Nirmala Memorial Foundation College of Commerce and Science

(Autonomous)

Re-accredited by NAAC with B++, ISO 9001-2015 Certified, Recognised under section 2(f) & 12(B) of the UGC Act 1956

Permanently Affiliated to the University of Mumbai,

Syllabus

Bachelor of Arts in Multimedia and Mass Communication

(B.A. (MULTIMEDIA AND MASS COMMUNICATION))

(Programme Code: UGMMC01)

As Per New Education Policy (NEP) 2020

(To be implemented from the Academic Year 2025-2026)
Approved in the Academic Council Meeting held on 5th July 2025

INTRODUCTION OF THE PROGRAMME

The Bachelor of Arts in Multimedia and Mass Communication is a comprehensive four-year degree program designed to provide students with practical, industry-relevant media education. It aims to nurture the next generation of media professionals equipped to thrive in a rapidly evolving media landscape.

AIMS

To deliver a strong foundation of knowledge while instilling values of integrity, credibility, and social responsibility
To prepare students for dynamic careers across various domains of media and related industries such as communication, advertising, public relations, journalism, and research

OBJECTIVES

- To equip learners with essential professional skills for careers in the entertainment sector, including cinema, television, OTT platforms, and digital media

- To foster self-confidence, professional identity, and a sense of responsibility within the media ecosystem

- To develop a deeper understanding of the relationship between communication/media theories and diverse individual, social, and professional practices

PROGRAM OUTCOME

Upon successful completion of the program, learners will:

1. Learners will be able to understand the basic concepts of mass communication, media, and how communication shapes society

2. Students will develop effective communication skills in reading, writing, speaking, and listening, useful in media-related careers

3. To help learners apply digital tools such as Google Workspace and multimedia software in real-world media tasks

4. To enable students to analyze current events and media trends with critical thinking and awareness

5. Learners will demonstrate social responsibility and ethical behavior in their media and communication practices

SEMESTER II
COURSE STRUCTURE

VERTICAL		COURSE CODE	SUBJECT	CREDIT
Vertical 1	Major	NUMM201	Basics of Radio & TV	**4**
	Major	NUMM202	Introduction to New Media	**2**
Vertical 2	Minor	NUMM203	Introduction to Journalism	2
Vertical 3	OE1	NUMM204	Social Media Marketing	4
Vertical 4	VSC	NUMM205	Translation Skills	2
	SEC	NUMM206	Introduction To Computers – II	2
Vertical 5	AEC	NUEN201	Communication Skills in English II	2
	VEC	NUES201	Environmental Systems and Management II	2
	IKS		*****	
Vertical 6	CC	NUCC202	Foundation of Performing and Fine Arts	2
			Total Credits	**22**

Vertical – I

Mandatory Courses

Name of the Course: Basics of Radio & TV

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Basics of Radio & TV introduces students to the principles, history, and functioning of radio and television broadcasting. It covers production techniques, scripting, formats, and roles of key personnel. The course emphasizes practical understanding of audio-visual media, helping students grasp content creation, transmission, and audience engagement in broadcast communication
2	**Vertical :**	Major
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) a) To introduce the learners to the history and basic concepts of radio and television b) To equip the learners with knowledge of evolution and development of radio and television c) To familiarize the learners with important facets of News, Non-fictional Formats and guidelines for writing for Broadcast Media d) To apprise them of emerging trends –mobile technology, social media and Web e) To provide updates about the latest in digital storytelling, current and emerging trends in electronic media	
8	**Course Outcomes**: (List some of the course outcomes) CO1) Understand the origins and evolution of radio and television CO2) Appreciate diverse aspects of growth of radio and television CO3) Obtain analytical insights into new trends related to mobile technology, social media and Web CO4) Gain knowledge about digital storytelling and the latest trends in electronic media	

	CO5) Get acquainted with different aspects of news and audio and video brief

9	**Modules**:- Per credit One module can be created
	Module 1: Evolution and growth of Radio & Television
	A. Evolution and growth of radio Satellite radio – The evolution & growth AIR and Community radio Internet radio & Private FM Channels broadcast on Internet B. Evolution and growth of TV Evolution and growth of Private and Satellite Channels Growth of private International, National, Regional TV Networks and fierce Competition for ratings HDTV telecast Proliferation of DTH services. Regional channels A. Rise of regional channels and Importance of regional channels in India & Globally Trends in regional radio and Television channels.
	Module 2: News, Non-fictional Formats and Writing for Broadcast Media
	A. TRP–breaking news on television and the TRP race B. Interviews–Radio and Television interview technique C. Anchoring–qualities of good anchor, voice modulation D. Radio Jockey–Understanding your audience first, voice modulation, clear diction, accurate pronunciation E. Scripting – Scripting for – Interviews/Documentary/Feature/Drama/Skits on Radio and TV
	Module 3: Emerging Trends –Mobile technology, social media and Web
	A. Content Creation and the Business of OTT Platforms like JioHotstar, Sony Live, Netflix B. Social Media Marketing – Organic (Content Strategy, etc) & Paid (Influencer Marketing, etc) C. Digital News Platform, Storytelling in 60 Seconds; Creation of Digital Bytes for Gen Z & Alpha Rise of Digital Newsletter Platforms like Substack and their Business Models
	Module 4: Digital storytelling, Current and Emerging trends in electronic media
	Story idea Development and presentation Web Series 24/7newsbroadcast–Features/Audience effectiveness, advertisements and dumbing down of News Convergence and Multimedia–Use of Facebook and twitter handles by Radio and TV channels

