

# SYBAMMC; Media Studies; Sem-III ©

		Media Theories	
2	Propaganda and propaganda theory-	<ul style="list-style-type: none"> <li>• Origin and meaning of Propaganda</li> <li>• Hypodermic Needle/Magic bullet</li> <li>• Harold Lasswell</li> </ul>	14
	Scientific perspectives to limited perspectives	<ul style="list-style-type: none"> <li>• Paul Lazarsfeld-Two step flow</li> <li>• Carl Hovland and Attitude Change theory</li> </ul>	
		Cultural Perspectives	
3	Various schools	<ul style="list-style-type: none"> <li>• Toronto school (McLuhan)</li> <li>• Schools- Birmingham (Stuart Hall)</li> <li>• Frankfurt- Theodor Adorno and Max Horkheimer</li> <li>• Raymond Williams- Technological Determinism</li> <li>• Harold Innis- Bias of Communication</li> </ul>	12
	Media and Identity	Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)	
		Media Effects	
4	Theories on media effects	<ul style="list-style-type: none"> <li>• Media effects and behavior</li> <li>• Media effect theories and the argument against media effect theories</li> <li>• Agenda Setting Theory</li> <li>• Cultivation Theory</li> <li>• Politics and Media studies-media bias, media decency, media consolidation.</li> </ul>	06
		New Media and The Age Of Internet	
5	Meaning making perspectives	<ul style="list-style-type: none"> <li>• New media</li> <li>• Henry Jenkins-Participatory culture</li> <li>• Internet as Public sphere-Habermas to Twitter</li> <li>• McLuhan 's concept of Global village in the age of Netflix</li> <li>• Uses and Gratification in the age of Internet</li> </ul>	06
<b>BOS Syllabus Committee Members</b>			
1. Prof. Rani D'souza (Convener) 2. Prof. Neena Sharma 3. Prof. Bincy Koshy 4. Prof. Mithun Pillai			
<b>Internal Evaluation Methodology</b>			<b>25 MARKS</b>
1. Continuous assignments 2. Oral and practical presentations 3. Group/individual projects 4. Open book test 5. Group interactions 6. Quiz			



SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJP 1B507		JOURNALISM and PUBLIC OPINION	
COURSE OUTCOME			
1. To understand the role of media in influencing and impacting Public opinion. 2. To analyse the formation of Public opinion through digital and social media. 3. To analyse the impact of the media on public opinion on socio-economic issues. 4. To make students aware of theoretical framework of research on media and society.			
MODULE	TOPICS	DETAILS	LECTURES
		<b>PUBLIC OPINION AND THEORIES</b>	
I	UNDERSTANDING PUBLIC OPINION AND THEORIES OF MEDIA.	1. <b>Defining Public Opinion.</b> Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion. 2. <b>Media theories-</b> Walter Lippman - Modern Media and Technocracy Juergen Habermas- The idea of Public Sphere Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Propaganda Model Agenda Setting Vs Uses and Gratifications	[4]  [6]
		<b>POLITICAL OPINION AND POLICY MAKING</b>	
II	MEDIA'S ROLE IN INFLUENCING POLITICAL OPINION AND POLICY MAKING.	1. Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. Use of Media for election campaigns-The Donald Trump Elections, BJP campaign in India. 2. Media Coverage of Indian Government's Economic, Defence and Foreign Policy.	[6]  [4]
		<b>WARS AND CONFLICTS</b>	
III	MEDIA'S COVERAGE OF WARS AND CONFLICTS.	1. Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan. 2. War on terror-International conflicts in Syria, Israel, Afghanistan and Europe.	[6]  [4]
		<b>SOCIO-ECONOMIC ISSUES</b>	
IV	MEDIA'S COVERAGE OF SOCIAL AND ECONOMIC ISSUES.	A. Portrayal of Women in Media. B. Representation of LGBTQ community in media. C. Representation of Dalits, Tribals and Economically weaker sections of Society.	[4] [2]  [4]



		IMPACT OF NEW MEDIA	
V	EVOLUTION OF DIGITAL, SOCIAL AND NEW MEDIA AND ITS IMPACT ON PUBLIC OPINION.	1. Digital media and its impact on Political culture.	(3)
		2. Use of Whats app, twitter and Face book to promote fake news	(2)
		3. Social media and its impact on culture.	(3)
		TOTAL LECTURES	

#### BOS SYLLABUS COMMITTEE MEMBERS

1. Prof. Rani D'souza (Convener)
2. Mr. Raju Korti (Industry Expert)
3. Prof. Mithun Pillai (Course Expert)

#### INTERNAL EVALUATION METHODOLOGY

25 MARKS

1. CONTINUOUS ASSIGNMENTS
2. DIGITAL /ONLINE WRITTEN ASSIGNMENT
3. ORAL and PRACTICAL PRESENTATIONS
4. DISCUSSIONS/DEBATES
5. NEWS BASED PRESENTATIONS
6. PROJECTS

#### REFERENCES/JOURNALS/WEBSITES

1. Ahmed Rashid: The Taliban.
2. Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press.
3. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis.
4. Sardesai Rajdeep: "2014: The Election that Changed India" .
5. Walter Lippmann : "Public Opinion" by Herman Edward S. and Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by
6. Lalles John: Nature and Opinion of Public Opinion.
7. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Elctiond. – acadademia.edu.
8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies.
9. Coleman Benjamin: Conflict, Terrorism an Media in Asia.
10. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications.
11. en.qantara.de/content/the-arab-spring-and-the-media-distorted-images
12. Alexanrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu
13. EhabGalal and RiemSpielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu
14. Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDC Centre of Public Diplomacy.
15. Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog
16. Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.



