

BOS Syllabus Sub- Committee Members		
1. Prof. Shobha Venkatesh (Convener) 2. Dr. Hanif Lakdawala (Course Expert) 3. Dr. Rinkesh Chheda (Course Expert) 4. Ms. Amrita Chohan (Industry Expert)		
Internal evaluation methodology		25 Marks
Sr no.	Project/Assignment	
1.	Presentation various topics learned	
2.	Writing Press release	
3.	Mock Press conference	
References:		
1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick 2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg 3. Principals of Public Relations-C.S Rayudu and K.R. Balan 4. Public Relations -Diwakar Sharma 5. Public Relations Practices- Center and Jackson 6. The Art of Public Relations by CEO of leading PR firms		

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Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MEDIA STUDIES
Paper	03 (DSC-C2) CORE VI
Course Code	BAMMC MS-303
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME

1. To provide an understanding of media theories
2. To understand the relationship of media with culture and society
3. To understand Media Studies in the context of trends in Global Media

COURSE CODE	COURSE NAME		
BAMMC MS-303	MEDIA STUDIES		
Syllabus			
Module	Topics	Details	Lectures
		Introduction	
1	Eras, relevance, connection to culture, Literature	<ul style="list-style-type: none"> • Era of Mass Society and culture – till 1965 • Normative theories-Social Responsibility Theory • Development media theory 	10

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

Berkeley: UC Press, pp.281-300.

- Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
- Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour - The free Press-1989. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001

ELECTIVE 02

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	BRAND BUILDING
COURSE CODE	BAMMC EABB 1502
PAPER	2 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC EABB 1502		BRAND BUILDING	
COURSE OUTCOME:			
1. 1. To understand the awareness and growing importance of Brand Building 2. 2. To know how to build, sustain and grow brands 3. 3. To know the various new way of building brands 4. 4. To know about the global perspective of brand building.			
MODULE	DETAILS		LECTURES
1	INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING		10
	1. Introduction to Brand Building	Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements	
	2. Brand Identity and Brand personality	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	

	3. Brand Positioning	Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy Basis	02
2	BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS		08
	1. Brand Leveraging	Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co- branding	
	2. Brand Strategies	Multi- branding, Mix branding, Hierarchy- Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.	
	3.Brand Equity and Models	Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	
3	BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE		10
	1. Brand Imperatives	Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.	
	2.Global Brands	Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization	
	3.Corporate image Building through brands	Corporate Image in Contemporary Management , Advertising and Corporate Image	
4	BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE		10
	1.Brand Building through Corporate Social Responsibility	CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand	
	2. Conception and Growth	Important factors in conception and various stages of growth and maturity of brands with various case studies	
	3.Branding in Different Sectors	Customer, Industrial, Retail and Service Brands	02
		TOTAL NUMBER OF LECTURES	48
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			25 MARKS

Sr. no.	Project/Assignment
01	Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness
1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF.DR. RINKESH CHHEDA (SUBJECT EXPERT) 3. PROF PAYAL AGARWAL (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT)	
References : 1. David, A Aker, Building strong brands, the free press, 1996 2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001 3. Brand management – the Indian context – Y L R Moorthi 4. Strategic Brand Management by Kevin keller, M.G Parameshwaran, Issac Jacob 5. Brand positioning – Strategies for competitive advantage – SubrotoSengupta 6. Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007 7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview 8. What great brands do Building Principles that Separate the ..Denise Lee john . 9. John Philip Jones, what’s in a brand-building brand equity through advertising, Tata McGraw Hill 10. Brand Equity: An Indian Perspective by SangeetaTrott (Author), Vinod V. Sople (Author)	

ELECTIVE 03

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	AGENCY MANAGEMENT
COURSE CODE	BAMMC EAAM 1503
PAPER	3 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAM 1503	AGENCY MANAGEMENT
COURSE OUTCOME:	

