

SBCA5(A) SOUND EDITING WITH AUDACITY

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

Course Objectives:

- To impart skills of audio editing.
- To learn using Audacity software for sound recording & editing
- To develop skills for recording and editing of audio files.
- Learn to export edited audio files to various formats

Course Outcomes:

- Gain proficiency using the Audacity software.
- Use of various audio file formats.
- Understanding Noise Floor, Removing Breaths in audio files.
- Exporting audio files.

Unit-wise Syllabus

UNIT-I

Introduction to Audio, Sound and its Attributes, Analog v/s Digital Sound, Basics of Digital Audio Definition, Advantages, Audio Input/ Output Devices, What is Editing, Spatial and Temporal Continuity, Analog and Digital Editing, Montage, Pace and Rhythm, Editing and Sound, Digital Post Production. Various Capturing and Editing Software and Tools.

UNIT-II

Installation of Audacity, Setting Up Audacity for Speed (Arranging Tools And View), Setting Up Keystrokes, Clearing Out Unused Plugins, Setup for Effects. Correct Recording Settings- Microphone Volume And Playback, Recording. Control Panel Review-Start Recording, Play Recording, Stop Recording. Audacity Tools Tool Bar Use, Cursor

UNIT-III

Audio File Formats, Advantages and Disadvantages, Features. Compressed and Uncompressed Audio, Lossy and Lossless Compression, AIFF And AIFF C Format, BWF Format, RIFF-WAVE Format. Multitrack Digital Audio Recorders-DASH, R-DAT, ADAT. Editing- Understanding Noise Floor, Zooming In/Out, Cutting And Pasting, Doing Pickups, Removing Breaths, Track Control Panel Functions,

UNIT-IV

Saving/Exporting Tracks- AUDACITY Files, Importing/Dragging Files into AUDACITY, Noise Removal (Settings and Use), Removing Breaths (Silence), Using Hard Limiter Prior to Normalizing, Labeling Track Sections (Point & Region Label), Removing Plosives/Snaps, Crossfades In & Out, Creating and Use of Effects Chain, Exporting Multiple Individual Tracks, Complete Recording Edit.

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UNIT-V

Splitting Tracks into Sections/Using Time Shift. Tool- . Adding Music Bed, Fade In/Out (Not Crossfade), Shrink/Stretch Time of Audio, Watermarking, Exporting Tracks with Specific Kbps., Mixing, Mixing Process, Final Mixing, Changing Tracks from Stereo to Mono.

Reference Books:-

- The book of audacity record, edit, mix, and master with the free audio editor by carlaschroderpublisher: starch press
- 'Audacity' by 'Melanie Crowder', Publisher: Penguin Young Readers Group, ISBN: 9780147512499
- 'Digital Audio Editing Fundamentals' By 'Wallace Jackson Lompoc', California, USA ISBN-13 (pbk): 978-1-4842-1647-7, ISBN-13 (electronic): 978-1-4842-1648-4, DOI 10.1007/978-1-4842-1648-4

E -Reference:

- <https://ctl.t.jhsph.edu/help/views/tutorials/audacity/GuideToUsingAudacity.pdf>
- <https://link.springer.com/content/pdf/bfm%3A978-1-4842-1648-4%2F1.pdf>
- <https://flossmanuals.net/pub/audacity-en-2018.02.pdf>

COs	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
1	2	1	1	1	2	2	1	1	0	1	1	2
2	2	2	1	2	1	1	0	1	1	1	2	2
3	2	3	3	2	1	2	1	0	0	2	2	1
4	2	3	3	2	2	1	0	0	1	2	1	0

SBCA5(B) PHOTO EDITING WITH PHOTOSHOP

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

Course Objectives:

- To impart skills of photo editing.
- To develop skills for layers and color.
- To identify and specify file formats.

Course Outcomes:

- Gain proficiency using the selection tools and colors
- Use sharpening techniques
- Use and control the adjustments and filters to improve images
- Use automated actions and batch edits.

Unit-wise Syllabus

UNIT - I

Introduction: Vector vs Bitmap graphics, Theory on graphic designing, Toolbar, Menu Bar, Options Bar, Toolbox All New, Screen Modes, Standard Screen Mode, Full Screen Mode with Menu Bar, Creating a New Document, Saving Files, Reverting Files. **Document Window:** Selecting Workspace, File Handling and cursor Preferences, Understanding Image Resolution and Pixel Logic, Changing the Resolution and size of an Image, Editing Images: Rotating, Cropping, Hiding Instead of Cropping, Adjusting the Canvas Size.

