics**

- 3.1 Behavior dynamics, Interpersonal behavior
- 3.2 Communication, Process and Barriers
- 3.3 Transaction Analysis
- 3.4 Johari Window
- 3.5 Leadership theories, Styles of Leadership

## **Unit – 4: Group Behavior**

- 4.1 Group behavior, Definition and classification of Groups
- 4.2 Types of Group, process of Group formation
- 4.3 Individual vs Group Decision making
- 4.4 Techniques of Group decision making
- 4.5 Inter group Problem, Management of Conflict

## **Unit – 5: Management of Change**

- 5.1 Organizational change, process of Change
- 5.2 Organizational Development, Management of Change
- 5.3 Resistance to change, Organizational effectiveness
- 5.4 Organizational culture.
- 5.5 Power and politics in Organization

## **References Books:**

1. Aswathappa K , Organization Behaviour Himalaya Publication
2. Robbins Organization Behaviour Pearson Educational Asia.
3. Luthans Organization Behaviour Tata McGraw Hill.
4. Udai Pareek Understanding Organization Oxford Publishing House
5. Hersey, Management of Organizational Behaviour Prentice Hall India
6. Blanchard & Johnson Behaviour in Organisation
7. Newstrom Organizational Behaviour: Human Relations Tata McGraw Hill & Davis Behaviour at Work
8. Rawlinson, OB & Analysis Addison Wesley Bradfield & Edwards

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HOD

Department of Media Management  
Makhanlal Chaturvedi National University  
of Journalism & Communication, Bhopal

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## 2BCAS(B)--Working with Operating Systems (DOS, Windows & Linux)

L	T	P	C	Theory	Internal	Practical	Total Marks
Credits/Hours							
2/2	0	1/1	3/3	40	10	0	50

7049

### Course Objectives:

- To know the characteristics of various operating systems and applications.
- Understand various functions of operating systems
- Understand and use various tools and setting of operating systems.
- Understand and use commands of DOS, Windows and Linux

### Course Outcomes:

- Gain knowledge of various types of operating systems
- Able to use various commands of different OS.
- Able to do various font and device installation.
- Gain knowledge of Process fundamentals and editor in Linux.

### Unit-wise Syllabus

#### UNIT - I

Fundamentals of operating system, definition and need. Main services of operating system, various types of operating system, (definition and characteristics), multitasking, multiprocessing, multiprogramming, real time, time sharing, parallel, network operating system, booting process, file system.

Disk Operating Systems (DOS) - introduction, history & versions of DOS. DOS basics- physical structure of disk, drive name, fat, file & directory structure and naming rules, booting process, dos system files.

DOS commands: internal - DIR, MD, CD, RD, COPY, DEL, REN, VOL, DATE, TIME, CLS, PATH, TYPE etc.

External commands - CHKDSK, XCOPY, PRINT, DISKCOPY, DISKCOMP, DOSKEY, TREE, MOVE, LABEL, APPEND, FORMAT, SORT, FDISK, BACKUP, EDIT, MODE, ATTRIB, HELP, SYS etc.

#### UNIT - II

WINDOWS - introduction to windows, its various versions and features. Hardware requirements for various versions of windows. Working with windows (windows 10 or latest version) windows concepts, windows structure, desktop, taskbar, start menu, working with files and folders, create, copy, delete, renaming and moving files and folders, working with recycle bin-restoring deleted files, emptying the recycle bin, searching files and folders .my computer, formatting floppy disks, using cd/rom disk and drives.

Using windows accessories programs- calculator, notepad, paint, wordpad, character map, paint, command line.

Using media player, sound recorder, volume control. Taking printout from programs, printer properties, add fonts to windows (specially adding hindi fonts and using them). Setting up regional and language settings in windows. Advanced features of Windows -Managing Hardware & Software – Add or remove Hardware devices to/from computer, Add/remove programs, Using Scanner, Web camera, sharing of printers.

### UNIT - III

System tools - backup, clipboard viewer, disk defragmenter, drive space, scandisk, system information windows update.

Communication - setting up dial up networking with windows, internet connection with windows, direct cable connection, setting up tcp/ip properties, hyper terminal, phone dial, browsing the web with internet explorer, communication through outlook express, multiple users features of windows. Creating and deleting user, changing user password etc. Accessibility features of windows. -sharing information between programs, sharing folders and drives browsing the entire network, mapping windows shared drives, using shared printers - understanding ole - embed/link using cut and paste and embed/link using insert object - manage embedded/linked object.