Sr. No.	Modules / Units
1	<b>Overview of Indian Society</b>
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	<b>Concept of Disparity- 1</b>
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	<b>Concept of Disparity-2</b>
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	<b>The Indian Constitution</b>
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	<b>Significant Aspects of Political Processes</b>
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics



BAF ; Sem II ; Foundation Course-II ; FY BAF

Sr. No	Modules /Units
1	<b>Globalisation and Indian Society</b> Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	<b>Human Rights</b> Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution



# FY BFM : Foundation Course - I + Sem I

Sr. No.	Modules / Units
1	<b>Overview of Indian Society</b> Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	<b>Concept of Disparity- 1</b> Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	<b>Concept of Disparity-2</b> Examine inequalities manifested due to the <b>caste system</b> and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	<b>The Indian Constitution</b> Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	<b>Significant Aspects of Political Processes</b> The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics



Sr. No	Modules /Units
1	<b>Globalisation and Indian Society</b>
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry; changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	<b>Human Rights</b>
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	<b>Ecology</b>
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment



# BMS; Sem II ; Foundation Course-II ; FY BMS

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution

# FyBCOM - Foundation Course I-Sem I

Sr. No.	Modules / Units
1	<b>Overview of Indian Society</b>
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	<b>Concept of Disparity- 1</b>
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	<b>Concept of Disparity-2</b>
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	<b>The Indian Constitution</b>
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	<b>Significant Aspects of Political Processes</b>
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

## Topics for Project Guidance: Growing Social Problems in India:

- Substance abuse- impact on youth & challenges for the future
- HIV/AIDS- awareness, prevention, treatment and services
- Problems of the elderly- causes, implications and response
- Issue of child labour- magnitude, causes, effects and response
- Child abuse- effects and ways to prevent
- Trafficking of women- causes, effects and response



## Note:

Out of the 45 lectures allotted for 5 units for Semester I, about 15 lectures may be allotted for project guidance

# Ty BSCIT - Sem V - Software Project Mgmt

	Analysis, Function Points Mark II, COSMIC Full Function Points, COCOMO II: A Parametric Productivity Model, Cost Estimation, Staffing Pattern, Effect of Schedule Compression, Capers Jones Estimating Rules of Thumb.	
III	<p><b>Activity Planning:</b> Introduction, Objectives of Activity Planning, When to Plan, Project Schedules, Projects and Activities, Sequencing and Scheduling Activities, Network Planning Models, Formulating a Network Model, Adding the Time Dimension, The Forward Pass, Backward Pass, Identifying the Critical Path, Activity Float, Shortening the Project Duration, Identifying Critical Activities, Activity-on-Arrow Networks.</p> <p><b>Risk Management:</b> Introduction, Risk, Categories of Risk, Risk Management Approaches, A Framework for Dealing with Risk, Risk Identification, Risk Assessment, Risk Planning, Risk Management, Evaluating Risks to the Schedule, Boehm's Top 10 Risks and Counter Measures, Applying the PERT Technique, Monte Carlo Simulation, Critical Chain Concepts.</p> <p><b>Resource Allocation:</b> Introduction, Nature of Resources, Identifying Resource Requirements, Scheduling Resources, Creating Critical Paths, Counting the Cost, Being Specific, Publishing the Resource Schedule, Cost Schedules, Scheduling Sequence.</p>	12
IV	<p><b>Monitoring and Control:</b> Introduction, Creating the Framework, Collecting the Data, Review, Visualizing Progress, Cost Monitoring, Earned Value Analysis, Prioritizing Monitoring, Getting the Project Back to Target, Change Control, Software Configuration Management (SCM).</p> <p><b>Managing Contracts:</b> Introduction, Types of Contract, Stages in Contract Placement, Typical Terms of a Contract, Contract Management, Acceptance.</p> <p><b>Managing People in Software Environments:</b> Introduction, Understanding Behaviour, Organizational Behaviour: A Background, Selecting the Right Person for the Job, Instruction in the Best Methods, Motivation, The Oldham-Hackman Job Characteristics Model, Stress, Stress Management, Health and Safety, Some Ethical and Professional Concerns.</p>	12
V	<p><b>Working in Teams:</b> Introduction, becoming a Team, Decision Making, Organization and Team Structures, Coordination Dependencies, Dispersed and Virtual Teams, Communication Genres, Communication Plans, Leadership.</p> <p><b>Software Quality:</b> Introduction, The Place of Software Quality in Project Planning, Importance of Software Quality, Defining Software Quality, Software Quality Models, ISO 9126, Product and Process Metrics, Product versus Process Quality Management, Quality Management Systems, Process Capability Models, Techniques to Help Enhance Software Quality, Testing, Software Reliability, Quality Plans.</p> <p><b>Project Closeout:</b> Introduction, Reasons for Project Closure, Project</p>	12



# SYBCOM - Sem IV - FC - Contemporary Issues - <sup>36</sup>~~IV~~

- A. **Rights of Consumers**-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)
- B. **Right to Information**- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)
- C. **Protection of Citizens'/Public Interest**-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)
- D. **Citizens' Charters, Public Service Guarantee Acts.** (3 Lectures)



