1

Vivekanand Education Society's

College of Arts, Science and Commerce

(Autonomous)

Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.

Accredited by NAAC "A Grade" in 3rd Cycle - 2017
Best College Award – Urban Area, University of Mumbai
(2012-13) Recipient of FIST Grant (DST) and STAR College
Grant (DBT)

Affiliated to the

University of Mumbai

Credit based System for Holistic Development

Syllabus for
Program B.A.M.M.C
(Bachelors of Multimedia and Communication)

(Program code: VESUAMC)

As per NEP 2020
with effect from Academic Year 2025 - 2026

Program Outcomes (PO):

A leaner completing Bachelor of Arts Multimedia and Mass Communication students will be able to:

PO1   The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.

PO2   The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study

PO3   This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.

PO4   Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.

PO5   Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study

PO6   Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

PO7   Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

PO8   This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field.

PO9   Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PO10   They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.

PO11   Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.

* subjects are 100% practical & viva subjects and no theory

VIVEKANAND EDUCATION SOCIETY
College of Arts, Science & Commerce (Autonomous)

DEPARTMENT OF BAMMC - SYLLABUS RESTRUCTURE 2024-25 Term 2
Applicable from the Academic Year 2025-26

FY BAMMC - SEM 1

	Subject Name	Modules	Credits	
1	**Course title:** **FUNDAMENTALS OF MASS COMMUNICATION** **Course code:** **Objective**: To make students aware of the important fundamentals of mass communication **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will gain knowledge of fundamentals of mass communication **LO2** - Students will be able to identify the impact of mass communication	Module 1: Mass Communication & Its Impact ● Meaning & Importance of Mass Communication ● Forms of Mass Communication ● Models of Communication: Gebner's model, Sociological model, Gatekeeping model, Defleur's model, Hub Model, Sadharanikaran Model ● Folk Media: Bhajan, Kirtan, Powad and Nagara as Oral Communication ● Impact of Mass Media on Society: Social, Political, Economic, Education, Children, Women, Culture and Youth Module 2: New Mass Media Trends ● Electronic, Satellite, Interactive, Digital Communication ● Tools of Communication: Print, Broadcast, Films, Internet ● Elements and features of New Media ● Ethics in New Media ● Impact of Media on Development	2	MJR MAN
	Reference Books: 1. Mass Communication in India – Keval J. Kumar (Jaico Publishing) 2. Introduction to Communication and Media Studies – Kanchan K. Malik & Vinod Pavarala (Sage India) 3. Mass Communication: Principles and Concepts – Seema Hasan (CBS Publishers) 4. Theories of Mass Communication – Uma Narula (Atlantic Publishers)			
2	**Course title: COMPUTER MULTIMEDIA I - PHOTO** **Course code:** **Objective**: To make students aware of the important photo editing softwares **Learning Outcomes (LO):** On successful completion of	Module 1: Photoshop, CorelDraw & Illustrator ● Introduction to Photoshop ● Photoshop Workspace ● Working with Multiple Images ● Image Editing, Color Correction & Effects	2	MJR MAN