### UNIT - IV

Linux - Linux introduction, basic features, advantages, installing requirement, basic architecture of Unix/Linux system, kernel, shell, Linux file system-boot block, super block, inode table, data blocks, Linux standard directories. Partitioning the hard drive for Linux, installing the Linux system, system, startup and shut-down process, init and run levels. Essential linux commands understanding shells, commands for files and directories cd, ls, cp, md, rm, mkdir, rmdir, pwd, file, more, less, creating and viewing files using cat, file comparisons - cmp&comm, view files, disk related commands, checking disk free spaces.

### UNIT - V

Process fundamentals, connecting processes with pipes, tee, redirecting input output, manual help, background processing, managing multiple processes, changing process priority with nice, scheduling of processes at command, cron, batch commands, kill, ps, who, sleep, printing commands, find, sort, touch, file, file related commands-ws, sat, cut, dd, etc. Mathematical commands- bc, expr, factor, units, creating and editing files with vi, joe& vim editor.

#### References:

- Microsoft Windows Operating System Essentials (Essentials (John Wiley)) by Tom Carpenter Publisher: Sybex
- Linux Bible by Christopher Negus Publisher: Wiley
- The Best Book of Ms-DOS5 by Alan Simpson, Alan Simpson Page Publisher: Sams Publishing

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

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**OE-2: Digital Content Production**

Theory	00	Practical	40	Internal	10	Credits	3
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**COURSE OBJECTIVES**

1. Learn the principles and tools of Production.
2. Learn the development of modern techniques and practices
3. Understand the fundamentals of Content Production.
4. Explore the various tools using for Digital Content Production.
5. Introduce the learners to various stages of Content Production for digital media platforms.

**COURSE OUTCOMES (CO)**

1. Understanding the essential principles of Content Production.
2. Recognize types and process of different Digital Content Production.
3. Identify Aesthetic and technical aspects of tools for Content Production.
4. Demonstrate Content using tools and techniques of Production.
5. Clarity in digital media platforms workflow pipeline.

UNIT-1	INTRODUCTION	L	T	P
1.1	What is Digital content ( Discussion )		1	
1.2	Introduction to multiple digital platforms ( Discussion)		2	
1.3	Convergent digital media: Emerging trends (Discussion)		1	
1.4	Outcomes of digital content production. ( Discussion, Practice)		2	2
1.5	Examples of digital content production ( Discussion, Practice)		2	2

UNIT-2	Digital Content Creation	L	T	P
2.1	Determine the purpose of digital content creation (Discussion)		1	
2.2	Create useful, quality content. (Discussion)		2	
2.3	Promote content on social media. (Discussion, Practice)		1	2
2.4	Utilize photos and multimedia. (Discussion)		1	
2.5	Track and analyze content, Implement an SEO program ( Discussion, Practice)		1	4

UNIT-3	TOOLS AND TECHNIQUES-I	L	T	P
3.1	Image Creation tools- online ( Discussion, Practice)		1	2
3.2	Image Creation tools - offline ( Discussion, Practice)		1	2



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3.3	Video Creation tools- online ( Discussion, Practice)		1	2
3.4	Video Creation tools- offline 1 ( Practice)			2
3.5	Video Creation tools- offline 2 ( Discussion, Practice)		1	2

UNIT-4	TOOLS AND TECHNIQUES-2	L	T	P
4.1	Animation Tools ( Discussion, Practice)		1	2
4.2	Infographic Creation Tools (Practice)			2
4.3	Video Creation tools- online ( Discussion, Practice)		1	2
4.4	Presentation Creation Tools ( Discussion, Practice)		1	2
4.5	Screen Capture,Meme Creation, GIF Creation Tools ( Discussion, Practice)		1	2

UNIT-5	Digital Content Strategy	L	T	P
5.1	Understand the Key Fundamentals and Foundations of Digital Content Strategy ( Discussion, Practice)		1	2
5.2	Understand Your Audience ( Discussion)		1	
5.3	SEO,keyword ( Discussion, Practice)		1	2
5.4	Optimize Your Content with Keywords ( Discussion, Practice)		1	2
5.5	AI & Machine Learning Tools forDigital Content ( Discussion, Practice)		1	2




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### **Practical/Projects/Assignments:**

1. Case study of Digital Content Strategies.
2. Create Infographics for any recent event.
3. Short video ad for digital platform (Instagram).
4. Content creation for social media (Facebook, WhatsApp.)
5. Motion Graphics for any Events.

