

## Programme: Bachelor of Commerce (B.Com)

	First Year SEMESTER I	Second year SEMESTER III	Third Year SEMESTER V
1	Introduction to Business	Principles of Management	MHRM - I
2	Business Economics Paper - I	Business Economics Paper - III	Business Economics Paper - V
3	Accountancy & Financial Management Paper - I	Accountancy & Financial Management Paper - III	Special Group Financial Accounting & Auditing V, VI, VII
4	Foundation Course Paper - I	Foundation Course Paper - III	Applied Component (Any two) a) Export Marketing - I
5	Mathematical & Statistical Techniques - I	Business Law - I	b) Computer Systems & Applications - I
6	Business Communication - I	Advertising - I	c) Direct & Indirect - Taxes - I
7	Environmental Studies - I	--	--

	First Year SEMESTER II	Second year SEMESTER IV	Third Year SEMESTER VI
1	Introduction to Service Sector	Principles of Finance	MHRM - II
2	Business Economics Paper - II	Business Economics Paper - IV	Business Economics Paper - VI
3	Accountancy & Financial Management Paper - II	Accountancy & Financial Management Paper - IV	Special Group Financial Accounting & Auditing VIII, IX, X
4	Foundation Course Paper - II	Foundation Course Paper - IV	Applied Component (Any two) a) Export Marketing -II
5	Mathematical & Statistical Techniques - II	Business Law - II	b) Computer Systems & Applications - II
6	Business Communication - II	Advertising - II	c) Direct & Indirect - Taxes - II
7	Environmental Studies - II	--	--



  
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 Rajasthani Sammelan Education Trust  
 Ghanshyamdas Saraf College  
 Of Arts & Commerce

## SELF FINANCED PROGRAMMES

### BACHELOR OF MANAGEMENT STUDIES (BMS)

**Eligibility :** XII (HSC or Equivalent) passed in 1st attempt with minimum 45% Marks (Open Category) and minimum 40% Marks (Reserve Category) from Science, Commerce or Arts Stream.

**Available Seats :** 120 (50% Reserved for Hindi –speaking linguistic minority).

	First Year SEMESTER I	Second year SEMESTER III	Third Year SEMESTER V
1	Foundation of Human Skills	Managerial Economics - II	Human Resources Management
2	Introduction to Financial Accounts	Principals of Marketing	Service Sector Management
3	Business Law	Accounting for Managerial Decissions	Financial Management
4	Business Statistics	Organization, Behaviour & HRM	Element of Logistics and Supply Chain Management
5	Business Communication	Elective Paper I - Finance a) Basics of Financial Services b) Corporate Finance	Business Ethics and Corporate Social Responsibility
6	Principles of Management	Or Elective Paper II - Marketing Strategic Management a) Consumer Behaviour b) Strategic Management	Elective Paper - I Sp. Studies in Marketing Or Sp. Studies in Finance

	First Year SEMESTER II	Second year SEMESTER IV	Third Year SEMESTER VI
1	Business Mathematics	Business Planning & Entrepreneurial Mgmt	Entrepreneurship & Management of SME
2	Industrial Law	Business Research Methods	Operations Research
3	Computer Applications in Business	Direct Taxes	International Finance
4	Business Environment	Production & Total Quality Mgmt	Indian Management Thoughts and Practices
5	Managerial Economics - I	Elective Paper III - Finance a) Advanced Costing & Auditing b) Equity & Debt Markets	International Marketing
6	Introduction to Cost Accounting	Or	Retail Management
7	Environment Management	Elective Paper IV - Marketing a) Integrated Marketing Commn. & Advt. b) Rural Marketing	Elective Paper - II Investment Analysis & Portfolio Management OR Econometrics





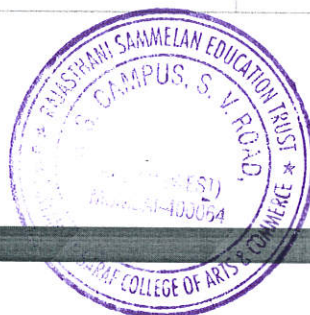
## BACHELOR OF MASS MEDIA (BMM)

**Eligibility :** XII Pass (HSC or equivalent) from Science, Arts or Commerce stream

**Available Seats :** 120 (50% Reserved for Hindi –speaking linguistic minority).

	First Year SEMESTER I	Second Year SEMESTER III	Third Year SEMESTER V	
			Journalism	Advertising
1	Effective Communication Skills - I	Introduction to Creative Writing	Reporting	Advertising in Contemporary Society
2	Fundamentals of Mass Communication	Introduction to Cultural Studies	Editing	Copywriting
3	Introduction to Computers	Introduction to Public Relations	Feature and Opinion	Advertising Design (University Project)
4	Landmark Events in 20th Century History of World India & Maharashtra	Introduction to Media Studies	Journalism and Public Opinion	Consumer Behaviour
5	Introduction to Sociology, the Sociology of News and Social Movements in India	Understanding Cinema	Indian Regional Journalism	Media Planning & Buying
6	Introduction to Economics	Advanced Computers	Newspaper-Magazine Making (University Project)	Brand Building

	First Year SEMESTER II	Second Year SEMESTER IV	Third Year SEMESTER VI	
1	Effective Communication Skills - II	Introduction to Advertising	Press Laws and Ethics	Advertising and Marketing Research
2	Political Concepts and Indian Political System	Introduction to Journalism	Broadcast Journalism	Legal Environment and Advertising Ethics
3	Introduction to Media Psychology	Print Production and Photography	Business and Magazine Journalism (Combination of Niche I & II)	Financial Management for Marketing and Advertising
4	Principles of Management	Radio and Television	Internet and Issues in Global Media	Agency Management
5	Introduction to World Literature	Mass Media Research	News Media Management	The Principles and Practices of Direct Marketing
6	Principles of Marketing	Organisational Behaviour	Contemporary Issues	Contemporary Issues



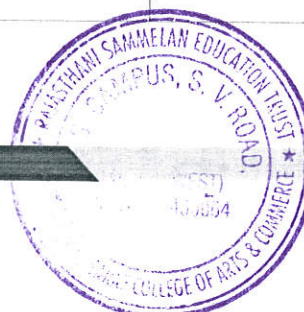
## BACHELOR OF COMMERCE - BANKING & INSURANCE [BCom (B&I)]

**Eligibility :** XII (HSC or Equivalent) passed in 1st attempt with minimum 45% Marks (Open Category) and minimum 40% Marks (Reserve Category) from Science, Commerce or Arts Stream.

**Available Seats :** 120 (50% Reserved for Hindi –speaking linguistic minority).

	First Year SEMESTER I	Second Year SEMESTER III	Third Year SEMESTER V
1	Environment and Management of Financial Services	Laws Governing Banking & Insurance	Marketing in Banking & Insurance
2	Principals of Management	Financial Management - I	Financial Services Management
3	Effective Communication - I	Management Accounting (Tools & Techniques)	International Banking & Finance
4	Economics - I (Micro)	Customer Relationship Management in Banking & Insurance	Financial Reporting & Analysis (Corporate Banking Insurance)
5	Quantitative Methods - I	Information Technology in Banking & Insurance	Security Analysis & Portfolio Management
6	Introduction to Computer Systems	Organisational Behaviour	Auditing
7	--	Taxation of Financial Services	Project Banking

	First Year SEMESTER II	Second Year SEMESTER IV	Third Year SEMESTER VI
1	Principles & Practices of Banking & Insurance	Universal Banking	Strategic Management (Banking & Insurance)
2	Financial Accounting	Financial Management - II	Central Banking
3	Effective Communication - II	Innovations in Banking & Insurance	International Business (Banking & Insurance)
4	Economics - II (Macro)	Corporate Laws & Laws Governing Capital Markets	Human Resource Management in Banking & Insurance
5	Quantitative Methods - II	Entrepreneurship Management	Business Ethics & Corporate Governance
6	Business Law	Financial Markets (Equity, Debt, Forex & Derivatives)	Turnaround Management
7	--	Cost Accounting of Banking & Insurance	Project in Insurance





## BACHELOR OF COMMERCE - ACCOUNTING & FINANCE [B.Com (A&F)]

**Eligibility :** XII (HSC or Equivalent) passed in 1st attempt with minimum 45% Marks (Open Category) and minimum 40% Marks (Reserve Category) from Science, Commerce or Arts Stream.

**Available Seats :** 120 (50% Reserved for Hindi –speaking linguistic minority).

	First Year SEMESTER I	Second Year SEMESTER III	Third Year SEMESTER V
1	Financial Accounting I (Elements of Fin. Accounting)	Financial Accounting III (Special Accounting Areas)	Financial Accounting V
2	Cost Accounting - I Introduction & Elements of Cost)	Cost Accounting - II (Methods of costing)	Cost Accounting III
3	Economics Paper - I (Micro Economics)	Auditing Paper - II (Techniques of Auditing)	Financial Accounting Paper VI
4	Commerce Paper - I (Bus. Environment)	Economics Paper - II (Macro Economics)	Management Accounting II (Financial Statement Analysis)
5	Info. Technology I (Intro. & Elements)	Business Law Paper II (Company Law)	Taxation Paper - III (Direct Taxes - I)
6	Bus. Communication - I Introduction and Principles	Management Paper - I (Prin. of Management)	Economics Paper - III (Indian Economy)
7	Foundation Course - I (Fundamentals of Environment Management)	Foundation Course II (Fundamentals of Investment Analysis)	--

	First Year SEMESTER II	Second Year SEMESTER IV	Third Year SEMESTER VI
1	Fin. Accounting - II (Sp. Accounting Areas)	Financial Accounting Paper - IV (Special Accounting Areas)	Financial Accounting - VII (Corp. Accounting)
2	Auditing Paper - I (Intro. Planning and Technique of Auditing)	Management Accounting Paper - I (Introduction to Management Accounting)	Cost Accounting IV
3	Financial Management Paper - I (Introduction to Financial Mgmt. )	Taxation Paper II (Indirect Taxes)	Auditing Paper - III Advanced Auditing
4	Taxation Paper - I (Indirect Taxes - I)	Commerce Paper II (Financial Market Operations)	Financial Accounting VIII
5	Business Law Paper - I (Business Regulatory Frame Work)	Business Law Paper - III (Industrial Regulatory Frames Work)	Taxation Paper IV (Direct Taxes - II)
6	Quantitative methods for Business Paper - I	Info Technology Paper - II (Application in Accounting & Finance)	Management - II (Prin. of Mgmt. and Application)
7	Bus. Communication - II Applications in Business	Quantitative Methods for Business - II	--



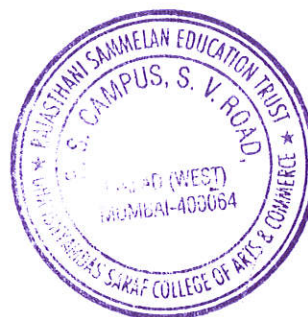
## BACHELOR OF COMMERCE - FINANCIAL MARKETS [B.Com (FM)]

**Eligibility :** XII (HSC or Equivalent) passed in 1st attempt with minimum 45% Marks (Open Category) and minimum 40% Marks (Reserve Category) from Science, Commerce or Arts Stream.

**Available Seats :** 60 (50% Reserved for Hindi-speaking linguistic minority).

	First Year SEMESTER I	Second year SEMESTER III	Third Year SEMESTER V
1	Principles of Investment	Debt Markets	Global Capital Markets
2	Micro - Economics	Corporate Finance	Regulation of Securities Markets
3	Basic Statistics	Equity Markets - I	Insurance (Fund) Management
4	Basic Computer Skills	Banking in Financial System	Derivative Markets
5	Financial Accounting	Computer Applications in Investments	Foreign Exchange Markets
6	Business Environment	Business Ethics	Portfolio Management
7	--	Organizational Behaviour	Project - I

	Second Year SEMESTER II	Second Year SEMESTER IV	Second Year SEMESTER VI
1	Environment of Financial System	Commodities Markets	Risk Management
2	Micro - Economics	Corporate Finance - II	Corporate Governance
3	Statistical Applications	Equity Markets - II	Computer Applications in Financial Services
4	Communication Skills	Financial Services	Marketing of Financial Services
5	Management Accounting	Taxation for Investments	Mutual Funds Management
6	Principles of Business Management	Security Analysis	Customer Relationship Management in Financial Services
7	--	Business Law	Project - II





## BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY [BSc (IT)]

### Eligibility Criteria / Entry Requirements:

A candidate for being eligible for admission to the degree course of Bachelor of Science – Information Technology, shall have passed XII Standard Examination of the Maharashtra Board of Higher Secondary Education or its Equivalent with Mathematics as one of the subjects and should have secured not less than 45% marks in aggregate and 40% marks in aggregate in case of Reserved category, at one and the same sitting.

**OR**

Candidates who have passed Diploma in Computer Engineering/Computer Science/ Computer Technology / Information Technology / Electrical, Electronic and Allied Branches, Mechanical and Allied Branches, Civil and Allied Branches of Engineering after S.S.C. (Xth) are eligible for direct admission to the Second Year of the B.Sc.(IT) degree course. However, the Diploma should be recognized by the board of Technical Education or any other recognized Government body. Minimum Marks required 45% aggregate for Open category candidates and 40% aggregate for reserved category candidates.

**AND**

Students with post H.S.C. – Diploma in Computer Engineering / Computer Science / Computer Technology / Information Technology and allied branches will be eligible for direct admission to the Second Year of B.Sc. (IT). However, the Diploma should be recognized by the Board of Technical Education or any other recognized Government body.

**Available Seats : 60 (50% Reserved for Hindi-speaking linguistic minority).**

	First Year SEMESTER I	Second year SEMESTER III	Third Year SEMESTER V
1	Professional Communication Skills	Logic and Discrete Mathematics	Internet Security
2	Applied Mathematics-I	Computer Graphics	Visual Basic 6
3	Fundamentals of digital computing	Advanced SQL	SQL 2
4	Electronics and Communication technology	Object Oriented Programming with C++	Advanced Java
5	Introduction to C++ programming	Modern operating systems	ERP Systems

	First Year SEMESTER II	Second Year SEMESTER IV	Third Year SEMESTER VI
1	Web Technologies	Software Engineering	C# (pronounced as C Sharp)
2	Applied Mathematics-I	Multimedia	Internet Technologies
3	Microprocessor and Microcontrollers	Java and Data Structures	CRM
4	DBMS	Quantitative Technologies	Project Management
5	Digital Computer Networks	Embedded Techniques	Project



## POST GRADUATE PROGRAMMES

### MASTER OF COMMERCE (M.Com)

(Specialization in subjects of Business Management & Accountancy)

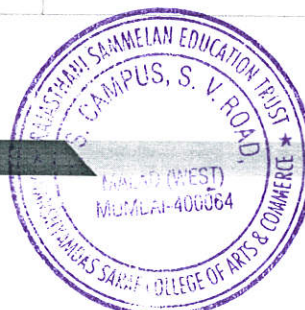
**Seats Available :** 80 in each of the two specializations.

**Eligibility :** Those who have passed only B.Com./B.M.S./B.C.B.I/B.C.A.F/B.M.M. examination from University of Mumbai or equivalent degree from any other recognized University.

The students who have passed B.M.M. can select only the "Management" specialization in M.Com.

	M.Com. Part - I SEM - I	M.Com. Part - II SEM - III
<b>Compulsory</b>	Strategic Management Eco. Of Global Trade & Finance	Research Methology
<b>Optional</b> Accountancy	Advanced Financial Accounting Advanced Cost Accounting	Advanced Financial Management - III Advanced Auditing Direct & Indirect Tax
<b>Optional</b> Business Management	Human Resource Management Marketing Strategy and Plans	Organisational Behaviour International Marketing Entrepreneurship Management

	SEM - II	SEM - IV
<b>Compulsory</b>	Strategic Management Eco. Of Global Trade & Finance	Research Methology
<b>Optional</b> Accountancy	Advanced Financial Accounting Advanced Cost Accounting	Advanced Financial Management - III Advanced Auditing Direct & Indirect Tax
<b>Optional</b> Business Management	Human Resource Management Marketing Strategy and Plans	Organisational Behaviour International Marketing Entrepreneurship Management





## **MASTER OF ARTS IN COMMUNICATION & JOURNALISM - MA (CJ)**

**Eligibility :** Any graduate degree from a recognized university

Students seeking admission have to:

1. **Write an essay of not less than 500 words and not more than 800 words (typed in double spacing on a single sheet of paper and signed by the student) on their purpose for seeking admission to the course.** This essay has to be submitted along with the application form. The essay has to be in the form of an argument justifying the purpose of taking the course. This essay may be written in English, Hindi or Marathi.
2. **The student must produce testimonials from at least two teachers** who have personally taught the student in school/college stating why the teachers feel that the student should do the course and how the course will benefit the student. The testimonials may not exceed 150 words each. The testimonial must mention the period that the teacher has been associated with the student, in which institution and how long has the teacher been with the said institution. The testimonials must accompany the admission form. The testimonials may be written in English, Hindi or Marathi.

The college shall conduct a test comprising of a written examination of 100 marks, a group discussion of 100 marks and a personal interview of 100 marks. Candidates who have passed their Bachelors Degree in any faculty from the University of Mumbai or any other University recognised by the University of Mumbai and those who have submitted the application forms of the college along with the statement of purpose and the two testimonials mentioned above, shall be eligible to appear for this examination.

**The Written Test :** The student shall be given four questions/statements to debate and discuss. Broadly the questions shall cover local, national, international issues and ideas. There will be a question on creative writing. There will be a word limit put to every question. The student, in this test, is being assessed for originality and quality of content (20 marks), language and grammar (10 marks), articulation (10 marks), historical context (20 marks), word management - whether the student stays within the word limit (20 marks) and conclusion (20 marks).

**The Group Discussion :** Students shall be given a subject to discuss and debate. The students are being assessed for language (25 marks), presentation (25 marks), articulation (25 marks) and content (25).

**The Interview:** Each student will be given three minutes to present herself/himself and clearly state her/his purpose and motivation of doing the course. The student is to present orally. No electronic devices such as laptops are allowed. The student can present in English, Hindi or Marathi. The student is being assessed for language (25 marks), presentation (25 marks), clarity of purpose (25 marks) and overall impression (25 marks).

The candidate taking the examination will have to score an aggregate 150 marks in the three tests to qualify for admission to the course.

Admission to the course shall be decided by merit in marks obtained in this examination.

**Duration:** The duration of the course is four semesters. Semester I, II and III are devoted to the course work whereas Semester IV is a full time research leading to a dissertation. However, candidates can do preliminary background work such as experimental set-up, literature search etc during the first three semesters.

**Available Seats :** 60 (50% Reserved for Hindi-Speaking linguistic minority).



### Grading System :

Grade	Marks out of 50	Quality Points 4	Marks out of 100
A+ - Outstanding	46-50	4	90-100
A - Excellent	41-45	3.75	80-89
B+ -Very Good	36-40	3.5	70-79
B - Good	31-35	3	60-69
C - Satisfactory	26-30	2	51-59
D - Passing	25	1	50
F - Failure	24 or less	0	49 or less
WF - Withdrew Failing	-	0	-

### Semester - I

Course Code	Name of Course A. Core Courses	Team Work		
		Teaching hours*	Learning hours	Credits
CJ01	Communication Theory	48	180	6
CJ02	Ethics	48	180	6
CJ03	Reporting and Editing	48	180	6
CJ04	Media Criticism	48	180	6
	<b>Total</b>	<b>192</b>	<b>720</b>	<b>24</b>

Course Code	Name of Course A. Core Courses	Team Work	
		Learning hours	Credits
CJ05	Introduction to Public Relations	180	6
CJ06	Theory and Practice	180	6
CJ07	Media Relations & Media Writing	180	6
CJ08	Investigative reporting	180	6
CJ09	Research in Public Relations	180	6
EM05	Advertising Theory and Practice	180	6
	Graphic designing	180	6
	<b>Total</b>	<b>1080</b>	<b>36</b>

### Semester - II

Course Code	Name of Course A. Core Courses	Team Work		
		Teaching hours*	Learning hours	Credits
CJ10	Introduction to Television Studies	48	180	6
CJ11	Introduction to Film Studies	48	180	6
CJ12	Introduction to Media Research	48	180	6
CJ13	Media Laws	48	180	6
	<b>Total</b>	<b>192</b>	<b>720</b>	<b>24</b>



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**Semester - II**

Course Code	Name of Course B. Elective Courses	Team Work	
		Learning hours	Credits
CJ14	Media Advocacy	180	6
CJ15	Introduction to Media Organizations	180	6
CJ16	International Public Relations	180	6
CJ17	Advanced Advertising Theory and Practice	180	6
	<b>Total</b>	<b>720</b>	<b>24</b>

**Semester - III**

Course Code	Name of Course A. Core Courses	Team Work		
		Teaching hours*	Learning hours	Credits
CJ18	Media Economics	48	180	6
CJ19	Advanced Media Research	48	180	6
CJ20	Introduction to Media Production	48	180	6
CJ21	New Media	48	180	6
	<b>Total</b>	<b>192</b>	<b>720</b>	<b>24</b>

Course Code	Name of Course A. Core Courses	Team Work	
		Learning hours	Credits
CJ22	Introduction to OB and HR in Media	180	6
CJ23	Advertising Communication and Management	180	6
CJ24	Introduction to marketing	180	6
CJ25	Introduction to Media Planning	180	6
CJ26	Media and Knowledge Management	180	6
CJ27	Media and Culture	180	6
CJ28	Communication for Young Learners	180	6
CJ29	Development Communication	180	6
	<b>Total</b>	<b>1440</b>	<b>48</b>

**Semester IV**

Semester IV involves continuous evaluation of dissertation of the learners. During the continuous evaluation process, every Research Supervisor will teach as well as Supervise the progress of the dissertation for a minimum of 192 hours. The learning hours would be 720 hours and the number of credits awarded for the dissertation would be minimum 24.


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# Master of Arts (Film, Television & New Media Production)

## Objectives

### Master of Arts (Entertainment, Media & Advertising)

1. To prepare students in the managerial aspects of Film Television & New Media, as required by the present media environment all across globe.
2. To empower the students in the managerial & basic production aspects of the media business with due emphasis on latest business practices, along with marketing and branding management of various media products and associated services.
3. To develop creative temperament and mindset needed in the content production & management segment of media industry.
4. To inculcate competencies thereby enabling to undertake professional work.
5. To provide an active industry interface by way of co-learning.
6. To take the students through the entire pipe line of managerial process with regards to the content creation for various media pads, monetization on various media pads, providing the students an insight into the correlation that exists between content creation and associated commercial aspects of media business.

## Assignment of Credits

- Assignment of Credits is as per University of Mumbai rules and regulations for Faculty of Arts
- Duration : 2 years= 4 Semesters

### Credit requirements:

As per University of Mumbai rules and regulations for Faculty of Arts

### Passing standard for Examination:

There will be a semester end examination at the end of each semester. The theory examination of each semester exam course will be of 60 marks and of minimum 2 hours duration. To pass the theory paper the student is required to get 24 marks out of 60 in the theory paper and 16 out of 40 in the term work. Continuous Internal Assessment review of literature, writing test, survey, analysis of content, poster presentation, power point presentation, elocution, publishing of abstract and presenting of a research paper at a national conference, seminar, producing audio visual teaching aids, translation, open book test, domain knowledge test, starting and maintaining a Blog etc will be an integral part of each course and 40 marks will be assigned to it.

### Additional Examinations

As per University of Mumbai rules and regulations for Faculty of Arts

### SEMESTER END EXAM:

As per University of Mumbai rules and regulations for Faculty of Arts

### Eligibility criteria:

Students who have passed a bachelor's course from any discipline / faculty of a recognized (by UGC-DE Council or any other competent body appointed for the said purpose by the due authority) university in India, or the degree from any foreign university, which has been approved by UGC/Association of Indian Universities and is considered equivalent and at par with Indian Degrees. In case of more applications are received than the sanctioned strength then Merit-With entrance test will be the criteria for selection. Reservations as per University rules will be applicable.

### Admission Procedure:

As per University of Mumbai rules and regulations for Faculty of Arts





Semester - I
Language Studies, Literature & Creative Writing
History of Art & Civilizations - (Music, Dance , Theatre, Paintings Sculptures & Architecture)
Photography
Film Theory – Appreciation & Criticism
Screen & Script Writing
Practical Film Making I

Semester - II
Story Boarding
Direction for Television
Cinematography I
Post Production & Computer Graphics I
Advertisement Film Making
Practical Film Making II

Semester - III
Sound & Sfx
Post Production & Computer Graphics II
Cinematography II
Direction for Films
VFX & Compositing
Practical Film Making III

Semester - IV
Media Theory & Criticism
Business ethics and Legal environment
Project Management
Perspective Media Business
Marketing & Publicity Design
Practical Film Making IV

### Examination Pattern and Rules for ATKT (Allowed to keep terms) for UG and PG Programmes

The University of Mumbai is currently in the process of revising and modifying the Evaluation pattern of several UG programmes. The circular is awaited and students will be informed of the same when it is received.