	TOTAL LECTURES		48
BOS SYLLABUS COMMITTEE MEMBERS			
1. DR. NAVITA KULKARNI- (CONVENER) 2. DR. PRIYADARSHINI PODDAR(SUBJECT EXPERT) 3. PROF GAJENDRA DEODA(SUBJECT EXPERT)			
INTERNAL EVALUATIONS			
Sr. no.	Project/Assignment	Reason/Justification	
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner	
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others	
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin	
REFERENCES:			
1) Ben Badgikian: Media Monopoly 2) India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers) 3) Advertising and Integrated Marketing Communications, (Kruti Shah) 4) Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles) 5) Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya) 6) Understanding Company Law, (Alstair Hudson) 7) Newspaper organization and Management (Rucket and Williams) 8) The paper tigers by Nicholas Coleridge 9) News Media Management: Mr P.K Ravindranath 10)Print Media Communication and Management by Aruna Zachariah 11)News Culture by Stuart Allan			

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	JOURNALISM and PUBLIC OPINION
COURSE CODE	BAMMC EJP 1B507
PAPER	7 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

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
PUBLIC OPINION AND THEORIES			
I	UNDERSTANDING PUBLIC OPINION AND THEORIES OF MEDIA.	1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion. 2. Media theories- 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]
POLITICAL OPINION AND POLICY MAKING			
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]
WARS AND CONFLICTS			
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]
SOCIO-ECONOMIC ISSUES			
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			48
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.			

*Revised Syllabus of Courses of B.Com. Programme at Semester II
with Effect from the Academic Year 2016-2017*

Skill Enhancement Courses (SEC)

6. Foundation Course - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
	Total	45

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
3	Ecology
	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
4	Understanding Stress and Conflict
	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
5	Managing Stress and Conflict in Contemporary Society
	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

*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

Modules at a Glance

Sr. No.	Modules	No. of Lectures
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*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

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	The Individual Behaviour	15
2	The Group Dynamics	15
3	The Organizational Dynamics	15
4	Organization Behaviour In Financial Services	15
Total		60

Sr. No.	Modules / Units
1	<p data-bbox="336 210 724 248">The Individual Behaviour</p> <p data-bbox="384 264 1422 405">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 data-bbox="384 412 1422 553">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 data-bbox="384 560 1422 629">C) Perception-Meaning, Factors Influencing Perception, Attribution Theory, Improving Perceptions- Johari Window, Empathy.</p> <p data-bbox="384 636 1422 808">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 data-bbox="384 815 1422 884">E) Individual Decision Making: How are Decisions made in organization, Decision Making process, Decisional Styles.</p>
2	<p data-bbox="336 927 639 965">The Group Dynamics</p> <p data-bbox="384 981 1366 1050">A) Group Communication: Importance, Corporate Communication – Need, Importance and Techniques of Corporate Communication.</p> <p data-bbox="384 1088 1358 1196">B) Power and Politics: Meaning of Power, Bases of Power, Power Tactics, Organizational Politics, Reasons for Organizational Politics, Managing Organizational Politics.</p> <p data-bbox="384 1234 1334 1303">C) Negotiations: Meaning, Process, Strategies, Third Party Negotiations, Crisis Negotiations, Focus Areas of Negotiations.</p> <p data-bbox="384 1341 1342 1411">D) Transactional Analysis Model: Types of Transactions, Ego states, Life Positions, Elaboration of Transactional styles.</p> <p data-bbox="384 1449 1302 1556">E) Virtual teams and Group Cohesiveness: Structure, Types, Stages in Management of Virtual teams, Features of Cohesive Groups, Effects/Consequences/Impact of Group Cohesion.</p> <p data-bbox="384 1594 1334 1702">F) Group Decision-Making: Advantages, Disadvantages, Assumptions, Managing Group Decision-Making, Strength and Weakness of Group Decision-Making.</p>
3	<p data-bbox="336 1756 772 1794">The Organizational Dynamics</p> <p data-bbox="384 1809 1414 1917">A) Organization structure: Meaning, Meaning and key features of the concept of Centralization, Decentralization, Span of control and Departmentation, Simple structure, Bureaucratic & Matrix structure.</p> <p data-bbox="384 1924 1414 1993">B) New design options: Team structure, Virtual organizations, Boundary less organizations</p> <p data-bbox="384 2000 1414 2092">C) Organization structure differentiation: Strategy, Organization size, Technology & Environment, Organizational Designs and employee behaviour.</p>