### **Suggested Readings :**

1. <https://link.springer.com/book/10.1007/978-1-4471-0293-9#about>
2. <https://www.clearvoice.com/blog/top-content-creation-tools/>
3. <https://www.venturcharbour.com/online-marketing-ai-machine-learning-tools-you-can-try-today/>
4. <https://www.singlegrain.com/artificial-intelligence/how-machine-learning-is-transforming-content-marketing/>

### **E Resources :**

1. [https://onlinecourses.swayam2.ac.in/ntr20\\_ed11](https://onlinecourses.swayam2.ac.in/ntr20_ed11)
2. <https://biteable.com/templates/>
3. <https://www.elegantthemes.com/blog/design/best-free-graphic-design-software-for-2019>
4. <https://www.singlegrain.com/artificial-intelligence/12-ways-to-use-machine-learning-in-digital-marketing/>





Theory	40	Practical	00	Internal	10	Credits	3
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**COURSE OBJECTIVES**

1. To understand the theory of metal forming personal.
2. To study forging and rolling processes.
3. To study extrusion and drawing processes.
4. To understand sheet metal forming processes.
5. To learn the basic concept of powder metallurgy.

**COURSE OUTCOMES (CO)**

1. Students will acquire a fundamental knowledge on metal forming technology which is necessary for an understanding of industrial processes.
2. Student can understand the classification, defects causes, remedies and application of forging and rolling processes.
3. Student can understand the classification, defects analysis, principle and processes of extrusion and drawing processes.
4. Student can understand the classification, processes and application of sheet metal forming processes.
5. Student can understand the processes, application and advantage of powder metallurgy.

UNIT 1	Theory of Metal Forming	L	T	P
1.1	Introduction to cold/hot forming processes. (Lecture, Discussion, Presentation)	2	1	
1.2	Metallurgical aspects of metal forming –slip-twinning, (Lecture, Discussion, Presentation)	2		
1.3	Mechanics of plastic deformation- effects of temperature, strain rate, microstructure and friction in metal forming (Lecture, Discussion, Presentation)	2		
1.4	Yield criteria and their significance, (Lecture, Discussion, Presentation)	1		
1.5	Classification of metal forming processes: slip line field theory (Lecture, Discussion, Presentation)	1		

UNIT 2	Welding and rolling processes	L	T	P
2.1	Basic Joining Processes Types of welding, processes of welding, Geometry of weld joints (Lecture, Discussion, Presentation)	2	1	
2.2	Resistance welding (spot, seam, projection, percussion, flash types) (Lecture, Discussion, Presentation)	1		
2.3	Principles of rolling processes, Classification, types	2		

  
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	of rolling mills, ring comparison tests calculation of forces and geometrical relationship in rolling (Lecture, Discussion, Presentation)			
2.4	Analysis of rolling load, torque and power, rolling mill control, effects of friction. (Lecture, Discussion, Presentation)	2		
2.5	Form rolling, rolling defects, causes and remedies. (Lecture, Discussion, Presentation)	1		

UNIT 3	Extrusion and Drawing Processes	L	T	P
3.1	Classification of extrusion processes-tool, equipment, and principle of these processes, (Lecture, Discussion, Presentation)	2		
3.2	Influence on friction- Extrusion force calculation-defects and (Lecture, Discussion, Presentation)	1		
3.3	Analysis-rod/wire drawing -ool, equipment and principle of processes defects (Lecture, Discussion, Presentation)	2	1	
3.4	Tube drawing and sinking processes (Lecture, Discussion, Presentation)	1		
3.5	Mannessmann processes of seamless pipe manufacturing (Lecture, Discussion, Presentation)	2		