# SYBCOM - Sem IV - FC - Contemporary Issues - <sup>36</sup>~~IV~~

	<p><b>A. Rights of Consumers</b>-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)</p> <p><b>B. Right to Information</b>- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)</p> <p><b>C. Protection of Citizens'/Public Interest</b>-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p><b>D. Citizens' Charters, Public Service Guarantee Acts.</b> (3 Lectures)</p>
2	Approaches to understanding Ecology
	<p><b>A. Understanding approaches to ecology</b>- Anthropocentrism, Biocentrism and Eco centrism, Ecofeminism and Deep Ecology. (3 Lectures)</p> <p><b>B. Environmental Principles-1</b>: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)</p> <p><b>C. Environmental Principles-2</b>: the equity principle; human rights principles; the participation principle. (4 Lectures)</p>
3	Science and Technology -II
	<p><b>Part A: Some Significant Modern Technologies, Features and Applications (7 Lectures)</b></p> <p>i. <b>Laser Technology</b>- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</p> <p>ii. <b>Satellite Technology</b>- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</p> <p>iii. <b>Information and Communication Technology</b>- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.</p> <p>iv. <b>Biotechnology and Genetic engineering</b>- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.</p> <p>v. <b>Nanotechnology</b>- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, intelligence and consumer products.</p>



# FY BAF - Sem I & II - Foundation Course 38

has unanimously decided to follow the syllabus for BAMB for Semester -I.			
MODUL E	Topics	COURSE OUTCOME:	Lectures
Unit : 1 :	<b>Overview of Indian Society:</b>	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	05
Unit : 2 :	<b>Concept of Disparity - 1:</b>	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of <b>gender</b> with special reference to violence against women, <b>female foeticide</b> (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	10
Unit : 3 :	<b>Concept of Disparity - 2 :</b>	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; <b>Understand inter-group conflicts</b> arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	10
Unit : 4 :	<b>The Indian Constitution :</b>	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; <b>Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony</b> as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	10
Unit : 5 :	<b>Significant Aspects of Political Processes :</b>	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	10
Unit : 6 :	<b>Growing Social Problems in India :</b>	<ul style="list-style-type: none"> <li>a. Substance abuse- impact on youth &amp; challenges for the future</li> <li>b. HIV/AIDS- awareness, prevention, treatment and services</li> <li>c. Problems of the elderly- causes, implications and response</li> <li>d. Issue of child labour- magnitude, causes, effects and response</li> <li>e. Child abuse- effects and ways to prevent</li> </ul>	15



**02**

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	FOUNDATION COURSE -I
COURSE CODE	BAMMFC-101
PAPER	2
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

SEMESTER 1	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFC-101	FOUNDATION COURSE -I
COURSE OUTCOME :	
<ol style="list-style-type: none"><li>1. To introduce students to the overview of the Indian Society.</li><li>2. To help them understand the constitution of India.</li><li>3. To acquaint them with the socio-political problems of India.</li></ol>	
Note:	Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS



		Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	
Unit : 2 :	<b>Concept of Disparity - 1:</b>	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of <b>gender</b> with special reference to violence against women, <b>female foeticide</b> (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	10
Unit : 3 :	<b>Concept of Disparity - 2 :</b>	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; <b>Understand inter-group conflicts</b> arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	10
Unit : 4 :	<b>The Indian Constitution :</b>	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; <b>Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony</b> as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	10
Unit : 5 :	<b>Significant Aspects of Political Processes :</b>	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	10
Unit : 6 :	<b>Growing Social Problems in India :</b>	<ol style="list-style-type: none"> <li>Substance abuse- impact on youth &amp; challenges for the future</li> <li>HIV/AIDS- awareness, prevention, treatment and services</li> <li>Problems of the elderly- causes, implications and response</li> <li>Issue of child labour- magnitude, causes, effects and response</li> <li>Child abuse- effects and ways to prevent</li> </ol>	15



	<b>SEMESTER II</b>
<b>COURSE CODE</b>	<b>COURSE NAME &amp; DETAILED SYLLABUS</b>
<b>BAMMFC-202</b>	<b>FOUNDATION COURSE</b>

	<b>Course Outcome:</b> 1. To introduce students to the overview of the Indian Society.		
	1. To help them understand the constitution of India. 2. To acquaint them with the socio-political problems of India.		
	<b>Note :</b> Revised FC (Foundation Course ) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.		
<b>Module</b>	<b>Topics</b>	<b>Details</b>	<b>Lectures</b>
1	<b>Globalisation and Indian Society</b>	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	07
2	<b>Human Rights</b>	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.	10
3	<b>Ecology</b>	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation-causes and impact on human life; Sustainable development- concept and components; poverty and environment.	10
4	<b>Understanding Stress and Conflict</b>	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.	10
5	<b>Managing Stress and Conflict in Contemporary Society</b>	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.	08
6	<b>Contemporary Societal Challenges</b>	a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress.	15



*Revised Syllabus of Courses of Bachelor of Management Studies  
(BMS) Programme at Semester I  
with Effect from the Academic Year 2016-2017*

*Skill Enhancement Courses (SEC)*

**5. Foundation Course -I**

3	<b>Concept of Disparity-2</b>
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences



***Revised Syllabus of Courses of B.Com. (Banking & Insurance)  
Programme at Semester I  
with Effect from the Academic Year 2016-2017  
Skill Enhancement Courses (SEC)***

**5. Foundation Course - I**

<b>3</b>	<b>Concept of Disparity-2</b>
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences



***Revised Syllabus of Courses of B.Com. (Banking & Insurance)  
Programme at Semester III  
with Effect from the Academic Year 2017-2018***