	D) Organizational Climate: Impact of Communication, Impact of Rewards & Punishment, Quality work life with reference to Banking & Insurance, Job Frustration-Sources, Causes, Effects, Ways to Overcome Frustration, Impact of Frustration on Banking and Insurance companies.
4	Organization Behaviour In Banking and Insurance Sector
	<ul style="list-style-type: none"> A) Practices of OB in Banks and Insurance B) Issue of organization behaviour in Banks C) Strategies to manage issues of organization behaviour in banks D) Case Studies – Transfer, Promotion, Separation.

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

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	45

Sr. No.	Modules / Units
1	Overview of Indian Society
	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	Concept of Disparity- 1
	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	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
4	The Indian Constitution
	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	Significant Aspects of Political Processes
	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

*Revised Syllabus of Courses of B.Com. (Financial Markets)
Programme at Semester I
with Effect from the Academic Year 2016-2017*

Skill Enhancement Courses (SEC)

5. Foundation Course - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
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*Revised Syllabus of Courses of B.Com. (Financial Markets)
Programme at Semester II
with Effect from the Academic Year 2016-2017*

Skill Enhancement Courses (SEC)

5. Foundation Course – II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
	Total	45

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
3	Ecology
	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
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	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

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

*2 Ability Enhancement Courses (AEC) 2B *
Skill Enhancement Courses (SEC) Group B*

6. Foundation Course- Contemporary Issues- III

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Human Rights Provisions, Violations and Redressal	12
2	Dealing With Environmental Concerns	11
3	Science and Technology I	11
4	Soft Skills for Effective Interpersonal Communication	11
	Total	45

Sr. No.	Modules / Units
1	Human Rights Violations and Redressal
	<p>A. Scheduled Castes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>B. Scheduled tribes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>C. Women- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>D. Children- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>E. People with Disabilities, Minorities, and the Elderly population- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (4 Lectures)</p>
2	Dealing With Environmental Concerns
	<p>A. Concept of Disaster and general effects of Disasters on human life- physical, psychological, economic and social effects. (3 Lectures)</p> <p>B. Some locally relevant case studies of environmental disasters. (2 Lectures)</p> <p>C. Dealing with Disasters - Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. (3 Lectures)</p> <p>D. Human Rights issues in addressing disasters- issues related to compensation, equitable and fair distribution of relief and humanitarian approach to resettlement and rehabilitation. (3 Lectures)</p>
3	Science and Technology – I
	<p>A. Development of Science- the ancient cultures, the Classical era, the Middle Ages, the Renaissance, the Age of Reason and Enlightenment. (3 Lectures)</p> <p>B. Nature of science- its principles and characteristics; Science as empirical, practical, theoretical, validated knowledge. (2 Lectures)</p> <p>C. Science and Superstition- the role of science in exploding myths, blind beliefs and prejudices; Science and scientific temper- scientific temper as a fundamental duty of the Indian citizen. (3 Lectures)</p> <p>D. Science in everyday life- technology, its meaning and role in development; Interrelation and distinction between science and technology. (3 Lectures)</p>
4	Soft Skills for Effective Interpersonal Communication

Part A	(4 Lectures)
I) Effective Listening - Importance and Features.	
II) Verbal and Non-Verbal Communication; Public-Speaking and Presentation Skills.	
III) Barriers to Effective Communication; Importance of Self-Awareness and Body Language.	
Part B	(4 Lectures)
I) Formal and Informal Communication - Purpose and Types.	
II) Writing Formal Applications, Statement of Purpose (SOP) and Resume.	
III) Preparing for Group Discussions, Interviews and Presentations.	
Part C	(3 Lectures)
I) Leadership Skills and Self-Improvement - Characteristics of Effective Leadership.	
II) Styles of Leadership and Team-Building.	