UNIT 4	Sheet metal forming processes	L	T	P
4.1	Classification - conventional and HERF processes-presses-types and selection of presses, formability of sheet metals- (Lecture, Discussion, Presentation)	1	1	
4.2	Principle, process parameters, equipment and application of the following processes: deep drawing, spinning, stretch forming. (Lecture, Discussion, Presentation)	2		
4.3	Plate bending, spring back, press brake forming, (Lecture, Discussion, Presentation)	1		
4.4	Introduction to forming, electro hydraulic forming, magnetic pulse forming. (Lecture, Discussion, Presentation)	2		
4.5	Introduction to press work -- coining, embossing etc, Design of sheet metal dies. (Lecture, Discussion, Presentation)	2		

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UNIT 5	Powder Metallurgy	L	T	P
5.1	Introduction to Powder Metallurgy process, preparation of powders (Lecture, Discussion, Presentation)	2		
5.2	Types & function of binders, green compaction (Lecture, Discussion, Presentation)	1		
5.3	Sintering process and its effect on the product (Lecture, Discussion, Presentation)	2		
5.4	Application of powder metallurgy products (Lecture, Discussion, Presentation)	2		
5.5	Advantages of powder metallurgy products. Sintering equipment (Lecture, Discussion, Presentation)	1	1	

**Practical/Projects/Assignments:-**

1. Study of basic principles of metal forming.
2. Study of welding and rolling processes.
3. Study of extrusion and drawing processes.
4. Study of sheet metal forming processes.
5. Study of basic principles of powder metallurgy.

**Suggested Readings:-**

1. Manufacturing Technology by P. N. Rao- Vol. 1 & 2, McGraw Hill Education; Fifth edition, ISBN-10: 9353160502, 2018
2. Manufacturing Engineering and Technology (SI Edition) by Serope Kalpakjian & Steven R. Schmid, Pearson Education; Seventh edition, ISBN-10: 9789332587908, 2018
3. A Textbook of Manufacturing Technology by R.K. Rajput, Laxmi Publications; Second edition, ISBN-10: 8131802442, 2017
4. A Textbook of Workshop Technology: Manufacturing Processes by R.S Khurmi & J.K. Gupta, S. Chand & Company, ISBN-10: 812190868X, 2010
5. Elements of Workshop Technology Vol-1&2 by Choudhury H S K, Media Promoters and Publishers Pvt Ltd, ISBN-10: 8185099146, 2008

  
HOD, NMT

# 4DAJCVUEVZ: INLEKNAIUNAL POLITICS

SS42

Total Credit ~ 03(2+1)  
Max Marks -50 (40Th.+10Int.)

## Course Objective:-

1. Students will be able to use their understanding of the conceptual framework to interpret world events through critical reading, observation, and conclusion formation.
2. Students will be able to explain the major theoretical approaches as applied to world affairs, including realism, liberalism, and social constructivism.
3. Students will be able to articulate the leaves of analysis in international politics and how the levels help explain world events.

## Learning Outcomes:-

1. Recognize the rights, responsibilities, and privileges of participating in, and contributing as a citizen in, a diverse society.
2. Engage in independent research as well as teamwork.
3. Learn and sharpen analytical skills to the purpose of forming, debating, and defending their points of view and understanding of the sequence of events both in politics and public life.

## Co-Po Mapping:

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

Unit-I	Concept and Definition	L	T	P
1.1	International Politics : Concept, Definition, Area & Scope	3	-	1
1.2	International Politics, Ideology and Balance of Power	3	-	1
1.3	Nation- State, National Interest and international Politics	2	-	1
1.4	Emergence of Super Powers, The Era of Cold War and Peace Politics	3	-	1
1.5	The origins of the modern international system.	2	-	1
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.		Total Hours 18		

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Unit- II	Important Developments	L	T	P
2.1	Newly Independent Nation, Birth of NAM and Rise of Communist China	4	-	1
2.2	Nuclear Race, Détente and Disarmament	3	-	1
2.3	U.S.A. and Third World	2	-	1
2.4	Indo US Relations	3	-	-
2.5	Liberal international order.	3	-	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- III	India's Foreign Policy	L	T	P
3.1	Basic Principal of India's Foreign Policy.	3	1	-
3.2	India, NAM and the Third World	3	1	-
3.3	India's Relation with its South Asian Neighbors and Formation of SAARC	3	1	-
3.4	Indo-China Relations	2	1	-
3.5	Indian: Russia, China, and the International order.	3	1	-
Total Hours		18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

Unit- IV	Post-Soviet Scenario	L	T	P
4.1	The decline of the Soviet Union, Rise of the Uni-Polar World, and Reformation of Power Blocks	3	1	-
4.2	Globalization and its Impact on Developing World Including India	3	-	-
4.3	India, W.T.O., World Bank & I.M.F.	3	1	-
4.4	International Bodies: United Nations (UN), UNICEF, UNESCO; UN and Media	3	1	-
4.5	International Political Economy and Development.			
Total Hours			18	
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment and Field visit.				