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	this course students will be able to: **LO1** - Students will gain knowledge of important photo editing softwares **LO2** - Students will be able to use important editing softwares like photoshop, CorelDraw and Illustrator	● Working with Text & Fully Editable Texts ● Working with Layers ● Wonder Blend Modes ● Introduction to CorelDraw ● Using Text ● Exploring tools and Applying Effects ● Introduction to Adobe Illustrator ● Using Texts ● Applying effects & Creating simple designs in Illustrator ● Exporting files in all the software's Module 2: InDesign & Quarkxpress ● Introduction to Adobe InDesign ● Text Edits in InDesign ● Creating Color Palettes ● Tools & Making Templates in InDesign ● Exporting Files in InDesign ● Introduction to Quarkxpress ● Text Edits in Quark ● Creating Color Palettes in Quark ● Tools & Making Templates in Quark ● Exporting Files in Quark		
	Reference Books: 1. Adobe Photoshop Classroom in a Book (2022 Release) – Conrad Chavez & Andrew Faulkner (Adobe Press) 2. CorelDRAW X7: The Official Guide – Gary David Bouton (McGraw-Hill) 3. Computer Multimedia I - Arvind Parulekar 4. Adobe Illustrator Classroom in a Book (2022) – Brian Wood (Adobe Press) 5. Adobe InDesign CC Classroom in a Book – Kelly Kordes Anton & Tina DeJarld (Adobe Press)		
3	**Course title: MEDIA PSYCHOLOGY** **Course code:** **Objective**: To make students aware of how media psychology works **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand what is media psychology	Module 1: What is Media Psychology and its uses? ● Branches of psychology- Overview of the fields. Media psychology- Definition, scope & objectives. Psychology and media- An uneasy relationship ● Memory- Definition- Information processing model, LOP. ● Thinking - Definition - Lateral thinking and creative thinking. ● Perception – Visual and depth perception. ● Cognitive and behavioral effects of	2	MJR MAN

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	LO2 - Students will gain knowledge of role of media psychology	media. (focus on print, interactive medium and web advertising) Module 2: Psychological Effects of Media: ● Effects of media violence. ● Effects of pro-social media. ● Learning- Theories- Classical conditioning and Operant conditioning, Cognitive Learning, Observation learning, Social cognition- Script and schema. ● Motivation- Definition- Types- Need hierarchy theory. ● Young children and media- socialization through media. ● Media use and influence during adolescence. ● Gender representation in media.		

Reference Books:
1. Media Psychology – David Giles (Routledge)
2. Psychology and the Media – Barrie Gunter (Palgrave Macmillan)
3. The Psychology of Media and Politics – George Comstock & Erica Scharrer (Elsevier)
4. Childhood and Adolescence: Voyages in Development – Spencer A. Rathus (Cengage)

4	**Course title:** **INTRODUCTION TO NEW MEDIA** **Course code:** **Objective**: To make students aware of new media technologies **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand working with google workspace **LO2** - Students will gain knowledge of New Media & Cloud Technologies	Module 1: Google Workspace ● Introduction to Google & Advanced Search ● Basics & Working on Gmail ● Basics of Google Calendar, Meet & Chat ● Basics & Working on Google Drive ● Basics of Google Docs, Sheets, Slides ● Basics & Working on Google forms ● Introduction to Maps & Google Business Module 2: New Media & Cloud Technologies ● Definition & Scope of News Media ● Difference between New & Traditional Media, Media Convergence ● Content Storage & Delivery ● Video Streaming & Distribution ● Content Production and Collaborations ● Live Broadcasting, Content Monetization ● Interactive & Immersive Experiences ● Smart Advertising Displays ● AR, VR & E-Gaming	2	VSC

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		● Blockchain & Crypto currencies ● Basics of Coding		

Reference Books:
New Media – Leah A. Lievrouw & Sonia Livingstone (Bloomsbury India)
Understanding New Media – Eugenia Siapera (Sage India)
Introduction to New Media - Nimit R. Sachde (Sheth Publication)
Google Workspace - Dr. Tushar Sambhare & Sonali Sambhare (Sheth Publication)
New Media: A Critical Introduction – Martin Lister et al. (Routledge India)
The Google Infused Classroom – Holly Clark & Tanya Avrith (Dave Burgess Consulting)

5	**Course title: INFLUENCER CULTURE** **Course code:** **Objective**: To make students aware of influencer culture **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand working with instagram **LO2** - Students will gain knowledge of techniques and skills needed for becoming an influencer	Module 1: Introduction ● Definition of Instagram Live, History of Instagram ● How do influencers gather news for Instagram? ● Understanding what makes a Live newsworthy. ● Techniques for finding and verifying information quickly, especially during a live event ● 7 C's of Writing Study Instagram Live in terms of Crime, Personal & Professional Events Module 2: Techniques & Skills ● Live Broadcast Preparation: Setting up equipment, briefing colleagues, and anticipating potential problems. ● Interviews and Questioning: Mastering techniques for conducting effective interviews and asking probing questions in a live environment. ● Visual Storytelling: Understanding the importance of visuals in live reporting and using them effectively. ● Audio and Video Recording ● Using social Media in Live Reporting: ● Techniques for staying Calm Under Pressure	2	OE 1