	Elements and features of new media, Technologies used in new media,	
10	**Reference Books:** 1. Mass Communication Theory: Denis Mcquail 2. The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education) 3. Broadcast Journalism: Techniques of radio and Television News (Sixth Edition): Andrew Boyd, Peter Stewart, Ray Alexander 4. Art Cinema and India's Forgotten FuturesFilm and History in the Postcolony: RochonaMajumdar 5. Mass Media and Communication: Dr.AvinashChiranjeev 6. Growth and Mass Communication in India: Keval J Kumar Development of Mass Communication in India: John V. Vilanilam 7. Beginners' Guide to Journalism & Mass Communication: Barun Roy 8. Mass Communication Journalism in India: D S Mehta 9. Mass Communication Theory: Foundations, Ferment, and Future: Stanley J. Baran, Dennis K. Davis 10. Cinema & Television: Jacques Hermabon and Kumar Shahan 11. New Insights in Mass Media: K.B. Datta 12. India's Communication Revolution: ArvindSinghal and Everett Rogers. 13. The Telecom Revolution In IndiaTechnology, Regulation, and Policy: Varadharajan Sridhar 14. The Basics of Interpersonal Communication: Scott McLean 15. Lectures on Mass Communication: S Ganesh. 16. Media Convergence: Tim Dwyer 17. Media Effects: W. James Potter 18. Indian Mass Media and the Politics of Change: AngadChowdhry, MattiPohjonen, Meenu Gaur, SomnathBatabyal 19. Media and ModernityA Social Theory of the Media: John B. Thompson	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**

12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Explain the Concepts (any five out of eight)	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,

10 marks Viva,

10 marks Class Participation and Attendance

Name of the Course: Introduction to New Media

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Introduction to New Media explores the evolution and impact of digital technologies on communication. It covers social media, websites, blogs, podcasts, and mobile platforms. The course examines how new media transforms storytelling, audience interaction, and information sharing, emphasizing participatory culture, convergence, and the shift from traditional to digital communication landscapes.
2	**Vertical :**	Major
3	**Type :**	Theory
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) a) To enable the learners to describe historical development of new media & distinguish it from traditional media. b) To enable the learners to identify and compare various new media platforms, explain their communication functions and user dynamics. c) To enable them to examine how interactivity and user generated content shape the production and consumption of media in digital spaces. d) To equip the learner with the required knowledge of monetization methods like influencer marketing, ad revenue, subscription models & branded content in the new media ecosystem. e) To enable learners to explore and evaluate the impact of emerging technologies—such as IoT, AR/VR, big data, and online gaming—on media content creation, audience engagement, and communication strategies.	
8	**Course Outcomes**: (List some of the course outcomes) CO1) Students will demonstrate foundational understanding of the historical, theoretical, and functional aspects of new media. CO2) Students will be able to classify forms of new media (e.g., blogs, vlogs, social media) and explain how they are used for content creation and interaction. CO3) Students will critically examine how participatory culture transforms traditional one-way communication into dynamic two-way or multi-directional exchanges.	

	CO 4) The Learner develops basic managerial skills such as leadership skills, decision making, organizing. CO5) Students will identify business practices such as ad revenue, influencer marketing, and subscription-based services. CO6) Students will be able to critically analyze how immersive technologies and data-driven innovations are transforming media platforms, user experiences, and content strategies in the digital communication ecosystem

9	**Modules**:- Per credit One module can be created
	Module 1: Understanding New Media
	1.1New Media- Definition and Scope **1.2Evolution of New Media**- Traditional Media vs New Media **1.3 Role of New Media**- Media Convergence & Role of New Media in Mass Communication
	Module 2: International Issues and Technology
	2.1Overview of Platforms – Blogs, Vlogs, Podcasts & Social Media **2.2 Decoding Platforms:** User Behaviour & Platform-specific Content. **2.3 Storytelling in Digital Spaces-** Instagram, Youtube& Podcasts
	Module 3: Interactivity, Collaboration & Monetization
	3.1Interactivity– Interactivity and User Generate Content **3.2 Changing Media Roles –** From Audience to Prosumer **3.3 New Media Culture-** Comment Culture, Memes, Remixing & Trends **3.4Collaboration** – Collaborative tools & Teamwork in Digital Media Projects **3.5 Monetization-** Influencer Marketing, Branded Content, Subscriptions, Ad Revenue
	Module 4: Immersive Media & Data-Driven Innovations
	4.1Internet of Things (IoT) in Media- Smart Devices, Personalized Advertising **4.2 AR & VR-** Immersive Storytelling & Marketing **4.3 Big Data in Media-** Content Optimization, Sentiment Analysis & Recommendation Systems