  
  
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 Department of Internationalism  
 Mahatma Jyotiba Phule Mahavidyalaya  
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5.1	Terrorism: New Emerging Challenges	3	-	-
5.2	Fundamentalism, Ethnicism, Satellite Invasion, Information war, Technological Aggression	4	-	-
5.3	Dominance, Changing Concept of Sovereignty	3	-	-
5.4	Ecological Crisis	2	-	-
5.5	India's Media Response to International affairs Coverage of Events, Developments. Editorial by National Dailies, Magazines and Journals, and Electronic Medium	5	1	-
		Total Hours 18		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

### Practical/Projects/Assignments:-


- PPT Presentation on India's foreign policy.
- Write the policies of the World Bank in the present scenario.
- Write an essay on the causes and solutions of terrorism.

### Suggested Readings:-

- V.N. Khanna-- International Relation.
- V.N. Khanna And Lipakshi Arora-- Bharat Ki Videsh Neeti
- Anjali Sahay--Indian Diaspora In The United States.
- शर्मा डॉ. एम एल : अंतर्राष्ट्रीय सम्बन्ध) 1945 से 1968 , (कॉलेज बुक डिपो , जयपुर
- शर्मा डॉ. प्रभु दत्त : अंतरराष्ट्रीय राजनीति , कॉलेज बुक डिपो , जयपुर
- यादव आरएस : भारत की विदेश नीति , पियर्सन एजुकेशन प्रकाशन , नईदिल्ली
- दीक्षित जेएन : भारतीय विदेश नीति , प्रभात प्रकाशन , नईदिल्ली
- प्रसाद विमल : भारत की विदेश नीति का उद्गम , ग्रन्थ शिल्पी प्रकाशन , नईदिल्ली

### E-Resource:-

- [polisci.la.psu.edu](http://polisci.la.psu.edu)
- [en.wikipedia.org](http://en.wikipedia.org)
- [www.britannica.com](http://www.britannica.com)
- [www.sciencedirect.com](http://www.sciencedirect.com)
- [link.springer.com](http://link.springer.com)
- [sk.sagepub.com](http://sk.sagepub.com)

  
 Deputy Director, Bhopal  
 Mahesh Chaturvedi  
 Bhopal  
 BHO PAL--16

BAMC : II SEM			Marks:50			Credits:3		
PHOTO JOURNALISM			Th	Pr	Ia	Contact hrs.		
						L	T	P
			25	15	10	2	-	2

### Course Objectives

- To acquire a basic working understanding of photo camera and its parts.
- To learn about various types of lighting and use of filters.
- To know basic terminology and concepts of composition.
- To know different types of lenses and their use.
- Understand the techniques of aesthetics for good photo.

### Learning Outcomes

- Analyze the aesthetic and technical photographic contributions to a News.
- Demonstrate the use of lighting and photo accessories in a professional and safe manner.
- Use the Language of a photographer to communicate with their News team.
- Student will have sound understanding of digital photo techniques and editing.
- Proficiency in the use of digital camera and new trends.

### CO-PO Mapping

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	1	2	3	-	-	2	-	2	-	-
CO2	1	1	2	3	-	-	2	-	2	-	-
CO3	1	1	-	3	-	-	-	-	2	-	-
CO4	1	1	-	3	-	-	3	-	2	-	1
CO5	1	1	2	3	-	-	3	-	2	-	-

3-Strong, 2-Moderate, 1-Weak

Unit-1	Introduction to Photography (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Photography as an Art (Lecture)	1	-	-
1.2	Principles of Photography (Lecture)	1	-	-
1.3	Photography Genres (Lecture, Practical)	1	-	1
1.4	Understanding the structure and working of a professional camera-camera view finder, lenses, aperture, iris diaphragm, shutter, light meter (Lecture, Practicals)	1	-	2
1.5	Major Types of Camera (Lecture, Practicals)	1	-	2

  
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**Practical/Project/Assignments:**

- Study the depth of field by varying f.no. , focal length of lens and distance between camera and subject.
- Study the use of different filters & exposing with star filter, N.D.filter, and Multi image filters to study their effects.
- Practical for three point lighting in a Studio and studying different ways of controlling light.
- Study effect of different types of lenses.
- Exposing with different Composition and compare their effect.