Reference Books:
1. News Reporting and Writing – Bruce D. Itule & Douglas A. Anderson (Oxford University Press)
2. Broadcast Journalism: Techniques of Radio and TV News – Andrew Boyd (Routledge)
3. Live Reporting: Broadcast Journalism – Peter Stewart (Bloomsbury)
4. Journalism: Principles and Practice – Tony Harcup (Sage)

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6	**Course title: EVENT MANAGEMENT** **Course code:** **Objective**: To make students aware of event management **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand fundamentals of Event Management **LO2** - Students will gain knowledge of Practical Aspects of Event Management	Module 1: Introduction to Event Management ● Event Planning ● Event Marketing ● Event Budgeting & Sponsorship ● Risk Management ● Crisis Management ● Event Design ● Event Team Management & Staff Hiring Module 2: Practical Aspects of Event Management ● Advertising & Marketing of Events ● Tickets & Distribution ● Event Campaigning ● On Ground & Off Ground Events ● Curation of Practical Events	2	OE 2

Reference Books:
1. Event Management: A Professional and Developmental Approach – Glenn Bowdin et al. (Pearson India)
2. Event Management & Event Marketing – Sita Ram Singh (Vikas Publishing)
3. Strategic Event Creation – Doug Matthews (Cengage Learning India)
4. Events Management: An Introduction – Charles Bladen et al. (Routledge India)

7	**Course title: VISUAL COMMUNICATION** **Course code:** **Objective**: To make students aware of Visual Communication **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand fundamentals of Theories of Visual Communication **LO2** - Students will gain knowledge of impact Colours and Channels of Visual Communication	Module 1: Introduction & Theories of Visual Communication ● Introduction, Need and Importance of Visual Communication ● Visual Communication as a Process and as an Expression, Language and Visuals ● Plans, Organization Charts, Maps, Chronologies ● Sensual Theories: Gestalt, Constructivism, Ecological ● Perceptual Theories: Semiotics and Cognitive Module 2: Impact Colours and Channels of Visual Communication ● Color Theory ● Psychological Implications of color ● Colors and Visual Pleasure ● Elements of Design ● Tools of Visual Communication - Print, Broadcast & Digital	2	SEC

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| | | ● Ethics - Visual Stereotyping
● Audience Behavior
● Impact of Language, Culture, Images, Messages, Signs and Symbols | | |

Reference Books:
1. Visual Communication: Images with Messages – Paul Lester (Cengage Learning India)
2. Visual Communication: From Theory to Practice – Jonathan Baldwin & Lucienne Roberts (Bloomsbury India)
3. Design Basics – David ddfddddfdff.   df A. Lauer & Stephen Pentak (Cengage India)
4. Visual Communication - Arvind Parulekar (Sheth Publications)
5. Visual Storytelling: A Practical Guide – Morgan Sandler (Routledge India)

| 8 | **Course title: EFFECTIVE COMMUNICATIONS I**

Course code:
Objective: To make students aware of ways of Effective Communications

Learning Outcomes (LO):
On successful completion of this course students will be able to:
LO1 - Students will understand fundamentals of Communication
LO2 - Students will gain knowledge of translation | Module 1: Introduction to Communication
● The Concept of Communication: Introduction, Importance, Process, Difference in Technical & General Communication
● Barriers to Communication and How to Overcome
● Types of Communication with Advantages & Significance - Verbal & Non-Verbal
● Oral Communication methods in Media
● Listening Skills & Process, Ready Skills & Types with Process