	4.4 Online Gaming- E-Sports, Game Streaming, In-Game Advertising & Social Engagement	
10	**Reference Books:** • "New Media: A Critical Introduction" – Martin Lister et al. Routledge India • "Mass Communication in India" – Keval J. Kumar, Jaico Publishing House • "Social Media Marketing" – Seema Gupta, McGraw Hill India • "Participatory Culture in a Networked Era" – Henry Jenkins, Mizuko Ito, Danahboyd, Polity Press • "Influencer: Building Your Personal Brand in the Age of Social Media" – Brittany Hennessy, HarperCollins India • "Artificial Intelligence for Media" – Francesco Marconi, Columbia University Press • "Augmented Human: How Technology Is Shaping the New Reality" – Helen Papagiannis, O'Reilly Media • "Data Science for Media and Entertainment" – Maya R. Gupta et al. Wiley • "Emerging Trends in Media and Communication" – Edited by Sudhir Pachauri, Kanishka Publishers	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 30 MARKS **Time: 1 hr**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study/ Theory	15 marks
Q 2	Practical/ Theory	15 marks

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (20 MARKS):

10 marks Assignment,

05 marks Viva,

05 marks Class Participation and Attendance



Vertical – II

Name of the Course: Introduction to Journalism

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course provides a comprehensive overview of journalism, tracing its historical roots and evolution from traditional print to modern digital platforms. Students will explore the core principles of journalism, its societal role, and the structure of news organizations. The course emphasizes practical skills in news reporting and writing, including techniques like the inverted pyramid, beat reporting, and fact-checking. It also examines the influence of emerging technologies, citizen journalism, and the ethical challenges faced in the digital age..
2	**Vertical :**	Minor
3	**Type :**	Theory
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) a) To introduce the basic concepts in Journalism and provide knowledge about the various aspects and latest developments in the field of Journalism b) To give inputs that help identify skills suitable for aspiring to a career in Journalism	
8	**Course Outcomes**: (List some of the course outcomes) After completion of the course, learners would be able to: CO1: Help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness CO2: Look up to Journalism as a prospective career for them	

9	**Modules**:- Per credit One module can be created
	Module 1: Fundamentals of Journalism

	1.1 Brief history of Journalism 1.2 Professional ethics and standards of journalism 1.3 Duties and responsibilities of the journalist 1.4 Freedom of the press and its limitations 1.5 New media with special reference to rise the Citizen Journalism 1.6 News and its process a. Definition of News, b. The news process from the event to the reader c. What makes a good story d. Anatomy of a news story e. Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc 1.7 Principles and formats a. What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity b. Criteria for news worthiness c. Hard News / Soft News and blend of the two News Reports, Features Editorials Data journalism and fact-checking tools	
	Module 2: Organizational structure of a newspaper and career prospects in Journalism	
	2.1 Organisational structure of the newspaper a. Editorial b. Advertising c. Circulation d. Research and Reference 2.2 Career in Journalism Reporter, Feature Writer, Mojo, Data journalist, Real-time journalist, investigative journalist, rural journalist, In-depth journalist, lifestyle journalist 2.3 Covering an event a. Capturing the right pictures for a photo feature Writing Headline, captions and lead	
10	**Reference Books:** 1. Krishnamurthy, History of Indian Journalism. 2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition 3. Recommended reading Nalin Mehta on Indian TV 4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism. 5. Introduction to Journalism: Essential Technique Richard Rudin 6. Introduction to Journalism: Carole Fleming 7. Sethi Patanjali, Professional Journalism.	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**

12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 30 MARKS **Time: 1 hr**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study/ Theory	15 marks
Q 2	Practical/ Theory	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (20 MARKS):

10 marks Assignment,

05 marks Viva,

05 marks Class Participation and Attendance

Vertical – III

Open Elective

Name of the Course: Social Media Marketing

Sr. No.	Heading	Particulars
1	**Description the course:**	This course equips students with essential knowledge and practical skills to plan, implement, and optimize effective social media and digital marketing strategies. It combines theoretical concepts with hands-on activities to prepare students for real-world marketing challenges in today's fast-evolving digital landscape.
2	**Vertical:**	**Open Elective (OE)**
3	**Type:**	**Theory**
4	**Credits:**	**4 credits**
5	**Hours Allotted:**	**60 Hours**
6	**Marks Allotted:**	**100 Marks**
7	**Course Objectives:** 1. To provide students with a comprehensive understanding of social media marketing principles, strategies, and best practices. 2. To understand diverse social media platforms, their features, audiences, and advertising functions. 3. To develop practical skills to create, manage, and optimize social media marketing campaigns across platforms. 4. To learn to analyze social media metrics and apply data-driven insights to refine marketing strategies and improve campaign performance.	
8	**Course Outcomes (CO):** After completion of the course, learners would be able to: **CO1:** Solidly understand social media marketing concepts like audience targeting, content creation, engagement, and campaign measurement. **CO2:** Effectively choose social media platforms based on their strengths, weaknesses, and specific marketing goals. **CO3:** Proficiently use social media management and advertising tools to run effective marketing campaigns. **CO4:** Analyze social media metrics to evaluate campaign performance, pinpoint areas for improvement, and make data-driven decisions.	
9	**Modules:-** **Module 1 (15 hours): Introduction to Social Media Marketing**	
	Social Media Marketing ● Definition and purpose of Social Media Marketing (SMM) ● Importance of SMM in the digital landscape ● Overview of different social media platforms and their significance **Facebook Marketing** ● Creating and managing a Facebook business pages ● Strategies for engaging with the audience on Facebook	