***1. Elective Courses (EC)***

**Organizational Behaviour**

<b>1</b>	<b>The Individual Behaviour</b>
	<p>A) Personality: Meaning, Determinants of Personality, Major personality traits influencing OB, The Big Five Model, Trait Theory of personality, Psychoanalytic theory of Personality, Freud Stages of Personality Development, Locus of Control, Self-Monitoring.</p> <p>B) Learning: Meaning and Definition of Learning-The Learning Process, Principles of Learning, Theories of Learning-Classical conditioning, Operant Conditioning, Social Learning Theory, Learning through Reinforcement, Learning by Observing, Learning through Experience.</p> <p>C) Perception-Meaning, Factors Influencing Perception, Attribution Theory, Improving Perceptions- Johari Window, Empathy.</p> <p>D) Workplace Emotions, Values and Ethics: Meaning of Emotions, Cognitive Dissonance, Emotional Dissonance, Managing Emotions at Work (Emotional Labor) - The Six Universal Emotions, Meaning and Types of Values, Sources of Value systems, Values across Cultures, Values and Ethical Behaviour.</p> <p>E) Individual Decision Making: How are Decisions made in organization, Decision Making process, Decisional Styles.</p>



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(BMS) Programme at Semester I  
with Effect from the Academic Year 2016-2017***

***Skill Enhancement Courses (SEC)***

**5. Foundation Course -I**

3

**Concept of Disparity-2**

Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences



***Revised Syllabus of Courses of Bachelor of Management Studies  
(BMS) Programme at Semester II  
with Effect from the Academic Year 2016-2017***

***Skill Enhancement Courses (SEC)***

**5. Foundation Course – II**

2	<b>Human Rights</b>
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution



***Revised Syllabus of Courses of B.Com. (Banking & Insurance)  
Programme at Semester III  
with Effect from the Academic Year 2017-2018***

***1. Elective Courses (EC)***

**Organizational Behaviour**

**1 The Individual Behaviour**

- A) Personality: Meaning, Determinants of Personality, Major personality traits influencing OB, The Big Five Model, Trait Theory of personality, Psychoanalytic theory of Personality, Freud Stages of Personality Development, Locus of Control, Self-Monitoring.
- B) Learning: Meaning and Definition of Learning-The Learning Process, Principles of Learning, Theories of Learning-Classical conditioning, Operant Conditioning, Social Learning Theory, Learning through Reinforcement, Learning by Observing, Learning through Experience.
- C) Perception-Meaning, Factors Influencing Perception, Attribution Theory, Improving Perceptions- Johari Window, Empathy.
- D) Workplace Emotions, Values and Ethics: Meaning of Emotions, Cognitive Dissonance, Emotional Dissonance, Managing Emotions at Work (Emotional Labor) - The Six Universal Emotions. Meaning and Types of Values, Sources of Value systems, Values across Cultures, Values and Ethical Behaviour.
- E) Individual Decision Making: How are Decisions made in organization, Decision Making process, Decisional Styles.



## Mandatory 2

**Programme Name: M.Com ( Business Management )**

**Course Name: Human Resource Management**

### Unit 2 Training and Development, Performance Appraisal

- a) Introduction and Need for training, Methods and types of training , Process/steps in training programmer Evaluation of the effective training programme, Career Advancement, and Knowledge enrichment
- b) Performance Appraisal – Meaning, Process, Methods, limitations and Challenges of Performance Appraisal , Legal issues associated with Performance appraisal

### Module 2

#### Unit 3 Health and Safety, Labour Legislation & Industrial Disputes

- a) Safety Measures and Safety Programmes, Job Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees, Need of Work life Balance

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- b) Recent changes to Employees Acts like payment of, Gratuity Act, Provident Fund Act, Minimum Wages Act, Workmen Compensation Act, ESI Scheme. Prevention of Sexual harassment Act (POSH), Nature, Causes of Industrial Disputes, Prevention and Settlement of Industrial Disputes, Succession Planning- Culture, Problems and Issues of Succession Planning

### Unit 4 Emerging Issues In H.R.M

- a. International Human Resource Management, HR Ethical Issues, CSR and HRM, Human Resource Audit, Revamping of HR strategies in managing Disasters like health pandemics, HR and Business Environment
- b. Professional Intelligence principles, Employee Engagement, Managing Gen Z, Talent Management Concept, Importance, Process, VUCA Environment(Volatility, Uncertainty, Complexity, Ambiguity), Work- Life Balance

## Mandatory 4

Programme Name: M.Com ( Business Management )

Course Name: Business Ethics

### Module 1

#### Unit 1 Introduction of Business Ethics

- a) **Ethics-** Meaning, Business Ethics Concept, Types of Ethics, Ethics and Values, Indian Ethos and Work Ethos, Moral Standards, Guidelines for developing code of ethics, Personal Ethics- Value of Self, Promote Happiness, Emotions and Honesty, Keys to Personal Ethics , Ethics of Virtue and Ethics of Principle
- b) **Various approaches to Business Ethics -** Theories of Ethics- Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory.