*Jayanto*  
**PRINCIPAL**

Kalasthani Sammelan Education Trust  
Ghanshyamdas Saraf College  
Of Arts & Commerce

## Programme: Bachelor of Commerce (B.Com)

	First Year SEMESTER I	Second year SEMESTER III	Third Year SEMESTER V
1	Introduction to Business	Principles of Management	MHRM - I
2	Business Economics Paper - I	Business Economics Paper - III	Business Economics Paper - V
3	Accountancy & Financial Management Paper - I	Accountancy & Financial Management Paper - III	Special Group Financial Accounting & Auditing V, VI, VII
4	Foundation Course Paper - I	Foundation Course Paper - III	Applied Component (Any two) a) Export Marketing - I
5	Mathematical & Statistical Techniques - I	Business Law - I	b) Computer Systems & Applications - I
6	Business Communication - I	Advertising - I	c) Direct & Indirect - Taxes - I
7	Environmental Studies - I	Management Accounting & Auditing	--

	First Year SEMESTER II	Second year SEMESTER IV	Third Year SEMESTER VI
1	Introduction to Service Sector	Principles of Finance	MHRM - II
2	Business Economics Paper - II	Business Economics Paper - IV	Business Economics Paper - VI
3	Accountancy & Financial Management Paper - II	Accountancy & Financial Management Paper - IV	Special Group Financial Accounting & Auditing VIII, IX, X
4	Foundation Course Paper - II	Foundation Course Paper - IV	Applied Component (Any two) a) Export Marketing - II
5	Mathematical & Statistical Techniques - II	Business Law - II	b) Computer Systems & Applications - II
6	Business Communication - II	Advertising - II	c) Direct & Indirect - Taxes - II
7	Environmental Studies - II	Management Accounting & Auditing	--

The aim of a college education is to teach you to know a good man when you see one. - William James



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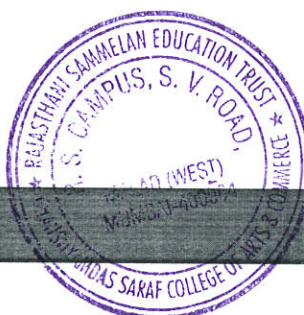
## SYLLABUS FOR BACHELOR IN MANAGEMENT STUDIES (2017-2018)

### FIRST YEAR

FIRST SEMESTER			SECOND SEMESTER		
		Credits			Credits
1	<b>ELECTIVE COURSE</b>		1	<b>ELECTIVE COURSE</b>	
1	Introduction to Financial Accounts	03	1	Principles of Marketing	03
2	Business Law	03	2	Industrial Law	03
3	Business Statistics	03	3	Business Mathematics	03
2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>		2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>	
2A	<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)</b>	03	2A	<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)</b>	03
4	Business Communication-I		4	Business Communication-II	
2B	<b>*SKILL ENHANCEMENT COURSES (SEC)</b>		2B	<b>**SKILL ENHANCEMENT COURSES (SEC)</b>	
5	Foundation Course – I	02	5	Foundation Course – II	02
3	<b>CORE COURSES (CC)</b>		3	<b>CORE COURSES (CC)</b>	
6	Foundation of Human Skills	03	6	Business Environment	03
7	Business Economics – I	03	7	Principles of Management	03
	<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

### SECOND YEAR

THIRD SEMESTER			FOURTH SEMESTER		
		Credits			Credits
1	<b>ELECTIVE COURSE</b>		1	<b>ELECTIVE COURSE</b>	
1A	<b>Finance Group – Electives</b>		1A	<b>Finance Group – Electives</b>	
1	Basics of Financial Services	03	1	Financial Institutions & Markets	03
2	Corporate Finance	03	2	Behavioural Finance	03
1B	<b>Marketing Group – Electives</b>		1B	<b>Marketing Group – Electives</b>	
1	Consumer Behaviour	03	1	Integrated Marketing Communication	03
2	Advertising	03	2	Event Marketing	03
2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>		2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>	
3	Information Technology in Business Management - I	02	3	Information Technology in Business Management - II	02
3	<b>CORE COURSES (CC)</b>		3	<b>CORE COURSES (CC)</b>	
4	Environmental Management	03	4	Business Economics-II	03
5	Business Planning & Entrepreneurial Mgmt	03	5	Business Research Methods	03
6	Accounting for Managerial Decisions	03	6	Ethics & Governance	03
7	Strategic Management	03	7	Production & Total Quality Mgmt	03
	<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

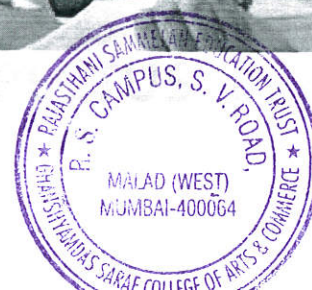


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# SYLLABUS FOR BACHELOR IN MANAGEMENT STUDIES (2017-2018)

## THIRD YEAR

FIFTH SEMESTER		SIXTH SEMESTER	
5.1	Logistics & Supply Chain Mgmt	6.1	Operation Research
5.2	Ethics & Governance	6.2	Indian Ethos in Mgmt
5.3	Project Work	6.3	Corporate Communication & PR
	Finance Group – Electives		Finance Group – Electives
5.4	Investment Analysis & Portfolio Mgmt	6.4	Risk Mgmt
5.5	Commodity & Derivatives Market	6.5	International Finance
5.6	Wealth Management	6.6	Innovative Financial Services
5.7	Strategic Financial Management	6.7	Project Management
	Marketing Group – Electives		Marketing Group – Electives
5.4	Services Marketing	6.4	Brand Management
5.5	E-Commerce & Digital Marketing	6.5	Retail Management
5.6	Sales & Distribution Management	6.6	International Marketing
5.7	Customer Relationship Management	6.7	Media Planning & Management





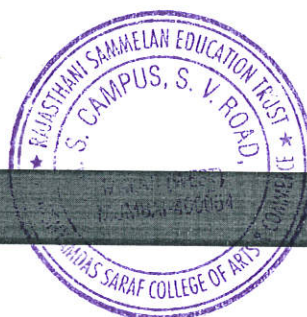
## BACHELOR OF MASS MEDIA (BMM)

**Eligibility :** XII Pass (HSC or equivalent) from Science, Arts or Commerce stream

**Available Seats : 120 (50% Reserved for Hindi –speaking linguistic minority).**

	First Year SEMESTER I	Second Year SEMESTER III	Third Year SEMESTER V	
			Journalism	Advertising
1	Effective Communication Skills - I	Introduction to Creative Writing	Reporting	Advertising in Contemporary Society
2	Fundamentals of Mass Communication	Introduction to Cultural Studies	Editing	Copywriting
3	Introduction to Computers	Introduction to Public Relations	Feature and Opinion	Advertising Design (University Project)
4	History	Introduction to Media Studies	Journalism and Public Opinion	Consumer Behaviour
5	Introduction to Sociology, the Sociology of News and Social Movements in India	Understanding Cinema	Indian Regional Journalism	Media Planning & Buying
6	Introduction to Economics	Advanced Computers	Newspaper & Magazine Making (University Project)	Brand Building

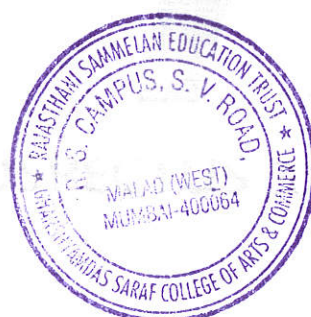
First Year SEMESTER II		Second Year SEMESTER IV	Third Year SEMESTER VI	
1	Effective Communication Skills - II	Introduction to Advertising	Press Laws and Ethics	Advertising and Marketing Research
2	Political Concepts and Indian Political System	Introduction to Journalism	Broadcast Journalism	Legal Environment and Advertising Ethics
3	Introduction to Media Psychology	Print Production and Photography	Business & Magazine Journalism	Financial Management for Marketing and Advertising
4	Principles of Management	Radio and Television	Internet and Issues in Global Media	Agency Management
5	Introduction to Literature	Mass Media Research	News Media Management	The Principles and Practices of Direct Marketing
6	Principles of Marketing	Organisational Behaviour	Contemporary Issues	Contemporary Issues
7			Digital Media	Digital Media



**B.Com (BANKING & INSURANCE)  
(BCBI)  
Semester I and II**

No.	Title	Semester - I			Semester - I		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Environmental and Management of Financial Services	03	1)	Principles & Practices of Banking & Insurance	03
		2)	Principles of Management	03	2)	Business Law	03
		3)	Financial Accounting - I	03	3)	Financial Accounting - 2	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course - I	02	5)	Foundation Course - II	02
3	Core Courses (CC)	6)	Business Economics - I	03	6)	Organizational Behavior	03
		7)	Quantitative Methods - 1	03	7)	Quantitative Methods - II	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

“  
As far as I can see,  
about the only  
thing I've missed is  
a college education.  
- susan strasberg

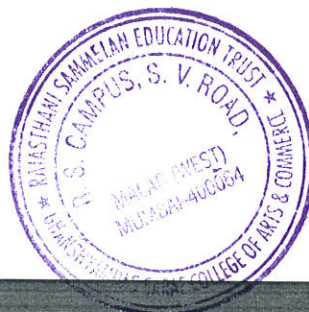




## B.Com (BANKING & INSURANCE) (BCBI) Semester III and IV

No.	Title	Semester - I		Semester - I	
		No.	Subjects	Credits	No. Subjects Credits
1	Elective Courses (EC)				
	Group I	1)	Financial Management – I	03	1) Financial Management – II 03
		2)	Organizational Behaviour	03	2) Entrepreneurship Management 03
		3)	Management Accounting (Tools & Techniques, Focus on Banking & Insurance)	03	3) Cost Accounting of Banking & Insurance 03
	OR				
		1)	Financial Management – I	03	1) Financial Management – II 03
		20	Organisational Behaviour	03	20 Entrepreneurship Management 03
		3)	Mutual Fund Management	03	3) Financial Market (Equity, Debt, Forex and Derivatives) 03
2	Ability Enhancement Courses (AEC) - Skill Enhancement Course (SEC)	4)	Information Technology in Banking & Insurance - I	02	4) Information Technology in Banking & Insurance - II 02
3	Core Courses (CC)	5)	Laws governing Banking & Insurance	03	5) Corporate Laws & Laws Governing Capital Market 03
		6)	Financial Market (Equity, Debt, Forex & Derivatives)	03	6) Universal Banking 03
		7)	Taxation of Financial Services	03	7) Business Economics – II 03
			Total Credits	20	Total Credits 20

**Note :** In the Elective Courses, students are required to select either Group I or Group II.

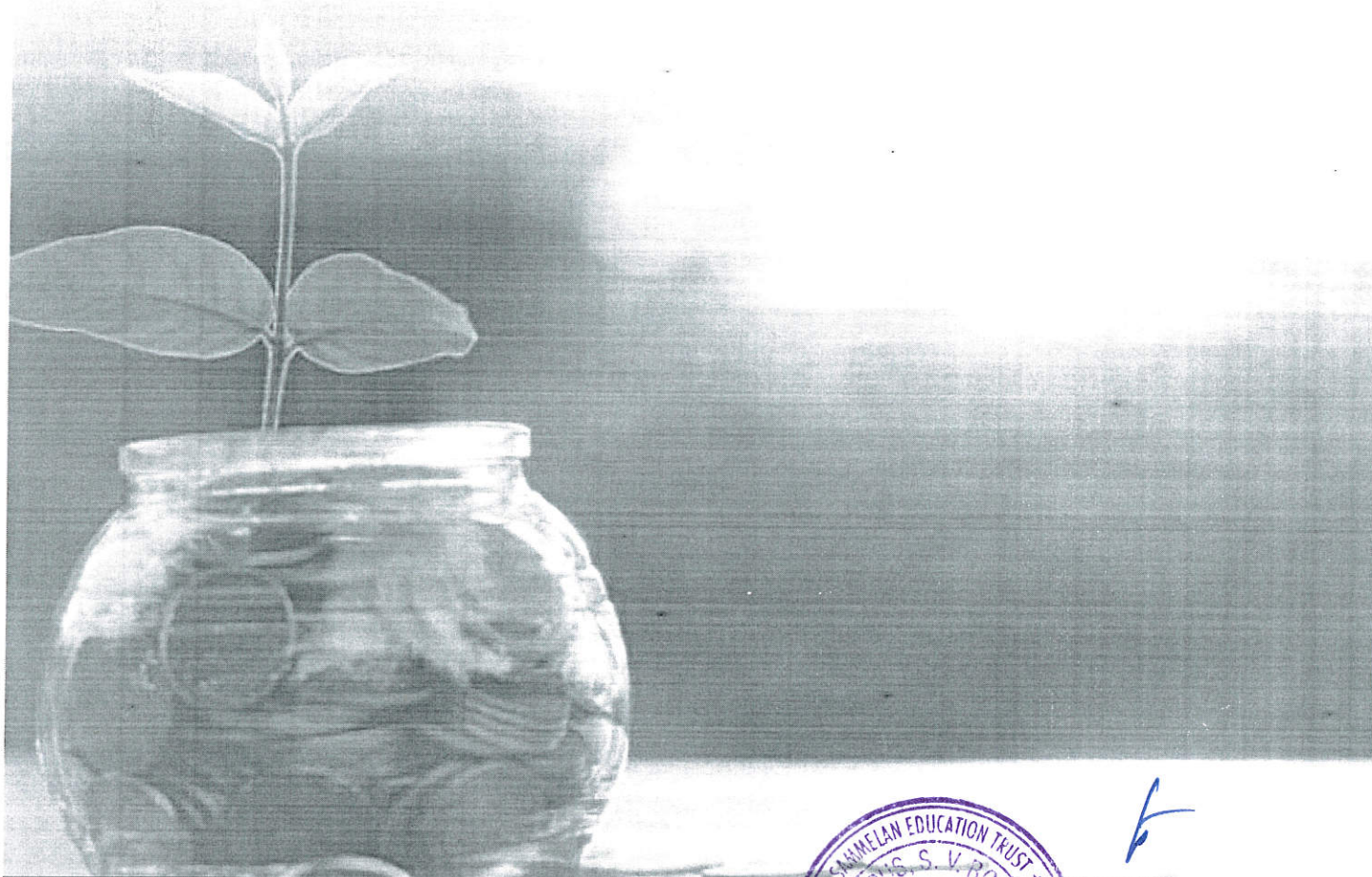


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## B.Com (BANKING & INSURANCE) (BCBI)

### Semester V and VI

SEMESTER V		SEMESTER V	
Course No.	Title of the Course	Course No.	Title of the Course
3.5.1	Marketing in Banking & Insurance	3.6.1	Central Banking
3.5.2	Financial Services Management	3.6.2	Strategic Management
3.5.3	International Banking & Insurance	3.6.3	Turnaround Management
3.5.4	Financial Reporting & Analysis	3.6.4	Business Ethics & Corporate Governance
3.5.5	Security Analysis & Portfolio Management	3.6.5	Human Resource Management
3.5.6	Auditing	3.6.6	International Business
	Project (Banking)		Project (Insurance)

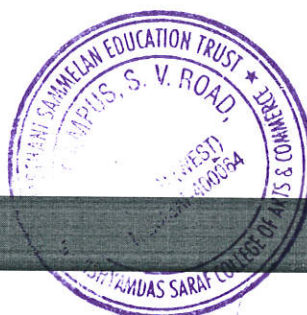




## B.COM (ACCOUNTING & FINANCE) (BCAF) SEMESTER I AND II

### FIRST YEAR

No.	Title	Semester - I		Semester - I	
		No.	Subjects	Credits	No. Subjects Credits
1)	Elective Courses (EC)	1)	Financial Accounting (Elements of Financial Accounting) - I	03	1) Financial Accounting (Elements of Financial Accounting) - II 03
		2)	Cost Accounting (Introduction and Element of Cost) - I	03	2) Auditing (Introduction and Planning) - I 03
		3)	Financial Management (Introduction to Financial Management) - I	03	3) Taxation - I (Indirect Taxes I) 03
2	Ability Enhancement Courses (AEC)				
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4) Business Communication - II 03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course - I	02	5) Foundation Course - II 02
C	Core Courses (CC)	6)	Commerce (Business Environment) - I	03	6) Business Law (Business Regulatory Framework) - I 03
		7)	Business Economics - I	03	7) Business Mathematics 03
		Total Credits		20	Total Credits 20



# B.Com (Accounting & Finance) (BCAF) Semester III and IV

## FIRST YEAR

No.	Title	Semester - I		Semester - I					
		No.	Subjects	Credits	No.	Subjects	Credits		
1	Elective Courses (EC)	1)	Financial Accounting (Special Accounting Areas) - III	03	1)	Financial Accounting (Special Accounting Areas) - IV	03		
		2)	Cost Accounting (Methods of Costing) - II	03	2)	Wealth Management	03		
		3)	Taxation – II (Indirect Taxes Paper – II)	03	3)	Taxation – III (Indirect Taxes Paper – III)	03		
OR									
	Group II	1)	Financial Accounting (Special Accounting Areas) - III	03	1)	Financial Accounting (Special Accounting Areas) - IV	03		
		2)	Cost Accounting (Methods of Costing) - II	03	2)	Wealth Management	03		
		3)	Operation Research	03	3)	Management Accounting (Introduction to Management Accounting) - I	03		
2	Ability Enhancement Courses (AEC) - Skill Enhancement	4)	Information Technology in Accountancy - I	03	4)	Information Technology in Accountancy - II	03		
3	Course (SEC) Core Courses (CC)	5)	Commerce (Financial Market Operations) - II	02	5)	Management (Introduction to Management ) - I	02		
		6)	Business Law (Business Regulatory Framework) - II	03	6)	Business Law (Company Law) - III	03		
		7)	Business Economics - II	03	7)	Research Methodology in Accounting and Finance	03		
Total Credits				20	Total Credits				20

Note : In the Elective Courses, students are required to select either Group I or Group II. Group Selected in Semester III will continue in Semester IV.





## B.Com (Accounting & Finance) (BCAF) Semester V and VI

SEMESTER V		SEMESTER V	
Course No.	Title of the Course	Course No.	Title of the Course
3.5.1	Financial Accounting – Paper V	3.6.1	Financial Accounting – Paper VI
3.5.2	Cost Accounting – Paper III	3.6.2	Cost Accounting – Paper IV
3.5.3	Financial Management – Paper II	3.6.3	Financial Management – Paper III
3.5.4	Taxation – Paper III Direct Tax Paper - I	3.6.4	Taxation – Paper IV Direct Tax Paper - II
3.5.5	Auditing – Paper III	3.6.5	Financial Accounting – Paper VII
3.5.6	Management – Paper II (Management Applications)	3.6.6	Economics – Paper III Indian Economy



# SYLLABUS FOR B.COM (FINANCIAL MARKETS) (BFM) (2017-2018)

## FIRST YEAR

FIRST SEMESTER		Credits	SECOND SEMESTER		Credits
1	<b>ELECTIVE COURSE (EC)</b>		1	<b>ELECTIVE COURSE</b>	
1	Financial Accounting – I	03	1	Financial Accounting – II	03
2	Introduction to Financial system	03	2	Principles of Management	03
3	Business Mathematics	03	3	Business Statistics	03
2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>		2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>	
2A	<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)</b>		2A	<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)</b>	
4	Business Communication-I	03	4	Business Communication-II	03
2B	<b>*SKILL ENHANCEMENT COURSES (SEC)</b>		2B	<b>**SKILL ENHANCEMENT COURSES (SEC)</b>	
5	Foundation Course – I	02	5	Foundation Course – II	02
3	<b>CORE COURSES (CC)</b>		3	<b>CORE COURSES (CC)</b>	
6	Business Environment	03	6	Environment Science	03
7	Business Economics – I	03	7	Computer Skills - I	03
	Total Credits	20		Total Credits	20

## SECOND YEAR

THIRD SEMESTER		Credits	FOURTH SEMESTER		Credits
1	<b>ELECTIVE COURSE</b>		1	<b>ELECTIVE COURSE</b>	
1	Debt Markets -1	03	1	Debt Markets -2	03
2	Equity Markets-1	03	2	Equity Markets-2	03
3	Commodities Markets	03	3	Commodities Derivatives	03
2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>		2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>	
2A	<b>SKILL ENHANCEMENT COURSE (SEC) – Group A</b>		2A	<b>Skill Enhancement Courses (SEC)- Group A</b>	
4	Business Law -1	03	4	Business Law -2	03
2B	<b>SKILL ENHANCEMENT COURSE (SEC)- Group B</b>		2B	<b>SKILL ENHANCEMENT COURSE (SEC)- Group B</b>	
5	Foundation Course in Financial Markets FC III- Money Market	02	5	Foundation Course in Financial Markets FC IV- Foreign Exchange Markets	02
3	<b>CORE COURSES (CC)</b>		3	<b>CORE COURSES (CC)</b>	
6	Management Accounting	03	6	Corporate Finance	03
7	Computer Skills – 2	03	7	Business Economics -2	03
	Total Credits	20		Total Credits	20





*(Continued)*

FIFTH SEMESTER		SIXTH SEMESTER	
5.1	Treasury Management	6.1	Venture Capital & Private Equity
5.2	Technical Analysis	6.2	Mutual Fund Management
5.3	Financial Derivatives	6.3	Financial Journalism
5.4	Organizational Behaviour	6.4	Strategic Corporate Finance
5.5	Corporate Accounting	6.5	Corporate Restructuring
5.6	Project –I	6.6	Project –II



# BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

## Semester I

Course Code	Course Type	Course Title	Credits
USIT101	Core Subject	Procedural Programming	2
USIT102	Core Subject	Digital Electronics	2
USIT103	Core Subject	Operating Systems	2
USIT104	Core Subject	Applied Mathematics – 1	2
USIT105	Ability Enhancement Skill Course	Business Communication Skills	2
USIT1P1	Core Subject Practical	Procedural Programming Practical	2
USIT1P2	Core Subject Practical	Digital Electronics Practical	2
USIT1P3	Core Subject Practical	Operating Systems Practical	2
<b>Total Credits</b>			<b>20</b>

## Semester 2

Course Code	Course Type	Course Title	Credits
USIT201	Core Subject	OOPs with C++	2
USIT202	Core Subject	The 8085 Microprocessor	2
USIT203	Core Subject	Programming for the Web	2
USIT204	Core Subject	Applied Mathematics – 2	2
USIT205	Ability Enhancement Skill Course	Green Computing	2
USIT2P1	Core Subject Practical	OOPs with C++ Practical	2
USIT2P2	Core Subject Practical	The 8085 Microprocessor Practical	2
USIT2P3	Core Subject Practical	Programming the Web Practical	2
<b>Total Credits</b>			<b>20</b>

## Semester – 3 (Proposed Subjects)

Course Code	Course Type	Course Title	Credits
USIT301	Skill Enhancement Course	Python Programming	2
USIT302	Core Subject	Computer Networks	2
USIT303	Core Subject	Data Structures	2
USIT304	Core Subject	Applied Maths	2
USIT305	Core Subject	Computer Graphics & Multimedia	2
USIT3P1	Skill Enhancement Course Practical	Python Programming	2
USIT3P2	Core Subject Practical	Computer Graphics & Multimedia	2
USIT3P3	Core Subject Practical	Data Structures Practical	2
<b>Total Credits</b>			<b>20</b>





## Semester – 4 (Proposed Subjects)

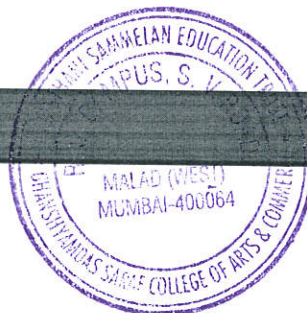
Course Code	Course Type	Course Title	Credits
USIT401	Skill Enhancement Course	Core Java	2
USIT402	Core Subject	Introduction to Embedded Systems	2
USIT403	Core Subject	Computer Oriented Statistical Techniques	2
USIT404	Core Subject	Software Engineering	2
USIT405	Core Subject	Database Management System	2
USIT4P1	Skill Enhancement Course Practical	Core Java	2
USIT4P2	Core Subject Practical	Introduction to Embedded Systems	2
USIT4P3	Core Subject Practical	Database Management System	2
<b>Total Credits</b>			<b>20</b>

## Semester 5

Course Code	Course Type	Course Title	Credits
USIT501	Core Subject	Network Security	3
USIT502	Core Subject	ASP Dot NET with C#	3
USIT503	Core Subject	Software Testing	3
USIT504	Core Subject	Advanced Java	3
USIT505	Core Subject	Linux Administration	3
USIT5P1	Core Subject	Network Security	2
USIT5P2	Core Subject	ASP Dot NET with C#	2
USIT5P3	Core Subject	Software Testing	2
USIT5P4	Core Subject	Advanced Java	2
USIT5P5	Core Subject	Linux Administration	2
<b>Total Credits</b>			<b>25</b>

## Semester – 6

Course Code	Course Type	Course Title	Credits
USIT601	Core Subject	Internet Technology	3
USIT602	Core Subject	Project Management	3
USIT603	Core Subject	Data Warehousing	3
USIT604	Elective I	IPR and Cyber Laws	3
USIT605	Elective I	Digital Signal And Systems	3
USIT606	Elective I	Geographic Information Systems	3
USIT607	Project	Project Report	
USIT608	Project	Project Viva Voce	
USIT6P1	Core Subject	Internet Technology Practical	2
USIT6P2	Core Subject	Project Management Case Studies	2
USIT6P3	Core Subject	Data Warehousing Practical	2
USIT6P4	Elective I	IPR and Cyber Laws Case Studies	2
USIT6P5	Elective I	Digital Signal And Systems Practical	2
USIT6P6	Elective I	Geographic Information Systems Practical	2
<b>Total Credits</b>			<b>20</b>



# SYLLABUS FOR MASTERS OF COMMERCE (M.Com)

## Programme 2017-2018

### FIRST YEAR

FIRST SEMESTER		Credits	SECOND SEMESTER		Credits
<b>1</b>	<b>CORE COURSES</b>		<b>1</b>	<b>CORE COURSES</b>	
1	Strategic Management	06	1	Research Methodology for Business	06
2	Economics for Business Decisions	06	2	Macro Economic Concepts and Applications	06
3	Cost and Management Accounting	06	3	Corporate Finance	06
4	Business Ethics and Corporate Social Responsibility	06	4	E-Commerce	06
<b>Total Credits</b>		<b>24</b>	<b>Total Credits</b>		<b>24</b>

### M.Com II

THIRD SEMESTER		Credits	SECOND SEMESTER		Credits
<b>1</b>	<b>ELECTIVE COURSES</b>		<b>1</b>	<b>ELECTIVE COURSES</b>	
1,2	Any one group of courses from the	18	1,2	Any one group of courses from the	18
& 3	following list of the courses (Group A/B)	06	& 3	following list of the courses (Group A/B)	06
<b>2</b>	<b>PROJECT WORK - I</b>		<b>2</b>	<b>PROJECT WORK - II</b>	
<b>Total Credits</b>		<b>24</b>	<b>Total Credits</b>		<b>24</b>

#### GROUP A: Advanced Financial Accounting, Corporate Accounting & Financial Management

<b>A-1</b>	<b>ELECTIVE COURSES</b>		<b>A-1</b>	<b>ELECTIVE COURSES</b>	
1	Advanced Financial Accounting	06	1	Advanced Auditing	06
2	Corporate Financial Accounting	06	2	Indirect Tax	06
3	(Skill based): Financial Management	06	3	International Financial Reporting Standards	06
<b>A-II</b>	<b>ELECTIVE COURSES</b>		<b>A-II</b>	<b>ELECTIVE COURSES</b>	
1	Corporate Financial Accounting	06	1	Indirect Tax	06
2	(Skill based): Financial Management	06	2	International Financial Reporting Standards	06
3	Direct Tax	06	3	Personal Financial Planning	06

#### GROUP B: Business Studies (Management)

<b>B-I</b>	<b>ELECTIVE COURSES</b>		<b>B-I</b>	<b>ELECTIVE COURSES</b>	
1	Human Resource Management	06	1	Supply chain management & logistics	06
2	Entrepreneurial Management	06	2	Advertising and Sales management	06
3	Marketing Strategies and Practices	06	3	Management of Business Relations	06
<b>B-II</b>	<b>ELECTIVE COURSES</b>		<b>A-II</b>	<b>ELECTIVE COURSES</b>	
1	Entrepreneurial Management	06	1	Supply chain management & logistics	06
2	Marketing Strategies and Practices	06	2	Advertising and Sales Management	06
3	Organizational Behaviour	06	3	Retail Management	06

**Note:** Project work is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation /difficult problem. Project work would be of 06 credits. A project work may be undertaken in any area of Elective Courses.

\*Group selected in Semester III will continue in Semester IV





## MASTER OF ARTS IN COMMUNICATION & JOURNALISM - MA (CJ)

### Evaluation:

The standard evaluation pattern consists of internal assessment/ continuous evaluation of 40 marks and a semester end examination of 60 marks value. The criteria for 40 marks internal assessment/ continuous evaluation has been provided for under each course offered under this programme.