Module 2: Translation
● What is Translation? How is it done in different modes and disciplines and its application in media
● Myths about Translations. Learning how to translate, Steps & Process, Elements & Styles
● Types of Translations: Communicative, Formal, Word, Semantic, Verbal-Lexical and Literal, Imagery,
● Transliteration as the failure of translation.
● Grammar Refresher and Usage in Translation | 2 | AEC |

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		● Careers in Translation, Roles & Responsibilities. Use of Translation in Media		

Reference Books:
1. Business Communication Today – Courtland L. Bovee & John V. Thill (Pearson India)
2. Communication Skills – Sanjay Kumar & Pushp Lata (Oxford University Press India)
3. A Course in Communication Skills – Swati Samantaray (Oxford University Press India)
4. Fundamentals of Translation – Susan Bassnett (Routledge India)

9	**Course title: INDIAN KNOWLEDGE SYSTEM** **Course code:** **Objective**: To make students aware of Indian Knowledge System **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand fundamentals of Indian Knowledge System **LO2** - Students will gain knowledge of various aspects of Indian Knowledge System	Module 1: What is IKS? ● Introduction, Characteristics and Features of Indian Knowledge System ● Macaulay's Education Policy and its impact, NEP old to new, Need of revisiting Ancient Indian Traditions ● Scope and Universality of IKS (Micro to Macro) ● Ancient Indian Education System: Home, Gurukul, Pathashala, Universities and ancient educational ● Temple Management Studies Module 2: Various aspects of IKS ● Aesthetics ● Town Planning ● Krishi Shashtra ● Landmark Events of Indian History ● Linguistics ● Natyashahstra ● Yoga ● Landmark Events of Media History, Social Reforms ● Women in our past	2	IKS

Reference Books:
1. Introduction to Indian Knowledge System – Kapil Kapoor (DK Printworld)
2. The Beautiful Tree: Indigenous Indian Education in the Eighteenth Century – Dharampal
3. Indian Knowledge Systems: Concepts and Applications – B. Venkatacharyulu (Notion Press)
4. Bharatiya Vidya – The Indian Knowledge System – Anand Paranjpe (IGNCA Publication)

10	**Course title: INDIAN CONSTITUTION**	Central Syllabus from the College	2	VEC

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Reference Books:
1. Introduction to the Constitution of India – Durga Das Basu (LexisNexis)
2. Current Affairs - Nimit R. Sachde
3. Indian Polity – M. Laxmikanth (McGraw Hill Education)
4. Current Affairs Yearbook – Arihant Experts
5. General Knowledge Manual –Malayala Manorama)

11	CC	CC	2	CC

FY BAMMC - SEM 2

	Subject Name	Modules	Credits	
1	**Course title:** **INTRODUCTION TO ADVERTISING** **Course code:** **Objective**: To make students aware of Advertising industry **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand fundamentals of Advertising **LO2** - Students will gain knowledge of Creativity in Advertising	Module 1: Introduction to Advertising ● Introduction & Types of Advertising ● Theories of Advertising (Stimulus, AIDA, Hierarchy, Means end theory) ● Integrated Marketing Communication ● Social, Cultural & Economic Impact of Advertising ● Print Media, OOH, Broadcast, PR, Sales Promotion, Social Media, Direct Marketing Module 2: Creativity in Advertising ● Introduction to Creative Process, its importance and stages ● How to be Creative? ● Big Idea, Positioning Strategies ● Appeals in Advertising ● 6 Thinking Hats ● Role of Different Elements in Ad ● Elements of Copy	2	MJR MAN

Reference Books:
1. Advertising and Promotion: An IMC Perspective – George E. Belch & Michael Belch
2. Advertising Principles and Practice – S.A. Chunawalla
3. Contemporary Advertising – William F. Arens
4. Creative Advertising: An Introduction – Miriam Sorrentino

2	**Course title: COMPUTER MULTIMEDIA I - VIDEO**	Module 1: Premier Pro & Adobe After Effects	2	MJR MAN