### Module 2

#### Unit 2 Ethics of Environment, Employees Rights and Duties & Corporate Social Responsibility:

- a) **Environment Issues –** Global Warming, Climate Change, Ethics in Human Resource Management , Employees Rights- Right to work, Equality of Opportunity, Concept of fair wages, Duties of employees, Human Rights , Sexual Harassment
- b) **Corporate social responsibility and Corporate governance –** Concept and Importance, Corporate philanthropy, Drivers of CSR, Indian Corporates and CSR Case Studies, Role of NGOs in CSR, CSR and Sustainable Development



# Elective 1

Programme Name: M. Com ( Business Management )

Course Name: Organisational Behaviour

MODULE I: \_\_\_\_\_ (2 CREDITS)

Unit1: Introduction and Evolution Organisational Behaviour, Individual and Group Processes

- a) Definition of Organisational Behaviour, Historical Development of OB, Human Relations Management, Discipline of OB, Evolution Stages of OB, Models of OB
- b) Definition and Need of Motivation, Motivational Content theories- Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Alderfer's ERG Theory, McClelland's Need Based Model, Process Theories- Equity Theory, Vrooms Expectancy Theory, Contemporary Theory- Cognitive Evaluation theory, Leadership – Meaning and Types, Transactional vs Transformational Leadership, Hersey and Blanchard's situational leadership.

Unit2: Foundation of Individual Behaviour

- a) Factors affecting individual behavior& Personality - Personal, Psychological, Environmental and Organisational factors, Nature and Determinants of personality, Personality Traits – Locus of Control, Type A and Type B Personality, Machiavellianism, Self Monitoring
- b) Perception & Attitude Factors Influencing Perception, Managing perception Process, Perception and OB, Attitude – Nature, components, work related attitudes, Barriers to attitudinal Change, Measures to attitudinal change.

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MODULE II: \_\_\_\_\_ (2 CREDITS)

Unit3: Organisation Communication, Group dynamics & Behaviour Outcomes

- a) Transactional Analysis, Lateral Thinking, Delphi Technique, Power of Grapevine, Group Dynamics and types of groups, Determinants of Group Behaviour
- b) Power, Politics & Conflict - Sources of Power, Types of Organisational politics, Conflict – Levels of Conflict, Strategies for resolving Conflict, Guidelines for effective negotiation.

Unit4: Emerging Challenges

- a) Stress Management & Organizational Culture – Meaning of Stress, Work stress Model, Sources of Stress, Psychological Disorders, Stress Management and coping strategies and Impact of stress on and Performance, Organizational culture – Cultural Dimensions, Types, Values and vision creating and sustaining culture
- b) Workforce Diversity – Concept, Managing Diversity effectively, Ethical Behaviour in workplace, Managing Ethics at work place.



## **Elective 2**

**Programme Name: M.Com ( Business Management )**

**Course Name: Tourism Management**

### **Module 1**

#### **Unit 1 Introduction to Tourism Management**

- a) Tourism Concept, Characteristics Importance and Types of Tourism, Tourism Industry Concept, Structure and Components, Career options in Tourism.
- b) Tourism Destination Concept, Elements, Tourism Destination Planning Process and Importance.

#### **Unit 2 Tourism Products, Advertising and Promotion**

- a) Tourism Product Concept, Characteristics, Types, Tourism Product Planning- Need Tourism Pricing Influencing factors, Tourism Pricing Policies,
- b) Tourism Promotion: Importance, Elements of Tourism Promotion, Role of Advertising, Promotional Plan Implementation Procedure, Incredible India Campaign.

### **Module 2**

#### **Unit 3 Travel agency and International tourism**

- a) Travel Agency and Tour operators Definition and Differentiation, Types, Importance and Functions of travel agency, Tourism business setting process, Types of tourism organization to be set up : Proprietorship, Partnership, Franchise,
- b) Approval from Ministry of Tourism and IATA, International Tourism Concept, Importance, Role of Institutions and organizations in promoting International Tourism WTTC , IATO, TAAI, ITDC.

#### **Unit 4 Tourism Development**

- a) Government incentives for Tourism Development and Promotion, Factors influencing growth of Tourism Industry in India, Major Tourism schemes of Government of India- Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Prime force in expansion of tourism, Approaches to Sustainable Tourism



## **Elective 4**

**Programme Name: M. Com ( Business Management )**

**Course Name: Supply Chain Management**

### **Unit 2 Perspective Supply Chain Management (SCM)**

- a) Global and Indian perspectives- Measuring and analysing the value and efficiency of global Supply Chain Networks, Global market forces, Types of global supply chain,
- b) Customer Perspectives: Economic effects of supply chains, Customer values, Role of customers and Ways of improving customer services in SCM.

### **Module 2**

#### **Unit 3 Logistics Management**

- a) Concept and Process of Logistics Management, Three C's, Reverse Logistics, Importance of Inventory Control, Bull-whip effect, Transport Functions, Forms of Transport Infrastructure, Warehouse Functions
- b) Importance of Consumer and Industrial Goods Packaging, Factors influencing Materials Planning, Preservation, Safety and Measures of Materials Handling



# Elective - 6

**Programme Name: M.Com. (Business Management)**

**Course Name: Personality Development and Soft Skills**

## **UNIT-1 Personality Development**

- a) **Personality- Definition, Personality traits, Determinants of Personality, Classic and modern Theories of Personality- Gordon Allports Trait Theory, Myers-Briggs Type Indicator**
- b) **Personality Development- Introduction and importance , Health- Physical, Mental and Social health, Stress Management and Stress coping ability, Values and culture, Self Confidence and interpersonal relations, leadership skills, Problem solving, conflict resolution and decision making, achievement motivation, goal setting and risk taking**

## **UNIT-2 Personality and Emotions**

- a) **Personal Attributes, Attitude & Behaviour , Emotional Intelligence, Five factor EI- Social Awareness, Self Regulation, Motivation, Empathy and Social Skills, Personal Hygiene and dressing sense, Postures and gestures, Body Language, Good manners and Character building**
- b) **Emotional Intelligence, Intellectual Quotient and Job Performance , Perception- Meaning , Factors influencing Perception , When perception fails, Learning- Meaning, Theories of Learning – Social learning theory, Reinforcement theory, , Types of reinforcement, Cognitive learning, insight learning, Imitation learning**