Grades	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

### Note:

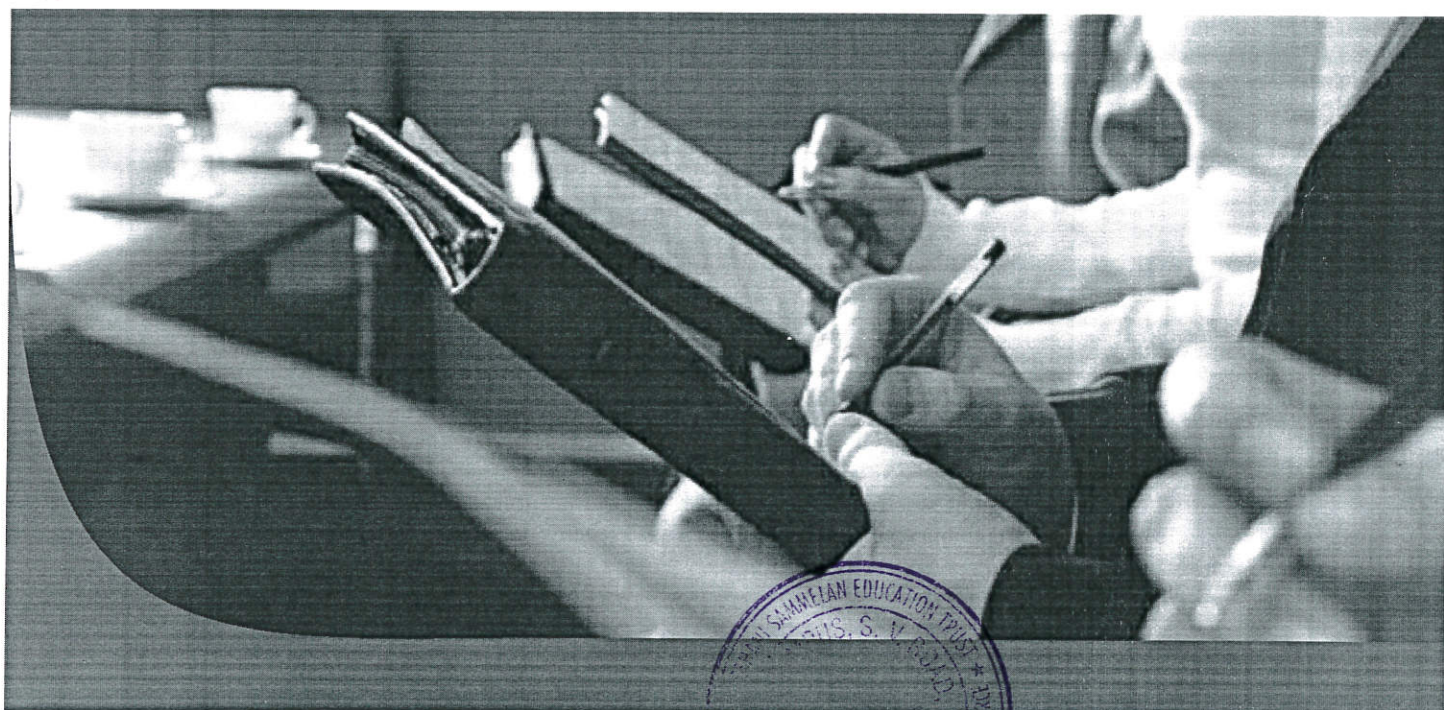
- 1 There shall be no rounding off of SGPA/CGPA/FGPA.
- 2 The SGPA/CGPA/FGPA obtained by a student is out of a maximum possible 7

### Points

The final Grade Point Average obtained by the student shall be classified into following divisions:

A student clears a course only if he/she has cleared both the components, namely, continuous evaluation / internal assessment and semester end examination (for courses having semester end examination ) by securing a grade higher than 'F' in both of them, or only if he or she secures an overall grade higher than 'F' (for courses having no end semester examination).

A student who fails in a course either by not clearing the continuous evaluation / internal assessment and consequently being not eligible to appear in the end semester examination, or by failing in the end semester examination, or by absents from appearing in the end semester examination (for courses having end semester examination) or by failing to secure an overall grade higher than 'F' (for courses having no end semester examination), shall be required to repeat that course.





## SCHEME OF COURSES AND DETAILED SYLLABUS

## Semester - I

Course Code	Name of Course A. Core Courses	Team Work		
		Teaching hours*	Learning hours	Credits
PACJ101	Communication Theory	48	180	6
PACJ102	Media Economics	48	180	6
PACJ103	Reporting and Editing	48	180	6
PACJ104	Media Criticism	48	180	6
	<b>Total</b>	<b>192</b>	<b>720</b>	<b>24</b>

Course Code	Name of Course A. Core Courses	Team Work	
		Learning hours	Credits
PAPR101	Public Relations Theory and Practice	180	6
PAPR102	Media Relations & Media Writing	180	6
PACJ105	Investigative reporting	180	6
PAPR104	Research in Public Relations-I	180	6
PACJ106	Advertising Theory and Practice	180	6
PAEM105	Graphic designing	180	6
		180	6
	<b>Total</b>	<b>1080</b>	<b>36</b>

## Semester - II

Course Code	Name of Course A. Core Courses	Team Work		
		Teaching hours*	Learning hours	Credits
PACJ207	Introduction to Television Studies	48	180	6
PACJ208	Introduction to Film Studies	48	180	6
PACJ209	Introduction to Media Research	48	180	6
PACJ210	Media Laws	48	180	6
	<b>Total</b>	<b>192</b>	<b>720</b>	<b>24</b>

Course Code	Name of Course A. Core Courses	Team Work	
		Learning hours	Credits
PACJ211	Introduction to Media Organizations	180	6
PAPR209	International Public Relations	180	6
PACJ212	Advanced Advertising Theory and Practice	180	6
PAEM206	Writing Skills	180	6
	<b>Total</b>	<b>720</b>	<b>24</b>





**Semester - III**

Course Code	Name of Course A. Core Courses	Team Work		
		Teaching hours*	Learning hours	Credits
PACJ313	Ethics	48	180	6
PACJ314	Advanced Media Research	48	180	6
PACJ315	Introduction to Media Production	48	180	6
PACJ316	New Media	48	180	6
	<b>Total</b>	<b>192</b>	<b>720</b>	<b>24</b>

Course Code	Name of Course A. Core Courses	Team Work	
		Learning hours	Credits
PACJ317	Introduction to OB and HR in Media	180	6
PACJ318	Advertising Communication and Management	180	
PACJ319	Introduction to marketing	180	6
PACJ320	Introduction to Media Planning	180	6
PACJ321	Media and Knowledge Management	180	6
PACJ322	Media and Culture	180	6
PACJ323	Communication for Young Learners	180	6
PACJ324	Development Communication	180	6
	<b>Total</b>	<b>1440</b>	<b>48</b>

**SEMESTER -IV**

Semester IV involves continuous evaluation of dissertation of the learners. During the continuous evaluation process, every Research Supervisor will teach as well as supervise the progress of the dissertation for a minimum of 192 hours. The learning hours would be 720 hours and the number of credits awarded for the dissertation would be minimum 24.



# MASTER OF ARTS

## (FILM, TELEVISION & NEW MEDIA PRODUCTION)

### SEMESTER- I

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 101	Writing for Media	60	6
PAFTNMP 102	Photography and Cinematography	60	6
PAFTNMP 103	Sound Design & SFX	60	6
PAFTNMP 104	Film & Television Theory & Appreciation	60	6
<b>Total</b>		<b>240</b>	<b>24</b>

Course Code : PAFTNMP 101

#### **WRITING FOR MEDIA**

##### Objectives:

- To understand the structure of screenplay
- To understand the intricacies of screen writing
- To learn the build characters and write meaningful dialogues
- To learn in detail writing for internet
- To understand the need for storyboarding
- To understand various storyboarding techniques.

##### Unit-I

Introduction to Screen writing : Introducing the Art of Screen writing, Preparing to Think Visually.

##### Unit-II

The Art and craft of Screen writing : Diving In to the Screen writer's Mind, Approaching Screen writing and Craft, Breaking Down the Elements of a Story, Unpacking Your Idea.

##### Unit-III

The Forma to factory : Plot Part I : Beginnings, Plot Part-II : Middles, Plot Part-III : Endings.

##### Unit-IV

Arc of Characterization : Character Building, Constructing Dynamic Dialogue, The Nontraditional Film, Maintaining an Audience's Trust.

##### Unit-V

Script & Screenplay Fundamentals : Turning Your Story into a Script, Mapping Out Your Screenplay, Surviving Writer's Block, Formatting Your Screen play, Putting It Together: Structuring Your First Draft, Take Two: Rewriting Your Script, Adaptation and Collaboration :Two Alternate Ways to Work.

##### Unit-VI

Writing for the internet: How internet writing is different from conventional writing, Blogging, Reputation management, Development of Blogs, Writing for social media, Writing for SEO & SMO.

##### Unit-VII

Intro to Storyboarding/Visual Story telling & Storyboards: Origins of Story boards and aspect ratio.

##### Unit- VIII

Fundamentals of Shots: Terminology of Shoots, Camera Framing, Camera Angles and Movements.

##### Unit- IX

Storyboarding Techniques: Concept- what the story is about - Drawing the components of the storyboard, Indicating motion in the storyboard, Increased reality- perspective and lighting.





Unit-X

Composition, Perspective & Lighting: Compositional Elements, line-shape-contrast, creating meaning within image, Creation of depth through lens choice and linear, atmospheric and size perspective, High- Key Lighting, Low key Lighting, 3 point Lighting, Tonal quality of lighting.

Unit-XI

Continuity: Basic Rules of continuity, 180— Degree rule, screen direction, Cutaways & Cut-ins.

Unit-XII

Story Boards for Animations & Special Effects Films: Structure of animation films, Special effects breakdown, creating the environment.

Unit-XIII

Story Boarding for Commercials and New Media: Structure of commercials, elements of brand building to be implemented, special colour scheme for brands and products

**Textbooks:**

1. How not to write a screenplay: 101 common mistakes most screen writers make by Denny Martin Flinn.
2. Screen Adaptation : A Script writing Hand book by Kenneth Portnoy.
3. Screenplay : The Foundations of Screen writing By Syd Field.

**Reference Books:**

1. The Screenwriter's Bible By David Trottier
2. Screen writing for a Global Market : Selling Your Scripts from Hollywood to..By Andrew Horton.
3. Screen writing for Dummies By Laura Schellhardt.
4. Screen writing : The Sequence Approach By Paul Joseph Gulino.
5. The Tools of Screen writing By David Howard, Edward Mabley.
6. The Art of Screen writing : An A to Z Guide to Writing a Successful Screen play By William Packard.
7. Writing the Character- Centered Screen play By Andrew Horton.

Course Code : PAFTNMP 102

**PHOTOGRAPHY AND CINEMATOGRAPHY****Objectives:**

- To learn art of Photography & cinematography in film making.
- To understand the intricacies involved in taking a photograph.
- To understand what makes a good picture.
- To develop basic photographic sense and knowledge.
- To enhance the knowledge about lighting and its use.
- To understand various equipment's required for various form of lighting.
- To understand the various camera, lenses and digital cinematography.

Unit-I

Development of Photography over the years : Brief History of Photography, early photography methods, switch from film to digital, difference between film and digital photography, formats of images in digital.

Unit-II

Cameras & Techniques: Types of camera, film cameras V/S digital cameras, lenses and their importance, Story Design and Development, Laws of Composition, Gestalt Law and Visual Perception, Semiotic photography.

Unit-III

Lighting Theory & practice: Sources of Lighting, 2 point lighting, 3 point lighting, creating contrast, outdoor natural lighting, related accessories for lighting.

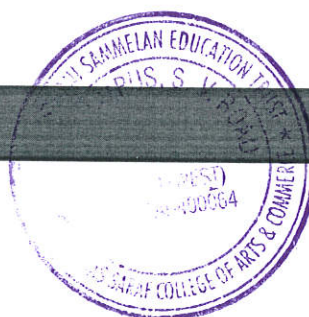
Unit-IV

Post production of Photos, Digital Image Editing :

Photoshop : Processing of Raw images, Introduction to Adobe Photoshop and image ready software, how to enhance the photo digitally.

Unit V

Photo Essays, Studio Photography: Introduction, creating your own Photo essay, Studio Lighting, Building up your essay.



#### Unit-VI

Photography & advertising : Advertising photography techniques, understanding the copy and message, setting the environment, working with medium & large format cameras for advertising | Unit VII Outdoor & Wild Life Photography: Learning the environment and subject, shooting in the wild, understanding the subject, camera traps, Checklist.

#### Unit-VII

Power of a Picture: Power of a still picture, Shooting a good Still picture, Composition-Framing , Understanding & Use of color, Capturing the Drama, Black and white Photography, Color Imaging, Color Psychology, Aesthetics of Painting and Spatial Arts, Learning the camera language.

#### Unit-VIII

Light: Role of light, Lighting techniques, Concept of lighting various planes, Understanding Various types: Tungsten lamps, Cool Lights, HMI, Cyclorama/background lights, Soft Box lights., Use of cutter stand, black cloth and Camera filters, barn doors | use of reflectors, Three point lighting, Ratio lighting: 1:2, 1:3, 1:4, Creating various Background patterns and types, Lighting – Situations, Studio lighting for three cameras set up: Talk Show, Game Show, Available day light situations, Shooting for Documentary style, Face lighting. Key, fill, back light, Depth of field Exercise, High key lighting, Low key lighting.

#### Unit-IX

Lenses: Type of Lenses, Power of Lenses, Understanding the shot requirement and usage of a lens, Idea of perspective: Depth Of Field, Depth of focus, Critical understanding of Fixed Lens Vs. Zoom Lens, Focus pulling, 18% grey card, Metering, Color temperature meter-

#### Unit-X

Camera Movements: Basic grammar of shots, Primary Camera Movement: Pan, Tilt, Zoom, Character Movement, Usage and need of Track and trolley, Crane, jib, Gimbal, Poll Cam, Managing Movements, Single camera Setup, Multi camera setup, Continuity Exercise, Do's and don'ts of camera movements, Aesthetics and Psychological Impact of Moving Images, Various parts of Motion picture cameras, Moving Image-Motion Picture. Impact of collective moving Images, Motion Picture Dynamics.

#### Unit-XI

Understanding digital video recording: Principle of video recording, Digital Recording Formats, Editing and compression, Digital sampling and storage, Technical formats of video- PAL, NTSC, "Time Code" in Video Recording, Film Stock and Processing.

#### Unit-XII

Structure of Film and Digital Camera: Understanding the internal structure of camera, perforation loop, pressure plate, Pull down claw, Magazine: Types of magazine, Threading of film, Intermittent Movement, Analysis of Claw motion, Registration pin, Sprocket wheel, Frames per sec, Camera Motors, Slow motion and Fast motion, Reverse Movement, Lens Mount Flange Depth, Magazine Cover/rain cover, Digital Process of Image capturing, Latitude of film Camera format, Latitude of digital format, Shooting Format-16-mm/35- mm/70-mm/super.16/I-max/3-D, Convenience of Digital format, The Future of Film Formats.

#### Unit-XIII

Special Effects and Cinematography: Chrome key Concept  
Preparation for chrome key, Compositing a digital Picture, Digital matte painting.

#### Unit-XIV

Mood Lighting & Colour Lighting Theory & Practice: Red, Blue, Green, Purple & Orange lights and Treatments for Various Scenes, Colour and Cultural.

#### Unit-XV

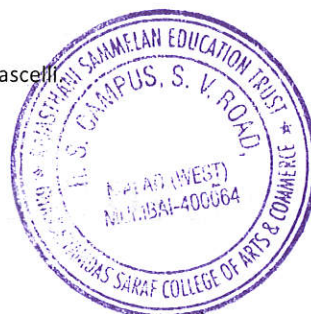
Image formation (Understanding requirements of a director), Capturing the drama on the camera, How to create packets of emotional experience-Scene, Creation of Drama- Ingredients of a Drama.

#### Unit-XVI

Understanding the needs of Co- creators (Director, Editor, Sound Recordist)

#### **Text books :**

1. The Art of Photography; by Bruce Barnbaum.
2. Creative Nature & Outdoor Photography; Brenda Sharp.
3. Chasing the Light by Ibarionex Perello.
4. Camera Terms and Concepts by David Elkins.
5. The Camera Assistant by Doug Hart.
6. Motion Picture Camera and Lighting Equipment by David Samuelson.
7. The Five C's of Cinematography: Motion Picture Filming Techniques by Joseph V. Mascelli.





**Reference Books:**

1. Cinematography-A Guide for Filmmakers and Film Teachers by Kris Malkiewicz.
2. Film Lighting: Talks with Hollywood's Cinematographers and Gaffers by Kris Malkiewicz.
3. The Art of the Cinematographer: A Survey and Interviews with Five Masters by Leonard Maltin.
4. Anton Wilson's Cinema Workshop by Anton Wilson.
5. Image Control-Motion Picture and Video Camera Filters and Lab Techniques by Gerald Hirschfeld.
6. Lighting for Film and Electronic Cinematography by John David Viera and Dave Viera.
7. Painting with Light by John Alton.
8. Picture Composition for Film and Television by Peter Ward.
9. Matters of Light and Depth-Creating Memorable Images for Video, Film and Stills Through Lighting by Ross Lowell.
10. Lighting Technology by Fitt and Thornley Set Lighting Technician's Handbook by Harry C. Box.
11. Digital Cinematography by Ben De Leeuw.

Course Code :PAFTNMP 103

**SOUND DESIGN AND SFX****Objectives:**

- To learn about the sound basics
- To understand the nature of sound and recording devices
- To learn the basics of sync sound, mixing console, analog v/s digital workflow
- To understand the need for sound and importance of sound in film
- To learn to record & produce audiography for a short film

**Unit-I**

Basics of Sound: Nature of acoustical waves, concepts of amplitude, and frequency, wavelength, harmonics. Psycho-acoustics: Nature of hearing and perception of sound, including concepts of pitch, loudness, and timbre; the precedence effect; localization in rooms; equal loudness contours; and other mysteries of hearing.

**Unit-II**

Principles of Stereophony, Sound for Film and Video : The sound track – its importance in an AV medium, Different elements of a sound track, Explanation of how sound is put to the film. Sync Sound -The size of the role sound should play in your film will vary depending on your professor's requests, but when it comes to the technical side of things, you are at least required to know how to achieve synchronized sound and picture with film.

**Unit-III**

Interconnectivity of Analog & Digital Equipment: Basic analog connectors, cabling, patch – bay, interconnectivity between various recording studio equipment. Various Digital interconnects and their sockets on the digital equipment. Microphones Types - Dynamic, Condenser, Ribbon, Polar Pattern, Sensitivity. Microphone designs for special applications,

**Unit-IV**

Acoustics I (Fundamentals) :The behavior of sound in outdoors and in closed spaces; Absorption, reflection, diffraction, refraction, reverberation, Mixing Console Basics -The signal flow and various auxiliary systems. Digital Audio - Analog to Digital to Analog conversion. Sampling Frequency, Bit Rates. Problems in digital audio. Different digital media, Standard digital recording & mastering formats. Audio file formats, storage mediums – optical, magnetic, Jitter etc.

**Unit-V**

Computers in Audio: Different platforms – different operating systems, Configuration of a PC for sound recording. Mother Boards, Processor, Sound Card, Graphic card, Monitors Recorders - Analog, Digital, Tape Based & Tapeless, Digital Audio Workstations (DAW's), Film Showcase - Case studies of famous Indian as well as foreign films, Microphone Techniques - Placement, Applications, Proximity effects etc. microphones and placement techniques for stereo recording. Monitoring Systems - Active & Passive types, Domestic and professional listening environment, Stereo and surround monitoring.

**Unit-VI**

The Production Process of a Song: Music Basics. – Types of Music, Concepts of Melody, Harmony, Rhythm & counter melody etc. Format of a song - Preproduction, Tracking, Overdubbing, Editing, Mixing and Mastering.-Processors - Theory of Tonal, Dynamic & Spatial processors.

**Unit-VII**

Equalisers : types and their application, Compressors & Limiters - theory and application, Effects processors - Reverberation and Delay devices and their plug in counterparts. Film Showcase Advanced - Case studies of famous Indian as well as foreign films from sound technology point of view



#### Unit- VIII

Acoustics II: Room Acoustics, Room Modes, RT 60, Absorption Coefficients, Acoustical Control Devices, Diffusers and Absorbers, Control Room Design Principles, sound isolation, Studio Construction Techniques; Sound for film, Location sound, Radio microphones, uses and potential difficulties, Boom operation for sync sound, Hands-on training in location sound recording for video.

#### Unit- IX

Post Production: Recording and dubbing dialogues (ADR), Effects -sourcing and recording. Background music score, sourcing and recording. Nuendo Basic: Basic principles, understanding the process from initial set up to completion of a project. To set up for a vocal/instruments dub.

#### Unit- X

Principles of Mixing, The basic techniques of mixing and the fundamental approach. The Building Blocks of Mixing, Setting the sound stage, and the sonic implications of panning and of placing instruments at varying distances from the listener; Consideration of different approaches to getting desired results from EQ; A comprehensive review of the uses of dynamic processor; on Individual channels and Mix master; Finishing a mix with automation. "Mixing in the box." And "Mixing through the board."

Nuendo Advanced: Introduction to mixing, Making MIDI recording, MIDI sequencing of software synthesizers, audio looping, Final mix down in the software.

#### Unit- XI

Making a final CD of your project, Mixing Techniques, Assembling the mixer, Using Aux/Master tracks to their advantage, Plug-ins and their application, Production of the Sound Track for the student project film: Discussing sound design strategy with the director of the film at pre-production stage, attending film sync shoots.

#### Unit- XII

Video File formats, Acquiring picture for post-production from edit suite. Dubbing the dialogues wherever necessary, Selecting SFX and BG music from the library, recording Foley and music as per the demand of the script. Mixing the final track. Export it to the editor, supervise the final assembly of the film.

#### **Text books:**

1. Pro Tools 9: Music Production, Recording, Editing and Mixing By Mike Collins.
2. Pro Tools All in One Desk Reference for Dummies By Jeff Strong.
3. Sound for Film and Television by Tomlinson Holman.

#### **Reference Books:**

1. Sound for Digital Video By Tomlinson Holman.
2. Producing for TV and Video: A Real world Approach by Cathrine Kellison.
3. Sound for picture: an inside look at audio production for film and television By Jeff Forlenza, Terri Stone.
4. Audio in Media By Stanley R. Alten.
5. Master Handbook of Acoustics By F. Alton Everest.
6. Modern Recording Techniques By David Miles Huber.
7. Mastering Audio By Bob Katz.
8. Mixing Audio By Roeylzhaki.
9. Practical Recording Techniques By Jenny Bartlett.
10. Critical Listening Skills for Audio Professionals By F. Alton Everest.
11. The Audible Past By Jonathan Sterne.

Course Code :PAFTNMP 104

### **FILM & TELEVISION THEORY AND APPRECIATION**

#### **Objectives :**

- To learn the history of cinema.
- To understand the basics of various movements in cinema.
- To learn about world cinema and their prominent masters.
- To understand the studio system.
- To Learn Indian cinema in-association with world cinema.

#### Unit I

Understanding Cinema: Genres of Films, Cultural significance in relation to Film, world cinema and world view, Film Screening.





Unit-II

Understanding story telling techniques of Cinema Masters: Important elements of storytelling of cinema masters, How the plot has been developed, how the characterization has been done, the ups and downs.

Unit-III

World Cinema Study of Iconic Film Directors and their styles: Study of Satyajit Ray, V Shantaram, Ingmar Bergman, George Lucas, Fredrico Fellini, Steven Spielberg, Majid Majidi, Akira Kurosava, etc.

Unit-IV

Introduction to various theories of Films & Important Movements: Apparatus theory, Auteur theory, Feminist film theory, Formalist film theory, Realism Movement, Neo Realism movement.

Unit-V

Television structures and systems, Narrative structure of television stories  
Building the narrative: character, actor, star, beyond and beside narrative structure, the television commercial, modes of production, mise-en-scene, videography and cinematography, style and editing, sound, textual analysis discourse and identity, music.

Unit-VI

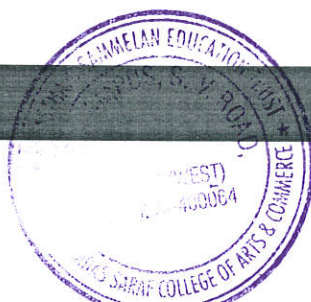
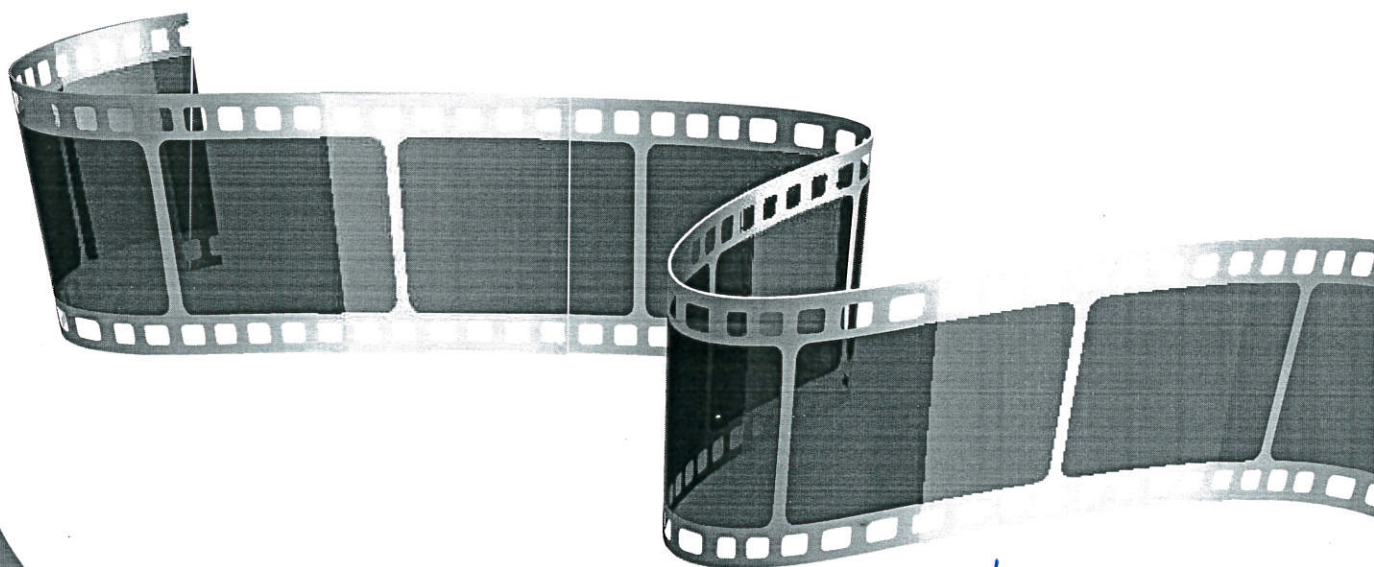
Defining the television medium, analyzing television genres, decoding television texts, analyzing factual TV and Documentaries, analyzing TV fiction and television drama, television audience reception and consumption, television and history, television institutions and regulations, television and globalization and the Future of Television.