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9. Parsuraman, S., and Unnikrishnan, ed., *India Disasters Report II*, Oxford, New Delhi, 2013
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*Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017*

Skill Enhancement Courses (SEC)

6. Foundation Course - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45

Sr. No.	Modules / Units
1	Overview of Indian Society
	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	Concept of Disparity- 1
	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	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
4	The Indian Constitution
	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	Significant Aspects of Political Processes
	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

*Revised Syllabus of Courses of B.Com. Programme at Semester IV
with Effect from the Academic Year 2017-2018*

Core Courses (CC)

7. Business Law II

Sr. No.	Modules	No. of Lectures
1	Indian Companies Act – 2013 Par T –I	12
2	Indian Companies Act – 2013, Par T –II	12
3	Indian Partnership Act – 1932	12
4	Consumer Protection Act, 1986 & Competition Act 2002	12
5	Intellectual Property Rights	12
Total		60

Sr. No.	Modules
1	Indian Companies Act – 2013 Par T –I
	<ul style="list-style-type: none"> • Company –Concept, Features, Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil. • Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of Private company and Public Company. –Common Procedure for Incorporation of Company, • Memorandum of Association (MOA) & Article of Association(AOA) – Concept , Clauses of MOA, AOA- Contents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management. • Prospectus – Concept, Kinds, Contents, Private Placement
2	Indian Companies Act – 2013, Par T –II
	<ul style="list-style-type: none"> • Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members. • Director – Qualifications& Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors. • Meetings – Types, Legal Provisions of Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board Meeting.
3	Indian Partnership Act – 1932
	<ul style="list-style-type: none"> • Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership & Hindu Undivided Family (HUF). • Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution. • Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation. • Extent of L.L.P.- Conversion of LLP, Mutual rights & duties of partners, Winding up of LLP, Distinction between LLP and Partnership.
4	Consumer Protection Act, 1986 & Competition Act 2002

	<ul style="list-style-type: none"> • Consumer Protection Act – Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services. • Consumer Protection Councils & Redressal Agencies – District, State & National. • Competition Act 2002 – Concept, Salient Features, Objectives & Advantages. • Abuse of Dominant Position, Competition Commission of India, AntiCompetition Agreements,
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Sr. No.	Modules
5	INTELLECTUAL PROPERTY RIGHTS 12
	<ul style="list-style-type: none"> • Intellectual Property Right (IPR) – Concept, Nature, Introduction & background of IPR in India. • IPR relating to Patents – Concepts of Invention and discovery, Comparison (S2 (j)), Concept of Patents, General principles applicable to working of patented inventions, Term of Patent. Infringement of Patent Rights & Remedies. (Ss. 104-115) • IPR relating to Copyrights- Concept of Copyright (Ss. 14, 16, 54,) Concept of author and authorised acts, (S.2) Ownership of Copy right (S.17) Duration or term of Copy right. (S. 22-27), Original work and fair use, Rights of Copyright holder, Infringement of Copyrights & Remedies. (Ss. 51, 52) • IPR relating to Trademarks –Concept, Functions of Trade Mark, types, trademarks that cannot be registered, Registration of Trade Marks and rights of the proprietor of Trade Marks. Procedure for registration of Trade Marks., Infringement of Trademarks & Remedies.