	● Utilizing Facebook advertising tools and creating effective ad campaigns ● Practical: Create a Facebook business page for a fictional business and design a sample ad campaign
	Module 2 (15 hours): Introduction to Digital Marketing
	Linked In Marketing ● Leveraging LinkedIn for business marketing and networking Crafting a LinkedIn marketing strategy to reach the target audience ● Lead generation techniques and content strategy on LinkedIn ● Practical: Optimize your LinkedIn profiles and develop a sample content strategy for a professional networking scenario **Influencer Marketing** ● Understanding the role of influencers in social media marketing ● Identifying and collaborating with influencers to amplify brand reach and engagement ● Practical: Identify potential influencers for a given scenario and create a collaboration plan
	Module 3 (15 hours): Advanced Digital Marketing
	YouTube Marketing ● Optimizing video content for YouTube ● Promoting businesses through YouTube ads and sponsored content Monetization strategies and leveraging YouTube analytics for insights ● Practical: Create and upload a sample promotional video on YouTube and analyze its performance using YouTube analytics **Email Marketing** ● Understanding different types of emails and email marketing tools Building and managing mailing lists for effective email campaigns ● Implementing email marketing automation and analyzing email deliverability ● Practical: Design and send out a sample email campaign using an email marketing platform and analyze the campaign metrics
	Module 4 (15 hours): Advanced Digital Marketing Techniques
	Content Marketing and SEO ● Introduction to content marketing and its importance in SMM Creating and optimizing content for social media platforms ● Overview of SEO techniques for improving website visibility and Google rankings ● Practical: Create sample social media posts and develop a content calendar for a content marketing campaign, with a focus on SEO optimization **Emerging Trends and Web Analytics** ● Exploring new and emerging trends in social media marketing ● Understanding how to leverage trends like live streaming, augmented reality, and chatbots ● Introduction to web analytics and tools like Google Analytics ● Practical: Analyze website performance using Google ● Analytics and identify areas for optimization and improvement ● Open-Source Software – Canva, Figma
10	**Text Books** 1. Social Media Marketing – Vipul Prakashan 2. Social Media Marketing – Manan Prakashan

11 Reference Books

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Fundamentals of Digital Marketing, Punit Singh Bhatia, Pearson, 2nd Edition
3. "Understanding Digital Marketing: MarketingStrategies for Engaging the Digital
4. Generation", Damian Ryan, Calvin Jone. Kogan Page, 4th Edition
5. Digital Marketing, Seema Gupta, McGraw Hill Education, 2nd Edition

12	**Internal Continuous Assessment: 40%**	**Semester End Examination: 60%**

13 Continuous Evaluation through:

Particulars	**Marks**
Assignment	20
Attendance and Class Participation	10
Viva	10
Total	**40**

A Semester End Practical Examination of 2 hours duration for 60 marks as per the paper pattern given below.

14 Format of Question Paper: (Semester End Examination: 60 Marks. Duration:2 hour)

1. All questions are compulsory
2. Figures to the right indicate full marks.

Question no.	**Practical Question Based On**	**Marks**
Q1	Module 1	15
Q2	Module 2	15
Q3	Module 3 &4	15
Q4	Case Study	15
	TOTAL	**60**

Vertical – IV

Name of the Course: Translation Skills

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Translation Skills focuses on developing the ability to accurately translate texts between languages while preserving meaning, tone, and context. The course covers techniques, challenges, and ethics of translation across various domains like literature, media, and official documents. It enhances linguistic proficiency, cultural sensitivity, and effective cross-language communication.
2	**Vertical :**	VSC
3	**Type :**	Theory
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) c) To understand foundational concepts and key issues in Translation Studies d) To understand the application of linguistic disciplines in translation e) To understand various translation types, modes, and strategies f) To understand the role of translators and interpreters in intercultural communication g) To understand translation and interpreting in specialized fields	
8	**Course Outcomes**: (List some of the course outcomes) After completion of the course, learners would be able to: CO1) To identify and discuss basic concepts and problems in the area of Translation Studies CO2) To provide an opportunity for an in-depth and hands-on study of many areas of applied translation and linguistics (e.g., semantics, pragmatics, sociolinguistics, and others) in the context of interlingual and intercultural transfer of meaning CO3) To introduce the students to several modes and types of translation, as well as translation strategies and techniques CO4) To familiarize students with the role and functions of a translator/interpreter in the process of intercultural communication CO5) To introduce the students to concepts of translation/interpreting for specific purposes (legal translation and court interpreting; health care interpreting; conference interpreting; technical translation; literary translation; translation of advertising, entertainment, and journalism material	