**Text books :**

1. Film As Film: Understanding And Judging Movies by Victor F. Perkins.
2. Understanding the Film: An Introduction to Film Appreciation, Student Edition by Jan Bone, Ron Johnson.
3. Theory of Film: The Redemption of Physical Reality; By Siegfried Kracauer.

**Reference Books :**

1. Screen Education: From Film Appreciation to Media Studies; By Terry Bolas.
2. Asian Film Journeys: Selection from Cinemaya By Rashmi Doraiswamy, Latika Padgaonkar.
3. How Movies Work By Bruce F. Kawin.
4. Film Study: An Analytical Bibliography, Volume 1 By Frank Manchel.
5. The World Viewed: Reflections on the Ontology of Film By Stanley Cavell.
6. A Short History of Film By Wheeler W. Dixon, Gwendolyn Audrey Foste



## SEMESTER- II

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP205	Post Production & Computer graphics	60	6
PAFTNMP206	New Media Theory and Practice	60	6
PAFTNMP207	Direction	60	6
PAFTNMP208	Practical Film Production (FICTION AND NON FICTION)	60	6

Course Code : PAFTNMP 205

### POST PRODUCTION & COMPUTER GRAPHICS

#### Objectives :

- To understand the basics of video editing and aesthetics.
- To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity, etc.
- To understand Pinnacle studio, adobe editing software and mac interface.
- To understand the various edit styles and patterns.
- To understand the digital v/s analog editing.

#### Theory :

Aesthetics / Principles of editing, Spatial & Temporal possibilities, Manipulation of time, Rhythm & Pace, Dramatic Continuity, Soviet school of editing - Dziga Vertov, Eisenstein, Pudovkin, French new wave – Godard, Chabrol, Classical Hollywood narrative in sound era: Hitchcock, Individual departures from classical Hollywood narrative: Bunuel: Discontinuity, Dreyer: Close up, Bresson : Minimalism, Renoir: Deep Focus, Long takes, Ozu : Breaking 180degree rule, Pillow shots, Linear & Nonlinear Editing, Analog & Digital Recording.

#### Practical :

Introduction to Pinnacle Studio, Adobe Premier Pro and Mac Interface, Arranging the Interface, Learning Custom Layout, Customizing the keyboard Layout, Setting Scratch Disk, Bin management, Logging, Digitizing, and Capturing, Saving Projects and Accessing the Auto save Vault, Organizing Video Footage, Media Management, Insert and Overwriting Editing, Three point Editing, Split Edit, Working with Multi Layers, Key framing Image, Time Remapping, Effects, Applying Transitions, Compositing, Motion Tab, Render Setting, Titling, Sound Editing, Track laying (Effects, Music, Narration), Dubbing and Syncing, Adjusting Audio Levels, Mix down Audio, Premier Compatible and Supporting Software, Print to Video.

#### Textbooks :

1. Editing Digital Video By Robert M. Goodman, Patrick J. McGrath
2. Video Editing and Post-Production: A Professional Guide By Gary H. Anderson
3. Digital Video For Dummies By Keith Underdahl.

#### Reference Books:

1. The Technique of Film and Video Editing: History, Theory, and Practice By Ken Dancyger.
2. Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E. Browne.

Course Code : PAFTNMP 206

### NEW MEDIA THEORY AND PRACTICE

#### Course Objectives:

- With the world communicating increasingly using mobile devices, it is time that media students gear up to face the challenge of creating content for digital media devices. It is no more enough to simply write a good copy; it is equally important that media students become technically competent enough to create content for all possible media – print, television, radio, the Internet, and mobile devices. One should understand that though the story remains the same, the presentation for each of these media differs and with the industry expecting the moon from you, you need to be multi-tasking individuals, especially in terms of being able to use digital technology well, both, as users/consumers and as creators.
- Before we study how to create content, however, we must be conversant with how new media has developed and what the





social, political and economic effects that the new media technologies have brought about, and what could be their future repercussions. The salience of theory is in the fact that it is theory that helps us to understand a phenomenon and how we can deal with it while putting into practice the tools we learn to create content. It is expected that you read up before attending lectures.

#### UNIT-1: VISIONS, HISTORIES, MEDIATION

##### **VISIONS HISTORIES MEDIATION**

#### UNIT-2: TECH NOLOGY: ARTEFACTS, SYSTEMS, DESIGN

Technology and Society

Communication Technologies in Transition

Computers as Media

#### UNIT-3: PRACTICES: INTERACTION, IDENTITY, CULTURE

Interaction/Computer-Mediated Communication

New Media and Community

Identity and Self

Everyday/Domestic Contexts of New Media

New Media and Cultural Practices

#### UNIT-4: SOCIAL INSTITUTIONS, STRUCTURES, ARRANGEMENTS

Information Society: Debates

Policy, Law and Regulation

New Media Economics and Markets

Politics and Power

#### **References Books :**

1. New Media A Critical Introduction 2nd Edition.
2. New Media Handbook Media Practice.
3. New Media Old Media A History and Theory Reader.
4. The Language of New Media - Lev Manovich.
5. Winston Brian – Media Technology and Society A History from the Telegraph to the Internet.
6. McLuhan - Understanding Media - Extensions of Man.

Course Code : PAFTNMP 207

#### **DIRECTION FOR TELEVISION & FILMS**

#### **Objectives:**

- To understand the need for direction in television & Films.
- To understand the role played by a director.
- To understand the Qualities required being a director.
- To learn how to manage creativity and creative team.
- To learn to direct scene in various settings.

#### Unit- I

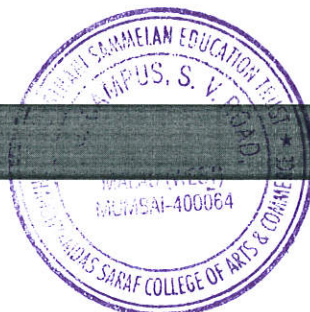
Stills to motion picture, A Perspective on - Impact of a still picture, Analyzing a picture, Critical Ingredients- Leonardo Da Vinci, Composition-Framing, Function and proper use of lenses, Understanding & Use of color, Aesthetics of Painting and Spatial Arts, Moving Image-Motion Picture, Impact of collective moving Images, Motion Picture Dynamics, Primary Movement-Secondary Movements, Managing Movements, Tonal Value-Depth of Field, Aesthetics and Psychological Impact of Moving Images.

#### Unit- II

Sound & Music, A Perspective on - Association of sound, Listening to Sound, Contribution and impact of sound, Understanding rhythm, melody, drama, Knowing various instruments, Impact of Sound-Moods, Role of notes and beats, Tonal Quality, Pitch-Volume-Perspective, The concept of Music, Glimpses of World Music, Voice culture- for speech, Acoustics, Harmony-Symphony- Rhythm-various Types of Rhythm-Indian and Western Concepts-Permutations & Combinations of Notes & Rhythm, The formation of Music-Glimpses of World Music-Combo of Music & Effects-Background score.

#### Unit- III

Lighting, A Perspective on - What makes a good picture parts played by composition, light, contrast and drama, Light-contrast, Volume, Foreground, Mid ground, Background, Propinquity, Distance, Colour, Angle, Dynamism involved in motion/action-Setting dynamism in action-Creating action.



#### Unit- IV

Art of Film Making, A Perspective on - Understanding the Importance and power of audiovisual communication, Picture Compositions, Qualities of motion picture: Sense of Tension and Surprise, Intensity of Drama, Facility to travel with viewers from one location to another, How to store a still and a movie, Importance of listing, makeup, properties, set contract, Genres of films – Action, Horror, Romantic, Social, Sci-Fi, Futuristic, War, The film pipe line -Creative Process; Concept- Research- ideation- Structuring a Story-Story Boarding- Characters-screen play- Dialogues- Casting-Shoot-Edit-Re- Recording- Final Print/DVD. Understanding the needs of cinematographer/Sound designer/editor/client servicing executive, The film pipe line-Production Process, Formation of Team-Location Survey-Auditions-Planning the shoot-Production Management Hiring of facilities-Cost Control-Managing crew & artists.

#### Unit- V

'Director'– Conductor of an Audio Visual orchestra: What it means to be a Director , Managing creativity of colleagues and managing a creative team, Understanding of roles & responsibilities of the crew, Understanding the Emotional Aspect & Technological Aspects of, Actors, Cinematographer, Editor, Music Director, Sound Engineer, Makeup Man, How to bring the effects of music & picture together.

#### Unit- VI

Hands on tools for a Director, A Perspective On -How to be creative, what does creativity mean, The language of cinema, The art of episodes, History of Indian & World Cinema, Ad film Making, Documentaries.

#### Unit- VII

The World of the Film Director, Identifying Your Themes, Dramaturgy Essentials, A Director's Screen Grammar, Seeing with a Moviemaker's Eye, Shooting Projects.

#### Unit- VIII

The Story and Its Development: Recognizing the Superior Screenplay , Analyzing a Screenplay, Director's Development Strategies, Alternative Story Sources, Setting Creative Limitations, Aesthetics and Authorship, Point of View, Subtext, Genre, and Archetypes, Time, Structure, and Plot, Space, Stylized Environments, and Performances, Form and Style.

#### Unit- XI

PRODUCTION: Developing a Crew, Mise-en-Scène, Producing a Shooting Script, Before the Camera Rolls, Roll Camera, Location Sound, Continuity, Directing the Actors, Directing the Crew, Monitoring Progress.

#### Unit- X

Organizing action in an action scene: Staging and Camera for Over Easy Action Scene, Development of Screenplay, Director's Preparation for Directing an Action Scene, Over Easy Action Scene/Staging and Camera Angles for, Storyboard Artist, Organizing action in narrative scene: Staging and Camera for Narrative Scene, Choosing a Location, Staging, Camera Style.

#### Unit- XI

Styles and Dramatic Structures: Style, Narrative, Dramatic, and Poetic Visual Styles, The Variety of Dramatic Structures.

#### **Text books :**

1. Film Directing Cinematic Motion: A Workshop for Staging Scenes By Steven Douglas Katz.
2. Film Directing Fundamentals: See Your Film Before Shooting By Nicholas T. Proferes.
3. Problems of Film Direction By Sergei Eisenstein Hey Whipple, Squeeze This by Luke Sullivan.

#### **Reference Books:**

1. Directing: Film Techniques and Aesthetics By Michael Rabiger.
2. On directing film By David Mamet.
3. Directing Actors: Creating Memorable Performances for Film and Television By Judith Weston.
4. Art Direction for Film and Video By Robert L. Olson.
5. The film director's team By Alain Silver, Elizabeth Ward.
6. Notes of a film director By Sergei Eisenstein.
7. Producing and Directing the Short Film and Video By Peter W. Rea, David K. Irving.
8. Fundamentals of Film Directing By David K. Irving.
9. Writing, Directing, and Producing Documentary Films and Videos By Alan Rosenthal.
10. Breaking into Film by Kenna McHugh.
11. Before You Shoot : A Guide to Low Budget Film and Video Production by Helen Garvey.





Course Code : PAFTNMP 208

### **PRACTICAL FILM PRODUCTION (FICTION AND NON FICTION)**

#### **Objectives:**

- To understand the production pipeline of film making process for multiple locations in short films.
- To introduce the Fiction Short film making and In-depth Multiple Characters Single Location Short Film.
- To gain exposure on various cameras and software used for production of 2 Character multiple location, Fiction Short film making and In-depth Multiple Characters Single Location Short Film.
- To understand the guerilla film making process. Making a documentary film as part of the project work.
- Students to produce short film individually– documentary and fiction as a part of their curriculum. These films will be judged by an external examiner. There will be no written examination for this course.

Course Code : PAFTNMP 309

### **WEB PRODUCTION AND PROGRAMMING**

#### **Objectives:**

- Students Will Learn How to Use HTML5 & CSS3 to build their own Professional Websites
- In this course students will learn firsthand by building their own website.
- A step by step approach ensures that each student receives a valuable learning experience.
- In this course students will learn how to use HTML5 and CSS3 to create responsive websites.
- The course teaches students how to code with multiple examples that are easily replicable.

#### Unit-1: Introduction

New Updates about Multimedia

HTML5 New Forms Elements

The Canvas Tag

The Power of CSS3

The Complete and Professional Webpage Using HTML5 & CSS3 Techniques

#### Unit- 2: Basics of HTML5

Introduction to HTML

Html5 DTD

WBR tag

#### Unit- 3: New Updates about Multimedia

Audio Tag

Audio Tag Attribute

Video tags

Video tag attribute

#### Unit- 4: HTML5 New Forms Elements

Html forms

Adding CSS to Form

Validating Email address

Validating Numbers

Date input and its attributes

Date with week and month

Time Input and Date Time Local Input

URL and search field

The required attribute and form validation

Range input

Color input

Input List and Datalist Tag

Multiple File Uploader

Adding Placeholder

Autofocus and No Validate

#### Unit- 5: The Canvas Tag

Intro to Canvas

Creating a simple Canvas And Rectangle

Creating a Line

Creating a Circle



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#### Unit- 6: The Power of CSS3

Intro to CSS3

Border Radius Property

Box Shadow

Linear Gradient

Linear Gradient more

Radial Gradient

White Space, Overflow and Text Over Flow

Text Shadow

Font Face

Word Wrap and Word Break

Transform, translate

Transform Rotate, Skew and Scale

#### Unit- 7: Transition & Animation Effects on CSS3

Transition Effects

Animation Effects

#### Unit- 8: The Complete and Professional Webpage Using HTML5 & CSS3 Techniques

Creating the complete webpage layout

Creating the CSS Layout

Completing the Basic Layout

Creating header and Navigation

Creating the Article area

Creating Aside Area

Completing the Project with Simple CSS

Adding Border Radius Property

Adding Font Face to the Project

Adding Transition Property

Adding Animation to the Project

Adding some more Animation

Course Conclusion and Final Exam

Course Code : PAFTNMP 310

### **VISUAL COMMUNICATION**

#### **Objectives:**

- To understand the theory of Visual Communication.
- To understand the visual communication practice in film making process.
- To be acquainted with the main methodologies, concepts, categories, theories and topics that apply to the different branches of research, development and innovation in audiovisual communication, in addition to a knowledge of the different branches of research into communication and information technological environments.
- To acquire a basic knowledge about the main events and messages that shape current audiovisual systems, as well as about the visual and sound representations that modern society recognises, and the ways in which they can be linked to create audiovisual messages.

#### Unit- I: AESTHETICS

Aesthetics Theory

Creative Visualization

#### Unit- II: Perception Theory

Eye Tracking Methodology and the Internet

Perception and the Newspaper Page: A Critical Analysis

#### Unit- III: REPRESENTATION

Representation Theory Design Method

Content Analysis of Representation

#### Unit- IV: VISUAL RHETORIC

Theory of Visual Rhetoric

A Visual Rhetorical Study of a Virtual University's Promotional Efforts

Visual Metaphors in Print Advertising for Fashion Products







## SEMESTER- III

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP309	Web Production and Programming	60	6
PAFTNMP310	Visual Communication	60	6
PAFTNMP 311	Electronic Media Criticism	60	6
PAFTNMP 312	Media Economics	60	6
PAFTNMP 313	Laws related to Film, TV and Internet	60	6
<b>Total</b>		<b>300</b>	<b>30</b>
<b>Students to select any four</b>		<b>240</b>	<b>24</b>

Course Code : PAFTNMP 309

### WEB PRODUCTION AND PROGRAMMING

#### Objectives:

- Students Will Learn How to Use HTML5 & CSS3 to build their own Professional Websites
- In this course students will learn firsthand by building their own website.
- A step by step approach ensures that each student receives a valuable learning experience.
- In this course students will learn how to use HTML5 and CSS3 to create responsive websites.
- The course teaches students how to code with multiple examples that are easily replicable.

#### Unit-1: Introduction

New Updates about Multimedia

HTML5 New Forms Elements

The Canvas Tag

The Power of CSS3

The Complete and Professional Webpage Using HTML5 & CSS3 Techniques

#### Unit- 2: Basics of HTML5

Introduction to HTML

Html5 DTD

WBR tag

#### Unit- 3: New Updates about Multimedia

Audio Tag

Audio Tag Attribute

Video tags

Video tag attribute

#### Unit- 4: HTML5 New Forms Elements

Html forms

Adding CSS to Form

Validating Email address

Validating Numbers

Date input and its attributes

Date with week and month

Time Input and Date Time Local Input

URL and search field

The required attribute and form validation

Range input

Color input

Input List and Datalist Tag

Multiple File Uploader

Adding Placeholder

Autofocus and No Validate





Unit- 5: The Canvas Tag

Intro to Canvas  
 Creating a simple Canvas And Rectangle  
 Creating a Line  
 Creating a Circle

Unit- 6: The Power of CSS3

Intro to CSS3  
 Border Radius Property  
 Box Shadow  
 Linear Gradient  
 Linear Gradient more  
 Radial Gradient  
 White Space, Overflow and Text Over Flow  
 Text Shadow  
 Font Face  
 Word Wrap and Word Break  
 Transform, translate  
 Transform Rotate, Skew and Scale

Unit- 7: Transition & Animation Effects on CSS3

Transition Effects  
 Animation Effects

Unit- 8: The Complete and Professional Webpage Using HTML5 & CSS3 Techniques

Creating the complete webpage layout  
 Creating the CSS Layout  
 Completing the Basic Layout  
 Creating header and Navigation  
 Creating the Article area  
 Creating Aside Area  
 Completing the Project with Simple CSS  
 Adding Border Radius Property  
 Adding Font Face to the Project  
 Adding Transition Property  
 Adding Animation to the Project  
 Adding some more Animation  
 Course Conclusion and Final Exam

Course Code : PAFTNMP 310

**VISUAL COMMUNICATION**

## Objectives:

- To understand the theory of Visual Communication.
- To understand the visual communication practice in film making process.
- To be acquainted with the main methodologies, concepts, categories, theories and topics that apply to the different branches of research, development and innovation in audiovisual communication, in addition to a knowledge of the different branches of research into communication and information technological environments.
- To acquire a basic knowledge about the main events and messages that shape current audiovisual systems, as well as about the visual and sound representations that modern society recognizes, and the ways in which they can be linked to create audiovisual messages.

Unit-I: AESTHETICS

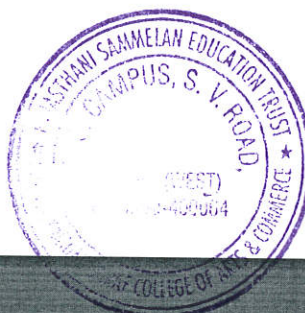
Aesthetics Theory  
 Creative Visualization

Unit-II: Perception Theory

Eye Tracking Methodology and the Internet  
 Perception and the Newspaper Page: A Critical Analysis

Unit- III: REPRESENTATION

Representation Theory Design Method  
 Content Analysis of Representation



#### Unit- IV: VISUAL RHETORIC

Theory of Visual Rhetoric

A Visual Rhetorical Study of a Virtual University's Promotional Efforts

Visual Metaphors in Print Advertising for Fashion Products

Empowerment through Shifting Agents: The Rhetoric of the Clothesline Project

#### Unit- V: COGNITION

Cognitive Theory

#### Unit- VI: SEMIOTICS

Visual Semiotics Theory

An Intended-Perceived Study Using Visual Semiotics

The Image and the Archive: A Semiotic Approach

#### Unit- VII: RECEPTION THEORY

Reception Theory

A Textual Analysis of Political Television Ads

Phenomenology and Historical Research

#### Unit- VIII: NARRATIVE

Narrative Theory

Using Narrative Theory to Understand the Power of News Photographs.

#### Unit- IX: MEDIA AESTHETICS

Aesthetics Theory

A Content Analysis of Political Speeches on Television

Examining Documentary Photography Using the Creative Method

#### Unit- X: ETHICS

Visual Ethics Theory

A Survey of Reactions to Photographic Manipulation

Studying Visual Ethics by Applying a Typology of Visual Behavior

#### Unit- XI: VISUAL LITERACY

Visual Literacy Theory

Media Literacy, Aesthetics, and Culture

#### Unit- XII: CULTURAL STUDIES

Cultural Studies Theory

A Burkean Analysis of a Television Promotional Advertisement

A Cultural Analysis of the Unisys "Monitor Head" Television Commercial

A Historical Approach to Understanding Documentary

Photographs: Dialogue, Interpretation, and Method

Bibliography : Typographic Design: Form and Communication - Carter, Day, Meggs

Studying Visual Communication – Sol.Worth<http://astro.temple.edu/~ruby/wava/worth/svscom.html>

Visual Communication - Integrating Media, Art, and Science - By Rick Williams, Julianne Newton.

Handbook of Visual Communication Theory, Methods and Media – Jennings. Bryant/DolfZiUmann, General Editors.

Course Code : PAFTNMP 311

### **ELECTRONIC MEDIA CRITICISM**

#### **Objectives**

- To understand the theories involved in the making of electronic media content
- To understand and learn how to critique various forms of media
- To gain a deeper understanding of the content producers and audience perception of content
- To gain an understanding of how the audience receives media content

The course shall comprise of the following units :

Media concepts and keywords in media and communication

- What is Criticism





- The Essence of Criticism
- Critical Functions
- Criticism and the Communication Process
- Knowledge Processing
- Tonal and Talent Ingredients
- Stage-Molding Ingredients
- Business Gratifications
- Audience Gratifications
- Reality Programming
- Depiction Analysis
- Structural Analysis
- Probing Ethics and Values
- Aesthetics and Art
- The Logic of Aesthetic Form
- Composite Criticism

#### **Bibliography:**

1. Bob Franklin, Martin Hamer, Mark Hanna, Marie Kinsey, John Richardson, Key Concepts in Journalism Studies, SAGE Key Concepts series
2. John Hartley, Communication, Cultural and Media Studies – The Key Concepts, Routledge
3. Peter B Orlik, Electronic Media Criticism: Applied Perspectives, Lea's Communication.

Course Code : PAFTNMP 312

### **MEDIA ECONOMICS**

#### **Objectives**

- To understand the economics of media
- To understand why media is different
- To understand of business of media and its contribution to economy
- This course will cover the fundamental concepts, theories, and approaches of media economics.
- You will learn how to use these theoretical constructs to analyze media markets, industries, and the practices of media organizations. Moreover, you will learn how media economy has been shaped by multiple factors, including technology, globalization, and regulation.
- This course will cover the new trends in media economy,
- especially the rapid development of social media industries.

#### **Introduction: Why the Study of Media Economics?**

Economic Concepts

Understanding the Market

Evaluating Media Markets

The Radio Industry

The Television Industry

The Cable Television Industry

Premium Cable/Pay-per-View

The Motion Picture Industry

The Recording Industry

The Newspaper Industry

The Magazine Industry

The Book Industry

The Future of Media Economics Research

The Internet as a Medium

#### **Bibliography:**

Media Economics – Understanding Markets, industries and Concepts by Allan Albarran Wiley-Blackwell; 2 edition.  
Indian Media Business, 4th Edition : Vanita Kohli, Sage Publications

Course Code : PAFTNMP 313

### **LAWS RELATED TO FILM, TV AND INTERNET**

**The course shall comprise of the following units :**

- Freedom of the Press
- Constitutional foundation of freedom of the press in India



- Need for limitations on freedom of the press
- The press as business, The press as property
- The press and the legislature
- Rights, duties and liabilities of proprietor, printer, publisher, editor, author, journalist, contributor and vendor
- The Press Council Act, 1978
- The Cinematography Act, 1952
- The PrasarBharati (Broadcasting Corporation of India ) Act, 1990
- The Information Technology (Amendment) Act, 2008
- The Cable Television Networks Rules, 1994 and Cable Television Networks (Regulation) Act, 1995
- Right to Information Act, 2005
- Indian Penal Code and the press (Defamation).

#### **Bibliography:**

Durga Das basu (Acharya, Dr.), Law of the Press, fourth edition 2002, publisher- Wadhawa and Company Nagpur, Administrative office, DD-13, Kakajiextn; Opp. Neharu Place, New Delhi- 110019. RatanlalRanchhoddasand DhirajlalKeshavlalThakore (Advocate),

The Indian Penal code, Reprint edition 1994, publisher- Wadhawa and Company, Law Book publisher, Dhatoli, Nagpur- 440012. Kagzi, M.C. Jain,

The Constitutional of India Vol.1 & 2, New Delhi: India Law House, 2001. Pylee, M.V.;

Constitutional Amendments in India, Delhi : Universal Law,2003. Basu, Durga Das,

Constitutional Law of India, New Delhi: Prentice-Hall of India Pvt. Ltd. 1991. Sharma, S.R. (ed.),

Encyclopedia of Constitutional Law Vol. 1 to 5:

An Introduction to Constitutional Law , New Delhi: Anmol Publications, 2003.

<http://presscouncil.nic.in>





## SEMESTER- IV

Course Code	Name of Course	Term work	
		Teaching and Extension	Credits
PAFTNMP 414	Perspectives in Media Business	60	6
PAFTNMP 415	Marketing & Publicity Design	60	6
	<b>B. Dissertation / Project</b>		
PAFTNMP 416	Practical Film Making	120	12
	<b>Total</b>	<b>300</b>	<b>30</b>

Course Code : PAFTNMP 414  
PERSPECTIVE IN MEDIA BUSINESS

**Objectives:**

- To educate about Media and entertainment business.
- To understand the television business and challenges faced by it.
- To understand the radio business and challenges faced by it.
- To understand animation and gaming business.

Unit-I:

Indian Media Industry Overview: State of the Media: FICCI report overview. The changing Dynamics, Media Costs and Budgets, International Media Exposure in India.

Unit-II:

Challenges facing Television and Radio: The all new web media, Television Distribution : Issues and Challenges, Content Repackaging, Piracy Issues In real and web virtual domains, Challenges associated with IPTV & DTH.

Unit-III:

Animation, Gaming and VFX industries growth and opportunities: Animation Industry Growth and Challenges , VFX for Cinema : Impact of Hollywood , Gaming Industry Challenges and Conflicts ; Multiplication of Gaming platforms, Evolution of Gaming technology from 8 bit to console gaming, Gaming as additional revenue stream for monetizing a franchise., Case Studies of Films

Unit-IV:

International Issues Facing the Media Industry : Case Studies: Piracy Issues and Introduction to IPR, Adapting international content to Indian television : KBC Big Boss Case Study, Pricing Challenges, Unconventional Media Opportunities in India, Definitions and terms in unconventional media, Pod Casting, I media and digital media.

Unit-V:

Evolving Technology: Changes in technology (and reverse); digital revolution Content dictating form, Technologies related to film Distribution & Exhibition an overview, Editing and its importance to business of cinema. Understanding formats: 35mm / 16mm / HD / Super 16 /, Stock & Processing, Crewing & Technology an overview, Post Production Techniques & Systems, VFX and Sound an overview, technological requirements, Cost management as per the scale of the film.