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	& AUDIO **Course code:** **Objective**: To make students aware of Computer Multimedia I - Video & Audio **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand fundamentals of Premier Pro & Adobe After Effects **LO2** - Students will gain knowledge of Sound Forge & Adobe Audition	● Introduction to Editing and Premier Pro Workspace including Timeline ● Understanding File Formats & all Tools ● Using Color Gradings, Transition & Effects ● Exporting & Rendering ● Exploring Premier Pro Practically ● Introduction to After Effects Interface & Workspace ● Basic Animation & Keyframing in After Effects ● Working with Texts & Graphics in After Effects ● Effects & Transitions in After Effects ● Green Screen & Basic Compositing in After Effects ● Exporting & rendering in After Effects Module 2: Sound Forge & Adobe Audition ● Introduction to Digital Audio ● Concept of Dolby Digital ● Sound Recording basics and formats ● Working with Sound ● Advanced Sound Processing ● Introduction to Adobe Audition ● Multi-track and waveform editing modes in Adobe Audition ● Understanding audio channels and tracks in Adobe Audition ● Basic Audio editing & Noise Reduction in Adobe Audition ● Working with effects, equalization and syncing audio with video ● Exporting in Adobe Audition.		
	Reference Books: 1. Computer Multimedia - Arvind Parulekar 2. Adobe Premiere Pro Classroom in a Book – Maxim Jago (Adobe Official Training Guide) 3. Adobe After Effects Classroom in a Book – Lisa Fridsma & Brie Gyncild 4. Audio Post Production for Film and Television – Hilary Wyatt & Tim Amyes 5. The Art of Digital Audio Recording – Steve Savage			
3	**Course title:** **INTRODUCTION TO**	Module 1: Introduction to Journalism	2	MJR MAN

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	JOURNALISM **Course code:** **Objective**: To make students aware of Journalism industry **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand fundamentals of Journalism industry **LO2** - Students will gain knowledge of Print Production	• Definition of News, News Process from the event to the reader • What makes a good story? Anatomy of news story • Types of Beats - Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc. • What makes a great journalist? • Difference between PR and Journalist Criteria for newsworthiness • Hard News vs Soft News • Careers in Journalism Module 2: Print Production Overview • Early printing - European Gutenberg, Japanese Buddhism, Indian Tablets, China Print on Paper • Criteria for Mass printing of News Papers - Economy, Speed, Quality and Consistency • Mass Printing - Letterpress, Gravure, Lithography, Flexography, Silk Screen & Digital • Pre-Press, Press & Post Press (Stages of Printing) • Commercial aspects - Types of Paper, Thickness, Types of Ink • CMYK & RGB Printing • 3D Printing - The future of printing		

Reference Books:
1. News Writing and Reporting for Today's Media – Bruce D. Itule & Douglas A. Anderson
2. Journalism in India: History, Growth and Development – K.C. Sharma
3. Handbook of Journalism and Mass Communication – Vir Bala Aggarwal & V.S. Gupta
4. Print Journalism: A Critical Introduction – Richard Keeble

4	**Course title: HISTORY OF MEDIA & MARKETING** **Course code:** **Objective**: To make students aware of History of Media & Marketing	Module 1: History of Media • History & Evolution of Press in India and in Abroad (including rise of voice against British Rule, Indian Freedom Struggle, Press During Emergency period, Acts imposed during Freedom Struggle,	2	MNR