**Suggested Readings :**

- Kobre Kenneth , Photo Journalism The Professionals Approach , Focal Press Oxford , 2004.
- शर्मा शशीप्रभा , फोटो पत्रकारिता के मूल तत्व , कनिष्क पब्लिशर्स , डिस्ट्रीब्यूटर्स नई दिल्ली , 2007
- Fincher Terry , Creative Techniques in Photo Journalism , BT Batsford Ltd. London , 1980.
- Sharma O.P. , Hind Pocket Books (P) Ltd. , New Delhi , 2001.
- Belt Angela Faris , The Elements of Photography understanding and creating Sophisticated Images , focal press , 2012.

**e- resources :**

- [https://www.nationalgeographic.com/ebooklets/e\\_ultimate\\_photo\\_guide.pdf](https://www.nationalgeographic.com/ebooklets/e_ultimate_photo_guide.pdf)
- <https://the-photo-ebook.com/>
- <https://swayam.gov.in/courses/5181-basics-of-photography>

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15/12/2020  
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एवं संचार विश्वविद्यालय, नोएला

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Unit-2	Technical Aspects (Total hours- L+T+P=9 hrs)	L	T	P
	Lenses (Lecture, Practical)	1	-	1
2.2	Types of Lenses (Lecture, Practical)	1	-	1
2.3	AOV and Focal lengths of various lenses (Lecture, Practical)	1	-	1
2.4	Depth of Field & Depth of Focus (Lecture, Practical)	1	-	1
2.5	Relationship between shutter speed, Aperture & Film for various genres of photography (Lecture, Practical)	1	-	1

Unit-3	Photo Composition (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Concept & Importance of Composition (Lecture, Field Practical)	1	-	1
3.2	Photo Composition Rules (Lecture, Field Practical)	1	-	1
3.3	Elements of Photo Composition (Lecture, Practical)	1	-	1
3.4	Straight and converging lines diagonal & shaped compositions (Lecture, Practical)	1	-	1
3.5	Repetitions and rhythms secondary subjects, moving towards the centre (Lecture, Practical)	1	-	1

Unit-4	Photo Accessories (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Photography Accessories (Lecture, Practical)	1	-	1
4.2	Tripod : Qualities & Use (Lecture, Practical)	1	-	1
4.3	Colour correction filters (Lecture, Practical)	1	-	1
4.4	UV, NID filter, polarizing filters etc Special effect filters (Lecture, Practical)	1	-	1
4.5	Flash gun : Types & Use (Lecture, Practical)	1	-	1

Unit-5	Photo Editing (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Cropping & Editing (Lecture, Practical)	1	-	1
5.2	Techniques of Photo Editing (Lecture, Practical)	1	-	1
5.3	Essentials of a Press photograph (Lecture, Practical)	1	-	1
5.4	Qualities of a good Photo Journalist (Lecture, Practical)	1	-	1
5.5	Legal & Ethical aspects of Photo Journalism (Lecture, Practical)	1	-	1

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**2BBA (E-Com) OE-5 : Consumer Behavior****Total Marks : Theory(40 ) Internal (10)****Credits : 3****COURSE OBJECTIVE**

- To describe students regarding Consumer Decision making & Buying Process.
- To explain the Students difference between Rural & Urban Consumer Psychology
- To outline the students about importance of Group Dynamics in Consumer Behavior.
- To illustrate students Consumer Perception & its influence on their Behavior.
- To determine various Customer satisfaction scales to the students .