Unit-VI:

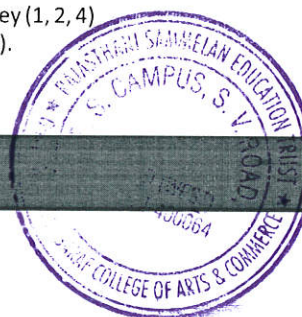
Television Entertainment: Emergence new genres of programs viz; lifestyle, reality shows, game shows, etc, Success of niche channels with specialized content like shopping, travel & leisure ,nature. quick news, etc, Adoption of International formats of reality shows, remakes of films and old mythological serials, Concept of TRP, reach, and viewership.

**TEXTBOOKS:**

1. Producing and Directing the Short Film & Video by David K. Irving & Peter W. Rea.
2. All You Need to Know About the Movie and TV Business: Fifth Edition, by Scott Trost (Author), Gail Resnik (Author).
3. Film Technology in Post Production, Second Edition Dominic Case.

**Reference Books:**

1. Movie Magic Screenwriter User's Manual for Windows, Macintosh y Kevin Hindley (1, 2, 4)
2. Script Breakdown & Scheduling Software; Tutorial Manual (for IBM Compatibles).



3. Movie Magic; by Screenplay Systems (Whole manual) FINAL DRAFT VERSION 8.
4. UPGRADE TUTORIAL MANUAL.
5. Digital Storytelling - Carolyn Handler Miller (Chapters 10)
6. Inspired 3D short film production By Jeremy Cantor, Pepe Valencia, Bill Kroyer,
7. Michael Ford, Kyle Clark.
8. Character Animation & Film Production By Chris Neuhahn, Josh Book.

Course Code : PAFTNMP 415

## **MARKETING AND PUBLICITY DESIGN**

### **Objectives:**

- To introduce the concept to film marketing and publicity design.
- To educate about the importance of marketing into day's world.
- To help understand the various tools needed for marketing and publicity design.
- To learn about the marketing plan and market research.
- To help get insight into consumer consumption behavior.

### Unit-I:

Introduction to Marketing: Importance of marketing, definition of marketing, scope of marketing, functions of marketing, marketing and its relation to the business functions, difference between sales and marketing. Key marketing terms, and concepts-need, want, demand, exchange, marketing orientations, distinction between selling and marketing. Marketing Mix, 4Ps, 7Ps, 4Cs.

### Unit-II:

Marketing Environment: Company's Micro and Macro Environment and the change shappingening, Challenges due to environment changes. Analyzing the environment- Porter's5forces, PESTLE, etc. Dealing with competition. Identification and analysis of competitors. Responding to the Marketing environment, Marketing Research, Definition, Marketing Research Process, Marketing Intelligence System, Components of Intelligence System, Data Mining and Ware housing.

### Unit-III:

Consumer Behavior: Introduction and importance, model of consumer behavior, characteristics affecting consumer behavior. Buyer decision behavior-consumer. Psychology. Buyer decision process. Adoption process, Domestic buyer behavior, industrial buyer behavior.

### Unit-IV:

Segmentation, Targeting & Positioning: Segmentation-Bases and process of segmentation, requirements for effective segmentation, niche marketing, segmenting consumer markets, segmenting business markets. Targeting-Evaluating market segments, selecting target market segments. Positioning-Positioning maps, differentiation and positioning strategy, communicating and delivering the chosen position.

### Unit-V:

Demand Forecasting: Demand forecasting techniques—methods based on judgments, method requiring quantitative data.

### Unit-VI:

Marketing Planning Process: Marketing analysis: Goal setting-Mission, vision, corporate objectives; marketing audit, SWOT analysis. Marketing strategy: marketing objectives and strategies, expected outcomes. Marketing control: Marketing budgets, planning and implementation, Marketing Plan-Nature, process and contents of a marketing plan.

### Unit-VII:

Introduction to the concept to IIMC: Introduction& Familiarization, Definition of Promotion & Promotion Mix, Tools of Promotion Mix, IMC Planning Process, Creative Strategy, Media Strategy.

### Unit-VIII:

Packaging for film & television: Threat of Promo, Advertisement & In serial promotions, Art of Writing Copy, Designing for various mediums , Public Relations, Planning, organizing and managing events., Managing the internet and social Media., Vendor selection and management, Media Planning & Buying.

### **Referencebooks:**

1. Competing For The Future By C.K. Prahalad & Gary Hamel.
2. Kotler on Marketing: How to Create, Win, and Dominate Markets By Philip Kotler.
3. How to Win Friends and Influence People By Dale Carnegie.



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4. Market Research: A Guide to Planning, Methodology and Evaluation By Paul Hague.
5. Art of War By Sun Tzu.
6. Strategic Management By Gregory Dess, Lumpkin & Taylor.
7. How Winners Sell: 21 Proven Strategies to Outsell Your Competition and Win the Big Sale By Dave Stein.
8. Selling the Invisible: A Field Guide to Modern Marketing By Harry Beckwith.
9. Marketing Services: Competing Through Quality By Parasuraman & Leonard L. Berry.
10. Marketing Management (12th Edition) (Marketing Management) By Philip Kotler.
11. Consumer Behavior: Building Marketing Strategy, 9/e, (with DDB Needham Data Disk) By Hawkins, Best, & Coney.
12. Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers By Geoffrey A. Moore.
13. Mind and Heart of the Negotiator, The (3rd Edition) By Leigh Thompson.
14. Radically Transparent By Andy Beal & Judy Strauss.

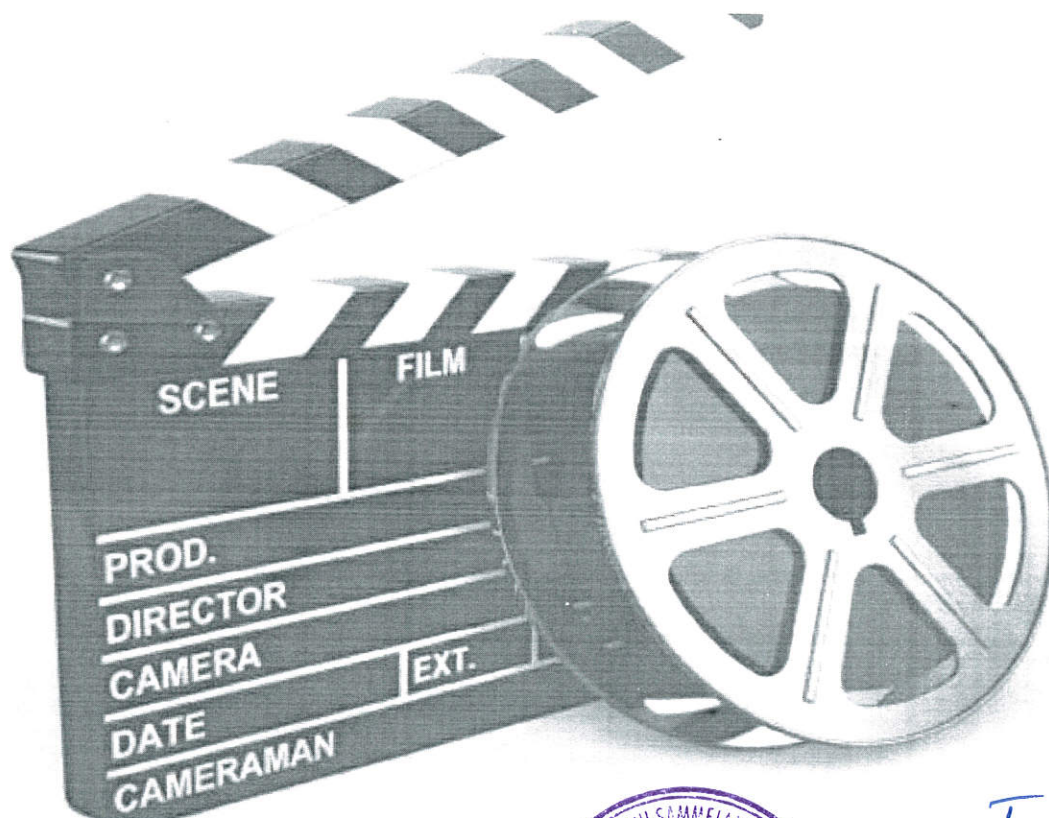
Course Code : PAFTNMP 416

### **PRACTICAL FILM PROJECT**

#### **Students will produce the following:**

1. A 15 minute documentary or a fiction film.
2. A website to promote the film. Website to be uploaded on a space provided by the college in a sub-domain and maintained till the final viva is conducted.
3. A 30 sec to 1 min promo for the film.

Viva based on the film to be conducted by an external examiner appointed by the University.  
There will be no written test for this course.



*Jayanti*  
**PRINCIPAL**

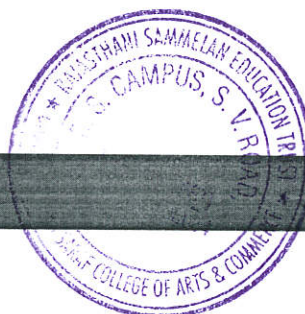
Rajasthani Sammelan Education Trust  
Ghanshyamdas Saraf College  
Of Arts & Commerce

## Programme: Bachelor of Commerce (B.Com)

	First Year SEMESTER I	Second year SEMESTER III	Third Year SEMESTER V
1	Introduction to Business	Principles of Management	MHRM - I
2	Business Economics Paper - I	Business Economics Paper - III	Business Economics Paper - V
3	Accountancy & Financial Management Paper - I	Accountancy & Financial Management Paper - III	Special Group Financial Accounting & Auditing V, VI, VII
4	Foundation Course Paper - I	Foundation Course Paper - III	Applied Component (Any two) a) Export Marketing - I
5	Mathematical & Statistical Techniques - I	Business Law - I	b) Computer Systems & Applications - I
6	Business Communication - I	Advertising - I	c) Direct & Indirect - Taxes - I
7	Environmental Studies - I	Management Accounting & Auditing	--

	First Year SEMESTER II	Second year SEMESTER IV	Third Year SEMESTER VI
1	Introduction to Service Sector	Principles of Finance	MHRM - II
2	Business Economics Paper - II	Business Economics Paper - IV	Business Economics Paper - VI
3	Accountancy & Financial Management Paper - II	Accountancy & Financial Management Paper - IV	Special Group Financial Accounting & Auditing VIII, IX, X
4	Foundation Course Paper - II	Foundation Course Paper - IV	Applied Component (Any two) a) Export Marketing - II
5	Mathematical & Statistical Techniques - II	Business Law - II	b) Computer Systems & Applications - II
6	Business Communication - II	Advertising - II	c) Direct & Indirect - Taxes - II
7	Environmental Studies - II	Management Accounting & Auditing	--

The aim of a college education is to teach you to know a good man when you see one. - William James





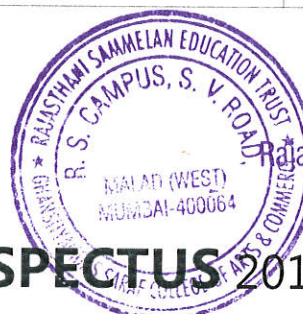
# SYLLABUS FOR BACHELOR IN MANAGEMENT STUDIES (2017-2018)

## FIRST YEAR

FIRST SEMESTER			SECOND SEMESTER		
		Credits			Credits
1	ELECTIVE COURSE		1	ELECTIVE COURSE	
1	Introduction to Financial Accounts	03	1	Principles of Marketing	03
2	Business Law	03	2	Industrial Law	03
3	Business Statistics	03	3	Business Mathematics	03
2	ABILITY ENHANCEMENT COURSE (AEC)		2	ABILITY ENHANCEMENT COURSE (AEC)	
2A	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)	03	2A	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)	03
4	Business Communication-I		4	Business Communication-II	
2B	*SKILL ENHANCEMENT COURSES (SEC)		2B	**SKILL ENHANCEMENT COURSES (SEC)	
5	Foundation Course – I	02	5	Foundation Course – II	02
3	CORE COURSES (CC)		3	CORE COURSES (CC)	
6	Foundation of Human Skills	03	6	Business Environment	03
7	Business Economics – I	03	7	Principles of Management	03
	Total Credits	20		Total Credits	20

## SECOND YEAR

THIRD SEMESTER			FOURTH SEMESTER		
		Credits			Credits
1	ELECTIVE COURSE		1	ELECTIVE COURSE	
1A	Finance Group – Electives		1A	Finance Group – Electives	
1	Basics of Financial Services	03	1	Financial Institutions & Markets	03
2	Corporate Finance	03	2	Behavioural Finance	03
1B	Marketing Group – Electives		1B	Marketing Group – Electives	
1	Consumer Behaviour	03	1	Integrated Marketing Communication	03
2	Advertising	03	2	Event Marketing	03
2	ABILITY ENHANCEMENT COURSE (AEC)		2	ABILITY ENHANCEMENT COURSE (AEC)	
3	Information Technology in Business Management - I	02	3	Information Technology in Business Management - II	02
3	CORE COURSES (CC)		3	CORE COURSES (CC)	
4	Environmental Management	03	4	Business Economics-II	03
5	Business Planning & Entrepreneurial Management	03	5	Business Research Methods	03
6	Accounting for Managerial Decisions	03	6	Ethics & Governance	03
7	Strategic Management	03	7	Production & Total Quality Management	03
	Total Credits	20		Total Credits	20



*Jayant*  
**PRINCIPAL**

Rajasthani Sammelan Education  
Ghanshyamdas Saraf College  
Of Arts & Commerce



## SYLLABUS FOR BACHELOR IN MANAGEMENT STUDIES (2017-2018)

### THIRD YEAR

FIFTH SEMESTER	SIXTH SEMESTER
5.1 Logistics & Supply Chain Management	6.1 Operation Research
5.2 Ethics & Governance	6.2 Indian Ethos in Management
5.3 Project Work	6.3 Corporate Communication & PR
Finance Group – Electives	Finance Group – Electives
5.4 Investment Analysis & Portfolio Management	6.4 Risk Management
5.5 Commodity & Derivatives Market	6.5 International Finance
5.6 Wealth Management	6.6 Innovative Financial Services
5.7 Strategic Financial Management	6.7 Project Management
Marketing Group – Electives	Marketing Group – Electives
5.4 Services Marketing	6.4 Brand Management
5.5 E-Commerce & Digital Marketing	6.5 Retail Management
5.6 Sales & Distribution Management	6.6 International Marketing
5.7 Customer Relationship Management	6.7 Media Planning & Management



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## BACHELOR OF MASS MEDIA (BMM)

**Eligibility :** XII Pass (HSC or equivalent) from Science, Arts or Commerce stream

**Available Seats :** 120 (50% Reserved for Hindi –speaking linguistic minority).

	First Year SEMESTER I	Second Year SEMESTER III	Third Year SEMESTER V	
			Journalism	Advertising
1	Effective Communication Skills - I	Introduction to Creative Writing	Reporting	Advertising in Contemporary Society
2	Fundamentals of Mass Communication	Introduction to Cultural Studies	Editing	Copywriting
3	Introduction to Computers	Introduction to Public Relations	Feature and Opinion	Advertising Design (University Project)
4	History	Introduction to Media Studies	Journalism and Public Opinion	Consumer Behaviour
5	Introduction to Sociology, the Sociology of News and Social Movements in India	Understanding Cinema	Indian Regional Journalism	Media Planning & Buying
6	Introduction to Economics	Advanced Computers	Newspaper & Magazine Making (University Project)	Brand Building

	First Year SEMESTER II	Second Year SEMESTER IV	Third Year SEMESTER VI	
			Journalism	Advertising
1	Effective Communication Skills - II	Introduction to Advertising	Press Laws and Ethics	Advertising and Marketing Research
2	Political Concepts and Indian Political System	Introduction to Journalism	Broadcast Journalism	Legal Environment and Advertising Ethics
3	Introduction to Media Psychology	Print Production and Photography	Business & Magazine Journalism	Financial Management for Marketing and Advertising
4	Principles of Management	Radio and Television	Internet and Issues in Global Media	Agency Management
5	Introduction to Literature	Mass Media Research	News Media Management	The Principles and Practices of Direct Marketing
6	Principles of Marketing	Organisational Behaviour	Contemporary Issues	Contemporary Issues
7			Digital Media	Digital Media



**B.Com (BANKING & INSURANCE)**  
**(BCBI)**  
**Semester I and II**

No.	Title	Semester - I			Semester - II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Environmental and Management of Financial Services	03	1)	Principles & Practices of Banking & Insurance	03
		2)	Principles of Management	03	2)	Business Law	03
		3)	Financial Accounting - I	03	3)	Financial Accounting - 2	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course - I	02	5)	Foundation Course - II	02
3	Core Courses (CC)	6)	Business Economics - I	03	6)	Organizational Behavior	03
		7)	Quantitative Methods - 1	03	7)	Quantitative Methods - II	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

“

The goal of education is not to increase the amount of knowledge  
but to create the possibilities for a child to invent  
and discover, to create men who are capable of doing new things.

”

- Jean Piaget



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## B.Com (BANKING & INSURANCE) (BCBI) Semester III and IV

No.	Title	Semester - I		Semester - I	
		No.	Subjects	Credits	No. Subjects Credits
1	Elective Courses (EC)				
	Group I	1)	Financial Management – I	03	1) Financial Management – II 03
		2)	Organizational Behaviour	03	2) Entrepreneurship Management 03
		3)	Management Accounting (Tools & Techniques, Focus on Banking & Insurance)	03	3) Cost Accounting of Banking & Insurance 03
	OR				
		1)	Financial Management – I	03	1) Financial Management – II 03
		20	Organisational Behaviour	03	20 Entrepreneurship Management 03
		3)	Mutual Fund Management	03	3) Financial Market (Equity, Debt, Forex and Derivatives) 03
2	Ability Enhancement Courses (AEC) - Skill Enhancement Course (SEC)	4)	Information Technology in Banking & Insurance - I	02	4) Information Technology in Banking & Insurance - II 02
3	Core Courses (CC)	5)	Laws governing Banking & Insurance	03	5) Corporate Laws & Laws Governing Capital Market 03
		6)	Financial Market (Equity, Debt, Forex & Derivatives)	03	6) Universal Banking 03
		7)	Taxation of Financial Services	03	7) Business Economics – II 03
			Total Credits	20	Total Credits 20

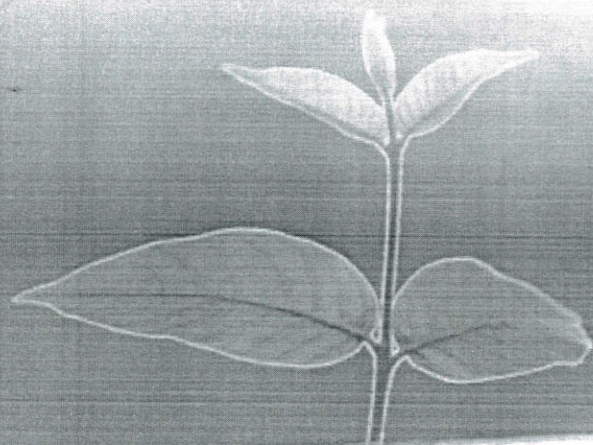
**Note :** In the Elective Courses, students are required to select either Group I or Group II.



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**B.Com (BANKING & INSURANCE)**  
**(BCBI)**  
**Semester V and VI**

SEMESTER V		SEMESTER V	
Course No.	Title of the Course	Course No.	Title of the Course
3.5.1	Marketing in Banking & Insurance	3.6.1	Central Banking
3.5.2	Financial Services Management	3.6.2	Strategic Management
3.5.3	International Banking & Insurance	3.6.3	Turnaround Management
3.5.4	Financial Reporting & Analysis	3.6.4	Business Ethics & Corporate Governance
3.5.5	Security Analysis & Portfolio Management	3.6.5	Human Resource Management
3.5.6	Auditing	3.6.6	International Business
	Project (Banking)		Project (Insurance)





# B.COM (ACCOUNTING & FINANCE) (BCAF) SEMESTER I AND II

## FIRST YEAR

No.	Title	Semester - I		Semester - I	
		No.	Subjects	Credits	No. Subjects Credits
1)	Elective Courses (EC)	1)	Financial Accounting (Elements of Financial Accounting) - I	03	1) Financial Accounting (Elements of Financial Accounting) - II 03
		2)	Cost Accounting (Introduction and Element of Cost) - I	03	2) Auditing (Introduction and Planning) - I 03
		3)	Financial Management (Introduction to Financial Management) - I	03	3) Taxation - I (Indirect Taxes I) 03
2	Ability Enhancement Courses (AEC)				
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4) Business Communication - II 03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course - I	02	5) Foundation Course - II 02
C	Core Courses (CC)	6)	Commerce (Business Environment) - I	03	6) Business Law (Business Regulatory Framework) - I 03
		7)	Business Economics - I	03	7) Business Mathematics 03
		Total Credits		20	Total Credits 20

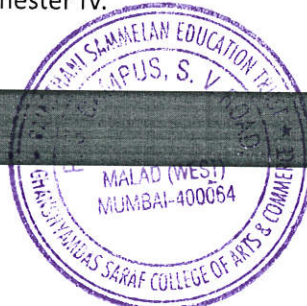


## B.Com (Accounting & Finance) (BCAF) Semester III and IV

### FIRST YEAR

No.	Title	Semester - I			Semester - I		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Financial Accounting (Special Accounting Areas) - III	03	1)	Financial Accounting (Special Accounting Areas) - IV	03
		2)	Cost Accounting (Methods of Costing) - II	03	2)	Wealth Management	03
		3)	Taxation – II (Indirect Taxes Paper – II)	03	3)	Taxation – III (Indirect Taxes Paper – III)	03
	OR						
	Group II	1)	Financial Accounting (Special Accounting Areas) - III	03	1)	Financial Accounting (Special Accounting Areas) - IV	03
2)		Cost Accounting (Methods of Costing) - II	03	2)	Wealth Management	03	
3)		Operation Research	03	3)	Management Accounting (Introduction to Management Accounting) - I	03	
2	Ability Enhancement Courses (AEC) - Skill Enhancement	4)	Information Technology in Accountancy - I	03	4)	Information Technology in Accountancy - II	03
3	Course (SEC) Core Courses (CC)	5)	Commerce (Financial Market Operations) - II	02	5)	Management (Introduction to Management ) - I	02
		6)	Business Law (Business Regulatory Framework) - II	03	6)	Business Law (Company Law) - III	03
		7)	Business Economics - II	03	7)	Research Methodology in Accounting and Finance	03
			Total Credits	20		Total Credits	20

Note : In the Elective Courses, students are required to select either Group I or Group II. Group Selected in Semester III will continue in Semester IV.





## B.Com (Accounting & Finance) (BCAF)

### Semester V and VI

SEMESTER V		SEMESTER V	
Course No.	Title of the Course	Course No.	Title of the Course
3.5.1	Financial Accounting – Paper V	3.6.1	Financial Accounting – Paper VI
3.5.2	Cost Accounting – Paper III	3.6.2	Cost Accounting – Paper IV
3.5.3	Financial Management – Paper II	3.6.3	Financial Management – Paper III
3.5.4	Taxation – Paper III Direct Tax Paper - I	3.6.4	Taxation – Paper IV Direct Tax Paper - II
3.5.5	Auditing – Paper III	3.6.5	Financial Accounting – Paper VII
3.5.6	Management – Paper II (Management Applications)	3.6.6	Economics – Paper III Indian Economy



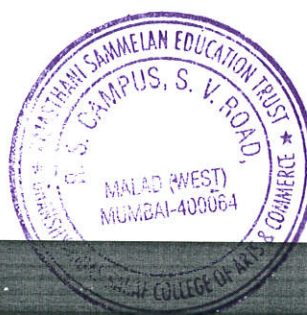
## SYLLABUS FOR B.COM (FINANCIAL MARKETS) (BFM) (2017-2018)

### FIRST YEAR

FIRST SEMESTER		Credits	SECOND SEMESTER		Credits
1	<b>ELECTIVE COURSE (EC)</b>		1	<b>ELECTIVE COURSE</b>	
1	Financial Accounting – I	03	1	Financial Accounting – II	03
2	Introduction to Financial system	03	2	Principles of Management	03
3	Business Mathematics	03	3	Business Statistics	03
2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>		2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>	
2A	<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)</b>		2A	<b>ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)</b>	
4	Business Communication-I	03	4	Business Communication-II	03
2B	<b>*SKILL ENHANCEMENT COURSES (SEC)</b>		2B	<b>**SKILL ENHANCEMENT COURSES (SEC)</b>	
5	Foundation Course – I	02	5	Foundation Course – II	02
3	<b>CORE COURSES (CC)</b>		3	<b>CORE COURSES (CC)</b>	
6	Business Environment	03	6	Environment Science	03
7	Business Economics – I	03	7	Computer Skills - I	03
	Total Credits	20		Total Credits	20

### SECOND YEAR

THIRD SEMESTER		Credits	FOURTH SEMESTER		Credits
1	<b>ELECTIVE COURSE</b>		1	<b>ELECTIVE COURSE</b>	
1	Debt Markets -1	03	1	Debt Markets -2	03
2	Equity Markets-1	03	2	Equity Markets-2	03
3	Commodities Markets	03	3	Commodities Derivatives	03
2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>		2	<b>ABILITY ENHANCEMENT COURSE (AEC)</b>	
2A	<b>SKILL ENHANCEMENT COURSE (SEC) – Group A</b>		2A	<b>Skill Enhancement Courses (SEC)- Group A</b>	
4	Business Law -1	03	4	Business Law -2	03
2B	<b>SKILL ENHANCEMENT COURSE (SEC)- Group B</b>		2B	<b>SKILL ENHANCEMENT COURSE (SEC)- Group B</b>	
5	Foundation Course in Financial Markets FC III- Money Market	02	5	Foundation Course in Financial Markets FC IV- Foreign Exchange Markets	02
3	<b>CORE COURSES (CC)</b>		3	<b>CORE COURSES (CC)</b>	
6	Management Accounting	03	6	Corporate Finance	03
7	Computer Skills – 2	03	7	Business Economics -2	03
	Total Credits	20		Total Credits	20





### THIRD YEAR

FIFTH SEMESTER		SIXTH SEMESTER	
5.1	Treasury Management	6.1	Venture Capital & Private Equity
5.2	Technical Analysis	6.2	Mutual Fund Management
5.3	Financial Derivatives	6.3	Financial Journalism
5.4	Organizational Behaviour	6.4	Strategic Corporate Finance
5.5	Corporate Accounting	6.5	Corporate Restructuring
5.6	Project –I	6.6	Project –II



## BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

### Semester I

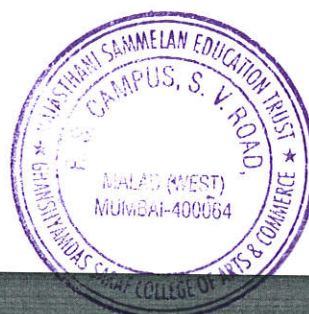
Course Code	Course Type	Course Title	Credits
USIT101	Core Subject	Procedural Programming	2
USIT102	Core Subject	Digital Electronics	2
USIT103	Core Subject	Operating Systems	2
USIT104	Core Subject	Applied Mathematics – 1	2
USIT105	Ability Enhancement Skill Course	Business Communication Skills	2
USIT1P1	Core Subject Practical	Procedural Programming Practical	2
USIT1P2	Core Subject Practical	Digital Electronics Practical	2
USIT1P3	Core Subject Practical	Operating Systems Practical	2
<b>Total Credits</b>			<b>20</b>