UNIT - II

Working with Selections Tools- Marquee, Lasso, Magic Wand. Making a Selection Based on Color Range, Modifying a Selection, Adding and Subtracting from a Selection. Commands- Expand and Contract, Grow and Similar, Refine Edges, Inverse Selection. **Transforming a Selection:** Scaling, Rotating, Distorting, Skewing, Warping, Saving and Loading Selection. **Pen tool:** the Color Picker Dialog Box, Eyedropper Tool, the Color Palette, the Swatches Palette, the Drawing Tools Using Ellipse Tool, Custom Shape, Pen Tool, Painting Tools, And Gradient Tool.

UNIT - III

Tool: Paint Bucket Tool, Brush Tool, Pencil Tool, Color Replacement Tool, Retouching Tools, Spot Healing Brush Tool, Healing Brush Tool, Patch Tool, Eraser Tools, Background Eraser & Magic Eraser Tool, Blur Tool, Sharpen Tool, Smudge Tool, Dodge Tool. **Color mode:** Different Color Modes in Photoshop, Changing the Color Mode, Making Color Adjustments, Color Levels. **Pallets-** Curves palette, Brightness/Contrast, Hue/Saturation, Histogram. **Variations Command,** File Formats in Photoshop: Bitmap (BMP), PSD, EPS, TIFF, GIF, JPEG.

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UNIT - IV

Layers in Photoshop: About the LAYERS Palette, Rearranging layers, Applying a layer style, About Smart Objects and filters. Creating and Editing Smart Objects, Filter Gallery, Applying the Mosaic Tiles Filter, Liquify Filter, Applying the Vanishing Point Filter, Artistic Filters, Blur Filters, Brush Stroke Filters, Distort and Noise Filters, Sketch Filters, Render Filters.

UNIT - V

Creating an Action, Performing Photo merge in Photoshop, Text Editing in Photoshop, Finding and Replacing Text, Creating 3D Artwork in Photoshop, Creating a 3D Shape, Editing 3DShape, Animation in Photoshop. Exporting Formats: PSD, Eps, Jpeg, Gif, Tiff, PDF, BMP, TGA, PNG and etc.

References:

- Adobe Photoshop CS4 for Photographers: A professional Image Editors Guide By Martin Evening(2006)
- Photoshop CS4 in Simple Steps by Kogent Learning Solutions Inc. Published by dreamtechpress(2008)
- Photoshop CS4 The Missing Manual By Lesa Snider King; Publisher: O'Reilly Media, December 2008;
- Understanding Adobe Photoshop: Digital Imaging Concepts and techniques By Richard M.Harrington; ISBN 0-321-36898-3; Published 2007 American Chemical Society
- Photoshop In depth -Benjanim&David (2001)
- Adobe Photoshop CS6 Classroom in a Book © 2012 by Adobe Press. ISBN-13: 978-0-321-82733-3, ISBN-10: 0-321-82733-3.
- <http://ptgmedia.pearsoncmg.com/images/9780321827333/samplepages/0321827333.pdf>
- Adobe Photoshop CS5 Classroom in a Book by Adobe Press: ISBN-13: 978-0-321-70176

COs	Program Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
1	2	1	1	1	2	2	1	1	0	1	1	1
2	2	2	1	2	2	2	0	1	1	2	2	2
3	2	3	3	2	2	2	0	0	1	2	2	1
4	2	3	3	2	2	2	0	0	1	2	2	1

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GENDER STUDIES

1 Gender Concepts	L	T	S	W	D	V	P	T
1.1 Sex & Gender, Social construction of Gender, Gender Socialization	3	-	-	-	-	-	-	3
1.2 Gender discrimination, gender stereotyping, Gender Roles	3	-	-	-	-	-	1	4
1.3 Structures of gender Inequality. (Patterns of Gender inequality in terms of caste, class and religion patterns of violence against women, Female Infanticide,	3	-	-	-	-	-	-	3
1.4 Child marriage. Dowry, Widowhood, Domestic violence, and single women	3	-	-	-	-	-	2	5
1.5 Understanding Demographic indicators related to gender (global comparison) (Sex Ratio, Literacy, Life Expectancy, Maternal Mortality Rate, Infant Mortality Rate, Work Participation Rate)	3	-	-	-	-	-	1	4