9	**Modules**:- Per credit One module can be created	
	Module 1: Basics &Types Of Translation	
	A. What is Translation? How is it done in different modes and disciplines and application in media. B. Myths about Translation. Meaning of Faithful Translation (The Task of the Translator, Walter Benjamin's essay). C. Learning how to translate: Communicative translation. Transliteration as the failure of translation D. Formal translation and Word to Word translation: Verbal, literal and lexical level Semantic Translation E. Adaptation and Transfer of form or Inter-Media Translation: Media Transfer in fiction to film or drama to film and so on. Elements of Style. F. Use of imagery, non-verbal communication and intonation in translation.	
	Module 2: Translation And Adaptation	
	A. Translating biographies of important personalities fin cinematic or dramatic style. B. Film Adaptations: making films out of literary stories, fiction or plays	
	Module 3: Jobs As Translators	
	A. Roles and responsibilities B. New possibilities in Literature, National and International education, International Affairs, law, business, finance, science, technology and medicine	
10	Reference Books: 1. Handbook of visual communication, edited by Ken Smith/Sandra Moriarty/Gretchen Barbatsis& Keith Kenny 2. Visual communication theory and research by ShahiraFahmy, Mary Angela Bock & Wayne Wanta 3. Visual communication by Ralph Wileman	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation	

	4. Assignment	

SEMESTER END EXAMINATION: 30 MARKS Time: 1 hr

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study/ Theory	15 marks
Q 2	Practical/ Theory	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (20 MARKS):

10 marks Translating Biographies,

05 marks Language pair challenge,

05 marks Class Participation and Attendance

Name of the Course: Introduction to Computers II

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	Introduction to Computers II builds on foundational computer knowledge, focusing on advanced applications and problem-solving. The course covers database management, presentation tools, internet research, and basic troubleshooting. It enhances digital proficiency, enabling students to efficiently use technology for academic, professional, and creative purposes in an increasingly digital world.
2	**Vertical :**	SEC
3	**Type :**	Theory
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives a) Understand and apply advanced image editing tools using Adobe Photoshop for creative and professional visual compositions. b) Utilize Adobe Photoshop for creating vector-based graphics such as logos, symbols, and design assets. c) Gain proficiency in Adobe InDesign to develop effective layout designs for print and digital media, such as magazines and newspapers. d) Integrate design principles and software tools across multiple platforms to create cohesive visual communication projects.	
8	**Course Outcomes**: (List some of the course outcomes) CO1 Demonstrate proficiency in advanced photo editing using layers, masks, blend modes, and image effects in Photoshop. CO2 Create original artwork, logos, and typographic designs using Adobe Photoshop's tools and effects. CO3 Design publication-ready layouts (magazines, newspapers, brochures) using In Design's palettes, text tools, and styles. CO4 Export projects efficiently across software (Photoshop, In Design) with an understanding of formats, rendering, and platform requirements.	

9	**Modules**:- Per credit One module can be created
	Module 1: Photoshop: Advanced Image Editing

	1. Working with Multiple Images & Selections
	• Importing multiple images
	• Selection tools:
	  • Marquee (Rectangular, Elliptical)
	  • Lasso, Polygonal, Magnetic
	  • Quick Selection vs Magic Wand
	• Feathering and refining edges
	• Clone Stamp and Healing Brush Tool
	• Eraser and Background Eraser
	2.Image Effects and Correction
	• Burn and Dodge tools for exposure control
	• Smudge, Sharpen, and Blur for texture and focus
	• Eyedropper tool for color sampling
	• Swatches and custom color palettes
	• Image filters:
	  • Artistic, Blur, Distort, Stylize
	  • Gaussian Blur, Motion Blur
	3. Blend Modes & Advanced Layering
	• Overview of Blend Modes
	• Categories: Normal, Darken, Lighten, Overlay, Difference
	• Using Multiply, Screen, Soft Light, Overlay
	• Creating texture overlays and double exposure effects
	4. Creative Text and Typography in Photoshop
	• Type tools: Horizontal, Vertical, Type Mask Tool
	• Text formatting: Size, spacing, tracking, kerning
	• Using Glyphs
	• Creating image-in-text effects
	5.Creating a final design using all learned tools
	6.Understanding resolution (DPI), image size, and file quality

	Module 2: InDesign: Layout Software
	Unit 1: Introduction to InDesign Interface • Overview of desktop publishing (DTP) • Tools, Menus, Panels & Palettes • Workspace customization