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## **MODULE 2:**

**2 credits**

### **UNIT-3 Soft Skills**

- a) **Definition of Soft skills, Soft Skills VS Hard Skills, Soft Skills and Multiple Intelligence, Howard Gardners Theory of Individuals and Distinct Kinds of Intelligence, Soft Skills – Listening Skills, Assertiveness Skills, Communication Skills, Dimensions of Soft Skills- Attitude, Communication and Etiquettes,**
- b) **Language Skills- Listening, Types of Listening, Fluency and Accuracy in speaking, Conversation skills- Oral communication, Barriers to effective communication, Reading skills- Types of reading, Strategies to develop reading, Writing- Types of writing, Qualities of good writing , Vocabulary building, Voice modulation and impactful speaking**

### **UNIT-4 Etiquettes and Job success**

- a. **Creative thinking, Values- nature and classification of values-moral, aesthetic, social and spiritual , role of teacher in moral education of students, Presentation skills , Role of Social media, AI and Chat GPT in soft skills development, Research and soft skills development**
- b. **Business Etiquette and social etiquettes, Netiquette- respectful communication on internet, Resume Writing, how to write Application letter, How to face interviews, rules to follow in Group Discussion and Debates , Job/Career success**



**Programme Name: M. Com (Business Management )**  
**Course Name: Research Methodology In Commerce and Management**

## **Module 1**

### **Unit 1 Introduction to Research**

- a) **Meaning of Research, Need and Scope of Research in Social Sciences, Humanities, Commerce and Management, Types of research- Basic, Applied, Descriptive, Analytical, Casual and Empirical Research.**



***Revised Syllabus of Courses of  
Master of Commerce (M.Com) Programme at Semester III  
(To be implemented from Academic Year- 2017-2018)***

3	<b>Deductions u/s 80 and Exclusions from the Total Income</b>
	<ul style="list-style-type: none"><li>• Deductions: 80C, 80CCF, 80D, 80DD, 80DDB, 80E, 80U</li><li>• Exclusions: Exemptions related to Specific Heads of Income to be Covered with Relevant Provisions, Agricultural Income, Sums Received from HUF by a Member, Share of Profit from Firm, Income from Minor Child, Dividend</li></ul>



**Revised Syllabus of Courses of  
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(To be implemented from Academic Year- 2017-2018)**

**Group B: Business Studies (Management)**

## 1. Human Resource Management

SN	Modules/ Units
1	<b>Human Resource Management</b>
	<ul style="list-style-type: none"> <li>Human Resource Management (HRM). – Concept, Traditional HRM v/s Strategic HRM, Objectives of HRM, Organisation Structure of HRM Department - <b>Changing Role of H.R. Manager.</b></li> <li>Human Resource Planning- Concept, Factors affecting HRP, Information Management in HRP – HRIS (Human Resource Information System), Job Analysis, Psychological and Behavioural Issues in HRP.</li> <li>Recruitment and Selection of managerial personnel - Factors affecting recruitment process, Role of Recruitment agencies, Online process of selection.</li> </ul>
2	<b>Human Resource Development</b>
	<ul style="list-style-type: none"> <li>Training and Development - Designing of the effective training programme, Evaluation of the effective training programme, Challenges before trainers, Management Development Programme – Techniques.</li> <li>Performance Appraisal- Process, Guidelines for conducting appraisal Interviews, Ethical aspects in performance appraisal.</li> <li>Career Advancement and Succession Planning- Self-Development Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal, Succession Planning- Problems and Issues, Culture as a factor in Succession Planning..</li> </ul>
3	<b>Latest Development in H.R.M. And Labour Legislation</b>
	<ul style="list-style-type: none"> <li>Industrial Relation Act – Prominent features and recent changes in Trade Union Act 2016, Factories Act 1961, Industrial Disputes Act 1950.</li> <li>Prominent features and recent changes to Child and Women Labour Act 1986, Social Security Act 2016, Prevention of Sexual harassment Act, 2013.</li> <li>Prominent features and recent changes to Employees Acts like payment of Gratuity Act 2015, Provident Fund Act 1952, Minimum Wages Act 2016 and Payment of Wages Act 1991, Workmen Compensation Act 2014/ESI Scheme.</li> </ul>
4	<b>Emerging Issues In H.R.M</b>
	<ul style="list-style-type: none"> <li>Health and Safety – Safety measures and safety programmes, Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees</li> <li>Work life balance – Need and Importance, Employee Engagement, Managing Millennials (Gen Y)</li> <li>Talent Management – Concept , Importance, Process, Talent Management and VUCA Environment (Volatility, Uncertainty, Complexity, Ambiguity), H. Practices at Global level</li> </ul>



**Revised Syllabus of Courses of  
Master of Commerce (M.Com) Programme at Semester III  
(To be implemented from Academic Year- 2017-2018)**