2 Social Reproduction of Patriarchy and Control over	L	T	S	W	D	V	P	T
2.1 Good woman vs. Bad woman: Complying traditions, maintaining family honor; Politics of Procreation & Glorification of Motherhood	3	-	-	-	-	-	-	3
2.2 Gendered work and work spaces, Invisibility of Female work, Unpaid labor, issues of ownership/access to resources	3	-	-	-	-	-	1	4
2.3 Reproduction of Patriarchy and Sexuality in Agricultural, Industrial and Post-industrial Society	3	-	-	-	-	-	-	3
2.4 Unequal burdens of morality & ethics, Notions of chastity, seclusion, segregation	3	-	-	-	-	-	2	5
2.5 Reinforcing Patriarchy through legitimizing force (of the state) and violence on women, controlling sexuality	3	-	-	-	-	-	1	4


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3 Types of Feminism									
	L	T	S	W	D	V	P	T	
3.1 Liberal Feminism - Individual Freedom									
3.2 Socialist Feminism: Value of Housework and Reproduction Privileging Class and Capitalism Capitalist Patriarchy From Androgyny to Gynocentric Politics of Difference	3	-	-	-	-	-	-	3	
3.3 Radical Feminism Sisterhood and Sexual Oppression Radical Rejection of Patriarchy Feminism of Difference Politics of the Private Sphere Control over and Celebration of Sexually Specific Body/Biology	3	-	-	-	-	-	1	4	
3.4 Post-Structural/Post-Modern Feminism Rejection of Grand Narrative and Essentialism Constitution of Meaning through Difference	3	-	-	-	-	-	-	3	
3.5 Deconstruction Death of the Subject Queer Theory	3	-	-	-	-	-	2	5	

4 Women and law	L	T	S	W	D	V	P	T
4.1 Understanding Law : Legal Concepts ,Law and Feminism.	3	-	-	-	-	-	-	3
4.2 Source of Law : Primary sources ,Religion, Custom and Conventions, Socio-Political Philosophy and Law	3	-	-	-	-	-	1	4
4.3 , Secondary Sources ,The Constitution, Statutes and Judicial Decisions	3	-	-	-	-	-	-	3
4.4Women Rights as Human Rights :U.N. World Conference on Women, Universal Declaration of Human Rights ,Convention on the Elimination of all forms of Discrimination against Women ,Declaration on the Elimination of Violence against Women	3	-	-	-	-	-	2	5

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4.5 Law Relating to Crimes against Women :Indian Penal Code -1860 , Dowry Prohibition Act, 1961, Indecent Representation of Women [Prohibition]Act, 1986	3	-	-	-	-	-	1	4
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5 Gender and Mass Media	L	T	S	W	D	V	P	T
5.1 Impact of globalization on media images of women	3	-	-	-	-	-	-	3
5.2 Women discourse in media	3	-	-	-	-	-	1	4
5.3 News coverage and reports on News Paper, television ,Colum's	3	-	-	-	-	-	-	3
5.4 Impact of sex and violence related matter of media on women	3	-	-	-	-	-	2	5
5.5 Protection of Women from Domestic Violence Act, 2005	3	-	-	-	-	-	1	4


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Course Objective :-

1. To develop ability to undertake the practical aspects of covering sports events.
2. To give knowledge about various national and international sports related organization.

Learning Outcomes:-

1. Students will be able to Produce Sport-related content and form.
2. Evaluate the Impact of Societal Issues on sports reporting.

Co-Po Mapping:

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

Unit- I	Concept of Sport Journalism	L	T	P
1.1	Concept and Meaning of Sports Journalism	2	-	-
1.2	Elements and Scope of Sports Journalism	2	1	-
1.3	Sports News for Various Mediums	2	1	-
1.4	Sports Bulletins	1	-	2
1.5	Introduction to Sports Magazine and News Papers	2	1	-
Total Hours		15		

Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Special Lectures

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Unit- II	Sports Reporting	L	T	P
2.1	Principles of Sports Reporting	2	-	-
2.2	Sources of Sports News	2	1	-
2.3	Sports News Formats and Elements	2	-	2
2.4	Qualities and Responsibilities of Sports Reporters	2	1	
2.5	Characteristics of Sports Reporting	2	1	
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Special Lectures				

Unit-III	Writing Skill	L	T	P
3.1	Structure of Sports News and Principles of News Editing	2	1	-
3.2	Writing Sports News for Various Sports Events	1	-	2
3.3	Writing International, National, Regional and Local Sports Events	1	-	2
3.4	Sports Photo Editing and Its Characteristics	1	-	2
3.5	Sports Advertisement Planning and Copy Writing	2	-	1
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

Unit -IV	Sport Content	L	T	P
4.1	Classifications of Sports Contents for Various Mediums	2	1	-
4.2	Commentary Definition and Characteristics	2	-	-
4.3	Commentary Practices for Various Sports Events	-	-	3
4.4	News Writing Practices of Currents Sports Events	-	-	3
4.5	Interview Techniques, Methods and Characteristics	1	-	3
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment, Field Visit				