	⍰ Document setup: Margins, Bleeds, Columns, Page sizes Unit 2: Working with Text and Typography ● Text frames: creation and linking ● Text flow across pages ● Paragraph vs Character styles ● Typography: leading, tracking, kerning, justification ● Text wrap around objects Unit 3: Working with Color and Styles CMYK vs RGB vs Spot colors Color Swatches, Gradients, Tints Unit 4: Multi-page Layouts & Master Pages ● Master Pages for page numbering and repeated design ● Auto page numbering ● Sections and chapters Page transitions for interactive PDFs	
10	**Reference Books:** • Photoshop Bible, McLeland ,Willey Publication • Adobe Illustrator Classroom in a book: Adobe House • InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe • Adobe Premiere Pro: Practical Video Editing • Dreamweaver: Web designing made easy: Todd Palamar ● "Digital Media Ethics" by Charles Ess ● "Social Media: Enduring Principles" by Regina Marchi & Douglas Kellner ● "AI for Media" by Francesco Marconi	
12	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
13	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 30 MARKS Time: 1 hr

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study/ Practical	15 marks
Q 2	Practical/ Theory	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (20 MARKS):

15 marks Assignment: Design & Layout of a Thematic Magazine Spread (Apply the tools and techniques learned in Photoshop and InDesign to create a visually appealing, print-ready two-page magazine layout.)

05 marks Class Participation and Attendance

Vertical – V

Course: Communication Skills in English II				**Course Code:**	
Teaching Scheme				**Evaluation Scheme**	
Lecture (Hours per week)	**Practical (Hours per week)**	**Tutorial (Hours per week)**	**Credit**	**Continuous Assessment (CA)(Marks - 20)**	**Semester End Examinations (SEE) (Marks- 30 in Question Paper)**
2	-	-	2	20	30

Learning Objectives:

a) To equip the learners with confidence and proficiency in spoken and written English in and professional and social context

b) To enhance confidence in public speaking, interpersonal exchanges and professional interactions

c) To enable the learners to adapt to diverse audiences, cultural frameworks and workplace setups

d) Toequip them with deftness in use of different digital platforms to communicate efficiently in every situation

Course Outcomes:

After completion of the course, learners would be able to:

CO1) Acquire proficiency in English for media-specific platforms and forums

CO2)Speak and write effectively for diverse media platforms

CO3)Enhance criticalabilities to present effective social media content

CO4)Understand the roles and functions of English in global media framework

CO5)To attain proficiency in understanding media trends at a global level

Outline of Syllabus:

Module	**Description**	**No of Hours**
1	Applied English for Professional Communication	15
2	Digital Communication Skills and Global Level Communication	15
Total		**30**

Module 1 Applied English for Professional Communication	1.1 **Professional English Language Development** • Vocabulary Building • Punctuation and Style • Close Reading of Content for Different Genre • Phrasal Verbs and Idioms • Business English for Letters, Emails, Reports • Paraphrasing 1.2: Essentials for Effective Communication • The Seven C's of Effective Communication • The 4 C's of 21st Century Skills • 'You' Attitude and Professional Etiquette • Conflict Management 1.3 **Public Speaking and Presentation Skills** • Organizing a speech • Presentation skills with visual aids like PowerPoint • Overcoming stage fright • Use of visual aids and storytelling	15
Module 2: Digital Communication Skills and Global Level Communication	1.1**: Digital Communication Skills** • Communicating in online platforms • Managing digital identity • Virtual meetings etiquette (Zoom, Teams) • Understanding Video scripts and Podcast Scripts • Social Media Marketing 1.2: **Digital Writing and Content Creation** • Writing Blogs, Articles, and Online Features • SEO Writing and Keyword Optimization • Writing for Social Media • Writing Captions, White Paperand Headlines 1.3 **Cross-cultural Communication** • Cultural Quotient and Cultural Intelligence	15

	• Cultural differences in communication styles • Global communication etiquette • Dining Etiquette in Professional and Social Setup	

References:
1. Effective Communication Skills" – by M.S. Rao
2. Mass Communication in India (4th Edition): Keval J. Kumar
3. Taylor, Grant. English Conversation Practice. 1967. Tata McGraw-Hill, 2013
4. Labade,Sachin,KatreDeepaetal. *CommunicationSkillsinEnglish*.OrientBlackswan, Pvt Ltd, 2021
5. Sethi, J. Standard English and Indian usage: Vocabulary and grammar. PHI Learning Pvt. Ltd., 2011
6. The Secret of Viral Content Creation- Priyanka Agarwal
7. Mohan,RCSharmaKrishna.Business Correspondence and Report Writing. Third edition. Tata McGraw-Hill Education, 2002
8. Writing Skills For Technical Purposes: Raj Mohan Josh
9. Cross-Cultural Communication: Concepts, Cases and Challenges: Francisca O. Norales
10. Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content: Paul Lima
11. Excuse Me: The Survival Guide to Modern Business Etiquette: Rosanne Thomas
12. Business Etiquette: A Guide For The Indian Professional: ShitalKakkarMehra ·

INTERNAL EVALUATION METHODOLOGY (20 MARKS):