**Group B: Business Studies (Management)**

## 2. Rural Marketing

<b>1</b>	<b>Introduction to Rural Marketing</b>
	<ul style="list-style-type: none"> <li>Rural Marketing: Concept, Scope, Nature and Evolution of Rural Marketing, Rural Marketing Strategies-4P's, Rural Infrastructural Facilities – Warehousing, Cold Storage, Logistics.</li> <li>Indian Rural Market: Profile, Rural Vs Urban Market, Importance of Branding, Scope and Importance of Transportation Networking in rural markets.</li> <li>Problems of Rural Consumer: Adulteration, Short Weight and Measures, Unfair Warranties and Guarantees, Unreasonable Pricing, Challenges and Future of Rural Marketing</li> </ul>
<b>2</b>	<b>Consumer Behaviour and Rural Marketing</b>
	<ul style="list-style-type: none"> <li>Consumer Behaviour: Characteristics of Buying Behaviour- Awareness, Understanding, Consumer Purchase Decision, Importance of Rural Marketing Communication, Salesmen Influence.</li> <li>Government Schemes: Rural Development Programmes and Schemes of Government, Entrepreneurship Development Programme, Role of Food Corporation of India (FCI), Role of <a href="#">Khadi and Village Industries Commission (KVIC)</a>.</li> <li>Role of Banks in Rural Marketing: Role of Agricultural Cooperative Banks, Commercial Banking for Rural Marketing</li> </ul>
<b>3</b>	<b>Agricultural Marketing</b>
	<ul style="list-style-type: none"> <li>Agricultural Marketing- Importance, Prospects and Issues, Role of Cooperatives and Self Help Groups (SHG) in Rural Marketing</li> <li>Commodity Boards: Role and Contribution of Commodity Boards in generating revenue to government and employment in rural India.</li> <li>Agricultural Exports: Composition and Contribution of Agricultural Exports in generating revenue for India- Food Grains, Organic products, Marine Products, Role of Agricultural &amp; Processed Food Products Export Development Authority (APEDA)</li> </ul>
<b>4</b>	<b>Recent Trends in Rural Marketing</b>
	<ul style="list-style-type: none"> <li>E- Commerce: Importance of E-Commerce and Impact of E- Marketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing.</li> <li>Information Technology: Impact of IT in Agricultural Marketing, E-Chaupal, Project Shakti, Web-casting-online training and guidance to farmers.</li> <li>Online Marketers: Role of Online Marketers, Growth and Challenges</li> </ul>



**Revised Syllabus of Courses of  
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**Group B: Business Studies (Management)**

## 3. Entrepreneurial Management

SN	Modules/ Units
1	<b>Entrepreneurship Development Perspective</b>
	<ul style="list-style-type: none"> <li>• Entrepreneurship – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure.</li> <li>• Entrepreneurial Culture -Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture.</li> <li>• Theories of Entrepreneurship- Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness</li> </ul>
2	<b>Creating Entrepreneurial Venture</b>
	<ul style="list-style-type: none"> <li>• Entrepreneurial Environment- Significance, SWOC Analysis, Problems of Entrepreneurship</li> <li>• Financial Analysis of Entrepreneurial Venture- Significance, Tools of Financial Analysis, Sources of development finance</li> <li>• Social Entrepreneurship- Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India.</li> </ul>
3	<b>Project Management</b>
	<ul style="list-style-type: none"> <li>• Project - Concepts and Classification of Project, Search of Business Idea, Project Cycle.</li> <li>• Project formulation-----Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM.</li> <li>• Project Management – Concept, Phases, Project Identification and Project Feasibility Analysis.</li> </ul>
4	<b>Assistance and Incentives for Promotion and Development of Entrepreneurship</b>
	<ul style="list-style-type: none"> <li>• Incentives – Need, Promotion and development Entrepreneurship-Types of Assistance and incentives -Fiscal, Financial, Promotional, Marketing, and Organisational.</li> <li>• NPSD - National Policy for Skill Development and Entrepreneurship 2015.</li> <li>• Institutions in aid of Entrepreneurship Development - The National institute for Entrepreneurship and small business development, District Industries Centre (DIC), National Alliance of young Entrepreneurs</li> </ul>



***Revised Syllabus of Courses of  
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***Group B: Business Studies (Management)***

## 4. Marketing Strategies and practices

3	<b>Market Environmental Trends &amp; Building Customer Value</b>
	<ul style="list-style-type: none"><li>• Environmental Analysis: Analysing the Macro Environment, Theories of Marketing- PESTLE Analysis, VRIO Analysis, Porter's Competency Model, and Customer Perceived Value (CPV).</li><li>• Customer Value: Applying Customer Value and Satisfaction, Customer Relationship Management (CRM)- Concepts and Techniques</li><li>• Customer Loyalty: Importance, Consumer Behaviour – Impact of Personal, Cultural, Social and Psychological Factors.</li></ul>
4	<b>Recent Trends in Marketing Strategies</b>
	<ul style="list-style-type: none"><li>• Emerging Strategies: 21<sup>st</sup> Century Marketing Strategies, Global Marketing Strategies, and Strategies for Entering Emerging Market.</li><li>• E-Marketing: Concept, Pros and Cons, Digital Marketing – Concept and features, Experiential Marketing – Concept and features, Hospitality Marketing Management.</li><li>• Social Marketing: Social Marketing - Importance, Barriers, Trends in Marketing Practices in India and across Globe.</li></ul>



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**Group B: Business Studies (Management)**