**LEARNING OUTCOMES**

- Students would be able to develop the concept “knowing its Consumer improves any industry’s Credibility”.
- By analyzing the importance of Group Dynamics, students would be able to Integrate the various factors leading to success of Decision Making process.
- Student would be able to summarize various concepts leading to Customer Satisfaction & would learn to Integrate them into a concrete Marketing Approach.
- Analyzing various social concepts would enable students to develop in depth understanding of Consumer Behavioral Process.

Unit-1	Introduction to Consumer Behavior	L	T	P
1.1	Consumer Behavior : Meaning, Scope & Importance (Class room lectures & PPT)	5	3	
1.2	Role of Consumers in Marketing Function ( PPT & class room lectures)			
1.3	Understanding Rural & Urban Consumers (PPT)			
1.4	Consumers Decision Making Process ( Role Play, PPT)			
1.5	Innovation & Diffusion process ( Class room Lectures)			

Unit-2	Consumer needs & motivation	L	T	P
2.1	Personality & Consumer Behavior (PPT)	4	4	
2.2	Nature of Consumer Attitude (PPT & Class room Lectures)			
2.3	Strategies of Attitude Change ( class room lectures)			
2.4	Communication & Consumer Behavior : Persuasion ( PPT)			
2.5	Consumer Protection Laws ( Class room lectures)			

Unit-3	Customer Satisfaction	L	T	P
3.1	Customer Satisfaction: Meaning & scope ( Industrial Visit , Class room lectures)	4	4	-
3.2	Components of Customer satisfaction & its Rationale (PPT & class room lectures)			
3.3	Measuring customer satisfaction & cases ( case study of DainikBhaskar & class room lectures)			
3.4	Customer Satisfaction Practices (PPTs)			
3.5	Customer Retention & its Strategies ( role playing, PPTs)			

Unit-4	Social surrounding of consumer	L	T	P
4.1	The family, Functions of a Family ( PPTs)	4	4	-
4.2	Family Decision Making, Family Life Cycle (PPTs & Class room Lectures)			
4.3	Changing Female Consumer (PPTs)			
4.4	Social Class: Lifestyle Profiles ( PPTs & class room lectures)			
4.5	Social Class Mobility: Affluent & Non affluent consumer ( Class Room Lectures)			

Unit-5	Consumer decision making & perception	L	T	P
5.1	Consumer Decision Making : Concept & Process (Class room Lectures)	6	2	-
5.2	Customer Loyalty Building Strategies (PPTs & class room lectures)			
5.3	Consumer Rights, Protection & Education ( Role Play , Class room lectures)			
5.4	Dynamics of Perception & its Imagery ( PPTs)			
5.5	Customer Relationship Management ( PPTs)			

**Practical / Projects /Assignments :**

- Case Studies: Related to consumer decision making process & loyalty creation
- Study of Management Strategies of Service industry major.

**Suggested Readings :**

- Anderson, K. (2001). *Carol Kerr Customer Relationship Management*. New Delhi: Mc Graw Hill Education (1st edition).
- Dyche, J. (2001). *The CRM Handbook*. Addison-Wesley Professional(1st edition).

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- Efraim, T., Jae, L., King, D., & Chung, M. (2000). *ELECTRONIC COMMERCIAL: Managerial Perspective*. New York: Pearson Education Inc.
- Kumar, V., & Werner, R. (2012). *Customer Relationship Management: concepts, strategy & tools*. New York: Springer(2nd ed).
- Majumdar, R. (2011). *CONSUMER BEHAVIOUR*. New Delhi: Prentice Hall of India.
- Rai, A. (2012). *Customer Relationship Management*. India: Prentice Hall of India

#### E-resources:

- <https://www.mheducation.co.uk/9780077144012-emea-ebook-consumer-behavior>
- <https://www.ebsglobal.net/EBS/media/EBS/PDFs/Consumer-Behaviour-Course-Taster.pdf>
- <https://www.studydrive.net/courses/maastricht-university/consumer-behaviour/other/11th-edition-consumer-behaviour-book/viewfile/187804>
- <https://www.kobo.com> > ... > Business & Finance > Economics > Microeconomics

#### BBA (E-Com) OE-5 : Consumer Behavior

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2BBA (E-Com) OE-5.1	2		3	1							2	2
2BBA (E-Com) OE-5.2	2	3			1							
2BBA (E-Com) OE-5.3	1	3		2								2
2BBA (E-Com) OE-5.4	2				2				2		2	

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