*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

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	45

Sr. No.	Modules / Units
1	<p data-bbox="360 203 730 237">Overview of Indian Society</p> <p data-bbox="360 259 1445 461">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</p>
2	<p data-bbox="360 483 671 517">Concept of Disparity- 1</p> <p data-bbox="360 539 1445 741">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</p>
3	<p data-bbox="360 763 663 797">Concept of Disparity-2</p> <p data-bbox="360 819 1445 976">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</p>
4	<p data-bbox="360 1010 679 1043">The Indian Constitution</p> <p data-bbox="360 1066 1445 1223">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</p>
5	<p data-bbox="360 1245 895 1279">Significant Aspects of Political Processes</p> <p data-bbox="360 1301 1445 1413">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</p>

*Revised Syllabus of Courses of B.Com. Programme at Semester VI
with effect from the Academic Year 2018-2019*

Elective Courses (EC)

1 B. Discipline Related Elective (DRE) Courses

**3. Commerce-VI Human Resource
Management**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Human Resource Management	12
02	Human Resource Development	11
03	Human Relations	11
04	Trends In Human Resource Management	11
Total		45

Sr. No.	Modules / Units
1	Human Resource Management
	<ul style="list-style-type: none"> • Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management • Human Resource Planning- Concept Steps in Human Resource Planning Job Analysis-Concept, Components, Job design- Concept, Techniques • Recruitment- Concept, Sources of Recruitment Selection - Concept , process , Techniques of E,selection,
2	Human Resource Development
	<ul style="list-style-type: none"> • Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games) Evaluating training effectiveness- Concept, Methods • Performance Appraisal- Concept, Benefits, Limitations, Methods Potential Appraisal-Concept, Importance • Career Planning- Concept, Importance Succession Planning- Concept, Need Mentoring- Concept, Importance Counseling- Concept, Techniques.
3	Human Relations
	<ul style="list-style-type: none"> • Human Relations- Concept, Significance Leadership –Concept, Transactional & Transformational Leadership Motivation- Concept, Theories of Motivation,(Maslow’s Need Hierarchy Theory, Vroom’s Expectancy Theory, McGregor’s Theory X and Theory Y, Pink’s Theory of Motivation) • Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ • Employee Grievance- Causes, Procedure for Grievance redressal Employee welfare measures and Healthy & Safety Measures.
4	Trends In Human Resource Management

- HR in changing environment:
Competencies- concept, classification
Learning organizations- Concept, Creating an innovative organization,
Innovation culture- Concept, Need, Managerial role.
- Trends in Human Resource Management,:
Employee Engagement- Concept, Types
Human resource Information System (HRIS) – Concept, Importance, Changing
patterns of employment.
- Challenges in Human Resource Management: Employee Empowerment,
Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life
Balance, Sexual Harassment at work place, Domestic and International HR
Practices, Millennial (Gen Y) Competency Mapping

- Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
- A Textbook of Translation - by Peter Newmark, Newmark

Syllabus Designed by:

- Gajendra Deoda (Convenor)
- Smita Jain
- Deepak Kumar Tiwari (Subject expert).

02

PROGRAM	BAMM		
YEAR	FYBMM		
SEMESTER	II		
COURSE:	FOUNDATION COURSE		
COURSE CODE	BAMMFC 202		
PAPER	2		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
	SEMESTER II		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFC-202	FOUNDATION COURSE		
	<p>Course Outcome: 1. To introduce students to the overview of the Indian Society.</p> <p>1. To help them understand the constitution of India.</p> <p>2. To acquaint them with the socio-political problems of India.</p>		
	<p>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 is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.</p>		
Module	Topics	Details	Lectures
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.	07
2	Human Rights	Concept of Human Rights; origin and evolution of the	10

		concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.	
3	Ecology	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	Understanding Stress and Conflict	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	Managing Stress and Conflict in Contemporary Society	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	Contemporary Societal Challenges	<ul style="list-style-type: none"> 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. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth. 	15
Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.			