### Semester 2

Course Code	Course Type	Course Title	Credits
USIT201	Core Subject	OOPs with C++	2
USIT202	Core Subject	The 8085 Microprocessor	2
USIT203	Core Subject	Programming for the Web	2
USIT204	Core Subject	Applied Mathematics – 2	2
USIT205	Ability Enhancement Skill Course	Green Computing	2
USIT2P1	Core Subject Practical	OOPs with C++ Practical	2
USIT2P2	Core Subject Practical	The 8085 Microprocessor Practical	2
USIT2P3	Core Subject Practical	Programming the Web Practical	2
<b>Total Credits</b>			<b>20</b>

### Semester – 3 (Proposed Subjects)

Course Code	Course Type	Course Title	Credits
USIT301	Skill Enhancement Course	Python Programming	2
USIT302	Core Subject	Computer Networks	2
USIT303	Core Subject	Data Structures	2
USIT304	Core Subject	Applied Maths	2
USIT305	Core Subject	Computer Graphics & Multimedia	2
USIT3P1	Skill Enhancement Course Practical	Python Programming	2
USIT3P2	Core Subject Practical	Computer Graphics & Multimedia	2
USIT3P3	Core Subject Practical	Data Structures Practical	2
<b>Total Credits</b>			<b>20</b>





## Semester – 4 (Proposed Subjects)

Course Code	Course Type	Course Title	Credits
USIT401	Skill Enhancement Course	Core Java	2
USIT402	Core Subject	Introduction to Embedded Systems	2
USIT403	Core Subject	Computer Oriented Statistical Techniques	2
USIT404	Core Subject	Software Engineering	2
USIT405	Core Subject	Database Management System	2
USIT4P1	Skill Enhancement Course Practical	Core Java	2
USIT4P2	Core Subject Practical	Introduction to Embedded Systems	2
USIT4P3	Core Subject Practical	Database Management System	2
<b>Total Credits</b>			<b>20</b>

## Semester 5

Course Code	Course Type	Course Title	Credits
USIT501	Core Subject	Network Security	3
USIT502	Core Subject	ASP Dot NET with C#	3
USIT503	Core Subject	Software Testing	3
USIT504	Core Subject	Advanced Java	3
USIT505	Core Subject	Linux Administration	3
USIT5P1	Core Subject	Network Security	2
USIT5P2	Core Subject	ASP Dot NET with C#	2
USIT5P3	Core Subject	Software Testing	2
USIT5P4	Core Subject	Advanced Java	2
USIT5P5	Core Subject	Linux Administration	2
<b>Total Credits</b>			<b>25</b>

## Semester – 6

Course Code	Course Type	Course Title	Credits
USIT601	Core Subject	Internet Technology	3
USIT602	Core Subject	Project Management	3
USIT603	Core Subject	Data Warehousing	3
USIT604	Elective I	IPR and Cyber Laws	3
USIT605	Elective I	Digital Signal And Systems	3
USIT606	Elective I	Geographic Information Systems	3
USIT607	Project	Project Report	
USIT608	Project	Project Viva Voce	
USIT6P1	Core Subject	Internet Technology Practical	2
USIT6P2	Core Subject	Project Management Case Studies	2
USIT6P3	Core Subject	Data Warehousing Practical	2
USIT6P4	Elective I	IPR and Cyber Laws Case Studies	2
USIT6P5	Elective I	Digital Signal And Systems Practical	2
USIT6P6	Elective I	Geographic Information Systems Practical	2
<b>Total Credits</b>			<b>20</b>



## SYLLABUS FOR MASTERS OF COMMERCE (M.Com) Programme 2017-2018

### FIRST YEAR

FIRST SEMESTER		Credits	SECOND SEMESTER		Credits
1	<b>CORE COURSES</b>		1	<b>CORE COURSES</b>	
1	Strategic Management	06	1	Research Methodology for Business	06
2	Economics for Business Decisions	06	2	Macro Economic Concepts and Applications	06
3	Cost and Management Accounting	06	3	Corporate Finance	06
4	Business Ethics and Corporate Social Responsibility	06	4	E-Commerce	06
	<b>Total Credits</b>	<b>24</b>		<b>Total Credits</b>	<b>24</b>

### M.Com II

THIRD SEMESTER		Credits	SECOND SEMESTER		Credits
1	<b>ELECTIVE COURSES</b>		1	<b>ELECTIVE COURSES</b>	
1,2 & 3	Any one group of courses from the following list of the courses (Group A/B)	18 06	1,2 & 3	Any one group of courses from the following list of the courses (Group A/B)	18 06
2	<b>PROJECT WORK - I</b>		2	<b>PROJECT WORK - II</b>	
	<b>Total Credits</b>	<b>24</b>		<b>Total Credits</b>	<b>24</b>

#### GROUP A: Advanced Financial Accounting, Corporate Accounting & Financial Management

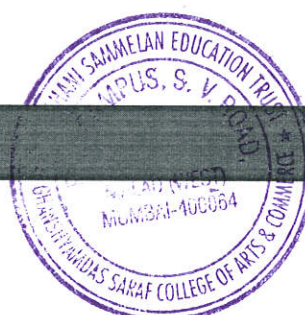
<b>A-1 ELECTIVE COURSES</b>			<b>A-1 ELECTIVE COURSES</b>		
1	Advanced Financial Accounting	06	1	Advanced Auditing	06
2	Corporate Financial Accounting	06	2	Indirect Tax	06
3	(Skill based): Financial Management	06	3	International Financial Reporting Standards	06
<b>A-II ELECTIVE COURSES</b>			<b>A-II ELECTIVE COURSES</b>		
1	Corporate Financial Accounting	06	1	Indirect Tax	06
2	(Skill based): Financial Management	06	2	International Financial Reporting Standards	06
3	Direct Tax	06	3	Personal Financial Planning	06

#### GROUP B: Business Studies (Management)

B-I ELECTIVE COURSES			B-I ELECTIVE COURSES		
1	Human Resource Management	06	1	Supply chain management & logistics	06
2	Entrepreneurial Management	06	2	Advertising and Sales management	06
3	Marketing Strategies and Practices	06	3	Management of Business Relations	06
B-II ELECTIVE COURSES			A-II ELECTIVE COURSES		
1	Entrepreneurial Management	06	1	Supply chain management & logistics	06
2	Marketing Strategies and Practices	06	2	Advertising and Sales Management	06
3	Organizational Behaviour	06	3	Retail Management	06

**Note:** Project work is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation /difficult problem. Project work would be of 06 credits. A project work may be undertaken in any area of Elective Courses.

**\*Group selected in Semester III will continue in Semester IV**





# MASTER OF ARTS IN COMMUNICATION & JOURNALISM - MA (CJ)

## Evaluation:

The standard evaluation pattern consists of internal assessment/ continuous evaluation of 40 marks and a semester end examination of 60 marks value. The criteria for 40 marks internal assessment/ continuous evaluation has been provided for under each course offered under this programme.

Grades	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

### Note:

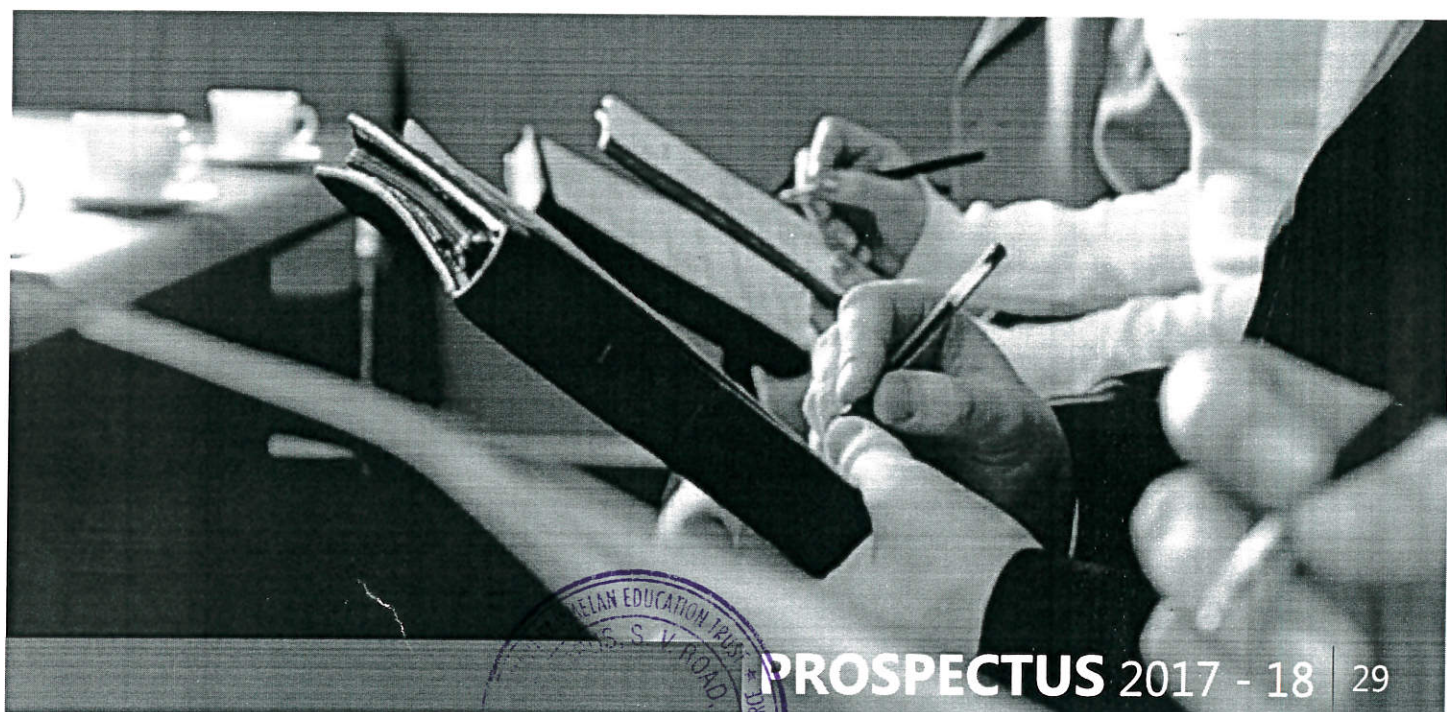
- 1 There shall be no rounding off of SGPA/CGPA/FGPA.
- 2 The SGPA/CGPA/FGPA obtained by a student is out of a maximum possible 7

### Points

The final Grade Point Average obtained by the student shall be classified into following divisions:

A student clears a course only if he/she has cleared both the components, namely, continuous evaluation / internal assessment and semester end examination (for courses having semester end examination ) by securing a grade higher than 'F' in both of them, or only if he or she secures an overall grade higher than 'F' (for courses having no end semester examination).

A student who fails in a course either by not clearing the continuous evaluation / internal assessment and consequently being not eligible to appear in the end semester examination, or by failing in the end semester examination, or by absents from appearing in the end semester examination (for courses having end semester examination) or by failing to secure an overall grade higher than 'F' (for courses having no end semester examination), shall be required to repeat that course.





## SCHEME OF COURSES AND DETAILED SYLLABUS

### Semester - I

Course Code	Name of Course A. Core Courses	Team Work		
		Teaching hours*	Learning hours	Credits
PACJ101	Communication Theory	48	180	6
PACJ102	Media Economics	48	180	6
PACJ103	Reporting and Editing	48	180	6
PACJ104	Media Criticism	48	180	6
<b>Total</b>		<b>192</b>	<b>720</b>	<b>24</b>

Course Code	Name of Course A. Core Courses	Team Work	
		Learning hours	Credits
PAPR101	Public Relations Theory and Practice	180	6
PAPR102	Media Relations & Media Writing	180	6
PACJ105	Investigative reporting	180	6
PAPR104	Research in Public Relations-I	180	6
PACJ106	Advertising Theory and Practice	180	6
PAEM105	Graphic designing	180	6
<b>Total</b>		<b>1080</b>	<b>36</b>

### Semester - II

Course Code	Name of Course A. Core Courses	Team Work		
		Teaching hours*	Learning hours	Credits
PACJ207	Introduction to Television Studies	48	180	6
PACJ208	Introduction to Film Studies	48	180	6
PACJ209	Introduction to Media Research	48	180	6
PACJ210	Media Laws	48	180	6
<b>Total</b>		<b>192</b>	<b>720</b>	<b>24</b>

Course Code	Name of Course A. Core Courses	Team Work	
		Learning hours	Credits
PACJ211	Introduction to Media Organizations	180	6
PAPR209	International Public Relations	180	6
PACJ212	Advanced Advertising Theory and Practice	180	6
PAEM206	Writing Skills	180	6
<b>Total</b>		<b>720</b>	<b>24</b>





### Semester - III

Course Code	Name of Course A. Core Courses	Team Work		
		Teaching hours*	Learning hours	Credits
PACJ313	Ethics	48	180	6
PACJ314	Advanced Media Research	48	180	6
PACJ315	Introduction to Media Production	48	180	6
PACJ316	New Media	48	180	6
	<b>Total</b>	<b>192</b>	<b>720</b>	<b>24</b>

Course Code	Name of Course A. Core Courses	Team Work	
		Learning hours	Credits
PACJ317	Introduction to OB and HR in Media	180	6
PACJ318	Advertising Communication and Management	180	
PACJ319	Introduction to marketing	180	6
PACJ320	Introduction to Media Planning	180	6
PACJ321	Media and Knowledge Management	180	6
PACJ322	Media and Culture	180	6
PACJ323	Communication for Young Learners	180	6
PACJ324	Development Communication	180	6
	<b>Total</b>	<b>1440</b>	<b>48</b>

### SEMESTER -IV

Semester IV involves continuous evaluation of dissertation of the learners. During the continuous evaluation process, every Research Supervisor will teach as well as supervise the progress of the dissertation for a minimum of 192 hours. The learning hours would be 720 hours and the number of credits awarded for the dissertation would be minimum 24.





## MASTER OF ARTS (FILM, TELEVISION & NEW MEDIA PRODUCTION)

### SEMESTER- I

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 101	Writing for Media	60	6
PAFTNMP 102	Photography and Cinematography	60	6
PAFTNMP 103	Sound Design & SFX	60	6
PAFTNMP 104	Film & Television Theory & Appreciation	60	6
	<b>Total</b>	<b>240</b>	<b>24</b>

### SEMESTER- II

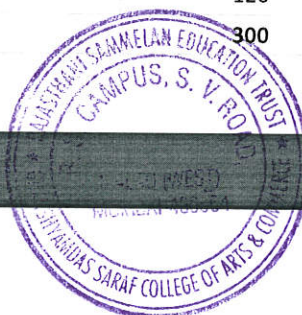
Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP205	Post Production & Computer graphics	60	6
PAFTNMP206	New Media Theory and Practice	60	6
PAFTNMP207	Direction	60	6
PAFTNMP208	Practical Film Production (FICTION AND NON FICTION)	60	6

### SEMESTER- III

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP309	Web Production and Programming	60	6
PAFTNMP310	Visual Communication	60	6
PAFTNMP 311	Electronic Media Criticism	60	6
PAFTNMP 312	Media Economics	60	6
PAFTNMP 313	Laws related to Film, TV and Internet	60	6
	<b>Total</b>	<b>300</b>	<b>30</b>
	<b>Students to select any four</b>	<b>240</b>	<b>24</b>

### SEMESTER- IV

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 414	Perspectives in Media Business	60	6
PAFTNMP 415	Marketing & Publicity Design	60	6
	<b>B. Dissertation / Project</b>		
PAFTNMP 416	Practical Film Making	120	12
	<b>Total</b>	<b>300</b>	<b>30</b>





**Programme: Bachelor of Commerce (B.Com)**

	<b>First Year SEMESTER I</b>	<b>Second year SEMESTER III</b>	<b>Third Year SEMESTER V</b>
1	Introduction to Business	Principles of Management	MHRM - I
2	Business Economics Paper - I	Business Economics Paper - III	Business Economics Paper - V
3	Accountancy & Financial Management Paper - I	Accountancy & Financial Management Paper - III	Special Group Financial Accounting & Auditing V, VI
4	Foundation Course Paper - I	Foundation Course Paper - III	Applied Component (Any two) a) Export Marketing - I b) Computer Systems & Applications - I c) Direct & Indirect - Taxes - I
5	Mathematical & Statistical Techniques - I	Business Law - I	
6	Business Communication - I	Advertising - I	
7	Environmental Studies - I	Management Accounting & Auditing	--

	First Year SEMESTER II	Second year SEMESTER IV	Third Year SEMESTER VI
1	Introduction to Service Sector	Principles of Finance	MHRM - II
2	Business Economics Paper - II	Business Economics Paper - IV	Business Economics Paper - VI
3	Accountancy & Financial Management Paper - II	Accountancy & Financial Management Paper - IV	Special Group Financial Accounting & Auditing VIII, IX
4	Foundation Course Paper - II	Foundation Course Paper - IV	Applied Component (Any two) a) Export Marketing -II b) Computer Systems & Applications - II c) Direct & Indirect - Taxes - II
5	Mathematical & Statistical Techniques - II	Business Law - II	
6	Business Communication - II	Advertising - II	
7	Environmental Studies - II	Management Accounting & Auditing	--

\*\*The above subject list for Semester V & VI is subject to approval from Academic Council of University of Mumbai



# Bachelor of Management Studies (BMS)

## Semester I and II

No.	Title	Semester – I			Semester – II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Introduction to Financial Accounts	03	1)	Principles of Marketing	03
		2)	Business Law	03	2)	Industrial Law	03
		3)	Business Statistics	03	3)	Business Mathematics	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course – I	02	5)	Foundation Course – II	02
3	Core Courses (CC)	6)	Foundation of Human Skills	03	6)	Business Environment	03
		7)	Business Economics – I	03	7)	Principles of Management	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>





# Bachelor of Management Studies (BMS)

## Semester III and IV

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)						
Group A	Finance Electives	1)	Basics of Financial Services	03	1)	Financial Institutions and Markets	03
		2)	Corporate Finance	03	2)	Corporate Restructuring	03
OR							
Group B	Marketing Electives	1)	Consumer Behaviour	03	1)	Integrated Marketing Communication	03
		2)	Advertising	03	2)	Event Marketing	03
OR							
*Group C	Human Resource Electives	1)	Recruitment and Selection	03	1)	Human Resource Planning and Information System	03
		2)	Organisation Behaviour and HRM	03	2)	Training and Development in HRM	03
2.	Ability Enhancement Courses (AEC)						
2 A.	Ability Enhancement Compulsory Course (AECC)	3)	Information Technology in Business Management – I	03	3)	Information Technology in Business Management – II	03
2 B.	Skill Enhancement Courses (SEC)	4)	Foundation Course (Environmental Management) - III	02	4)	Foundation Course (Ethics and Governance) – IV	02
3.	Core Courses (CC)	5)	Business Planning & Entrepreneuria I Management	03	5)	Business Economics-II	03
		6)	Accounting for Managerial Decisions	03	6)	Business Research Methods	03
		7)	Strategic Management	03	7)	Production & Total Quality Management	
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

Group selected in Semester III will continue in Semester IV\*Group C is subject to approval from Management



# Bachelor of Management Studies (BMS)

## Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)						
Group A	Finance Electives	1)	Investment Analysis & Portfolio Mgmt	03	1)	International Finance	03
		2)	Commodity & Derivatives Market	03	2)	Innovative Financial Services	03
			Strategic Financial Management			Risk Management in Banking Sector	
			Risk Management			Direct Taxes	
OR							
Group B	Marketing Electives	1)	Services Marketing	03	1)	Brand Management	03
		2)	E-Commerce & Digital Marketing	03	2)	Retail Management	03
		3)	Sales & Distribution Management	03	3)	International Marketing	03
		4)	Customer Relationship Management	03	4)	Media Planning & Management	03
2.	Core Courses (CC)	5)	Logistics & Supply Chain Mgmt	04	5)	Operation Research	04
3.	Project Work	6)	Project Work - I	04	6)	Project Work –II	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

\*\*The above subject list is subject to approval from Academic Council of University of Mumbai

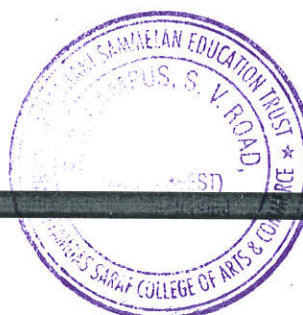




## Bachelor of Mass Media (BMM)

	First Year SEMESTER I	Second Year SEMESTER III	Third Year SEMESTER V	
			Journalism	Advertising
1	Effective Communication Skills - I	Introduction to Creative Writing	Reporting	Advertising in Contemporary Society
2	Fundamentals of Mass Communication	Introduction to Cultural Studies	Editing	Copywriting
3	Introduction to Computers	Introduction to Public Relations	Feature and Opinion	Advertising Design (University Project)
4	History	Introduction to Media Studies	Journalism and Public Opinion	Consumer Behaviour
5	Introduction to Sociology, the Sociology of News and Social Movements in India	Understanding Cinema	Indian Regional Journalism	Media Planning & Buying
6	Introduction to Economics	Advanced Computers	Newspaper & Magazine Making (University Project)	Brand Building

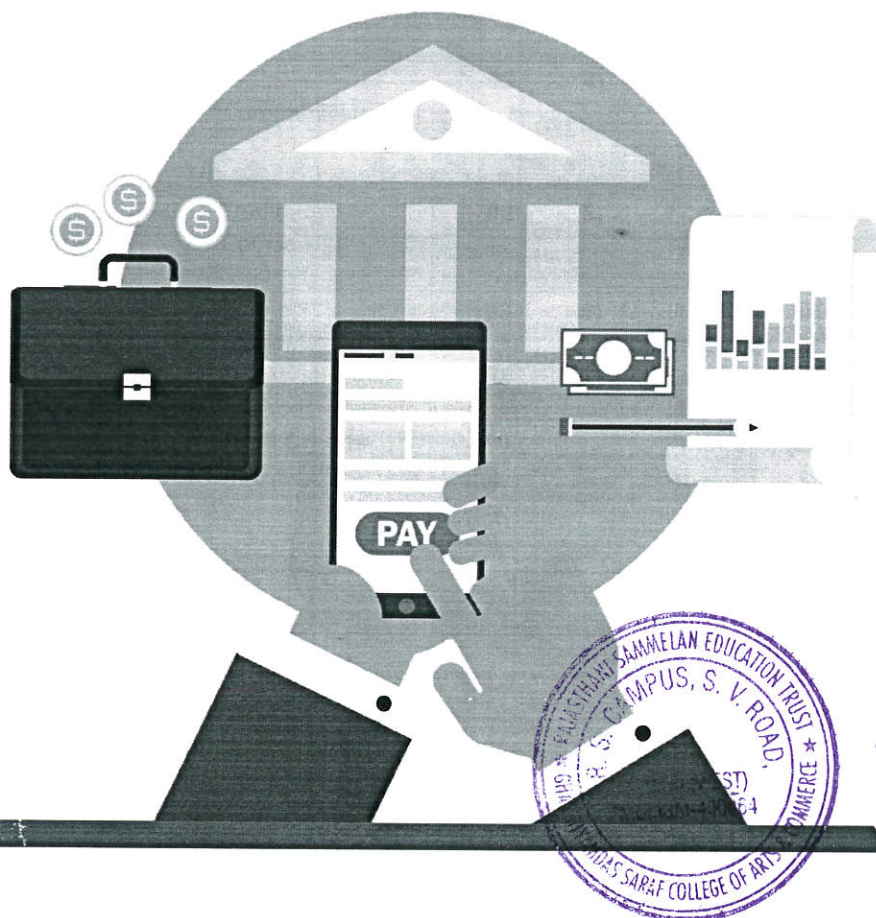
	First Year SEMESTER II	Second Year SEMESTER IV	Third Year SEMESTER VI	
			Journalism	Advertising
1	Effective Communication Skills - II	Introduction to Advertising	Press Laws and Ethics	Advertising and Marketing Research
2	Political Concepts and Indian Political System	Introduction to Journalism	Broadcast Journalism	Legal Environment and Advertising Ethics
3	Introduction to Media Psychology	Print Production and Photography	Business & Magazine Journalism	Financial Management for Marketing and Advertising
4	Principles of Management	Radio and Television	Internet and Issues in Global Media	Agency Management
5	Introduction to Literature	Mass Media Research	News Media Management	The Principles and Practices of Direct Marketing
6	Principles of Marketing	Organisational Behaviour	Contemporary Issues	Contemporary Issues
7			Digital Media	Digital Media



# B.Com (BANKING & INSURANCE) (BCBI)

## Semester I and II

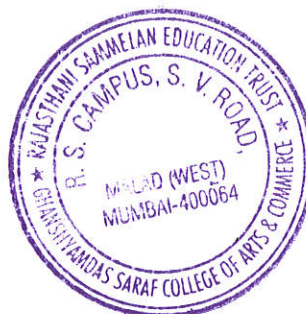
No.	Title	Semester - I			Semester - II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Environmental and Management of Financial Services	03	1)	Principles & Practices of Banking & Insurance	03
		2)	Principles of Management	03	2)	Business Law	03
		3)	Financial Accounting – 1	03	3)	Financial Accounting – II	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course – I	02	5)	Foundation Course – II	02
3	Core Courses (CC)	6)	Business Economics - I	03	6)	Organizational Behaviour	03
		7)	Quantitative Methods – 1	03	7)	Quantitative Methods – II	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>





**B.Com (BANKING & INSURANCE) (BCBI)****Semester III and IV**

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	<b>Elective Courses (EC)</b>						
	<b>Group I</b>	1)	Financial Management – I	03	1)	Financial Management – II	03
		2)	Organizational Behaviour	03	2)	Entrepreneurship Management	03
		3)	Management Accounting	03	3)	Cost Accounting	03
	<b>OR</b>						
	<b>Group II</b>	1)	Financial Management – I	03	1)	Financial Management – II	03
		2)	Organizational Behaviour	03	2)	Entrepreneurship Management	03
		3)	Mutual Fund Management	03	3)	Customer Relationship Management	03
2.	<b>Ability Enhancement Courses (AEC)</b>						
2 A.	<b>Ability Enhancement Compulsory Course (AECC)</b>	4)	Information Technology in Banking and Insurance – I	03	4)	Information Technology in Banking and Insurance – II	03
2 B.	<b>Skill Enhancement Courses (SEC)</b>	5)	Foundation Course – III (An Overview of Banking Sector)	02	5)	Foundation Course in – IV (An Overview of Insurance Sector)	02
3.	<b>Core Courses (CC)</b>	6)	Financial Markets	03	6)	Corporate and Securities Law	03
		7)	Direct Taxation	03	7)	Business Economics - II	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