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	Learning Outcomes (LO): On successful completion of this course students will be able to: **LO1** - Students will understand history of media **LO2** - Students will gain knowledge of History of Marketing	Regional Language, Rise of Nationalist Press, Guttenberg Press, Papyrus etc.) ● History & Evolution of Documentaries & Films in India & Abroad ● History of Radio & Television in India and in Abroad ● History of Media Icons in India- Raja Rammohan Roy, Bal Gangadhar Tilak, M.K. Gandhi, B.R. Ambedkar, K.P. Kesava Menon, K.C. Mammen Mapillai, Maulana Abdul Kalam Azad Module 2: History of Marketing ● What is Marketing? What do marketers do? ● Principles of Marketing & Marketing Mix ● Origins of Marketing ● Examining the early forms of exchange and trade in ancient civilizations ● Exploring the role of markets and fairs in medieval society ● Analysis of mass production and early marketing techniques ● Timeline of History of Marketing Mediums		
	Reference Books: 1. History of Indian Journalism – J. Natarajan 2. Media and Modernity: A Social Theory of the Media – John B. Thompson 3. Principles of Marketing – Philip Kotler & Gary Armstrong 4. Marketing: An Introduction – Gary Armstrong, Philip Kotler			
5	**Course title:** **INTRODUCTION TO PHOTOGRAPHY** **Course code:** **Objective**: To make students aware of Introduction to Photography **Learning Outcomes (LO):** On successful completion of this course students will be able	Module 1: Basics of Photography & Composition ● History and Evolution of Photography. ● Understanding Different Genres: Portrait, landscape, street, wildlife, fashion, product, and photojournalism. ● Types of Cameras: DSLR, Mirrorless, Point-and-Shoot, Smartphone Cameras. ● Camera Parts and Functions: Lens, sensor, viewfinder, shutter, and memory cards.	2	VSC

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	to: **LO1** - Students will understand Basics of Photography & Composition **LO2** - Students will gain knowledge of Lights & Camera Dynamics	- Rule of Thirds: Balancing the frame. - Leading Lines and Framing: Drawing attention to the subject. - Symmetry and Patterns: Creating visual harmony. - Negative Space and Minimalism: Emphasizing subjects. - Perspective and Angles: High-angle, low-angle, eye-level shots. - Building a Narrative Through Images. - Importance of Subject Selection and Context. - Analyzing Iconic Photographs Module 2: Lights & Camera Dynamics - Types of Light: Natural Light (golden hour, blue hour), Artificial Light (LED, flash, studio lights). - Light Direction and Quality: Front light, backlight, side light, soft vs. hard light. - Three-Point Lighting: Key light, fill light, backlight. - Use of Reflectors and Diffusers. - Low Light and Night Photography. - Exposure Triangle: Aperture, Shutter Speed, ISO. - White Balance: Adjusting color temperature. - Depth of Field: Controlling focus and background blur (bokeh). - Focus Techniques: Auto-focus vs. Manual focus, focus stacking. - Experimenting with different Light Sources, Capturing Motion and Stillness, Shooting in various light conditions.		
	Reference Books: 1. The Photographer's Eye – Michael Freeman 2. Understanding Exposure – Bryan Peterson 3. Introduction to Photography - Arvind Parulekar (Sheth Publication) 4. Digital Photography Complete Course – David Taylor (DK) 5. Basic Photography – Michael Langford			
5	**Course title: INFLUENCER**		2	OE 1

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	CULTURE **Course code:** **Objective**: To make students aware of influencer culture **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand working with instagram **LO2** - Students will gain knowledge of techniques and skills needed for becoming an influencer	Module 1: Introduction ● Definition of Instagram Live, History of Instagram ● How do influencers gather news for Instagram? ● Understanding what makes a Live newsworthy. ● Techniques for finding and verifying information quickly, especially during a live event ● 7 C's of Writing ● Study Instagram Live in terms of Crime, Personal & Professional Events Module 2: Techniques & Skills ● Live Broadcast Preparation: Setting up equipment, briefing colleagues, and anticipating potential problems. ● Interviews and Questioning: Mastering techniques for conducting effective interviews and asking probing questions in a live environment. ● Visual Storytelling: Understanding the importance of visuals in live reporting and using them effectively. ● Audio and Video Recording ● Using social Media in Live Reporting: ● Techniques for staying Calm Under Pressure		
	Reference Books: 1. News Reporting and Writing – Bruce D. Itule & Douglas A. Anderson (Oxford University Press) 2. Broadcast Journalism: Techniques of Radio and TV News – Andrew Boyd (Routledge) 3. Live Reporting: Broadcast Journalism – Peter Stewart (Bloomsbury) 4. Journalism: Principles and Practice – Tony Harcup (Sage)			
6	**Course title: EVENT MANAGEMENT** **Course code:** **Objective**: To make students aware of event management **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand fundamentals of Event	Module 1: Introduction to Event Management ● Event Planning ● Event Marketing ● Event Budgeting & Sponsorship ● Risk Management ● Crisis Management ● Event Design ● Event Team Management & Staff Hiring Module 2: Practical Aspects of Event Management ● Advertising & Marketing of Events	2	OE 2