Unit -V	Code and Ethics, Sports Organizations	L	T	P
5.1	Code and Ethics for Sports Writing	2	-	-
5.2	Introduction Various Sports Associations, Clubs and Organizations	2	1	-
5.3	Ministry of Sports and Youth Affairs (Central and States)	2	1	-
5.4	Various Tournaments for Various Games (World Cup, Commonwealth Games, Asiad, Olympic Games etc.)	3	1	-
5.5	Characteristics of Sports Reporting	2	1	-
Total Hours		15		
Teaching Method: Lectures, Demonstration, Group Discussion, Practical / Assignment				

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Mukhanlal Chaturvedi

Practical/Project/Assignments

- Prepare list of sport Magazines.
- Content Analysis of any one sports magazine.
- Critical Analysis the content of any two sports website.

Suggested Readings:

- Sports Journalism and Mass Media, Dr. Hoshiyar Singh, Khel Shahitya Kendra
- Sports Journalism A Practical Introduction, Phil Andrews, SAZE Publication
- Sport Journalism An in Production to Reporting and writing, Kathryn T. Stofer, James R. Schaffer, Rowman and Littlefield, New York
- खेल पत्रकारिता, सुशील दोषी, एमसीयू, भोपाल
- खेल पत्रकारिता, पदमपति शर्मा, प्रभात प्रकाशन, दिल्ली
- खेल पत्रकारिता, हरवंश सिंह, हरियाणा साहित्य अकादमी
- खेल पत्रकारिता, संजय आर. अगाशे, खेल साहित्य केन्द्र, दिल्ली
- खेल पत्रकारिता, नरेश गौतम, मोहित प्रकाशन
- खेल पत्रकारिता, राजशेखर मिश्र, डायमंड प्रकाशन

E-Resource:

- <https://timesofindia.indiatimes.com/home/education/news/how-to-become-a-sports-journalist/articleshow/69408504.cms>
- <https://thecorversation.com/us/topics/sports-journalism-4815>
- <https://www.questia.com/library/communication/journalism/sports-journalism>
- https://www.academia.edu/36344076/SPORTS_JOURNALISM
- http://dl.booktolearn.com/ebooks2/education/9780742561748_sports_journalism_3a16.pdf
- https://shodhganga.inflibnet.ac.in/bitstream/10603/40602/8/13_chapter4.pdf
- <https://ncert.nic.in/textbook/pdf/kham102.pdf>

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Bikaner

5B.Sc. (MM) 5

OE-5: Data Analytics for Journalism

Theory	00	Practical	40	Internal	10	Credits	3
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COURSE OBJECTIVES

1. Learn the basics of Data Analytics
2. Use of Excel spreadsheets and various basic data functions of Excel.
3. Learn various Excel functions to organize and query data
4. Learn how to set filters in data to selectively access data
5. Understand various charts and get to build own charts

COURSE OUTCOMES (CO):

1. Student can think critically about the uses of Data Analysis in Journalism
2. Student can Examine spreadsheet concepts and explore the Microsoft Office Excel environment
3. Student will obtain basic skills in Data Collection and Correction
4. Student will get working knowledge of Excel
5. Student will visualize data using appropriate tools

UNIT-1	Introduction to Data Analytics	L	T	P
1.1	Concepts of Data (Discussion, Assignment)		1	1
1.2	Concepts of Data Analytics (Discussion, Participation)		1	1
1.3	Data Analytics using Spreadsheets. (Discussion, Practice)		1	2
1.4	Finding Stories in Spreadsheets (Discussion, Practice, Assignment)		1	2
1.5	Data Analysis and Management (Discussion, Quiz)		1	2

UNIT-2	Data Management Using Spreadsheet	L	T	P
2.1	Introduction to Spreadsheets (Discussion, Practice, Assignment)		1	2
2.2	Reading data into Excel using various formats (Discussion, Practice, Assignment)		1	2
2.3	Basic functions in Excel, arithmetic as well as various logical functions (Discussion, Practice)		1	2
2.4	Formatting rows and columns (Discussion, Practice)		1	2
2.5	Using formulas in Excel and their copy and paste using absolute and relative referencing. (Practice)			2