03	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	CONTENT WRITING
COURSE CODE	BAMMCW 203
PAPER	3
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

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

Skill Enhancement Courses (SEC)

5. Foundation Course – II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
Total		45

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
3	Ecology
	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
4	Understanding Stress and Conflict
	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
5	Managing Stress and Conflict in Contemporary Society
	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

- iii. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of magazine and flow of the articles. Sections as well as front book, back book and main book concept.
- iv. Flat plan: For judging facing page connectivity or discrepancy.
- v. Pagination: A separate soft file with page sequence suitable for printing.

External Project:

1. **Broadsheet design and layout:** Broadsheet of 6 pages in Adobe InDesign OR Quark Express.
 - a. Supportive software can be Adobe Photoshop for Image editing, Corel Draw or Illustrator for Masthead or Logo making and Illustrations wherever needed.
 - b. Basic Layout must be either in Adobe InDesign or quark Express, one of the layout software.
 - c. Learner may use Quark Express for Broadsheet and InDesign for Magazine and display his skills in both. (This will not fetch extra rewards.)
2. **Magazine Design and Layout:** Magazine of minimum 32 pages or in multiple of 4 pages thereof can be done.
 - a. Content plan and Typo chart must be produced at the time of viva voce in print form.
 - b. Broadsheet and Magazine shall be produced in print form as well as soft copy and examiner in his every right may ask for soft copy to be inspected on respective software.

References :

- Visual Journalism: Rajesh Pandey, Adhyan Publication.
- Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
- The Magazine Handbook: Nckay J. Routledge.
- Editorial Art and Design: Randy StanoMiyami Herald.
- Art and Production: N. N. Sarkar.
- Digital Editorial Experience: Sue Apfelbaum.

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CONTEMPORARY ISSUES
COURSE CODE	BAMMC EJCI 2B601
PAPER	DSE 1 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJCI 2B601		CONTEMPORARY ISSUES	
COURSE OUTCOME			
<ul style="list-style-type: none"> To stress the importance of social economic political aspects of the society as a media professional. To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress. 			
MODULE	TOPICS	DETAILS	LECTURES
SOCIAL MOVEMENTS			
I	SOCIAL MOVEMENTS AND PROGRESS FOR SOCIETY	<ul style="list-style-type: none"> Define Social Movements, Elements, Types and Stages of Social Movements. Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to "Swatch Bharat Abhiyaan") Developmental issues- displacement and rehabilitation. 	(12)
GROWTH AND DEVELOPMENT			
II	ECONOMIC GROWTH AND DEVELOPMENT	<ul style="list-style-type: none"> Economic issues in India. Industry and Economic Growth – Factors, challenges, industrial robots and employment, Agriculture and economic development- Factors, challenges and measures. New age skills – Make in India, trends and challenges. Entrepreneurship and its relevance. Tourism-trends and challenges Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act'2013 	(14)
POLITICS			
III	POLITICS AND SOCIETY	<ul style="list-style-type: none"> Crime and Politics Role of whistle blower Corruption- causes and remedial measures Role of political parties and its impact on political system. Changing trends in politics- Functions, features, agendas, majority vs coalition government. Terrorism – causes, consequences, remedial measures. 	(12)
SOCIAL WELFARE SCHEMES			
IV	SOCIAL WELFARE SCHEMES BY THE GOVERNMENT OF INDIA	<ul style="list-style-type: none"> With reference to women and child (any five) Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India. 	(10)

		<ul style="list-style-type: none"> • Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) "SAMPARK". • Rural (any three Schemes) 	
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. DR. PADMAJA ARVIND (CONVENER) 2. PROF. RANI D'SOUZA (Subject Expert) 3. PROF. RUMINA RAI (Subject Expert) 			
INTERNAL EVALUATION METHODOLOGY			
<ol style="list-style-type: none"> 1. Continuous Assignments 2. Oral And Practical Presentations 3. Group/Individual Projects 4. Open Book Test 5. Group Interactions 6. Quiz 			

REFERENCES

1. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
2. Coleman Benjamin: Conflict, Terrorism and Media in Asia
3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
6. Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
7. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
8. Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 19-45)
9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
11. Kak Manju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.
12. Uma Kapila (ed) (2013) Indian Economy: performance and policies, 14th edition Academic Foundation.
13. V. K Puri and S.K Misra (ed) (2013) Indian Economy, 31st edition. Himalaya Pub House.
14. Asha Bajpai, (2011) Child Rights in India: Law, policy, and practice.
15. Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices, Alfa Publication.
16. R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
17. J. Shivanand, Human Rights: Concepts and Issues,
18. Ram Ahuja, (2012), Indian social Problems, Rawat Publications.
19. Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
20. A.R Desai, Rural Sociology.