10 marks Assignment,

05 marks Viva,

05 marks Class Participation and Attendance

SEMESTER END EXAMINATION: 30 MARKS **Time: 1 hr**

Question Paper Pattern

Question		

No.	Questions	Marks
Q 1	Short Notes (Any 2 out of 4)	10 marks
Q 2	Attempt any one of the following A OR B	10 marks
Q 3	Attempt any one of the following A OR B	10 marks

Mapping
0 = No correlation
1 = Weak correlation
2 = Moderate correlation
3 = Strong correlation

Course Outcomes (CO)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1: Acquire proficiency in English for media-specific platforms and forums	2	3	0	2	2	2	2	2	1	2
CO2: Speak and write effectively for diverse media platforms	2	3	0	2	2	2	3	2	2	2
CO3: Enhance critical abilities to present effective social media content	2	2	0	3	3	3	3	3	3	3
CO4: Understand the roles and functions of English in global media framework	3	2	0	3	2	2	2	0	2	3
CO5: To attain proficiency in understanding media trends at a global level	3	2	0	3	3	2	3	0	3	3

Environmental Systems and Management-II

Sr. No.	Heading	Particulars
1	**Description of the course :**	This course introduces students to the vital link between the environment and the world of commerce. It offers an essential understanding of how ecological systems interact with economic activities, preparing future professionals to make informed, responsible decisions in business and society. **What They Will Learn**: • Ecosystems and Biodiversity: Understand the balance of natural systems and the economic value of biodiversity in sectors like agriculture, tourism, and healthcare. • Human Impact on the Environment: Analyze how industries, trade, and consumer behavior contribute to environmental challenges such as resource depletion, pollution, and climate change. • Sustainability and Commerce: Explore sustainable business practices and how commerce can play a role in achieving long- term environmental and economic goals. **Why It Matters for First Year Undergraduate Students:** In any specialization, environmental awareness is essential in today's global business environment. This course empowers students to: • Become socially responsible citizens: Make ethical decisions that consider environmental impact and sustainability. • Understand environmental challenges in business contexts: Gain insight into how issues like climate change, waste management, and pollution affect business operations, supply chains, and policy. • Explore emerging green career paths: Discover opportunities in environmental consulting, sustainable business strategy, and green entrepreneurship.
2	**Vertical :**	**VEC**
3	**Type :**	**Theory**
4	**Credit**:	**2 credits**
5	**Hours Allotted :**	**30 Hours**
6	**Marks Allotted**:	**50 Marks**
7	**Course Objectives**: • To provide knowledge on types of disasters and their impact on human life and the economy. • To equip students with the principles of disaster management and waste management strategies. • To promote understanding of sustainable development models and eco-friendly innovations. • To introduce key environmental movements, ethics, and legal frameworks relevant to environmental conservation.	

8	**Course Outcomes:** After studying this course students will be in position to : • To describe different types of disasters and outline the phases of disaster management. • To apply concepts of waste reduction, reuse, and recycling in real-life scenarios. • To evaluate sustainable development initiatives and propose eco-friendly business strategies. • To critically assess environmental movements, laws, and policies, and their role in conservation and management.
9	**Modules**:-
	Unit I: Dealing with Environmental Concerns • Concept and Classification of Disaster (Natural, Man-made and Hybrid Disaster). General effects of Disaster on Human Life- Physical, Psychological, Economic and Social • Disaster Management: Meaning and Phases of Disaster Management (Prevention, Mitigation, Preparedness, Response, and Recovery) • Waste Management: Meaning and Types of Waste (biodegradable, non-biodegradable, hazardous, e-waste, etc). • Waste Management- Reduce, Reuse, and Recycle Strategies in Daily Life
	Unit II: Sustainable Development and Environmental Conservation • Introduction to Sustainable Development: Meaning and Importance. Sustainable Development Goals (SDGs). Case Studies • Environmental Movements and Ethics: Chipko, Silent Valley, Bishnoi of Rajasthan. Role of Religion and Culture in Environmental Conservation. • Innovative Models: Eco Tourism, Green Marketing, Organic Farming, and Eco-Friendly Packaging • • Environmental Legislation and Policies: Major environmental laws and policies at national and international levels, and their effectiveness in environmental conservation
10	**References:** • 1. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI). • 2. Central Pollution Control Board Web page for various pollution standards. https://cpcb.nic.in/standards/ • 3. Masters, G. M., & Ela, W. P. (2008). Introduction to environmental engineering and science (No. 60457). Englewood Cliffs, NJ: Prentice Hall. • 4. Jørgensen, Sven Marques, Erik João Carlos and Nielsen, Søren Nors (2016) Integrated Environmental Management, A transdisciplinary Approach. CRC Press. • 5. Barrow, C. J. (1999). Environmental management: Principles and practice. Routledge. • 6. Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press. • 7. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press. • 8. UNEP (2007) Multilateral Environmental Agreement Negotiator's Handbook, University of Joensuu, ISBN 978-952-458-992-5 • 9. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions & Programmes. https://moef.gov.in/wp content/uploads/2020/02/convention-V-16-CURVE-web.pdf • 10. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions & Programmes. https://moef.gov.in/wp content/uploads/2020/02/convention-V-16-CURVE-web.pdf 11. India Code – Digital repository of all Central and State Acts: https://www.indiacode.nic.in/ 12. University Grants Commission, D.O.No.F. 14-5/2015(CPP-II) dated 2nd August1 2019. •