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UNIT-3	Data Management Using Spreadsheet	L	T	P
3.1	Spreadsheet Functions to Organize Data (Discussion, Practice)		1	2
3.2	IF and the nested IF functions (Discussion, Practice, Assignment)		1	2
3.3	VLOOKUP and HLOOKUP (Discussion, Practice,)		1	2
3.4	The RANDBETWEEN function (Discussion, Assignment)		1	2
3.5	Spreadsheet Functions to Organize News Data – Case Study (Practice)			2

UNIT-4	Filtering, Pivot Tables, and Charts	L	T	P
4.1	Introduction to Filtering, Pivot Tables, and Charts (Discussion, Practice)		1	2
4.2	VLOOKUP across worksheets (Practice)			2
4.3	Data filtering in Excel (Discussion , Practice)		1	2
4.4	Use of Pivot tables with categorical as well as numerical data (Discussion, Practice)		1	2
4.5	Charting capability of Excel for News Data (Discussion, Practice)		1	2

UNIT-5	Advanced Graphing and Charting in Excel	L	T	P
5.1	Line, Bar and Pie charts. (Discussion , Practice)		1	2
5.2	Pivot charts (Practice)			2
5.3	Scatter plots(Discussion, Practice)		1	2
5.4	Histograms (Discussion,Practice)		1	2
5.5	Graphs and Charts for News Data (Discussion, Practice)		1	2




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Practical / Projects/Assignments:

1. Work with Cells and Worksheets
2. Calculate the given Data
3. Format the Workbook
4. Add Charts and Graphics
5. Collaborate with Others
6. Analyze the given Data
7. Case study: When you get data in sentences: using SEARCH and error handling to extract numbers from phrases
8. Publishing live data in a live chart
9. Saving time to hit a deadline: repeating and fixing a calculation across cells
10. How to put the story into context, or looking from a fresh angle: merging data from different tables using VLOOKUP

Suggested Readings:

1. Spreadsheets for Journalism, Brant Houston, 2019
2. Finding Stories in Spreadsheets Paul Bradshaw
3. Microsoft Excel 2016 Bible: The Comprehensive Tutorial Resource by John Walkenbach, WILEY Publications, ISBN-13: 978-1119067511
4. Excel 2016 ALL-IN-ONE for Dummies by Greg Harvey, ISBN-13: 978-1119077152

E-Resources:

1. Learn excel - free online excel training accessed at <https://trumpexcel.com/learn-excel/>
2. Excel lecture notes accessed at <https://owerricbt.files.wordpress.com/2017/02/excel-lecture-notes3.pdf>


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CORPORATE COMMUNICATION & ADVERTISING

Unit -1: Introduction of Advertising

- 1.1 Definition of advertising
- 1.2 Nature & Evolution of advertising
- 1.3 Function of advertising
- 1.4 Importance of advertising
- 1.5 Types of advertisements

Unit -2: Advertising Planning & Budget

- 2.1 Concept of Marketing Plan
- 2.2 Objectives of Marketing
- 2.3 Marketing Strategies
- 2.4 Objective of advertising budget
- 2.5 Items of advertising budget

Unit - 3: Advertising

- 3.1 Advertising: Importance in IMC and New Trends.
- 3.2 Advertising Media and It's Creative Co-ordination with other Marketing Function.
- 3.3 Creativity in Advertising.
- 3.4 Advertising Campaigns.
- 3.5 Advertising Agency and Ethics.

Unit - 4: Corporate Communication-I

- 4.1 Definition, Importance of Corporate Communication.
- 4.2 Objectives of Corporate Communication.
- 4.3 Concept of Identity and its elements
- 4.4 Corporate Image Building & its Management.
- 4.5 Corporate Identity: Policy Planning, Core Communication elements in corporate Identity Programme.

Unit - 5: Corporate Communication-II

- 4.1 Corporate Social Responsibility, Corporate Citizenship.
- 4.2 Public Service Communication, Social Communication.
- 4.3 Crisis Management & Communication,
- 4.4 Types of Crisis, Contingency Planning.
- 4.5 Crisis Communication & Evaluation.

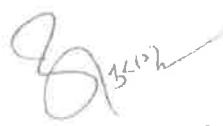
References Books:

1. Belch & Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Publication
2. Burnette John J., Promotion Management, Houghton Mifflin College Div.
3. S. A. Chunawalla, Advertising Sales and Promotion Management Paperback – Hph; Revised edition
4. Philip T Kotler, Marketing Management, 14th Edition, Pearson Publications


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5 B.Tech(PP)6

OE-5: Quality Control & Supply Chain Management

Theory	40	Practical	00	Internal	10	Credits	3
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COURSE OBJECTIVES

1. To understand the quality control system
2. Student get a knowledge of material management and sampling system
3. To study about various quality control programmes system in printing industry
4. To get a knowledge of supply chain management and various sources
5. To understand of different certification programmes.

COURSE OUTCOMES (CO)

1. To Explain the quality control system in industry
2. To describe the material management, inspection and sampling process
3. To define different quality control programmes of printing industry
4. To demonstrate the supply chain management and various sources
5. To categorize the different certification programmes.

Unit 1	Introduction to Quality Control & system	L	T	P
1.1	Definition of Quality, Quality control, its meaning and purpose setting up Quality Control Program, and establishing necessary. (Lecture, Discussion, Presentation)	2		
1.2	System and procedures, economic consideration. (Lecture, Discussion, Presentation)	1		
1.3	Management Consideration: Quality Control as an attitude and management tool (Lecture, Discussion, Presentation)	1	1	
1.4	Management of Quality control system management's responsibility, organization and personnel functions, getting everybody involved (Lecture, Discussion, Presentation)	2		
1.5	Total Quality Control. Quality Control procedures and methods. Different shapes of quality control (Lecture, Discussion, Presentation)	2		

Unit 2	Materials Control	L	T	P
2.1	Establishing clear specifications and standardization of materials to be purchased (Lecture, Discussion, Presentation)	2		
2.2	Inspection and testing of incoming materials as part of quality control (Lecture, Discussion, Presentation)	1	1	
		2		
2.3	Importance of proper handling and maintaining records of performance of materials (Lecture, Discussion, Presentation)	2		

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2.4	Sampling and sampling plans. Establishing Quality control programme in different departments of Packaging Plant. Consistent with the appropriate quality level (Lecture, Discussion, Presentation)	1		
2.5	Introduction to ISO: 9000 and ISO: 14000 series. (Lecture, Discussion, Presentation)			

Unit 3	Quality control programme in Printing Industry	L	T	P
3.1	Establishing Quality control programme in different departments of Printing organization (Lecture, Discussion, Presentation)	2		
3.2	TQM System (Lecture, Discussion, Presentation)	2		
3.3	5 S System (Lecture, Discussion, Presentation)	1		
3.4	KAIZEN system (Lecture, Discussion, Presentation)	1	1	
3.5	SIX SIGMA, 7 QC TOOLS, GRACOL (Lecture, Discussion, Presentation)	2		

Unit 4	SCM System and Sourcing Procurement	L	T	P
4.1	Concept of logistics and SCM, decision phases, design, planning and operation, decision areas (Lecture, Discussion, Presentation)	2		
4.2	Type of supply chain views - flows in supply chain, supply chain and competitive performance, performance measures for SCM, strategic fit and drivers of supply chain. (Lecture, Discussion, Presentation)	1		
4.3	sourcing Procurement: factors in source selection, vendor rating, qualitative and quantitative methods, purchasing (Lecture, Discussion, Presentation)	1		
4.4	Objectives and procedure, purchasing systems, tender method, computer based systems/EDI (Lecture, Discussion, Presentation)	2		
4.5	inventory concept - functions of inventory, selective inventory control techniques, structure of inventory problem, costs associated with materials management, relevant costs (Lecture, Discussion, Presentation)	2	1	

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Unit5	Certification & inventory Management	L	T	P
5.1	Introduction of ISO 9000 and ISO 14000,. (Lecture, Discussion, Presentation)	2	1	
5.2	ISO -31000; Concept of just-in-time (Lecture, Discussion, Presentation)	1		
5.3	KAN BAN-introduction to requirement planning(Lecture, Discussion, Presentation)	1		
5.4	different kind method or modal for inventory management(Lecture, Discussion, Presentation)	2		
5.5	KAN BAN-distribution requirement planning (Lecture, Discussion, Presentation)	2		

Practical/Projects/Assignments:-

1. Study importance of Quality control System.
2. Study TQM System and 5 S Systems.
3. Study of industrial certification such as ISO.
4. Study importance of SCM and its working in Industry.
5. Study certification & inventory Management

Suggested Readings:-

1. Fundamentals of industrial Quality control by Lawrence S Aft. Third Edition, Publisher CRC Press 1997, ISBN-1574441515, 9781574441512
2. Six Sigma Handbook by Thomas Pyzdek, 4th Edition, (Publisher Mc Graw-hill Education, ISBN-13: 978-0071840538)
3. Total Quality Management(TQM) by L.Suganthi (publisher- Prentice Hall india Learning Private Ltd. ISBN-8120326555)
4. E-business And Supply chain Issue in Book Publishing Industry in Asia (Conference Paper) by Leong Weng Fei, N Viswannadham (national University Singapore)
5. Operation and supply chain Management by G.Srinivasan(Publisher-Prentice Hall india, ISBN-10- 8120339819, ISBN-13-978-8120339811)




HOD NIT

2679

BAMC : V SEM	Marks:50			Credits:3		
TELEVISION PRODUCTION	Th	Pr	La	Contact hrs.		
				L	T	P
	25	15	10	2	-	2

Course Objectives

- To provide insight to students in the emerging field of audio and video technology and its application in the area of entertainment, advertising, presentation, education and training.
- To write Script for TV Production.
- To understand the various audio video equipment and their use in video film production.
- To handle various T.V. studio recording and field recording equipments.
- To produce video programmes and expose the participants with advanced production techniques.

Learning Outcomes

- Will be able to understand basic concept of Video Production.
- Students will be able to execute Camera, Lighting and Sound with in scene.
- Will be able to use Digital Camera operation skills and work collaboratively with others.
- Will be able to plan, produce and direct T.V. programmes.
- Will be able to critique Television Production values with a newly acquired depth of understanding.

CO-PO Mapping

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

3-Strong, 2-Moderate, 1-Weak

Unit-1	TV Production (Total hours- L+T+P=9 hrs)	L	T	P
1.1	TV as a medium of Communication, Types & Programs (Lecture, Practical)	1	-	1
1.2	Television Production : Meaning and scope (Lecture, Practical)	1	-	1
1.3	Video Production Process I: Pre Production (Lecture, Practical)	1	-	1
1.4	Video Production Process II: Production (Lecture, Practical)	1	-	1
1.5	Video Production Process III: Post Production (Lecture, Practical)	1	-	1



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Unit-2	Production Studio (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Structure and Working of Production Studio (Lecture, Practical)	1	-	1
2.2	PCR (Lecture, Practical)	1	-	1
2.3	VTR (Lecture, Practical)	1	-	1
2.4	Video Library (Lecture, Practical)	1	-	1
2.5	Graphics Department (Lecture, Practical)	1	-	1

Unit-3	TV Script (Total hours- L+T+P=9 hrs)	L	T	P
3.1	Script Writing – Characteristics of a good script (Lecture, Practical)	1	-	1
3.2	Characteristics of a good script (Lecture, Practical)	1	-	1
3.3	Types of TV script (Lecture, Practical)	1	-	1
3.4	Story Board (Lecture, Practical)	1	-	1
3.5	Writing Voice Over (Lecture, Practical)	1	-	1

Unit-4	Camera and Lighting (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Components of Video Camera (Lecture, Practical)	1	-	1
4.2	Camera Movements (Lecture, Practical)	1	-	1
4.3	Camera angles (Lecture, Practical)	1	-	1
4.4	Basic shots and their Composition (Lecture, Practical)	1	-	1
4.5	Lighting equipments and control (Lecture, Practical)	1	-	1

Unit-5	Video Editing (Total hours- L+T+P=9 hrs)	L	T	P
5.1	Editing – concept and significance (Lecture, Practical)	1	-	1
5.2	Grammar and aesthetics of Editing (Lecture, Practical)	1	-	1
5.3	Editing equipment, introduction to Non Linear Editing (Lecture, Practical)	1	-	1
5.4	Introduction to Non Linear Editing (Lecture, Practical)	1	-	1
5.5	Non Linear Editing Techniques (Lecture, Practical)	1	-	1

Practical/Project/Assignments:

- Practical recording of interviews in studio.
- News recording in studio.
- Group discussion Show in studio.
- Coverage of various sports events held in University.
- Coverage of various programmes held in University.
- Song Picturisation in Studio/Outdoor .
- Music and dance recording in Studio.
- Industrial recording for any instructional film.
- Multicamera recording inside T.V. Studio.
- Study of a T.V. studio in the context of:-
 - a) Facilities and equipment layout.
 - b) Recording and transmission process (observation) .
- Role-playing - play the roles of talent, floor manager, cameraperson, program assistant and director in given situation.

Suggested Readings:

- Alvarado Manuel, Buonanno Milly, Gray Herman, Miller Toby, Sage Publication India Pvt. Ltd. New Delhi, 2015
- Diefenbach Donald L., Video Production Techniques, Routledge Taylor & Francis Group, 2008.
- Millerson Gerald, Television Production, Focal Press, 1999.
- Wadia Angela, Television and film production Recent Trends and Future prospects, Kanishka Publishers Distributors New Delhi, 2012.
- Ward Peter and Bermingham Alan, Wherry Chris, Multiskilling for Television production, focal press, 2000.

e- resources:

- <https://mib.gov.in/media/e-book>
- <https://epdf.tips/television-production-handbook.html>
- https://www.researchgate.net/publication/269944220_New_Television_Production_Techniques
- https://www.researchgate.net/publication/313160854_Techniques_of_Television_News_writing_and_Production
- https://static1.squarespace.com/static/5cff063e4125d10001eee6bb/t/5f2319d8e3fa0317c06f60e4/1596135897193/IntrotoEditing_Syllabus-Public.pdf



विभागाध्यक्ष
(जनसंचार)

BBA : (EC)OE-5 : Retail Management**Total Marks 50: Theory(40) Internal (10)****Credits : 3****COURSE OBJECTIVE**

- To describe students regarding Retail Management concepts & process.
- To explain the students difference between Indian & Global Retail scenario.
- To outline the students about importance of Retail Store location in Retailing.
- To illustrate students how Retail Layout & design affects retailing decisions.
- To determine various Retail communication mix to the students.

LEARNING OUTCOMES

- Students would be able to develop the various marketing concepts in Retail Mgt.
- By analyzing the various Retail scenarios, student would be able to outline the rise of Retailing in India
- Student would be able to summarize the relative importance of store design while selecting the retail store location.
- Analyzing various retail communication elements would enable students to develop an insight into relationship management in Retailing.

Unit-1	Introduction to Retail management	L	T	P
1.1	Introduction to Retail management (Class room lectures & PPT)	5	3	-
1.2	The concept of Retailing (PPT & class room lectures)			
1.3	Nature & Scope of Retailing (PPT)			
1.4	Functions of Retailers (Role Play, PPT)			
1.5	Planning & Forecasting in Retailing (Class room Lectures)			

Unit-2	Evolution of Retailing in India	L	T	P
2.1	Indian & Global retail environment (PPT)	4	3	1
2.2	The evolution of Retail in India (PPT & Class room Lectures)			
2.3	The Rise of the Retailer (class room lectures)			
2.4	Challenges & changes Imapcting Retail Development in India. (PPT , Class room lectures)			
2.5	Case study (Case study of Best Price)			

Unit-3	Retail Stores & Models	L	T	P
3.1	Retail Stores : concept & importance of stores (Class room lectures)	4	4	-
3.2	Types of retail stores (PPT & class room lectures)			
3.3	Factor affecting store location (class room lectures)			
3.4	Retail Models (PPTs)			
3.5	The future of Retailing (role playing, PPTs)			

Unit-4	Organizational design in Retail	L	T	P
4.1	Organizational design & structure in Retail (PPTs)	4	4	-
4.2	Retail Formats (PPTs & Class room Lectures)			
4.3	Retail Layout & Design (PPTs)			
4.4	Theories of Retail Development (PPTs & class room lectures)			
4.5	Space Management (Class Room Lectures)			

Unit-5	Communication mix in Retail	L	T	P
5.1	Retail Communication Mix (Class room Lectures)	6	2	-
5.2	Retail Information system (PPTs & class room lectures)			
5.3	CRM in Retailing (Role Play , Class room lectures)			
5.4	Supply chain management in Retailing (PPTs)			
5.5	Financial aspect of Retail Management (PPTs)			

Practical / Projects / Assignments :

- Case Studies: Related to Reliance Retail
- Project report on Retail Strategies of Shoppers Stop.

Suggested Readings :

- Mathur, U.C. (2010). *Retail management*. New Delhi: I K International Publishing House.
- Vedamani, G. (2018). *Retail Beyond Detail*. New Delhi: Sage Publications Pvt. Ltd

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of Journalism & Communication, Bhopal

- Bajaj, C., Tuli, R., & Shrivastava, N. (2010). *Retail management*. New Delhi: Oxford Publication.
- Seshanna, S., & Prasad, Raghu. (2012). *Retail management*. New Delhi : McGraw Hill Publication
- Berman, B. (2011). *Retail Management*. New Delhi: Pearson Education.
- Rai, A. (2012). *Customer Relationship Management*. India: Prentice Hall of India

E-resource:

- http://ebooks.lpude.in/management/bba/term_5/DMGT305_RETAIL_MANAGEMENT.pdf
- https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf
- <https://www.kobo.com/us/en/ebook/retail-management>

BBA (EC) OE5 : Retail Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BBA(EC) OE5.1		2	3	1								
BBA(EC) OE5.2		2	3			1	1					
BBA(EC) OE5.3	2			3		2				2		
BBA(EC) OE5.4	3	1		1		2	2					2

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