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	Management **LO2** - Students will gain knowledge of Practical Aspects of Event Management	● Tickets & Distribution ● Event Campaigning ● On Ground & Off Ground Events ● Curation of Practical Events		

Reference Books:
1. Event Management: A Professional and Developmental Approach – Glenn Bowdin et al. (Pearson India)
2. Event Management & Event Marketing – Sita Ram Singh (Vikas Publishing)
3. Strategic Event Creation – Doug Matthews (Cengage Learning India)
4. Events Management: An Introduction – Charles Bladen et al. (Routledge India)

8	**Course title: CONTENT WRITING & EDITING** **Course code:** **Objective**: To make students aware of Content Writing & Editing **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand fundamentals of Writing & Editing **LO2** - Students will gain knowledge of Practical Aspects of Presentation Tools & Techniques	Module 1: Writing & Editing ● Grammar Refresher ● Essentials, Need and Role of Good Writer ● Editing & Proof-Reading Skills ● Writing for T.V., Radio, Social Media, Headlines, Snippets ● Creative Writing vs Copywriting ● Press Release, Types & Formats ● Plagiarism & Paraphrasing ● Resume & C.V. Making, Difference between Generic Resume & Media Resume ● LinkedIn Profile Making Module 2: Presentation Tools & Techniques ● Creating Microsoft PowerPoint Presentation ● Creating Presentations on Canva ● Techniques of On-Stage Presentation	2	SEC

Reference Books:
1. Content Writing - Nimit R. Sachde
2. The Elements of Style – William Strunk Jr. & E.B. White
3. Everybody Writes – Ann Handley
4. Content Writing - Nimit R. Sachde & Sanskruti Sachade
5. Writing for the Media – Usha Raman
6. Modern English Editing – N. Krishnaswamy & T. Sriraman

9	**Course title: EFFECTIVE COMMUNICATIONS II** **Course code:**	Module 1: Report Writing ● Report Writing, Kinds of Reports, What Reports Usually Contains, Checklist of compiling reports, Reports by	2	AEC

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	Objective: To make students aware of Effective Communications **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will understand fundamentals of Report Writing **LO2** - Students will gain knowledge of Communication Techniques	Committees, An Eye witness report, Activity report, News Report ● RTI Act and how to file an RTI Application ● Letter Writing, Types & Styles ● Organizational Writers: Circular, Form Letters, Trade Letters, Letter of Complaint, Sales Letter, Promotional Leaflets & Flyers, Consumer Grievance Letters, Letters to Editors ● Appraisal Letter, Job Application Letter, Resignation Letter, Request for Promotion Letters Module 2: Communication Techniques ● Writing for Publicity Materials ● Copywriting & Techniques for Copywriting ● Summary, Abstract, Synopsis, Precis ● Paraphrasing & Plagiarism ● Interpretation to Technical Data		

Reference Books:
1. Technical Communication: Principles and Practice – Meenakshi Raman & Sangeeta Sharma
2. Effective Business Communication – Herta A. Murphy, Herbert W. Hildebrandt & Jane P. Thomas
3. Report Writing for Business – Raymond Lesikar & Marie Flatley
4. The Essentials of Technical Communication – Elizabeth Tebeaux & Sam Dragga

10	Environmental Science	Central Syllabus from the College	2	VEC
11	CC	CC	2	CC

Note: 2 Credits = 2 Lectures and 2 Modules only
4 Credits = 4 Lectures and 4 Modules only

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Modality of assessment

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 40% marks in the first part & by conducting the Semester End Examinations with 60% marks in the second part for 4 & 2 credit subjects.