## 5. Organizational Behaviour

2	Foundation of Individual Behaviour
	<ul style="list-style-type: none"> <li>• Factors affecting Individual behaviour- Personal, Psychological, Organisation System, Environmental.</li> <li>• Personality &amp; Perception – Nature of personality, Determinants of personality, Personality Traits., Factors Influencing Perception, Managing perception Process, Perception and OB</li> <li>• Attitude – Nature , components , work related attitudes , Barriers to attitudinal Change, Measures to attitudinal change.</li> </ul>
3	Group Dynamics and Behaviour
	<ul style="list-style-type: none"> <li>• Group – Types of groups, Stages of Group Development, Group Decision making – Advantages and Problems.</li> <li>• Work place behaviour – Determinants of Group Behaviour, Power and Politics –Sources of Power, Types of Organisational politics.</li> <li>• Conflict – Levels of Conflict, Strategies for resolving Conflict, Guidelines for effective negotiation.</li> </ul>
4	Emerging Challenges
	<ul style="list-style-type: none"> <li>• Stress Management – Sources, Effects, Strategies, Stress and Performance.</li> <li>• Organisation culture – Cultural Dimensions, Creating Organisational Culture, Maintaining Organisational Culture.</li> <li>• Workforce Diversity – Concept, Managing Diversity effectively, Ethical Behaviour in workplace, Managing Ethics at work place.</li> </ul>



***Revised Syllabus of Courses of  
Master of Commerce (M.Com) Programme at Semester III  
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***Group B: Business Studies (Management)***

## 5. Organizational Behaviour

SN	Modules/ Units
1	<b>Overview of Commercial Banking in India</b> A) Overview of Commercial Banking in India - Role and Functions of Commercial Banks, Introduction to Bank Management, Management of Banks in Rural Areas. B) Customer Relationship Management in Banks - Meaning and Objectives of CRM in banks, Strategies for Expanding Customer Base, Banking Ombudsman Scheme, Customer Retention , Handling Customer Grievances C) Services to Different Categories of Customers - Retail, Corporate, International and Rural.
2	<b>Credit Management in Banks</b> A) Credit Management in Banks – Principles of Sound Bank Lending, Loan Policy, Compliance with RBI guidelines, Credit Appraisal and Credit Decision Making, Monitoring and Review of Loan Portfolio, Management of Non-Performing Assets (NPAs), Classification of NPAs, Debt Restructuring- SARFAESI Act, 2002. B) Bank's Investment Policy – SLR Requirements & Non-SLR Investments, Nature and Significance of Investment Management in Commercial Banks, Fundamental Principles of Security Investment, Management of Security Investment, Reviewing Investment Portfolio and Organization of Investment Function in Bank
3	<b>Human Resource Management in Banks</b> A) Human Resource Management in Banks – Importance of HRM in Banks, Policies relating to Human Resource Development in India, Selection, Training, Pay Structure in Public Sector Banks and Private Sector Banks , Workers Participation in Management, Motivations and Morals, Performance Evaluation, Promotion, Transfer Policy and VRS schemes in Public Sector Banks
4	<b>Evolving Trends in Modern Banking</b> A) Evolving Trends in Modern Banking – Internet Banking, Mobile Banking, EFT services, Outsourcing of Non-core Services, Mergers and Acquisitions in Banking Sector. B) Financial Inclusion – Need and Importance of Financial Inclusion, Micro Credit SHGs, RBI Guidelines for Micro Credit, Portfolio Securitization, SHG-2, NRLM and SRLM, Priority Sector and its Classification.



***Revised Syllabus of Courses of  
Master of Commerce (M.Com) Programme at Semester IV  
(To be implemented from Academic Year- 2017-2018)***

***Group B: Business Studies (Management)***

## **2. Advertising and sales Management**

2	<b>Creativity, Social and Regulatory Framework of Advertising</b>
	<ul style="list-style-type: none"><li>▪ Creativity &amp; Research: Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods.</li><li>▪ Society: Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising</li><li>▪ Regulatory framework of advertising: Legal Framework of Advertising, Role of Information and Broadcasting Ministry (IBM), Self-Regulatory Bodies – Advertising Standards Council of India (ASCI) and Indian Broadcasting Foundation (IBF)</li></ul>



***Revised Syllabus of Courses of  
Master of Commerce (M.Com) Programme at Semester IV  
(To be implemented from Academic Year- 2017-2018)***

***Group B: Business Studies (Management)***

**5. Management of Business Relations**

**3 Employee Relationship Management**

- **Employee Relationship Management** - Concept, Objectives of Employee Relations , Approaches to Employee Relations,
- Role of Employee Relations Manager, Prospects & Importance of Industrial Relations, Problems & Challenges of Employee Relations, Key Drivers for shifting from Industrial Relations to Employee Relations,
- Strategic Framework for ERM, Factors influencing ERM, Essentials of an effective ERM, ERM strategy.



## **Semester- I**

### **Course Code :PAFTNMP 101**

## **WRITING FOR MEDIA**

### **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**

**Are 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.



**Course Code :PAFTNMP 206**

## **NEW MEDIA THEORY AND PRACTICE**

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

Visions

Histories

Mediation

### **UNIT- 2 : TECHNOLOGY: 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



# Course Code :PAFTNMP 206

## NEW MEDIA THEORY AND PRACTICE

### 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, Proximity 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 lighting, 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,** Screen Grammar, Seeing with a Moviemaker's Eye, Shooting Projects.



## MARKETING AND PUBLICITY DESIGN

### Objectives:

- To introduce the concept to film marketing and publicity design.
- To educate about the importance of marketing in today'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.

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**Unit-II: 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 myopia and marketing orientations, distinction between selling and marketing. Marketing Mix, 4Ps, 7Ps, 4Cs.

**Unit –II: Marketing Environment:** Company's Micro and Macro Environment and the changes happening, Challenges due to environment changes. Analyzing the environment- Porter's 5 forces, 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 Warehousing.

**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.