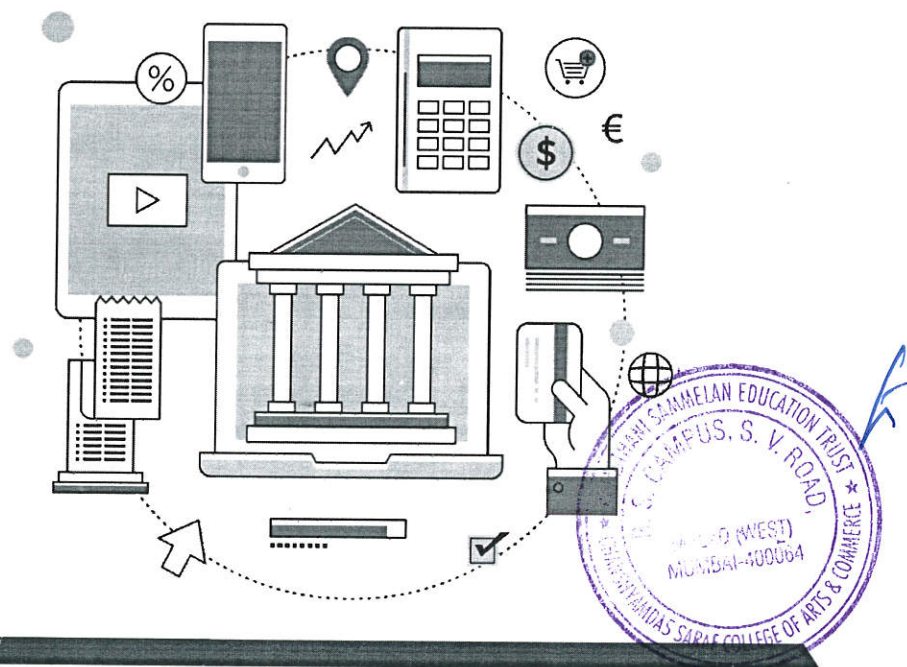
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# B.Com (BANKING & INSURANCE) (BCBI)

## Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC) (Any four courses from the five courses)	1)	Marketing in Banking and Insurance	03	1)	Security Analysis and Portfolio Management	03
		2)	Financial Reporting and Analysis (Corporate Banking and Insurance)	03	2)	Strategic Management	03
		3)	Auditing		3)	Human Resource Management in Banking and Insurance	
		4)	Business ethics and Corporate Governance	03	4)	Turnaround Management	03
		5)	Financial Services Management	03	5)	Procedures & Documentation in Banking and Insurance	03
2.	Core Courses (CC)	5)	International Banking and Finance	04	5)	Central Banking	04
3.	Project Work	6)	Project Work – I (Banking)	04	6)	Project Work –II (Insurance)	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

\*\*The above subject list is subject to approval from Academic Council of University of Mumbai





# B.Com (Accounting & Finance) (BCAF)

## Semester I and II

No.	Title	Semester - I			Semester - II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Financial Accounting (Elements of Financial Accounting) - I	03	1)	Financial Accounting (Special Accounting Areas) - II	03
		2)	Cost Accounting (Introduction and Element of Cost) - I	03	2)	Auditing (Introduction and Planning) - I	03
		3)	Financial Management (Introduction to Financial Management) - I	03	3)	Taxation - I (Indirect Taxes I)	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course - I	02	5)	Foundation Course - II	02
3	Core Courses (CC)	6)	Commerce (Business Environment) - I	03	6)	Business Law (Business Regulatory Framework) - I	03
		7)	Business Economics - I	03	7)	Business Mathematics	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



## B.Com (Accounting & Finance) (BCAF)

## Semester III and IV

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)	1)	Financial Accounting (Special Accounting Areas) – III	03	1)	Financial Accounting (Special Accounting Areas) - IV	03
		2)	Cost Accounting (Methods of Costing) – II	03	2)	Management Accounting (Introduction to Management Accounting) - I	03
		3)	Taxation – II (Direct Taxes Paper – I)	03	3)	Taxation – III (Direct Taxes Paper – II)	03
2.	Ability Enhancement Courses (AEC)						
2 A.	Ability Enhancement Compulsory Course(AECC)	4)	Information Technology in Accountancy – I	03	4)	Information Technology in Accountancy – II	03
2 B.	Skill Enhancement Courses (SEC)	5)	Foundation Course in Commerce (Financial Market Operations) - III	02	5)	Foundation Course in Management (Introduction to Management ) - IV	02
3.	Core Courses (CC)	6)	Business Law (Business Regulatory Framework) - II	03	6)	Business Law (Company Law) - III	03
		7)	Business Economics - II	03	7)	Research Methodology in	03
						Accounting and Finance	
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

Group selected in Semester III will continue in Semester IV. \*Group C is subject to approval from Management





# B.Com (Accounting & Finance) (BCAF)

## Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC) (Any four courses from the six courses)	1)	Financial Accounting - V	03	1)	Financial Accounting - VI	03
		2)	Cost Accounting - IV	03	2)	Cost Accounting - V	03
		3)	Financial Management - II		3)	Financial Management - III	
		4)	Taxation - IV	03	4)	Taxation - V	03
		5)	International Finance - I	03	5)	Financial accounting - VII	03
		6)	Financial Analysis and Business Valuation	03	6)	Security Analysis and Portfolio Management	03
2.	Core Courses (CC)	5)	Management - II	04	5)	Economics - III	04
3.	Project Work	6)	Project Work - I	04	6)	Project Work - II	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

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# B.Com (Financial Markets) (BFM)

## Semester I and II

No.	Title	Semester - I			Semester - II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Financial Accounting – I	03	1)	Financial Accounting – II	03
		2)	Introduction to Financial system	03	2)	Principles of Management	03
		3)	Business Mathematics	03	3)	Business Statistics	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course – I	02	5)	Foundation Course – II	02
3	Core Courses (CC)	6)	Business Environment	03	6)	Environment Science	03
		7)	Business Economics – I	03	7)	Computer Skills - I	03
		Total Credits		20	Total Credits		20





# B.Com (Financial Markets) (BFM)

## Semester III and IV

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)	1)	Debt Markets -1	03	1)	Debt Markets -2	03
		2)	Equity Markets-1	03	2)	Equity Markets- 2	03
		3)	Commodities Markets	03	3)	Commodities Derivatives	03
2.	Ability Enhancement Courses(AEC)						
2 A.	Ability Enhancement Compulsory Course	4)	Business Law - 1	03	4)	Business Law - 2	03
2 B.	Ability Enhancement Elective Course	5)	Foundation Course in Financial Markets FC III – Money Market	02	5)	Foundation Course in Financial Markets FC IV– Foreign Exchange Markets	02
3.	Core Courses (CC)	6)	Management Accounting	03	6)	Corporate Finance	03
		7)	Computer Skills-2	03	7)	Business Economics -2	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

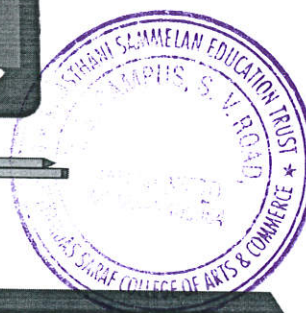


# B.Com (Financial Markets) (BFM)

## Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	<b>Elective Courses (EC) (Any four courses from the six courses)</b>	1)	Marketing in financial Services	03	1)	Venture Capital and Private Equity	03
		2)	Technical analysis	03	2)	Mutual Fund Management	03
		3)	Corporate Accounting		3)	Organisational Behaviour	
		4)	Equity Research	03	4)	Strategic Corporate Finance	03
		5)	Direct Tax- Income Tax	03	5)	Indirect Tax- GST	03
		6)	Business Valuation	03	6)	Corporate Restructuring	03
2.	<b>Core Courses (CC)</b>	5)	Financial Derivatives	04	5)	Risk Management	04
		6)	Business Ethics and Corporate Governance	04	6)	Project Work	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

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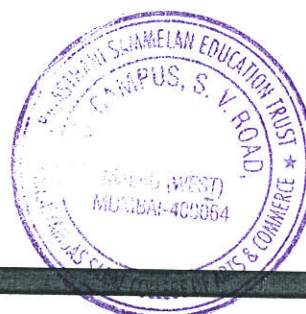
# Bachelor of Science

## (Information Technology) BSc (IT)

### Semester I and II

Semester I			
Course Code	Course Type	Course Title	Credits
USIT101	Core Subject	Imperative Programming	2
USIT102	Core Subject	Digital Electronics	2
USIT103	Core Subject	Operating Systems	2
USIT104	Core Subject	Discrete Mathematics	2
USIT105	Ability Enhancement Skill Course	Communication Skills	2
USIT1P1	Core Subject Practical	Imperative Programming Practical	2
USIT1P2	Core Subject Practical	Digital Electronics Practical	2
USIT1P3	Core Subject Practical	Operating Systems Practical	2
USIT1P4	Core Subject Practical	Discrete Mathematics Practical	2
USIT1P5	Ability Enhancement Skill Course Practical	Communication Skills Practical	2
<b>Total Credits</b>			<b>20</b>

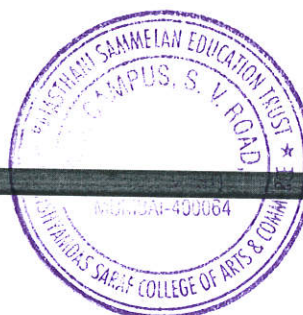
Semester – II			
Course Code	Course Type	Course Title	Credits
USIT201	Core Subject	Object Oriented Programming	2
USIT202	Core Subject	Microprocessor Architecture	2
USIT203	Core Subject	Web Programming	2
USIT204	Core Subject	Numerical and Statistical Methods	2
USIT205	Ability Enhancement Skill Course	Green Computing	2
USIT2P1	Core Subject Practical	Object Oriented Programming Practical	2
USIT2P2	Core Subject Practical	Microprocessor Architecture Practical	2
USIT2P3	Core Subject Practical	Web Programming Practical	2
USIT2P4	Core Subject Practical	Numerical and Statistical Methods Practical	2
USIT2P5	Ability Enhancement Skill Course Practical	Green Computing Practical	2
<b>Total Credits</b>			<b>20</b>



# Bachelor of Science (Information Technology) BSc (IT) Semester III and IV

Semester– III			
Course Code	Course Type	Course Title	Credits
USIT301	Skill Enhancement Course	Python Programming	2
USIT302	Core Subject	Data Structures	2
USIT303	Core Subject	Computer Networks	2
USIT304	Core Subject	Database Management Systems	2
USIT305	Core Subject	Applied Mathematics	2
USIT3P1	Skill Enhancement Course Practical	Python Programming Practical	2
USIT3P2	Core Subject Practical	Data Structures Practical	2
USIT3P3	Core Subject Practical	Computer Networks Practical	2
USIT3P4	Core Subject Practical	Database Management Systems Practical	2
USIT3P5	Core Subject Practical	Mobile Programming Practical	2
<b>Total Credits</b>			<b>20</b>

Semester– IV			
Course Code	Course Type	Course Title	Credits
USIT401	Skill Enhancement Course	Core Java	2
USIT402	Core Subject	Introduction to Embedded Systems	2
USIT403	Core Subject	Computer Oriented Statistical Techniques	2
USIT404	Core Subject	Software Engineering	2
USIT405	Core Subject	Computer Graphics and Animation	2
USIT4P1	Skill Enhancement Course Practical	Core Java Practical	2
USIT4P2	Core Subject Practical	Introduction to Embedded Systems Practical	2
USIT4P3	Core Subject Practical	Computer Oriented Statistical Techniques Practical	2
USIT4P4	Core Subject Practical	Software Engineering Practical	2
USIT4P5	Core Subject Practical	Computer Graphics and Animation Practical	2
<b>Total Credits</b>			<b>20</b>

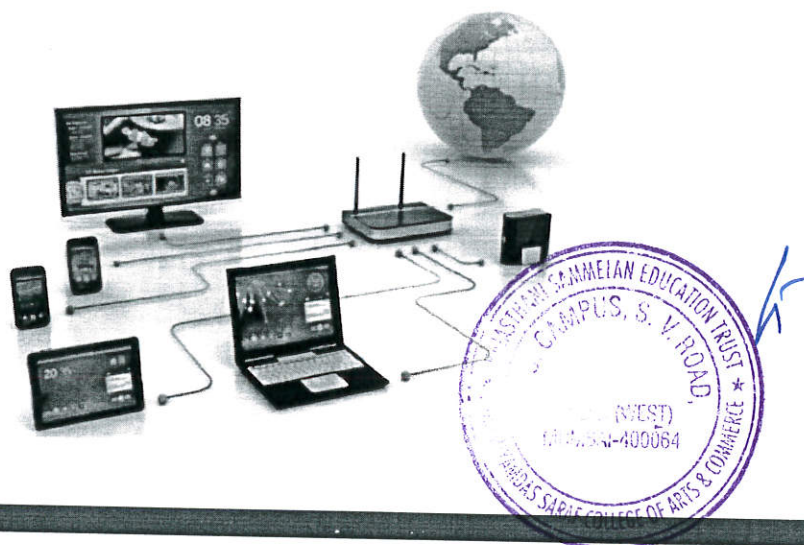




# Bachelor of Science (Information Technology) BSc (IT) Semester V\*\*

Semester - V			
Course Code	Course Type	Course Title	Credits
USIT501	Core Subject	Microsoft.NET Programming	3
USIT502	Core Subject	Software Testing	3
USIT503	Discipline Specific Elective – 1A	Enterprise Java	2
USIT504	Discipline Specific Elective – 1A	Mobile Programming	
USIT505	Discipline Specific Elective – 1A	Windows Administration	
USIT506	Discipline Specific Elective – 1B	Computer and Cyber Security	2
USIT507	Discipline Specific Elective – 1B	Geographic Information Systems	
USIT508	Discipline Specific Elective – 1B	Advanced Embedded Systems	
USIT509		Project – 1	2
USIT5P1	Core Subject Practical	Microsoft.NET Programming Practical	2
USIT5P2	Core Subject Practical	Software Testing Practical	2
USIT5P3	Discipline Specific Elective – 2A Practical	Enterprise Java Practical	2
USIT5P4	Discipline Specific Elective – 2A Practical	Mobile Programming Practical	
USIT5P5	Discipline Specific Elective – 2A Practical	Windows Administration Practical	
USIT5P6	Discipline Specific Elective – 2B Practical	Computer and Cyber Security Practical	2
USIT5P7	Discipline Specific Elective – 2B Practical	Geographic Information Systems Practical	
USIT5P8	Discipline Specific Elective – 2B Practical	Advanced Embedded Systems Practical	
<b>Total Credits</b>			<b>20</b>

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# Bachelor of Science (Information Technology) BSc (IT)

## Semester VI\*\*

Semester - VI			
Course Code	Course Type	Course Title	Credits
USIT601	Core Subject	Business Intelligence	3
USIT602	Core Subject	Linux Administration	3
USIT603	Discipline Specific Elective – 3A	Software Processes and Methods	2
USIT604	Discipline Specific Elective – 3A	Internet Technologies	
USIT605	Discipline Specific Elective – 3B	IPR and Cyber Laws	2
USIT606	Discipline Specific Elective – 3B	IT Infrastructure Management	
USIT607		Project – 2	2
USIT6P1	Core Subject	Business Intelligence Practical	2
USIT6P2	Core Subject	Linux Administration Practical	2
USIT6P3	Discipline Specific Elective – 4A Practical	Software Processes and Methods Practical	2
USIT6P4	Discipline Specific Elective – 4A Practical	Internet Technologies Practical	
USIT6P5	Discipline Specific Elective – 4B Practical	IPR and Cyber Laws Case Studies	2
USIT6P6	Discipline Specific Elective – 4B Practical	IT Infrastructure Management Practical	
<b>Total Credits</b>			<b>20</b>

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# Masters of Commerce (M.Com)

## Semester I and II

SEMESTER I			Credits	SEMESTER II			Credits
1	CORE COURSES			1	CORE COURSES		
1	Strategic Management		06	1	Research Methodology for Business		06
2	Economics for Business Decisions		06	2	Macro Economic Concepts and Applications		06
3	Cost and Management Accounting		06	3	Corporate Finance		06
4	Business Ethics & Corporate Social Responsibility		06	4	E-Commerce		06
	Total Credits		24		Total Credits		24

## Semester III and IV

SEMESTER III			Credits	SEMESTER IV			Credits
1	ELECTIVE COURSES			1	ELECTIVE COURSES		
1,2 & 3	Any one group of courses from the following list of the courses (Group A/B)		18	1,2 & 3	Any one group of courses from the following list of the courses (Group A/B)		18
2	PROJECT WORK			2	PROJECT WORK		
4	Project Work -I		06	4	Project Work -I		06
	Total Credits		24		Total Credits		24

### GROUP A: Advanced Accounting, Corporate Accounting & Financial Management

A- I	ELECTIVE COURSES (SEMESTER III)	Credits	A- II	ELECTIVE COURSES (SEMESTER IV)	Credits
1	Advanced Financial Accounting	06	1	Corporate Financial Accounting	06
2	Direct Tax	06	2	Indirect Tax – Introduction of Goods and Service Tax	06
3	Advanced Auditing	06	3	Financial Management	06

### GROUP B: Business Studies (Management)

B- I	ELECTIVE COURSES (SEMESTER III)	Credits	B- II	ELECTIVE COURSES (SEMESTER IV)	Credits
1	Human Resource Management	06	1	Supply chain management & logistics	06
2	Entrepreneurial Management	06	2	Advertising and Sales Management	06
3	Marketing Strategies and Practices	06	3	Retail Management	06

**Note :** Project work is considered as a special course involving application of knowledge in solving/analyzing/exploring a real life situation /difficult problem. Project work would be of 06 credits. A project work may be undertaken in any area of Elective Courses.

\*Group selected in Semester III will continue in Semester IV



# Master of Arts in Communication & Journalism - MA (CJ)

## Evaluation:

The standard evaluation pattern consists of internal assessment/ continuous evaluation of 40 marks and a semester end examination of 60 marks value. The criteria for 40 marks internal assessment/ continuous evaluation has been provided for under each course offered under this programme.

Grades	Marks	Grade Points
F	0-9	0.5
F	Oct-19	1.5
F	20-29	2.5
F	30-39	3.5
C	40-44	4.2
B	45-54	5
B+	55-59	5.7
A	60-69	6.5
A+	70-74	7.2
O	75-100	8.7

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

## Points

The final Grade Point Average obtained by the student shall be classified into following divisions:

A student clears a course only if he/she has cleared both the components, namely, continuous evaluation / internal assessment and semester end examination (for courses having semester end examination ) by securing a grade higher than 'F' in both of them, or only if he or she secures an overall grade higher than 'F' (for courses having no end semester examination).

A student who fails in a course either by not clearing the continuous evaluation / internal assessment and consequently being not eligible to appear in the end semester examination, or by failing in the end semester examination, or by absenting from appearing in the end semester examination (for courses having end semester examination) or by failing to secure an overall grade higher than 'F' (for courses having no end semester examination), shall be required to repeat that course.





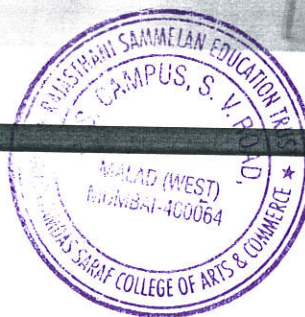
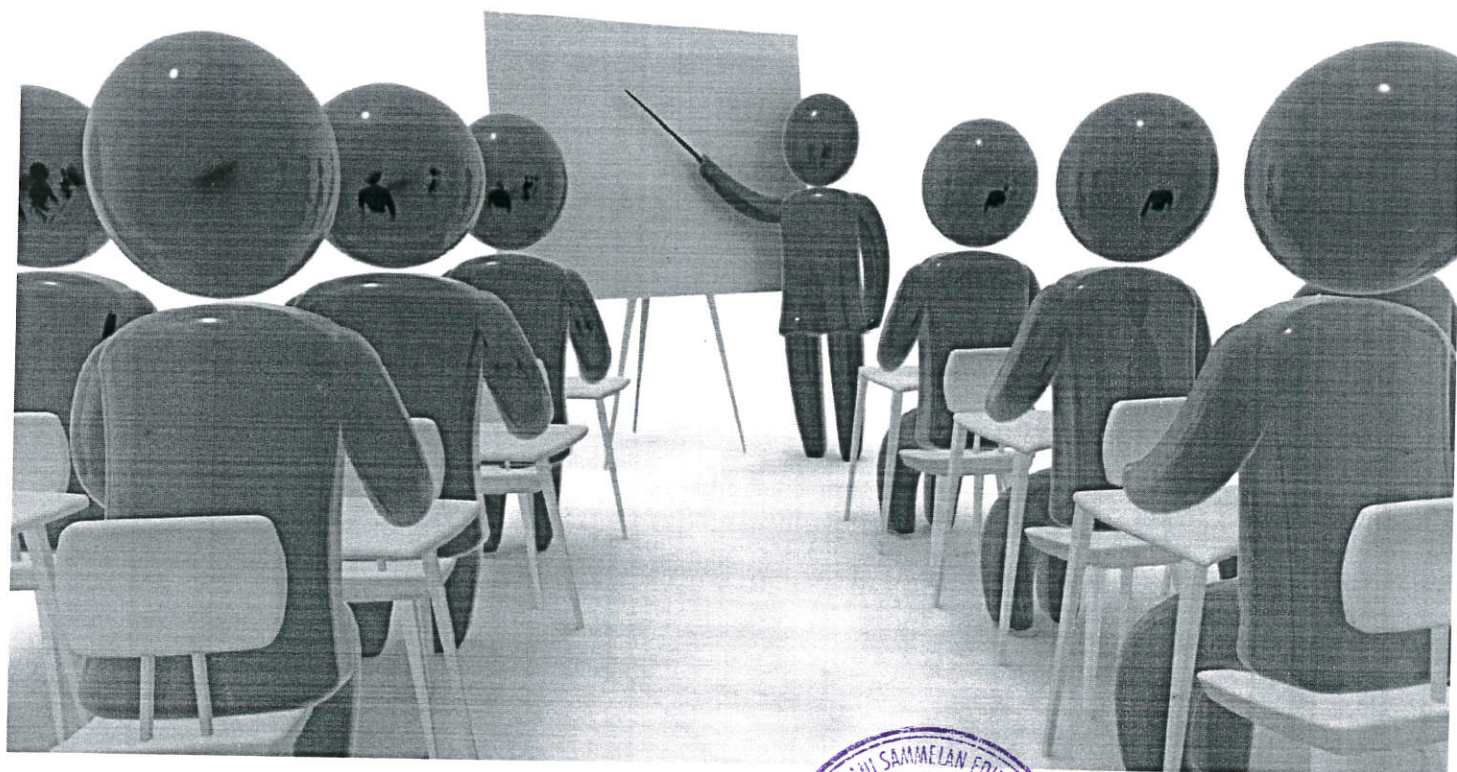
# Master of Arts in Communication & Journalism - MA (CJ)

## Scheme Of Courses And Detailed Syllabus Semester - I

Name of Course A. Core Courses	Team Work	
	Teaching and Extension	Credits
Communication Theory	60	6
Media Economics	60	6
Reporting and Editing	60	6
Media Criticism	60	6
<b>Total</b>	<b>240</b>	<b>24</b>

## Semester - II

Name of Course A. Core Courses	Team Work	
	Teaching and Extension	Credits
Introduction to Television Studies	60	6
Introduction to Film Studies	60	6
Introduction to Media Research	60	6
Ethics, Constitution and Media Laws	60	6
<b>Total</b>	<b>240</b>	<b>24</b>





# Master of Arts in Communication & Journalism - MA (CJ)

## Semester - III

Name of Course A. Core Courses	Team Work	
	Teaching and Extension	Credits
Public Relations in the Private and Public Sector	60	6
Media Management	60	6
Media Advocacy	60	6
Conflict Communication	60	6
Culture studies and Media	60	6
Political Communication	60	6
Video Games and Media	60	6
Sports Journalism	60	6
Concepts Of Storyboarding	60	6
Audio-Visual Production and Post-Production	60	6
Documentary film making	60	6
Multimedia Production	60	6
Storytelling for children	60	6
Interpersonal communication	60	6
Family Communication	60	6
Religion, culture and communication	60	6
Digital Media Marketing	60	6
Basic Course for Indian Sign Language Communication	60	6
Media and Disability Communication	60	6
Intercultural Communication	60	6
<b>Total</b>	<b>1200</b>	<b>24</b>

## Semester - IV

Name of Course A. Interdisciplinary/Cross Disciplinary Courses (I/C courses)	Team Work	
	Teaching and Extension	Credits
Social science research design	60	6
Perspectives on Communication	60	6
<b>B. Dissertation</b>	100	6
<b>Total</b>	<b>220</b>	<b>18</b>





# Master of Arts (Film, Television & New Media Production)

## SEMESTER- I

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 101	Writing for Media	60	6
PAFTNMP 102	Photography and Cinematography	60	6
PAFTNMP 103	Sound Design & SFX	60	6
PAFTNMP 104	Film & Television Theory & Appreciation	60	6
	<b>Total</b>	<b>240</b>	<b>24</b>

## SEMESTER- II

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP205	Post Production & Computer graphics	60	6
PAFTNMP206	New Media Theory and Practice	60	6
PAFTNMP207	Direction	60	6
PAFTNMP208	Practical Film Production (FICTION AND NON FICTION)	60	6
	<b>Total</b>	<b>240</b>	<b>24</b>

## SEMESTER- III

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP309	Web Production and Programming	60	6
PAFTNMP310	Visual Communication	60	6
PAFTNMP 311	Electronic Media Criticism	60	6
PAFTNMP 312	Media Economics	60	6
PAFTNMP 313	Laws related to Film, TV and Internet	60	6
	<b>Total</b>	<b>300</b>	<b>30</b>
	<b>Students to select any four</b>	<b>240</b>	<b>24</b>

## SEMESTER- IV

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 414	Perspectives in Media Business	60	6
PAFTNMP 415	Marketing & Publicity Design	60	6
	<b>B. Dissertation / Project</b>		
PAFTNMP 416	Practical Film Making	120	12
	<b>Total</b>	<b>240</b>	<b>24</b>



## Programme: Bachelor of Commerce (B.Com)

	First Year SEMESTER I	Second year SEMESTER III	Third Year SEMESTER V
1	Introduction to Business	Principles of Management	MHRM - I
2	Business Economics Paper - I	Business Economics Paper - III	Business Economics Paper - V
3	Accountancy & Financial Management Paper - I	Accountancy & Financial Management Paper - III	Special Group Financial Accounting & Auditing V, VI
4	Foundation Course Paper - I	Foundation Course Paper - III	Applied Component (Any two) a) Export Marketing - I b) Computer Systems & Applications - I c) Direct & Indirect - Taxes - I
5	Mathematical & Statistical Techniques - I	Business Law - I	
6	Business Communication - I	Advertising - I	
7	Environmental Studies - I	Management Accounting & Auditing	--