Practical Examination will consist of End Sem examination.

Student will have to score 40% of marks in Internal assessment as well as End Sem examination to pass the course.

The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

Internal Assessment: It is defined as the assessment of the learners on the basis of internal evaluation as envisaged in the Credit & Choice based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

Semester End Assessment : It is defined as the assessment of the learners on the basis of Performance in the semester end Theory/ written/ Practical examination.

A. For 4 Credit Subjects
Theory - Internal assessment 40%   **40 marks**

Sr No	Evaluation type	Marks
1.	- Tests, Assignments, - Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.), - Class Test (multiple choice questions / objective) - TVC, Short films, Documentaries.	35
2.	- Active participation in routine class activity - Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc.	05

Theory - External examination - 60%   **60 marks**

Semester End Theory Assessment

Duration - Each paper shall be of 2 hours duration.
         Theory question paper pattern :-
    .   There shall be one compulsory questions, one based on Case Study or Practical Application
    a.   Each question shall carry 15 marks.

* subjects are 100% practical & viva subjects and no theory

b. Each question should be subdivided into four sub questions a, b and c , d with internal choice in each.

Question no.	Details	Marks
Q1.	**Based on Case Study & Practical Application Question Only (Compulsory)**	**15**
Q2.	**Based on Unit I, II, III**	**15**
	a) Attempt the following b) Attempt the following OR c) Attempt the following d) Attempt the following	7 8 7 8
Q3.	**Based on Unit II,III,IV**	**15**
	a) Attempt the following b) Attempt the following OR c) Attempt the following d) Attempt the following	7 8 7 8
Q5	**Based on Unit I, III, IV**	15
	Attempt Short Notes (Any 3 out of 5)	15

B. For 2 Credit Subjects
Theory - Internal assessment 40%   **20 marks**

Sr No	Evaluation type	Marks
1.	• Tests, Assignments, • Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.), • Class Test (multiple choice questions / objective) • TVC, Short films, Documentaries.	15
2.	• Active participation in routine class activity • Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc.	05

Theory - External examination - 60%   **30 marks**

* subjects are 100% practical & viva subjects and no theory

Semester End Theory Assessment

Duration - Each paper shall be of 1.5 hours duration.
        Theory question paper pattern :-
a.   There shall be one compulsory questions, one based on Case Study or Practical Application and be of 15 marks.
b.   Question 2 carries 8 marks with internal choice.
c.   Question 3 carries 7 marks with internal choice.

Question no.	Details	Marks
Q1.	**Based on Case Study & Practical Application Question Only (Compulsory)**	**15**
Q2.	**Based on Unit I, II, III**	**8**
	a) Attempt the following OR b) Attempt the following	8 8
Q3.	**Based on Unit II,III,IV**	**7**
	a) Attempt the following OR b) Attempt the following	7 7

C. For 4 Credit Practical Subject.

Practical - External Assessment - 100%	**100 Marks**
Evaluation Type: Viva & Black Book	

* subjects are 100% practical & viva subjects and no theory

Overall Examination and Marks Distribution Pattern

SEMESTER I

Course	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC - CC	Grand Total
Theory	30	30	30	30	30	30	30	30	30	30	50	330
Internals	20	20	20	20	20	20	20	20	20	20		220

SEMESTER II

Course	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC - CC	Grand Total
Theory	30	30	30	30	30	30	30	30	30	30	50	330
Internals	20	20	20	20	20	20	20	20	20	20		220

* subjects are 100% practical & viva subjects and no theory