11	Internal Continuous Assessment: 40%	Semester End Examination: 60%
12	Project Work 15 Marks Attendance and Participation in Seminar, Workshop, and Activity, etc. 05 Marks	Report Submission based on Suggested Practical Activities by Faculty Members for 30 Marks.
13	Suggested Practical Activities: • A field visit to observe and identify different environmental components (e.g., land, water bodies, air, flora, fauna) in a local park or urban green space. • Develop a mini-awareness campaign (e.g., posters, short video, etc.) on a chosen environmental issue for their college or local community. • Report on an endangered species in India and the conservation efforts being undertaken. • Hands-on experiment involving simple water quality testing (e.g., pH, turbidity) of different water samples (e.g., tap water, pond water). • A debate or discussion on the role of individual actions vs. governmental policies in combating climate change. • Beach Cleaning Activity • Tree Plantation (One Student – One Plant) • Environment Conservation Activity	

Course Outcomes (CO)	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1: Acquire proficiency in English for media-specific platforms and forums	2	3	0	2	2	2	2	2	1	2
CO2: Speak and write effectively for diverse media platforms	2	3	0	2	2	2	3	2	2	2
CO3: Enhance critical abilities to present effective social media content	2	2	0	3	3	3	3	3	3	3
CO4: Understand the roles and functions of English in global media framework	3	2	0	3	2	2	2	0	2	3
CO5: To attain proficiency in understanding media trends at a global level	3	2	0	3	3	2	3	0	3	3



Vertical – VI

Name of the Course: Foundation of Performing and Fine Arts

Sr. No.	Heading	Particulars
1	**Description the course:**	**Introduction:** Understanding characters is foundational to authentic and impactful performances. **Relevance:** Essential for portraying realistic, emotionally resonant roles across media. **Usefulness:** Sharpens observation, empathy, and interpretation skills. **Application:** Applied in acting, theatre, storytelling, and screenwriting. **Interest:** Appeals to those curious about human behavior and dramatic storytelling. **Connection with Other Courses:** Connects with psychology, literature, and theatre studies. **Demand in the Industry:** Strong demand in theatre, television, film, and OTT platforms. **Job Prospects:** Actor, scriptwriter, dramaturg, drama coach.
2	**Vertical:**	**Co- Curricular**
3	**Type:**	**Theory and Activity**
4	**Credits:**	**2 credits**
5	**Hours Allotted:**	**30 Hours**
6	**Marks Allotted:**	**50 Marks**
7	**Course Objectives(CO):** ● To study the foundation and essentials skills of performing arts. ● To understand the trends in Indian art. ● To comprehend the modern art forms. ● To explore various career opportunities in fine arts and performing arts	
8	**Course Outcomes :** **CO 1:** Identify the skills required in performing and fine arts. **CO 2:** Explain the key concepts and historical trends in Indian art. **CO 3:** Analyse the transition from traditional to modern art forms in performing arts. **CO 4:** Develop and describe a range of career paths in the fine and performing arts.	

9

Syllabus

- Character Development and Analysis
- Emotional Exploration and Expression
- Fundamentals of Voice Modulation
- Career Options in Performing Arts

Contemporary and Modern Art

- Modern Trends in Indian Art
- Eminent Contemporary Artists of India
- Career Options in Fine Arts

10

Reference Books

1. Hennessey, B. (2019). The artist's career handbook: A guide to building your career as a visual artist. Allworth Press.
2. Mitter, P. (2001). Indian art. Oxford University Press.
3. Chekhov, M. (2002). To the actor: On the technique of acting. Routledge.
4. Plume. · Dehejia, V. (1997). Indian art. Phaidon Press. .
5. Chawla, K. (2010). Opportunities in fine arts careers. Vikas Publishing House.
6. Preece, R. (2011). Careers in art and design. Kogan Page.
7. Dalmia, Y. (2001). The making of modern Indian art: The progressives. Oxford University Press

11

Internal Continuous Assessment: 40%

Sr. No.	Particulars	Marks
1	Class Test	15
2	Attendance	05
	Total	**20**

12

Semester End Examination: 60%

External Examination (30 Marks) (Any Two)

Sr. No.	Particulars	Marks
1	Participation in Intra/ Inter collegiate Cultural Event/Competition. (Participation/ Organizing Team) (Minimum 02 certificates to be submitted)	15 marks each for a certificate
2	Certificate of participation or winning in the competition organized by any Club/Local/State/National Level Certificate or winning can also be considered.	
3	Participation in the Workshop and other cultural competitions.	
	Total	**30**

		
Chairperson (Head of the Department)	Department faculty	I/C Principal