	First Year SEMESTER II	Second year SEMESTER IV	Third Year SEMESTER VI
1	Introduction to Service Sector	Principles of Finance	MHRM - II
2	Business Economics Paper - II	Business Economics Paper - IV	Business Economics Paper - VI
3	Accountancy & Financial Management Paper - II	Accountancy & Financial Management Paper - IV	Special Group Financial Accounting & Auditing VIII, IX
4	Foundation Course Paper - II	Foundation Course Paper - IV	Applied Component (Any two) a) Export Marketing -II b) Computer Systems & Applications - II c) Direct & Indirect - Taxes - II
5	Mathematical & Statistical Techniques - II	Business Law - II	
6	Business Communication - II	Advertising - II	
7	Environmental Studies - II	Management Accounting & Auditing	--

\*\*The above subject list for Semester V & VI is subject to approval from Academic Council of University of Mumbai



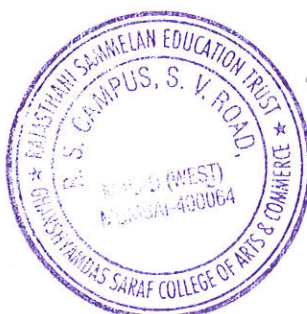


# Bachelor of Management Studies (BMS)

## Semester I and II

No.	Title	Semester – I			Semester – II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Introduction to Financial Accounts	03	1)	Principles of Marketing	03
		2)	Business Law	03	2)	Industrial Law	03
		3)	Business Statistics	03	3)	Business Mathematics	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course – I	02	5)	Foundation Course – II	02
3	Core Courses (CC)	6)	Foundation of Human Skills	03	6)	Business Environment	03
		7)	Business Economics – I	03	7)	Principles of Management	03
		Total Credits		20	Total Credits		20

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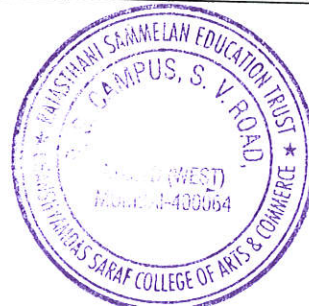


# Bachelor of Management Studies (BMS)

## Semester III and IV

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)						
Group A	Finance Electives	1)	Basics of Financial Services	03	1)	Financial Institutions and Markets	03
		2)	Corporate Finance	03	2)	Corporate Restructuring	03
OR							
Group B	Marketing Electives	1)	Consumer Behaviour	03	1)	Integrated Marketing Communication	03
		2)	Advertising	03	2)	Event Marketing	03
OR							
*Group C	Human Resource Electives	1)	Recruitment and Selection	03	1)	Human Resource Planning and Information System	03
		2)	Organisation Behaviour and HRM	03	2)	Training and Development in HRM	03
2.	Ability Enhancement Courses (AEC)						
2 A.	Ability Enhancement Compulsory Course (AECC)	3)	Information Technology in Business Management – I	03	3)	Information Technology in Business Management – II	03
2 B.	Skill Enhancement Courses (SEC)	4)	Foundation Course (Environmental Management) - III	02	4)	Foundation Course (Ethics and Governance) – IV	02
3.	Core Courses (CC)	5)	Business Planning & Entrepreneurial Management	03	5)	Business Economics-II	03
		6)	Accounting for Managerial Decisions	03	6)	Business Research Methods	03
		7)	Strategic Management	03	7)	Production & Total Quality Management	03
		Total Credits		20	Total Credits		20

Group selected in Semester III will continue in Semester IV



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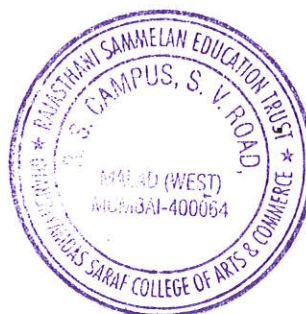


# Bachelor of Management Studies (BMS)

## Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)						
Group A	Finance Electives	1)	Investment Analysis & Portfolio Mgmt	03	1)	International Finance	03
		2)	Commodity & Derivatives Market	03	2)	Innovative Financial Services	03
		3)	Risk Management	03	3)	Strategic Financial Management	03
		4)	Direct Taxes	03	4)	Indirect Taxes	03
OR							
Group B	Marketing Electives	1)	Services Marketing	03	1)	Brand Management	03
		2)	E-Commerce & Digital Marketing	03	2)	Retail Management	03
		3)	Sales & Distribution Management	03	3)	International Marketing	03
		4)	Customer Relationship Management	03	4)	Media Planning & Management	03
OR							
Group C	Human Resource Electives	1)	Strategic Human Resource Management & HR Policies	03	1)	HRM in Global Perspective	03
		2)	Performance Management & Career Planning	03	2)	Organisational Development	03
		3)	Industrial Relations	03	3)	HRM in Service Sector Management	03
		4)	Talent & Competency Management	03	4)	Workforce Diversity	03
2.	Core Courses (CC)	5)	Logistics & Supply Chain Mgmt	04	5)	Operation Research	04
3.	Ability Enhancement Course	6)	Corporate Communication and Public Relations	04	6)	Project Work	04
			Total Credits	20		Total Credits	20

\*\*The above subject list is subject to approval from Academic Council of University of Mumbai

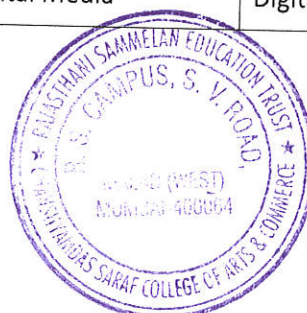


## Bachelor of Mass Media (BMM)

	First Year SEMESTER I	Second Year SEMESTER III	Third Year SEMESTER V	
			Journalism	Advertising
1	Effective Communication Skills - I	Introduction to Creative Writing	Reporting	Advertising in Contemporary Society
2	Fundamentals of Mass Communication	Introduction to Cultural Studies	Editing	Copywriting
3	Introduction to Computers	Introduction to Public Relations	Feature and Opinion	Advertising Design (University Project)
4	History	Introduction to Media Studies	Journalism and Public Opinion	Consumer Behaviour
5	Introduction to Sociology, the Sociology of News and Social Movements in India	Understanding Cinema	Indian Regional Journalism	Media Planning & Buying
6	Introduction to Economics	Advanced Computers	Newspaper & Magazine Making (University Project)	Brand Building

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	First Year SEMESTER II	Second Year SEMESTER IV	Third Year SEMESTER VI	
			Journalism	Advertising
1	Effective Communication Skills - II	Introduction to Advertising	Press Laws and Ethics	Advertising and Marketing Research
2	Political Concepts and Indian Political System	Introduction to Journalism	Broadcast Journalism	Legal Environment and Advertising Ethics
3	Introduction to Media Psychology	Print Production and Photography	Business & Magazine Journalism	Financial Management for Marketing and Advertising
4	Principles of Management	Radio and Television	Internet and Issues in Global Media	Agency Management
5	Introduction to Literature	Mass Media Research	News Media Management	The Principles and Practices of Direct Marketing
6	Principles of Marketing	Organisational Behaviour	Contemporary Issues	Contemporary Issues
7			Digital Media	Digital Media





# B.Com (BANKING & INSURANCE) (BCBI)

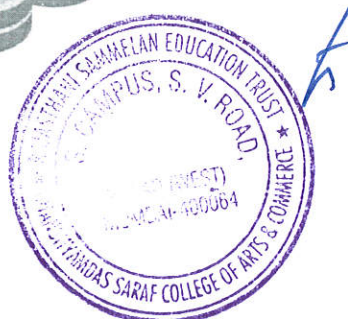
## Semester I and II

No.	Title	Semester - I			Semester - II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Environmental and Management of Financial Services	03	1)	Principles & Practices of Banking & Insurance	03
		2)	Principles of Management	03	2)	Business Law	03
		3)	Financial Accounting – 1	03	3)	Financial Accounting – II	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course – I	02	5)	Foundation Course – II	02
3	Core Courses (CC)	6)	Business Economics - I	03	6)	Organizational Behaviour	03
		7)	Quantitative Methods – 1	03	7)	Quantitative Methods – II	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



**B.Com (BANKING & INSURANCE) (BCBI)****Semester III and IV**

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)	1)	Financial Management – I	03	1)	Financial Management – II	03
		2)	Organizational Behaviour	03	2)	Entrepreneurship Management	03
		3)	Management Accounting	03	3)	Cost Accounting of Banking and Insurance	03
2.	Ability Enhancement Courses (AEC)						
2 A.	Ability Enhancement Compulsory Course (AECC)	4)	Information Technology in Banking and Insurance – I	03	4)	Information Technology in Banking and Insurance – II	03
2 B.	Skill Enhancement Courses (SEC)	5)	Foundation Course – III (An Overview of Banking Sector)	02	5)	Foundation Course in – IV (An Overview of Insurance Sector)	02
3.	Core Courses (CC)	6)	Financial Markets	03	6)	Corporate and Securities Law	03
		7)	Direct Taxation	03	7)	Business Economics - II	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



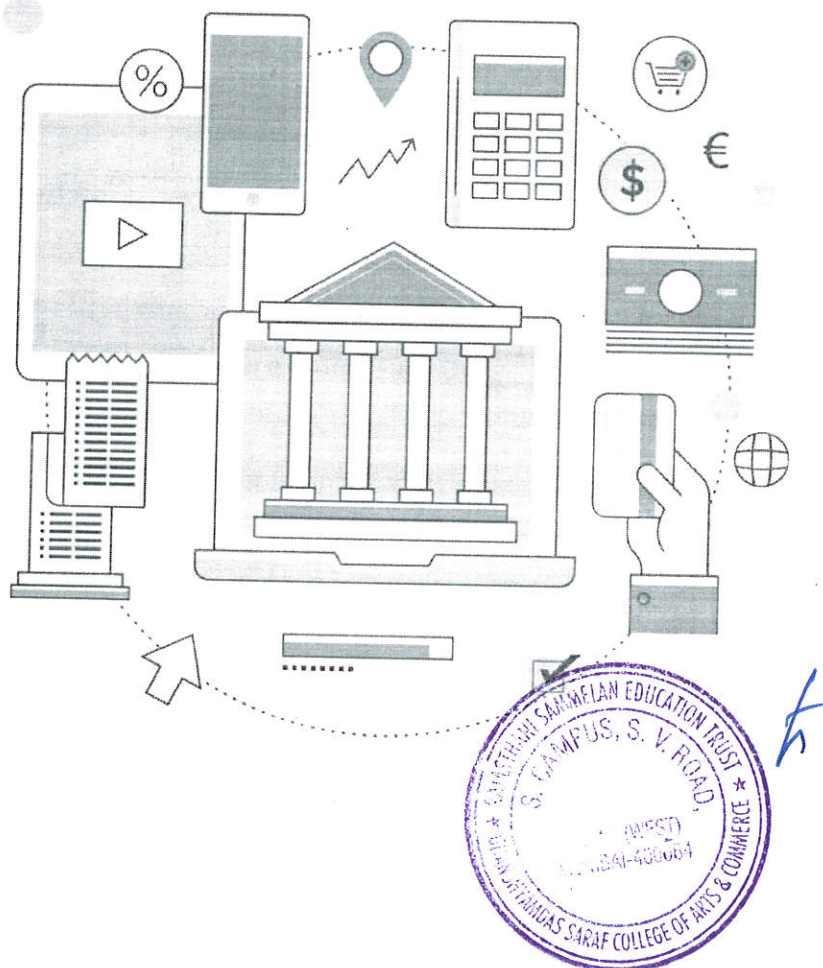


# B.Com (BANKING & INSURANCE) (BCBI)

## Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)	1)	Strategic Management	03	1)	Human Resource Management	03
		2)	Financial Services Management	03	2)	Turnaround Management	03
		3)	Auditing-I	03	3)	Auditing -II	03
		4)	Financial Reporting & Analysis (Corporate Banking & Insurance)	03	4)	Security Analysis and Portfolio Management	03
2.	Core Courses (CC)	5)	International Banking and Finance	04	5)	Central Banking	04
3.	Ability Enhancement Course (AEC)	6)	Research Methodology	04	6)	Project Work in Banking & Insurance	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

\*\*The above subject list is subject to approval from Academic Council of University of Mumbai



## B.Com (Accounting & Finance) (BCAF)

### Semester I and II

No.	Title	Semester - I			Semester - II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Financial Accounting (Elements of Financial Accounting) - I	03	1)	Financial Accounting (Special Accounting Areas) - II	03
		2)	Cost Accounting (Introduction and Element of Cost) - I	03	2)	Auditing (Introduction and Planning) - I	03
		3)	Financial Management (Introduction to Financial Management) - I	03	3)	Innovative Financial Services	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course - I	02	5)	Foundation Course - II	02
3	Core Courses (CC)	6)	Commerce (Business Environment) - I	03	6)	Business Law (Business Regulatory Framework) - I	03
		7)	Business Economics - I	03	7)	Business Mathematics	03
		<b>Total Credits</b>		<b>20</b>	<b>Total Credits</b>		<b>20</b>





# B.Com (Accounting & Finance) (BCAF)

## Semester III and IV

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)	1)	Financial Accounting (Special Accounting Areas) – III	03	1)	Financial Accounting (Special Accounting Areas) – IV	03
		2)	Cost Accounting (Methods of Costing) – II	03	2)	Management Accounting (Introduction to Management Accounting) – I	03
		3)	Taxation – II (Direct Taxes Paper – I)	03	3)	Taxation – III (Direct Taxes Paper – II)	03
2.	Ability Enhancement Courses (AEC)						
2 A.	Ability Enhancement Compulsory Course(AECC)	4)	Information Technology in Accountancy – I	03	4)	Information Technology in Accountancy – II	03
2 B.	Skill Enhancement Courses (SEC)	5)	Foundation Course in Commerce (Financial Market Operations) – III	02	5)	Foundation Course in Management (Introduction to Management) – IV	02
3.	Core Courses (CC)	6)	Business Law (Business Regulatory Framework) – II	03	6)	Business Law (Company Law) – III	03
		7)	Business Economics – II	03	7)	Research Methodology in Accounting and Finance	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



# B.Com (Accounting & Finance) (BCAF)

## Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)	1)	Cost Accounting - III	03	1)	Cost Accounting - IV	03
		2)	Financial Management -II	03	2)	Financial Management -III	03
		3)	Taxation – IV (Indirect Taxes – II)	03	3)	Taxation – V (Indirect Taxes – III)	03
		4)	Management –II (Management Applications)	03	4)	Economics Paper-III (Indian Economy)	03
2.	Core Courses (CC)	5)	Financial Accounting -V	04	5)	Financial Accounting - VII	04
		6)	Financial Accounting - VI	04	6)	Project Work	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>

\*\*The above subject list is subject to approval from Academic Council of University of Mumbai





**B.Com (Financial Markets) (BFM)****Semester I and II**

No.	Title	Semester - I			Semester - II		
		No.	Subjects	Credits	No.	Subjects	Credits
1	Elective Courses (EC)	1)	Financial Accounting – I	03	1)	Financial Accounting – II	03
		2)	Introduction to Financial System	03	2)	Principles of Management	03
		3)	Business Mathematics	03	3)	Business Statistics	03
2	Ability Enhancement Courses (AEC)						
2A	Ability Enhancement Compulsory Course (AECC)	4)	Business Communication - I	03	4)	Business Communication - II	03
2B	Skill Enhancement Courses (SEC)	5)	Foundation Course – I	02	5)	Foundation Course – II	02
3	Core Courses (CC)	6)	Business Environment	03	6)	Environment Science	03
		7)	Business Economics – I	03	7)	Computer Skills - I	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



# B.Com (Financial Markets) (BFM)

## Semester III and IV

No.	Title	Semester III			Semester IV		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)	1)	Debt Markets -1	03	1)	Debt Markets -2	03
		2)	Equity Markets-1	03	2)	Equity Markets- 2	03
		3)	Commodities Markets	03	3)	Commodities Derivatives	03
2.	Ability Enhancement Courses(AEC)						
2 A.	Ability Enhancement Compulsory Course	4)	Business Law - 1	03	4)	Business Law - 2	03
2 B.	Ability Enhancement Elective Course	5)	Foundation Course in Financial Markets FC III – Money Market	02	5)	Foundation Course in Financial Markets FC IV– Foreign Exchange Markets	02
3.	Core Courses (CC)	6)	Management Accounting	03	6)	Corporate Finance	03
		7)	Computer Skills-2	03	7)	Business Economics -2	03
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>





# B.Com (Financial Markets) (BFM)

## Semester V and VI\*\*

No.	Title	Semester V			Semester VI		
		No.	Subjects	Credits	No.	Subjects	Credits
1.	Elective Courses (EC)	1)	Marketing in Financial Services	03	1)	Venture Capital and Private Equity	03
		2)	Technical Analysis	03	2)	Mutual Fund Management	03
		3)	Equity Research	03	3)	Corporate Restructuring	03
		4)	Direct Tax- Income Tax	03	4)	Indirect Tax- GST	03
2.	Core Courses (CC)	5)	Financial Derivatives	04	5)	Risk Management	04
		6)	Business Ethics and Corporate Governance	04	6)	Project Work	04
			<b>Total Credits</b>	<b>20</b>		<b>Total Credits</b>	<b>20</b>



## Semester I and II

### Semester III and IV

SEMESTER III		Credits	SEMESTER IV		Credits
1	ELECTIVE COURSES		1	ELECTIVE COURSES	
1,2 & 3	Any one group of courses from the following list of the courses (Group A/B)	18	1,2 & 3	Any one group of courses from the following list of the courses (Group A/B)	18
2	PROJECT WORK		2	PROJECT WORK	
4	Project Work -I	06	4	Project Work -I	06
	<b>Total Credits</b>	<b>24</b>		<b>Total Credits</b>	<b>24</b>

A- I	ELECTIVE COURSES (SEMESTER III)	Credits	A- II	ELECTIVE COURSES (SEMESTER IV)	Credits
1	Advanced Financial Accounting	06	1	Corporate Financial Accounting	06
2	Direct Tax	06	2	Indirect Tax Introduction of Goods and Service Tax	06
3	Advanced Cost Accounting	06	3	Financial Management	06

B-I	ELECTIVE COURSES (SEMESTER III)	Credits	B-II	ELECTIVE COURSES (SEMESTER IV)	Credits
1	Human Resource Management	06	1	Supply Chain Management & Logistics	06
2	Entrepreneurial Management	06	2	Advertising and Sales Management	06
3	Marketing Strategies and Practices	06	3	Retail Management	06

*\*Group selected in Semester III will continue in Semester IV*





## Master of Arts in Communication & Journalism - MA (CJ)

### Evaluation:

The standard evaluation pattern consists of internal assessment/ continuous evaluation of 40 marks and a semester end examination of 60 marks value. The criteria for 40 marks internal assessment/ continuous evaluation has been provided for under each course offered under this programme.

Grades	Marks	Grade Points
F	0-9	0.5
F	Oct-19	1.5
F	20-29	2.5
F	30-39	3.5
C	40-44	4.2
B	45-54	5
B+	55-59	5.7
A	60-69	6.5
A+	70-74	7.2
O	75-100	8.7

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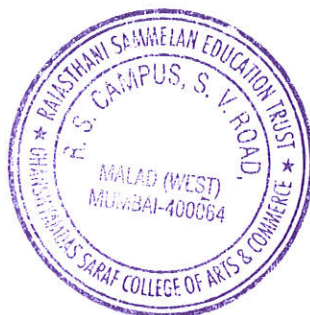
The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

### Points

The final Grade Point Average obtained by the student shall be classified into following divisions:

A student clears a course only if he/she has cleared both the components, namely, continuous evaluation / internal assessment and semester end examination (for courses having semester end examination ) by securing a grade higher than 'F' in both of them, or only if he or she secures an overall grade higher than 'F' (for courses having no end semester examination).

A student who fails in a course either by not clearing the continuous evaluation / internal assessment and consequently being not eligible to appear in the end semester examination, or by failing in the end semester examination, or by absenting from appearing in the end semester examination (for courses having end semester examination) or by failing to secure an overall grade higher than 'F' (for courses having no end semester examination), shall be required to repeat that course.



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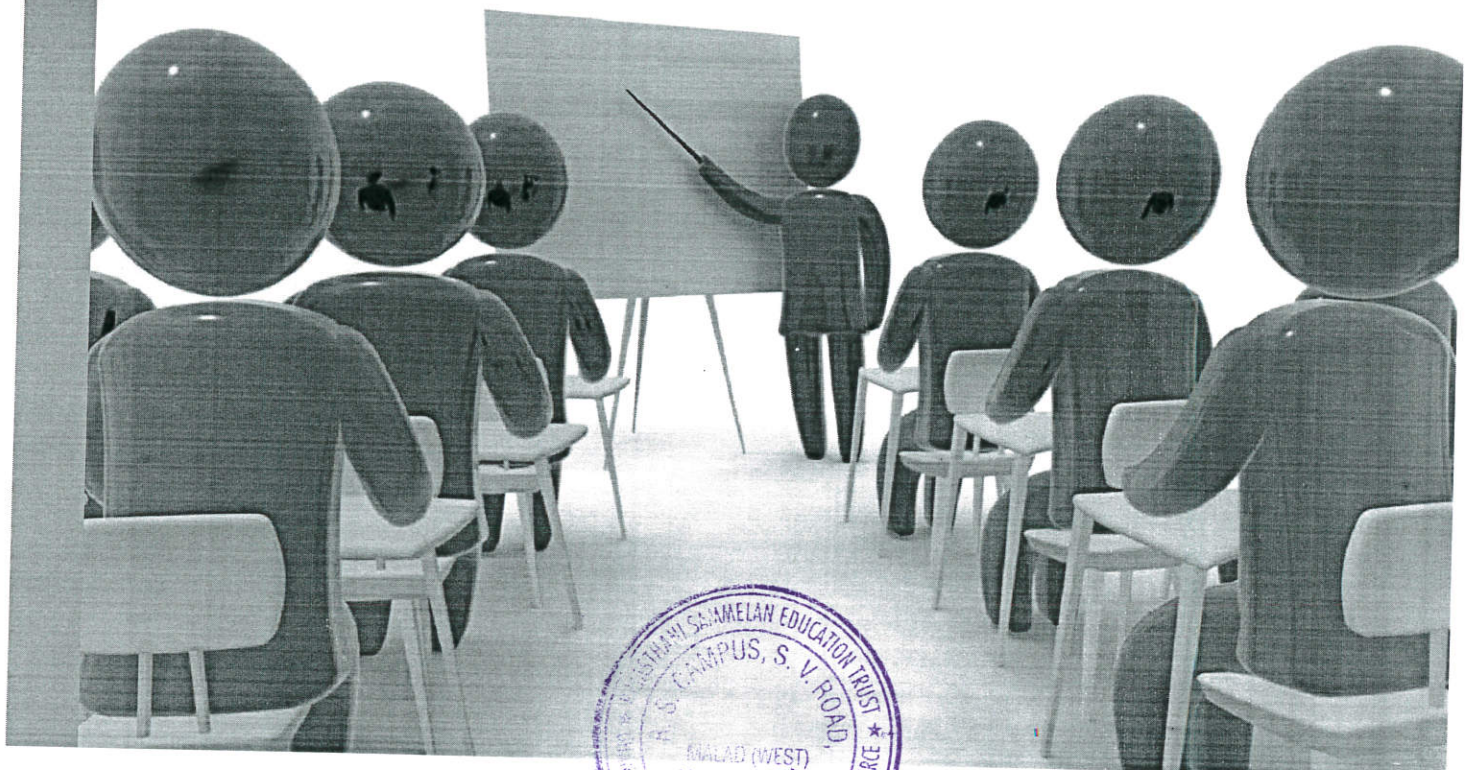
# Scheme Of Courses And Detailed Syllabus

## Semester - I

Name of Course A. Core Courses	Team Work	
	Teaching and Extension	Credits
Communication Theory	60	6
Media Economics	60	6
Reporting and Editing	60	6
Media Criticism	60	6
<b>Total</b>	<b>240</b>	<b>24</b>

## Semester - II

Name of Course A. Core Courses	Team Work	
	Teaching and Extension	Credits
Introduction to Television Studies	60	6
Introduction to Film Studies	60	6
Introduction to Media Research	60	6
Ethics, Constitution and Media Laws	60	6
<b>Total</b>	<b>240</b>	<b>24</b>





Semester - III

Name of Course A. Core Courses	Team Work	
	Teaching and Extension	Credits
Public Relations in the Private and Public Sector	60	6
Media Management	60	6
Media Advocacy	60	6
Conflict Communication	60	6
Culture studies and Media	60	6
Political Communication	60	6
Video Games and Media	60	6
Sports Journalism	60	6
Concepts Of Storyboarding	60	6
Audio-Visual Production and Post-Production	60	6
Documentary film making	60	6
Multimedia Production	60	6
Storytelling for children	60	6
Interpersonal communication	60	6
Family Communication	60	6
Religion, culture and communication	60	6
Digital Media Marketing	60	6
Basic Course for Indian Sign Language Communication	60	6
Media and Disability Communication	60	6
Intercultural Communication	60	6
<b>Total</b>	<b>1200</b>	<b>24</b>

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Semester - IV

Name of Course A. Interdisciplinary/Cross Disciplinary Courses (I/C courses)	Team Work	
	Teaching and Extension	Credits
Social science research design	60	6
Perspectives on Communication	60	6
<b>B. Dissertation</b>	100	6
<b>Total</b>	<b>220</b>	<b>18</b>



## Master of Arts (Film, Television & New Media Production)

### SEMESTER- I

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 101	Writing for Media	60	6
PAFTNMP 102	Photography and Cinematography	60	6
PAFTNMP 103	Sound Design & SFX	60	6
PAFTNMP 104	Film & Television Theory & Appreciation	60	6
	<b>Total</b>	<b>240</b>	<b>24</b>

### SEMESTER- II

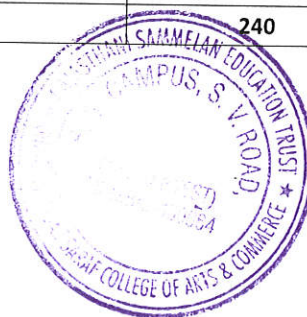
Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP205	Post Production & Computer graphics	60	6
PAFTNMP206	New Media Theory and Practice	60	6
PAFTNMP207	Direction	60	6
PAFTNMP208	Practical Film Production (FICTION AND NON FICTION)	60	6
	<b>Total</b>	<b>240</b>	<b>24</b>

### SEMESTER- III

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP309	Web Production and Programming	60	6
PAFTNMP310	Visual Communication	60	6
PAFTNMP 311	Electronic Media Criticism	60	6
PAFTNMP 312	Media Economics	60	6
PAFTNMP 313	Laws related to Film, TV and Internet	60	6
	<b>Total</b>	<b>300</b>	<b>30</b>
	<b>Students to select any four</b>	<b>240</b>	<b>24</b>

### SEMESTER- IV

Course Code	Name of Course A.Core Courses	Term work	
		Teaching and Extension	Credits
PAFTNMP 414	Perspectives in Media Business	60	6
PAFTNMP 415	Marketing & Publicity Design	60	6
	<b>B. Dissertation / Project</b>		
PAFTNMP 416	Practical Film Making	120	12
	<b>Total</b>	<b>240</b>	<b>24</b>



**PRINCIPAL**

Rajasthani Sammelan Education Trust  
Ghanshyamdas Saraf College  
Of Arts & Commerce