*Revised Syllabus of Courses of B.Com. Programme at Semester IV
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*2 Ability Enhancement Courses (AEC) 2B *
Skill Enhancement Courses (SEC) Group B*

6. Foundation Course- Contemporary Issues- IV

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Significant, Contemporary Rights of Citizens	12
2	Approaches to understanding Ecology	11
3	Science and Technology –II	11
4	Introduction to Competitive Exams	11
	Total	45

Sr. No.	Modules / Units
1	Significant, Contemporary Rights of Citizens
	<p>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)</p> <p>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)</p> <p>C. Protection of Citizens'/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p>D. Citizens' Charters, Public Service Guarantee Acts. (3 Lectures)</p>
2	Approaches to understanding Ecology
	<p>A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Ecocentrism, Ecofeminism and Deep Ecology. (3 Lectures)</p> <p>B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)</p> <p>C. Environmental Principles-2: the equity principle; human rights principles; the participation principle. (4 Lectures)</p>
3	Science and Technology –II
	<p>Part A:Some Significant Modern Technologies, Features and Applications (7 Lectures)</p> <p>i. Laser Technology- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</p> <p>ii. Satellite Technology- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</p> <p>iii. Information and Communication Technology- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.</p> <p>iv. Biotechnology and Genetic engineering- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.</p> <p>v. Nanotechnology- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, military intelligence and consumer products.</p> <p>Part B:Issues of Control, Access and Misuse of Technology. (4 Lectures)</p>

Sr. No.	Modules / Units
4	Introduction to Competitive Exams
	<p>Part A. Basic information on Competitive Examinations- the pattern, eligibility criteria and local centres:</p> <p>i. Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT). ii. Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession.</p> <p>Part B. Soft skills required for competitive examinations- (7 Lectures)</p> <p>i. Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking ii. Motivation: Concept, Theories and Types of Motivation</p> <p>iii. Goal-Setting: Types of Goals, SMART Goals, Stephen Covey's concept of human endowment</p> <p>iv. Time Management: Effective Strategies for Time Management</p> <p>v. Writing Skills: Paragraph Writing, Report Writing, Filing an application under the RTI Act, Consumer Grievance Letter.</p>

**Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester II
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

5. Foundation Course – II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
Total		45

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
3	Ecology
	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
4	Understanding Stress and Conflict
	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
5	Managing Stress and Conflict in Contemporary Society
	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

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Skill Enhancement Courses (SEC)

5. Foundation Course -I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45

Sr. No.	Modules / Units
1	Overview of Indian Society
	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	Concept of Disparity- 1
	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	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
4	The Indian Constitution
	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	Significant Aspects of Political Processes
	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

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Core Courses (CC)

**6.Commerce-
Business Environment - I**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Business and its Environment	15
2	Business and Society	15
3	Contemporary Issues	15
4	International Environment	15
Total		60

Sr. No.	Modules / Units
1	Business and its Environment
	a) Business Objectives, Dynamics of Business and its Environment, Types of Business Environment b) Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis
2	Business and Society
	a) Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate b) Development of Business Entrepreneurship: Entrepreneurship and Economic Development, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, Entrepreneurship as a Career Option c) Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986
3	Contemporary Issues
	a) Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business, Carbon Credit b) Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit
4	International Environment
	a) Strategies for going Global: MNCs and TNCs, WTO b) Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries