

Teaching Plan for the Academic Year 2020-21

Name of the Faculty: **Asst. Prof. Ashish Richhariya**

Subject: Visual Communication

Class: FY BA MMC

Semester: I

| Month | Week | Topic |
|-------|-----------------------|--|
| Sept | 1st | Introduction to the Subject |
| Sept | 2nd | Understand the various forms of communication |
| Sept | 3rd | History and development of Visuals |
| Sept | 4th | Visual Communication as a process and as an expression, Language and visual communication Visible concepts, Plans and organisational charts, Maps and Chronologies |
| Sept | 5th | Invisible Concepts, Generalisation Theories, Feelings or attitudes |
| Oct | 1st | 6 Principles of Gestalt Psychology, Constructivism, |
| Oct | 2nd | Semiotics, Cognitive |
| Oct | 3rd | Ecological, Constructivism |
| Oct | 4th | Color theory, Psychological implications of color |
| Oct | 5th | Colors and visual pleasure, Elements of Design |
| Nov | 1 st & 2nd | Tools/Mediums of Visual communication |
| Nov | 3 rd & 4th | Visual communication in the age of social media |

Submitted to Coordinator:

Submitted By:

(Signature)
Controller of
Examination and
Evaluation

(Signature)
PRINCIPAL

**Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67**

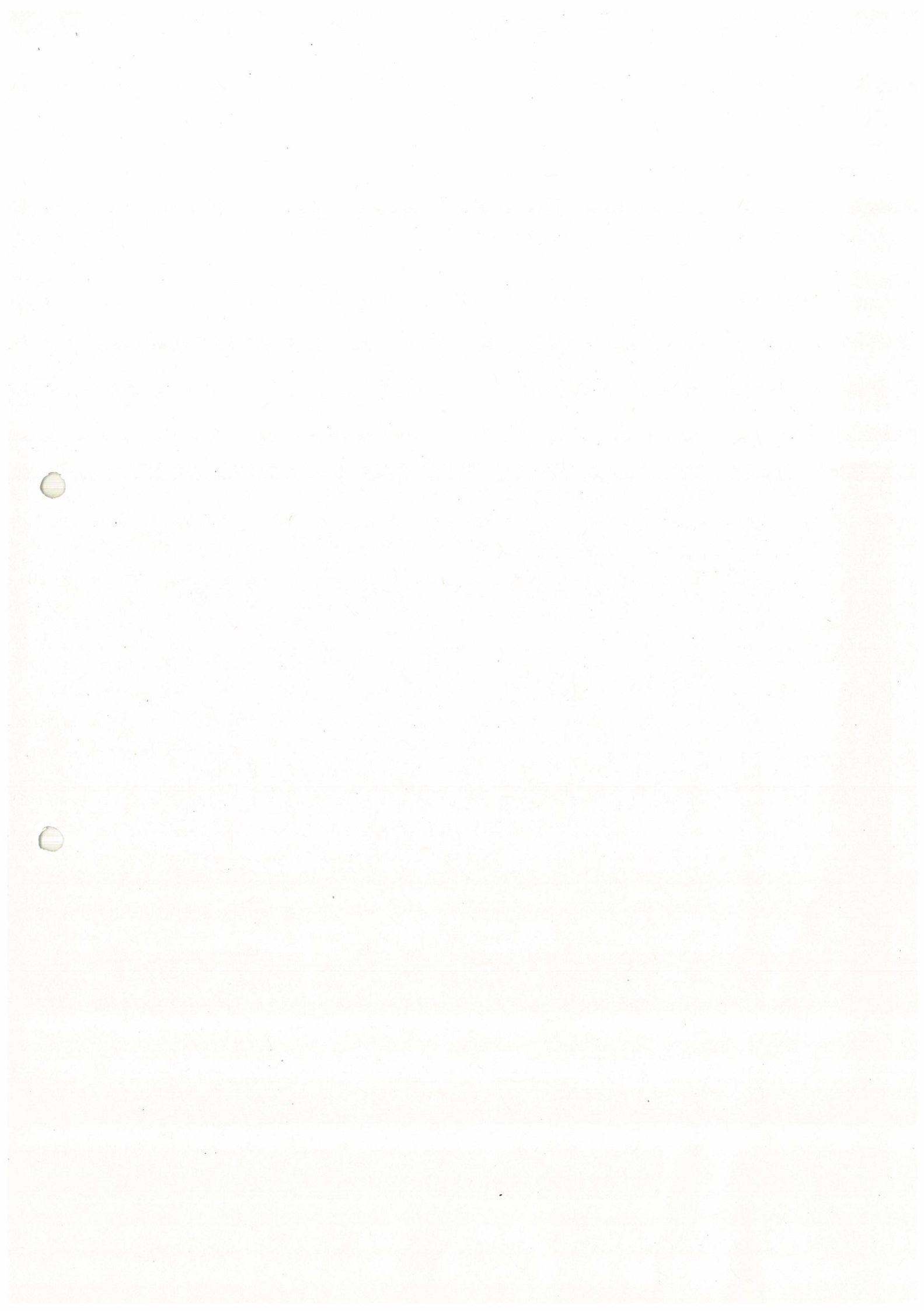
| <u>Teaching Plan for the Academic Year 2020-21</u> | | |
|--|-----------------------|--|
| Name of the Faculty: Vidhi Rajora | | |
| Subject: Fundamentals of Mass Communication | | |
| Class: FYBMM Semester – I: Div. A & B | | Semester: I |
| Month | Week | Topic |
| Sept | 1st | Meaning and need for Mass Communication |
| | | Elements and process of communication |
| Sept | 2nd | Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc |
| Sept | 3rd | Models of Mass Communication: Gerber's Model, Sociological Model, Gatekeeping Model |
| Sept | 4th | Models of Mass Communication: Defleur's Model of the Taste-differentiated Audience Model, Hub Model |
| Sept | 5th | Functions of Mass Communication |
| | | Barriers of Mass Communication |
| Oct | 1st | Introduction to Mass Media. Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience. Differentiate between Mass Communication & Mass Media |
| Oct | 2nd | Means & Tools of Mass Comm. |
| Oct | 3rd | Mass Communicators |
| Oct | 4th | The New Mass Media |
| Oct | 5th | The Indian Context: reach, access and nature of audience. Differentiate between Mass Communication & Mass Media |
| Nov | 1 st & 2nd | Impact of Mass Media on Society |
| Nov | 3 rd & 4th | Media Convergence |

Submitted to Coordinator:

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

[Signature]
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67



| Teaching Plan for the Academic Year 2020-21 | | |
|---|------|---|
| Name of the Faculty: Raavi Parihar | | |
| Subject: HISTORY OF MEDIA | | |
| Class: FYBAMMC Semester: I | | |
| Month | Week | Topic |
| Sept | 1st | Evolution Of Press In India Newspaper – the rise of the voice of India during British rule India's Freedom Struggle and Role of Media |
| Sept | 2nd | Independence and rise of Newspapers Newspapers – a social aspect for freedom struggle, PRESS ACTS of India Press during the Emergency Period Earliest publications |
| Sept | 3rd | The rise of Nationalist Press post 1947 The Emergency of 1975, Post Emergency, Post Liberalization, The Economy Boom in Magazines and Niche Journalism Technological advancement and New Media in Journalism |
| Sept | 4th | History Of Indian Language Press In India Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) |
| Sept | 5th | Regional Press and its popularity of Indian regional languages in various regions Vernacular Press Act 1876 |
| Oct | 1st | English dailies and contrast with regional newspapers Contribution of media personalities: Raja Rammohan Roy, BalGangadharTilak, M. K. Gandhi, B.R. Ambedkar, K P KesavaMenon, K. C. MammenMapillai, Maulana Abdul Kalam Azad |
| Oct | 2nd | History Of Documentaries And Films Genesis of documentaries and short films, (screening of few documentaries is essential- like <i>Hindustan Hamara</i> , <i>Zalzala</i> , <i>The Vanishing Tribe</i>) Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and FaliBillimoria, AnandPatwardhan |
| Oct | 3rd | Evolution of film making in India -brief history, photography to moving films Origin of Hindi cinema Origin of Short films to what it is today, role of you tube and WhatsApp |

Vidhi
Controller of
Examination and
Evaluation

M
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-----|-----------------------|---|
| | | Great masters of world cinema |
| Oct | 4th | History Of Radio And Television In India Radio & Television as Mass Media Radio and Television Broadcasting The beginning of Radio and Television Shows |
| Oct | 5th | A New Era in Broadcasting in India Satellite Television & Privatization in Broadcasting Advertising in India Internet Protocol Television |
| Nov | 1 st & 2nd | REVISION |
| Nov | 3 rd & 4th | REVISION |

Submitted to Coordinator:

Submitted By:


Vidhi
Controller of
Examination and
Evaluation


JS
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| Teaching Plan for the Academic Year 2020-21 | | |
|--|-----------------------|--|
| Name of the Faculty: Asst. Prof. Anubhuti Singh | | |
| Subject: Foundation Course | | |
| Class: FY BAMMC Semester: I | | |
| Month | Week | Topic |
| Sept | 1st | Introduction to the Subject |
| Sept | 2nd | Understand the multi-cultural diversity of Indian society through its demographic composition |
| Sept | 3rd | Understand regional variations according to rural, urban and tribal characteristics |
| Sept | 4th | Explore the disparities arising out of gender -Reasons and Measures to overcome |
| Sept | 5th | Concept and types of physical and mental disabilities. |
| Oct | 1st | Casteism, Communalism, Regionalism and Linguistic differences- concept, effects and measures. |
| Oct | 2nd | The concept of unity in diversity. |
| Oct | 3rd | Philosophy of the Constitution as set out in the Preamble, The structure of the Constitution |
| Oct | 4th | Fundamental Duties of the Indian Citizen, Basic features of the Constitution, Fundamental Rights stated in the Constitution |
| Oct | 5th | Local self-government in urban and rural areas. |
| Nov | 1 st & 2nd | Liberalization, Privatization, and Globalization- Concept & Impact on Agriculture, Industries & Service Sectors, Growth of IT and Communication and its Impact, Increase in farmer Suicides (reasons and measures to stop). |
| Nov | 3 rd & 4th | Relationship between Food, Nutrition and Health, Impact of Lifestyle on Health, Causes of stress and conflict in individuals and society, Aggression and violence as the public expression of conflict, Types of conflicts and conflict resolution strategy, Agents of socialization – Role in individual development. |

Submitted to Coordinator:

Submitted By:


**Controller of
Examination and
Evaluation**


PRINCIPAL
**Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67**

| <u>Teaching Plan for the Academic Year 2020-21</u> | | |
|--|-----------------------|--|
| Name of the Faculty: Dr. Anita Bhasin | | |
| Subject: Effective Communication - I | | |
| Class: FYBAMMC | | Semester: I |
| Month | Week | Topic |
| Sept | 1st | Concept of Communication & Process; Importance of Communication in Media: Technical & General Communication; Barriers & How to Overcome Them |
| Sept | 2nd | Types of Communication – Verbal, Written & Non-verbal; their importance, advantages and significance |
| Sept | 3rd | Oral Communication & Media: anchoring, voice modulation, interview, public speaking, panel discussions, voice over, elocution, debates |
| Sept | 4th | Listening Skills: importance, classification, barriers & measures to overcome them |
| Sept | 5th | Reading Skills: skimming & scanning from newspapers, magazines, advertising copy press release. Recognising aspects of language in media. Importance of spelling |
| Oct | 1st | Media vocabulary |
| Oct | 2nd | 7Cs of Communication |
| Oct | 3rd | Leave Application & other types of Application Letters |
| Oct | 4th | Job Application Letter & Letter to the Editor |
| Oct | 5th | Thinking & Types of Thinking |
| Nov | 1 st & 2nd | Introduction to Translation: concept, need, challenges & importance. Meaning of Interpretation |
| Nov | 3 rd & 4th | Difference between interpretation & translation Importance & role of translator & challenges faced in media |

Submitted to Coordinator:

Submitted By:

(Prof. VidhiRajora)

Vidhi
Control of
Examination and
Evaluation

Anita Bhasin

(Dr. Anita Bhasin)

M
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| <u>Teaching Plan for the Academic Year 2020-21</u> | | |
|--|-----------------------|--|
| Name of the Faculty: Ms. Akshita | | |
| Subject: Current Affairs | | |
| Class: FYBMM Div A & B Semester: I | | |
| Month | Week | Topic |
| Sept | 1st | Introducing Politics of India- Structure of Government, Form of Government, Profile of National Leaders, Stories of Political Importance |
| Sept | 2nd | Business and environment news stories of national Importance |
| Sept | 3rd | Ministries of Government of India, other departments and sources of information for political reporting |
| Sept | 4th | Communal tensions in J&K, Central Government policies such as Swachh Bharat, NREGA, Health and Education policies |
| Sept | 5th | United Nations Organisation, Security Council and General Assembly. |
| Oct | 1st | International Issues concerning the UN- Climate Change and Sustainable Development, Human Rights and Peace, Poverty and Economic Development |
| Oct | 2nd | Political Parties of Maharashtra, leaders and challenges |
| Oct | 3rd | Tribes, social-economic issues and government policies in Maharashtra |
| Oct | 4th | Applications for content generation- graphics and data research, use of analytics and AI |
| Oct | 5th | Gaming tools- digital industry and Indian contexts |
| Nov | 1 st & 2nd | REVISION |
| Nov | 3 rd & 4th | REVISION |

Submitted to Coordinator:

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

[Signature]
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: FY-A/B

Semester: II

Subject: Content Writing

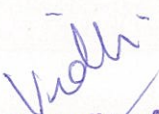
Teacher: Anita Bhasin


| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 2 | Foundation: Grammar Refresher: With special emphasis on use of punctuations, prepositions, capital letters and lower case |
| January | Week 3 | Vocabulary building: Meaning, usage of words, acronyms Common errors: Homophones and common errors in English usage |
| January | Week 4 | Writing Techniques: Redundant Words: Identifying redundant words and phrases and eliminating these. |
| January | Week 5 | Ideation: Identifying, researching and developing an idea into content |
| February | Week 1 | Internet writing: Writing for the internet—key elements Writing Briefs/Snippets: News briefs, Lifestyle and entertainment snippets |
| February | Week 2 | Caption writing: Picture stories, etc. Writing Headlines: News headlines and feature headlines |
| February | Week 3 | Editing Techniques and their Importance: Editing Sentences: Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error |
| February | Week 4 | Editing Captions: Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error |
| March | Week 1 | Editing Headlines: Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error |
| March | Week 2 | Editing Copy: Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error |
| March | Week 3 | Presentation Tools And Techniques: Power Point Presentation: Use of Power Point tools, Power Point to PDF, Power Point to self-animated presentation, Auto timing of Power Point presentation |
| March | Week 4&5 | Infographic: Color selection, Use of clip art, Use of Power Point smart tools, Minimalist animation for maximum impact |
| April | Week 1&2 | Three Minute Presentation: Content for single slide, Use of phrases, Effective word selection, Effective presentation |
| April | Week 3 | Google Advance Search: How to select relevant information, Locating authentic information, How to gather information for domestic and international websites |
| April | Week 4 | Plagiarism: How to do a plagiarism check, Paraphrasing, Citation and referencing style |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Anita Bhasin




Controller of
Examination and
Evaluation


PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: FY-A/B

Semester: II

Subject: Effective Communication-II


Teacher: Vidhi Rajora

| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 2 | Writing: Report writing: Report Writing (English, Hindi or Marathi) General report |
| January | Week 3 | News report writing - Basics and Format (Headline, Sub-headline, various type of report. |
| January | Week 4 | Organizational writing: Organizational writing : (English, Hindi or Marathi) Internal communication |
| January | Week 5 | E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication |
| February | Week 1 | Stake holder communication |
| February | Week 2 | Circulars- Guidelines for writing a circular- Languages and writing style of a circular |
| February | Week 3 | Format of a circular |
| February | Week 4 | Notices- Purpose- Format- Important points to remember while writing a notice |
| March | Week 1 | Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor. |
| March | Week 2 | Writing for Publicity materials: Writing for Publicity materials (English, Hindi or Marathi) Headline, sub-headline, Body copy, Slogan, Jingle, Radio spot |
| March | Week 3 | Editing: Editing: Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph |
| March | Week 4&5 | Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, newspaper editing and magazine editing) |
| April | Week 1&2 | Paraphrasing and Summarizing: Paraphrasing: Meaning, how to use paraphrase in communication, Paraphrase in plagiarism, Translation |
| April | Week 3 | Summarization: Summarizing content , the points and sub- points and the logical connection between the points |
| April | Week 4 | Interpretation of technical data: Interpret technical data: Read graphs, maps, charts, Write content based on the data provided |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Vidhi Rajora




Controller of
Examination and
Evaluation



PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: FY-A/B

Semester: II

Subject: Environmental Science

Teacher: Anubhuti Singh

| MONTH | Week | TOPIC |
|----------|----------|---|
| January | Week 2 | Introduction to environmental studies: Environment concept, Types and Elements of Environment |
| January | Week 3 | Nature and Scope and Importance of environmental studies |
| January | Week 4 | Concept of sustainability and sustainable development. |
| January | Week 5 | Ecosystems and Biodiversity: Ecosystem- Types, Structure and function, energy flow in an ecosystem |
| February | Week 1 | Biodiversity- Concepts and need of study, Classification Biodiversity- Threats and Conservation |
| February | Week 2 | Natural Resources: Concepts of Resources, Classification |
| February | Week 3 | Problems related to Resources.(Forests, land and water) |
| February | Week 4 | Energy resources: Classification, Problems and need of conservation. |
| March | Week 1 | Eco-Friendly Lifestyle |
| March | Week 2 | Environnment Pollution, Protection and Management : Environmental pollution: types, causes, effects and controls- Air, water and noise pollution |
| March | Week 3 | Solid waste management: Control measures of urban and industrial waste |
| March | Week 4&5 | Environmental movements in India Environment Laws: Environment Protection Act |
| April | Week 1&2 | Wildlife Protection Act, Water (Prevention and control of Pollution) Act |
| April | Week 3 | Disaster management: floods, earthquake, cyclones and landslides |
| April | Week 4 | Project topics/ Field work: Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted site Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems-pond, river, Delhi Ridge, etc. Case studies related to any topic of Unit I to V |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Anubhuti Singh

Vidhi
Controller of
Examination and
Evaluation

SK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: FY-A/B

Semester: II

Subject: Introduction to Advertising

Teacher: Raavi Parihar

| MONTH | Week | TOPIC |
|----------|--------|--|
| January | Week 2 | Introduction to Advertising: Introduction to Advertising: Evolution , importance, Features, benefits, limitation, effects and 5 M's of advertising Types of Advertising: Consumer, Industrial, Retail, Classified, Corporate, Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy |
| January | Week 3 | Ethics and Laws in Advertising: Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations |
| January | Week 4 | Social, Cultural and Economic Impact of Advertising: Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture and advertising |
| January | Week 5 | Theories: Stimulus theory, AIDA, Hierarchy, Means- End Theory |
| February | Week 1 | Integrated Marketing Communication and Tools: Integrated Marketing Communication: Emergence, Role, Tools, Communication process, The IMC Planning Process |
| February | Week 2 | Print Media and Out-of Home Media: Basic concepts, Types of Newspapers advertising , advantages and disadvantage of Newspaper advertising ,Magazines, Factors to consider for magazine advertising, Out-of home Advertising, On- premise advertising, Transit advertising, Posters, Directory advertising |
| February | Week 3 | Broadcast Media: Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages |
| February | Week 4 | Public Relations: Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, Advantages and Disadvantages of Public relations, Advantages and Disadvantages of Publicity |
| March | Week 1 | Sales Promotion and Direct Marketing: Growth and Types of Sales Promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages |
| March | Week 2 | Creativity in Advertising: Introduction to Creativity: Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals |
| March | Week 3 | Role of Different Elements in Ads: Logo, Jingle, Company signature, Slogan, tagline, illustration, Creating Radio commercial –Words, sounds, clarity, coherence etc |

Kandivli
**Controller of
Examination and
Evaluation**

M
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West) Mumbai-67

| | | |
|-------|----------|--|
| March | Week 4&5 | Elements of Copy: Headline, Sub headline , Layout , Body copy , Types of copy and slogan, creating story board |
| April | Week 1&2 | Types of Advertising Agencies, Departments, Careers and Latest Trends in Advertising: Types of Advertising Agencies: Full service, Creative boutique, Media buying agency, In-house agency, Specialized Agencies and others |
| April | Week 3 | Various Departments in an Agency: Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others |
| April | Week 4 | Latest Trends: Rural advertising, Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Raavi Parihar

Vidhi
Controller of
Examination and
Evaluation

[Signature]

PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: FY-A/B

Semester: II

Subject: Introduction to Journalism

Teacher: Tejasvi Khatry

| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 2 | History of Journalism in India: Media and Democracy: The Fourth Estate, Freedom of Expression, Article 19 of the Indian Constitution |
| January | Week 3 | Media Consumption and News Production, Audience, Readership, Markets Forms of Journalism: News, Features, Opinions, Yellow Tabloid, Penny Press, Page 3 |
| January | Week 4 | Changing practices: New/Alternative Media, Speed, Circulation |
| January | Week 5 | How technological advancement has helped media |
| February | Week 1 | New media with special reference to rise the Citizen Journalism |
| February | Week 2 | News and its Process: Definition of News, The news process from the event to the reader What makes a good story, anatomy of a news story, finding a new angle, writing a lead, types, five Ws and H, Inverted Pyramid |
| February | Week 3 | Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports, etc. |
| February | Week 4 | Covering an Event (Flip Classroom) |
| March | Week 1 | Background Research, Finding a news angle |
| March | Week 2 | Capturing the right pictures for a photo feature Writing Headline, captions and lead |
| March | Week 3 | Principles and Formats: What makes a great journalist: Objectivity, Accuracy, Without fear or favor, Balance, Proximity |
| March | Week 4&5 | Difference between a PR and a journalist Criteria for news worthiness |
| April | Week 1&2 | Hard News / Soft News and blend of the two |
| April | Week 3 | News Reports, Features Editorials Social responsibility and ethics News vs. Opinion |
| April | Week 4 | Careers in Journalism: Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist, lifestyle journalist |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Tejasvi Khatry

Vidhi
**Controller of
Examination and
Evaluation**

JK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC


Class: FY-A/B


Semester: II

Subject: Media, Gender & Culture

Teacher: Raavi Parihar

| MONTH | Week | TOPIC |
|----------|----------|---|
| January | Week 2 | Introduction To Cultural Studies: Evolution, Need, Concepts And Theories: Evolution, features of cultural studies, Need and significance of cultural studies and media |
| January | Week 3 | Concepts related to culture: Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media |
| January | Week 4 | Theories: Stuart Hall: encoding and decoding, Circuit of culture John Fiske: culture and industry Feminism and Post feminism Techno culture and risk – Ulrich Beck |
| January | Week 5 | Culture and Media: Construction, Commodification, Impact and Recent Trends: Construction of culture- social, economic, political, religion and technology |
| February | Week 1 | Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture. |
| February | Week 2 | Culture industry and communication - with reference, to film, TV, social media, advertisements etc. |
| February | Week 3 | Gender and Media Culture: Role and Influence of Media: The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.) |
| February | Week 4 | Role of media in social construction of gender, Changing attitudes & behavior for empowerment of women: Movements of change. |
| March | Week 1 | Gender equality and media |
| March | Week 2 | Hegemonic masculinity in media Gender issues in news media (TV, radio, newspapers & online news) |
| March | Week 3 | Globalization and Media Culture: Global, Local, Consumer and Recent Trends: Media imperialism |
| March | Week 4&5 | Globalization and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender |


**Controller of
Examination and
Evaluation**


PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|----------|--|
| April | Week 1&2 | Consumer culture and media in the era of globalization |
| April | Week 3 | Digital Media culture: Recent trends and challenges |
| April | Week 4 | Media and Globalization: Global economic flows, global cultural flows, homogenization & fragmentation, globalization, creolization, globalization & power. |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Raavi Parihar

Vidhi
Controller of
Examination and
Evaluation

[Signature]
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: SY

Div: A and B

Semester: III

Subject: Computers and Multimedia

Teacher: Deepika Taware

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------------------|--|
| July | 3 rd | Introduction to Photoshop: Image Editing Theory, Bitmaps v/s Vectors, When to Use Photoshop and When to Use Drawing Tools, Different Types of Tools, Floating Palates; |
| July | 4 th | Working with Images and Layers: Image Mode, Image Size, Canvas Size, Image Resolution, Size and Re-sampling; What is Perfect Resolution?, Cropping to Size and Resolution, Resizing v/s Re-sampling, Layer Basics, Changing Background, Gradient, Moving Linking Aligning Layers, Applying Transformations, Masking Layers, Masks and Extractions, Layer Effects, Adjustment Layers |
| Aug | 1 st & 2 nd | Image Editing: Levels, Curves, Contrast Adjustment, Color Adjustment, Photo Filters, Blending and Blending Option, Text as Art, Glyphs, Creative Text, Type Mask Tool, Image in Text, Text to Path and Direct Selection, Path selection (black arrow), Creating Professional Design Using all the Tools |
| Aug | 3 rd | Adobe Illustrator: Vector Based Drawing Software: Introduction to Adobe Illustrator, Illustrator Interface, Tool Box, Panels and Bars Importing Files in Illustrator |
| Aug | 4 th | Different File Formats Using Text: Artistic and Paragraph Text, Formatting Text, Embedding Objects into Text, Wrapping Text Around Object, Linking Text to Objects, Creating Simple Designs, Text Based Logo Replication, Shape Based Logo, Replica, Creating New Symbols, Fill Colour, Outline Colour, Weight and Opacity, Applying Effects, Power of Blends, Distortion and Contour Effects, Envelopes, Lens Effects, Transparency, Creating Depth Effects and Power Clips, Exporting in Illustrator, Exporting, Types of Export, Exporting for other Software. |
| Sept | 1 st | In Design: Layout Software: Introduction to Adobe In Design, List the Menus, List the Tools, Palates, Benefits of Using In Design, Application of In Design |
| Sept | 2 nd | Text Edits in In Design: Format of Text, Character and Paragraph Bars, Purpose of Text Selection, Aligning Text in Different Design Formats, Text Alignment with Embedded Images |
| Sept | 3 rd | Using Palettes: Using Palettes for Different Types of Publications Made in In Design, Magazine in In Design, Paragraph Styles, Newspaper in In Design, Paragraph Type Palates, Text Wrap Palate, Colour Correction in In Design, Embedding Images in Proper Formats, Colour Correction on the Images, Adjusting According to the Color Tone of the Publication. |
| Sept | 4 th & 5 th | Exporting Files: Types of Files, Exporting for Different Publications/Templates, Newspaper, Magazine, etc. |
| Oct | 1 st & 2 nd | Premiere Pro: Audio-Visual: Advanced Application: Introduction to Editing: Editing Importance, Great Editing Examples, Editing for Different |

Vidhi
Controller of
Examination and
Evaluation

LM
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-----|-----|---|
| | | Formats (Film/Ad/News/etc.), Exploring Premiere Pro, How Premiere Helps in Editing, Understanding the Toolbar, Importing Files, Experimenting with Video and Audio Layers, Basics of Editing (Cut/Layers/Different Windows/etc.), Right Application of Various File Formats, Understanding Different File Formats (AVI/MPEG/MOV/H264, etc.), Importing Raw Footage for Edits, Performing Video Checks While Editing, Using Inbuilt Transitions, |
| Oct | 3rd | Using Colour Grading: What is Coluor Grading, Examples of Color Grading, Using Filters and Presents in Color Mixing, Applying Presents on Layers for Editing, Exporting and Rendering, Exporting in Different Formats, Choosing Right Formats for Exposing, Managing Quality while Exporting, Rendering and Maintaining File Format, Improving Quality and Time to Render Techniques. |
| Oct | 4th | Sound Forge/Sound Booth: Sound Editing Software: Introduction to Digital Audio, Sound Basics, Audio Band Pitch Volume, Understanding Digital Audio, Sampling, Bit Rate, Concept of Dolby Digital, Mono, Stereo, Quadrophonic, Surround Sound, 5.1 Channel, Subwoofer |
| Oct | 5th | Difference in Dolby Digital and DTS: More about DTS Three-way Sound Speaker, Sound, Recording, Recording Equipment, Microphone and Types of Microphones, Preamps, Power Amps, Sound Card, Input from Audio Sources, Extract Audio from CD |
| Nov | 1st | Different Audio Saving Formats: Wave, WMA, CDA, MP3, Digital Computer software, Working with Sound Workspace, Play Bar, Timeline, Transport Tool Bar, Working with Audio File, Basic Editing, Cut/Copy/Paste, Paste Special, Using Markers, Regions and Commands, Sound Processing Techniques, Channel Converter, Bit Depth Converter, Advanced Sound Processing, Delay, Echo, Reverb, Chorus, Mixing sounds Noise Gating, Expansion, Changing Pitch and Time Duration, Sound Track Output, Create your Audio CD and Mark Chapters |
| Nov | 2nd | Project 1: Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either In Design of PS or Illustrator. |
| Nov | 3rd | Project 2: Making a short clip with the use of premiere and editing its sound using sound editing Software. |

Submitted To Coordinator:

(Prof. Vidhi Rajora)

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

(Deepika Taware)

Deepika
PRINCIPAL

Kandivh Education Society's
B. K. Siroft College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: SY

Div: A and B

Semester: III

Subject: Corporate communication and Public Relations

Teacher: Raavi Parihar

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|---|
| July | 3rd | Key Foundation of Corporate Communication: Introduction to Corporate Communication: Meaning , Need and Scope of Corporate Communication in the Indian Media Scenario |
| July | 4th | Concepts in Corporate Communication: Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image Creation Sustainability and Restoration(Online and Traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation. |
| Aug | 1 st & 2nd | Communicating with NGOs: Link between Corporates and NGOs, Raising Corporate Image through CSR, Fund Raising, Laws dealing with Corporates and NGOs in brief. |
| Aug | 3rd | Ethics and Laws in Corporate Communication: Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI. |
| Aug | 4th | Understanding Public Relations: Introduction and Growth of Public Relations - Indian Scenario: Meaning, Definitions, Scope, Objective and Significance of Public Relations in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations. |
| Sept | 1st | Role of Public Relations in Various Sectors: Healthcare, Entertainment, Fashion and Lifestyle and Service. |
| Sept | 2nd | Theories and Tools of Public Relations: Situational Theory, Diffusion Theory and Social Exchange Theory. |
| Sept | 3 rd | Corporate Communication and Public Relation's Range of Functions: Media Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media Analysis and Evaluation. |
| Sept | 4 th & 5th | Employee Communication: Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing an Effective Employee Communications Programme, Role of Management in Employee Communications. |

Raavi
Controller of
Examination and
Evaluation

Raavi
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------------|------------------------------------|--|
| | | |
| Oct | 1 st & 2nd | Crisis Communication: Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Case studies such as Nestle, Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc. |
| Oct | 3rd | Latest Trends, Tools, and Technology Role of Social Media in Corporate Communication and Public Relations: Emerging Trends, Tools and Technology: Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Pros and Cons of Technology used in Corporate Communication. |
| Oct | 4th | New Media Tools: Website, Online Press Release, Article Marketing, Online Newsletters, Blogs. |
| Oct and Nov | 5 th to 3 rd | Role of Social Media: Role of Social Media as Influential Marketing, Viral Marketing, E-Public Relations and its Importance. |

Submitted To Coordinator:

Submitted By:

Vidhi
Examination and
Evaluation

(Prof. Vidhi Rajora)

(Raavi Parihar)

[Signature]

PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: SYBAMMC

Semester: 3

Subject: Media Studies

Teacher: Dr. Anita Bhasin

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|--|
| July | 3rd | Eras, Relevance, Connection to Culture, Literature: Era of Mass Society and Culture till 1965, |
| July | 4th | Normative Theories – Social Responsibility Theory, Development of Media Theory |
| Aug | 1 st & 2nd | Propaganda and Propaganda Theory: Origin and Meaning of Propaganda, Hypodermic Needle/Magic Bullet, Harold Lasswell |
| Aug | 3rd | Scientific Perspectives to Limited Perspectives: Paul Lazarsfeld – Two Step Flow, Carl Hovland and Attitude Change Theory |
| Aug | 4th | Media Effects Theories: Media Effects & Behavior, Media Effect Theories & Argument Against Media Effect Theories |
| Sept | 1st | Agenda Setting Theory, Cultivation Theory |
| Sept | 2nd | Cognitive Theory: Television & Mediated Violence, Bandura & Social Cognition in children and adults |
| Sept | 3rd | Politics & Media Studies: Media Bias, Media Decency, Media Consolidation |
| Sept | 4 th & 5th | Various Schools: Toronto School (McLuhan), Harold Innis – Bias of Communication |
| Oct | 1 st & 2nd | Various Schools: Birmingham School (Stuart Hall), Frankfurt School (Theodor Adorno & Max Horkheimer) |
| Oct | 3rd | Various Schools: Raymond Williams – Technological Determinism |
| Oct | 4th | Media and Identity: Feminism/Racism/Ethnicity/Diaspora etc. |
| Oct | 5th | Media and Identity: Caste/Class/Tribal/Queer Representations (Indian Examples) |
| Nov | 1st | New Media and the Age of Internet: New Media, Henry Jenkins – Participatory Culture |
| Nov | 2nd | New Media and the Age of Internet: Internet as Public Sphere – Habermas to Twitter, McLuhan's concept of Global Village |
| Nov | 3rd | Uses & Gratification: Approaches, Discuss in the Age of New Media and Netflix |

Submitted To Coordinator:

(Prof. Vidhi Rajora)

Vidhi
**Controller of
Examination and
Evaluation**

Submitted By:

(Dr. Anita Bhasin)

Anita
PRINCIPAL

**Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67**

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: SY

Div: A and B

Semester: III

Subject: Motion Graphics and Visual Effects - I

Teacher: Shalu Balan

| MONTH | WEEK | UNIT / TOPIC |
|-------|---|---|
| July | 3 rd & 4 th | Understanding VFX Elements & Motion Graphics and Colours: VFX Elements: Layers: Understanding Usage of Layers |
| Aug | 1 st , 2 nd & 3 rd | Masks: Understanding the Importance of Elements Used to Create Masked Effects |
| Aug | 4 th | Render: Understanding render queue and setting up batch rendering while going through all render setups & outputs (formats) available |
| Sept | 1 st | Compositing: Working with Media Sequences, Understanding Scene Technique, One Shot Technique & Cuts & Transition Techniques |
| Sept | 2 nd | Blend Modes: Working with Various Blend Modes Motion Graphics & Colours: Kinematics in Typography: Understanding Usage of Kinematics in Typography |
| Sept | 3 rd | Content Creation: Usage with Simple Characters to Words or Lines of Content Key Framing: Importance of Key Frames, Understanding Tilting |
| Sept | 4 th & 5 th | Logo Animation: Animating Logos for Visual Impact & Stimulate Still Icons to Communicate Better Colour: Colour Grading & Colour Correction Using After Effects |
| Oct | 1 st & 2 nd | Camera And Lights: Camera Types: Types of Camera and their Usages Shutter & Aperture: Understanding Shutter and Aperture with Lights Lights: Types of Lights and their Usages |
| Oct | 3 rd | Light Effects: Using Camera & Lights to Simulate a 3D Experience Objects: Creating Objects & their Usage with Camera & Lights. |
| Oct | 4 th | Introduction to Adobe Premiere: Files: Understanding Files & Formats, Importing Files (Video/Audio/Image) Timeline: Working on the Time & Layers |
| Oct | 5 th | Editing: Tools Required for Editing the Video, Working with Audio Layers Separately Key-Frames and Effects: Adding Key-frames & Using Effects on Layers Rendering: Exporting Files in Various Formats. |

Shalu
Controller of
Examination and
Evaluation

PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-----|-----|--|
| Nov | 1st | Introduction to Adobe After Effects: The Interface: How to interact with interface & Location of Tools & Panels, How to set up a Project File & Import Media. |
| Nov | 2nd | Timeline: Understanding the Timeline & It's Channels, Using Channel Settings to Control Media on Timeline Tools: Understanding Tools & How they are Applied. |
| Nov | 3rd | Panels: Understanding each individual Panel & how they are used Effects: Understanding the Various Effects, Usage & Attributes, Introducing Colour Correction, Understanding Particle Effects, using Sound Audio Effects. |

Submitted To Coordinator:

(Prof. Vidhi Rajora)

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

(Shalu Balan)

Shalu
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC Class: SY Div: A and B

Subject: Introduction to Photography

Semester: III

Teacher: Kiran Mungekar

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|---|
| July | 3rd | Camera: The Story teller: The Body – The Faithful Middleman: The heart of the system. How camera sees differently from human eyes. Limitations and Wonders of Camera. Formats of camera: Small Full Frame, Half Frame(APS-C),Medium,Large (Camera Movements)Experiencing Frame, Types of Cameras: DSLR; View; Rangefinder; Mirror-less Aperture – The Iris of the Camera: Diaphragm: Controls amount of light entering lens, Factor in Exposure Calculation. Active factor of Depth of Field and Bokeh (Creative), F'-numbers and Aperture Scale. Application of Depth of Field in Advertising and Journalism. |
| July | 4th | Shutter – The Click Magic: Blind between Lens and Image Sensor, Controls Duration of Light, Major Factor in Exposure Calculation, Main Player in Controlling Action, Motion Blur, Motion Freeze and Long Exposure Effects, Application of Motion Blur/Freeze in Advertising and journalism. Synchronization with Flash, Creative Slow Sync |
| Aug | 1 st & 2nd | Image Sensor – The Retina that Sees: The Image Maker or Recorder, Film v/s dDigital, Film: Photochemistry, Digital: Photo-Electronics, Types of Sensor: CCD and CMOS, ISO: Photosensitivity (Sensor/Film Speed) |
| Aug | 3rd | Viewfinder – The Interactive Monitor: The Control Room cum Monitor, Displays Camera Settings, Aperture, Shutter and ISO, Metering Modes, Focusing Modes, Exposure Modes, Frame Count, File Format etc. |
| Aug | 4th | Lens: Imaging Device: The Eye of Camera – Learning to See: Main Player in Image Formation, Focusing the Object (Sharpening the Image), Speed of the Lens (Light Intake Ability), Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc. |
| Sept | 1st | Focal Length – Which Lens is Suitable: The factor to consider for Type of Photography and Choosing Lens for the Purpose. Main Distinguishing Factor, Fixed V/s Variable Focal Length Image Size – See Close: The Magnification Ratio of a Lens. Longer Focal Length = Bigger Image Size |

Vidhi
Controller of
Examination and
Evaluation

KM
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulaabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|------|-----------------------|--|
| Sept | 2nd | Coverage Angle – Crop Out Unwanted: Prime Concern in Composition, How Much of a Scene a Lens Takes in From a Viewpoint, Safe Focusing Distance, Distortion: Barrel/ Pin-cuision |
| Sept | 3rd | Types of Lenses – The Right One for the Task at Hand: Prime Lens v/s Zoom lens, Prime = Fixed Focal Length, Zoom = Variable Focal Length, Normal, Wide Angle and Telephoto, Special Purpose Lenses: Macro, Fish Eye, Tilt-Shift |
| Sept | 4 th & 5th | Intensity and Exposure – Perfect Tone: How Much Light: Consideration for Exposure, Exposure Triangle (A,S,ISO) The Model of Exposure Direction and Lighting – Lighting for Cinema, Television and Advertising: From Where: Direction Begets Shadow, Shadow = Depth Lighting = Shading, Three Point Lighting, Key: Main, Fill: Contrast Level (Lighting Ratio), Kicker: Separation or Background Light, Types of Lighting: Portrait, Effect, Ambient and Mood or Drama. |
| Oct | 1 st & 2nd | Quality and Ambience – Why have Umbrellas and Reflectors: How Soft or How Hard: Effective Size of Light Source, Small: Hard, Contrast, Sharp, Medium: Mid soft, Moderate Contrast, Soft Shadow Large: Extra Soft, Low Contrast, Shadowless, Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos Colour and Mood – What Tells Cozy or Cool: Colour of Light Concept: Main Distinguishing Factor, Kelvin: Colour temperature Pure light>True Colours, White Balance: Neutralizing, Preset White Balance and AWB, Colour and Mood (Warm/Cool). |
| Oct | 3rd | Measure – The Director in You is the King: Light Meter: Main Input of Exposure, Incident v/s Reflective (Advantage / Disadvantage), In Built Meter and Metering Modes: Average, Center Weighted, Spot, Matrix, Focus, Priority. Exposure Modes: M, A, S, P, and Smart Program Modes. Errors in Inbuilt Metering>Exposure Compensation. |
| Oct | 4th | Composition: Art of Seeing> Way of Portraying a Subject Frame and Aspect Ratio: Dimensions of Sensor and Proportion. Aspect Ratio: 2:3/ 4:5/ 16:9 (HD) Visual Indicators: Line, Shape, Size, Tone, Colour, Texture, Space and Center of Interest; Subject = Aesthetic Assembly of Objects. |
| Oct | 5th | Rules of Composition: Rule of Thirds/ Balance/ Leading Lines/ Frame-within-frame, Enhancing Depth/ Unusual Viewpoint/ Shadow/ Pattern Breaking. |
| Nov | 1st | Post-Processing: Introduction to Adobe Photoshop, Cropping, Reframing, Basic Photo Correction, Color Tones, Adding Creative Filters, Panorama, Flattening. |

Molli
Controller of
Examination and
Evaluation

M
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West). Mumbai 400 067

| | | |
|-----|-----|---|
| Nov | 2nd | Viewpoint and Perspective – What Pros Do: 1, 2 and 3 Point Perspective: Vanishing Points and Viewpoint. Normal: The way We See. Enhanced: Exaggerated Depth. Compressed: Feeling of Distance Taken Away. Forced: Unrealism. Aligned: Back Projection and Green Screen. |
| Nov | 3rd | Digital Imaging – Electronic Format: Image Format, 135mm/ APS-C, Medium Format, Large Sensor Format, Megapixel Pixel and It's Values, Total Number of Pixels, File Size, Resolution, Pixel Per Inch: Quality of Image, Magnification Ratio, Image Viewing Distance, Image Size and Pixilation Magnification, How Large an Image can be for the given Megapixel, File Formats: RAW, JPEG, TIFF (Bit and Compression). Advantages and Limitations of Raw Format. |

Submitted To Coordinator:

(Prof. Vidhi Rajora)

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

(Kiran Mungekar)

K
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: SY

Div: A and B

Semester:III

Subject: Principles of Marketing and Management

Teacher: Vidhi Rajora

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------------------|---|
| July | 3 rd | Introduction to Management Definition, Scope and Significance of Management Managerial Functions at Different levels. |
| July | 4 th | Management- Art or Science Fayol's Principles of Management |
| Aug | 1 st & 2 nd | Taylor's Scientific Management Elton Mayo's Human School-of Thought |
| Aug | 3 rd | McGregor's X & Y Theory |
| Aug | 4 th | Functions of Management Planning: Meaning, Importance, Elements, Process, Limitations |
| Sept | 1 st | Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations |
| Sept | 2 nd | Staffing: Meaning and Process Directing: Meaning and Process |
| Sept | 3 rd | Co-ordination as an Essence of Management Controlling: Meaning, Process and Techniques |
| Sept | 4 th & 5 th | Introduction to Marketing Definition, Features, Advantages and Scope of Marketing |
| Oct | 1 st & 2 nd | The 4Ps and 4Cs of Marketing. 7 Ps of Service Marketing Concepts of Marketing: Needs, Wants and Demands, Transactions, Transfer and Exchanges. |
| Oct | 3 rd | Orientations of a Firm: Production Concept; Product Concept; Selling Concept Marketing Concept, Social Relationship, Holistic Marketing. |
| Oct | 4 th | Marketing Mix Meaning and Elements of Marketing Mix. Product: Product Mix, Product Lifecycle, Product Planning, New Product Development, Levels of Product |
| Oct | 5 th | Pricing: Objectives - Factors Influencing Pricing Policy and Pricing Strategy |
| Nov | 1 st | Physical Distribution: Meaning, Factors Affecting Channel Selection, Types of Marketing Channels |
| Nov | 2 nd | Promotion: Meaning , Promotion Tools |
| Nov | 3 rd | Segmentation, Targeting and Positioning |

Submitted To Coordinator:

(Prof. Vidhi Rajora)

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

KA
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching plan for the Academic Year 2020-2021

Course: BAMMC

Semester: IV

Class: SY

Subject: Electronic Media

Teacher: Dr. Anita Bhasin

| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 2 | Introduction: Short History of Radio & TV in India, All India Radio, Contributions of AIR, Community Radio, Doordarshan, Educational TV, Prasar Bharti (Main Points), Convergence Trends. |
| January | Week 3 | Introduction to Sound for Radio & TV: Types of Sound – Natural, Ambient, Recorded, Studio Setup, Sound Equipment – Mixer, Control Panel, Tape Recording, Digital Recording, Outdoor Recording, Types of Microphones, Editing Suite. |
| January | Week 4 | Introduction to Visuals: Power & Influence of Visuals, Video Camera – Types of Shots, Camera Positions, Shot Sequences, Shot Length, Importance of Lighting. |
| January | Week 5 | TV Setup – Studio, Difference between Studio & On-location Shoots. |
| February | Week 1 | Broadcast Production: Pre-Production, Production, Post-Production. |
| February | Week 2 | Introduction to Radio Formats: News, Documentary, Feature, Talk Show, Music Show, Radio Drama, Sports Broadcasting. |
| February | Week 3 | Introduction to TV Formats: News, Documentary, Feature, Talk Show, TV Serials & Soaps, Web Series, Docudrama, Sports, Reality, Animation. |
| February | Week 4 | Scripting for Radio & TV Formats: Exercises in various formats to bring out creativity Other Requirements: Story Board, On-Line Editing. |
| March | Week 1 | Current & Emerging Trends in Electronic Media: 24/7 News Broadcast: Features, Audience Effectiveness, Advertisements, Tabloidization of News. |
| March | Week 2 | Convergence & Multimedia: Use of Facebook & Twitter Handles by Radio & TV Channels, Internet TV/Radio, Mobile, TV/Radio |
| March | Week 3 | Emerging Trends: Mobile Technology, Social Media & Web e.g. Hotstar, Voot, Sony Live. |
| March | Week 4&5 | Digital Storytelling/Features: Story Idea, Development & Presentation, Web Series. |
| April | Week 1&2 | Revision |

Signature
Controller of
Examination and
Evaluation

Signature
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|--------|----------|
| April | Week 3 | Revision |
| April | Week 4 | Revision |

Submitted To Coordinator:

(Vidhi Rajora)

Vidhi
 Cont. of
 Examination and
 Evaluation

Submitted By:

Anita
 (Dr. Anita Bhasin)

JK
PRINCIPAL
 Kandivli Education Society's
 B. K. Shroff College of Arts &
 M. H. Shroff College of Commerce
 Bhulabhai Desai Road,
 Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Semester: IV

Class: SY

Subject: Film Communication

Teacher: Raavi Parihar

| MONTH | Week | TOPIC |
|----------|--------|--|
| January | Week 2 | The History of Cinema: Still Pictures to Moving Images: History of Cinema, Birth of Visual Art, Understanding the Language of Cinema, Transition from Documentary to Feature. |
| January | Week 3 | The Early Cinema (1895 to 1950): Early Years (1895-1919) World and India, The Silent Era (1920-1931), Early Sound Era (1930-1939), The Developmental Stage (1940-1950). |
| January | Week 4 | Indian Cinema: Brief History and Influences. |
| January | Week 5 | Major Film Movements and Their Impact: The Major Cinema Movements and Filmmakers: Soviet Cinema: Brief History and Influences Hollywood Cinema: Brief History of Hollywood, Star System, Academy Awards, Global Audience of Hollywood Cinema. |
| February | Week 1 | Italian Neo-Realism: Origin and Impact on World Cinema, Works of Roberto Rossellini and Vittorio de Sica French New Wave Cinema |
| February | Week 2 | Japanese Cinema: Work of Yasujiro Ozu, Akira Kurosawa, Hayao Miyazaki etc.; Irani Cinema: Contribution of Abbas Kiarostami, Majid Majidi etc. |
| February | Week 3 | Mainstream Hindi Cinema and Parallel Indian Cinema Art v/s Commercial; Indian Meaningful Cinema(Commercial); The Angry Young Man; The Indian Diaspora and Bollywood; Contemporary Bollywood Cinema; Globalisation and Indian Cinema; The Multiplex Era. |
| February | Week 4 | Golden Era of Indian Cinema: Important works of V. Shantaram, Dadasaheb Phalke, Bimal Roy, Guru Datt, Raj Kapoor. |
| March | Week 1 | Indian New Wave Cinema: Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu. |
| March | Week 2 | Parallel Cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Said Mirza, Sai Paranjpe, Aparna Sen, etc. |
| March | Week 3 | Regional Cinema: Regional Films and Film Makers – Marathi (V.Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak), |

Volli
Controller of
Examination and
Evaluation

PR
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|----------|---|
| | | Malayalam/Tamil/Telegu/Kannad Film Makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc. |
| March | Week 4&5 | Understanding Film Culture: Film Culture: Introduction to Film Institute; Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. |
| April | Week 1&2 | Film Festivals: What is Film Festival?, Major Film Festivals in India and Abroad. |
| April | Week 3 | Film Awards: Nature and Types of Film Awards, Major Film Awards in India and Abroad; Rise of Women's Organizations like AIWART and Others. |
| April | Week 4 | Revision. |

Submitted To Coordinator:

Vidhi
Controller of
Examination and
Evaluation

(Vidhi Rajora)

Submitted By:

(Raavi Parihar)

SK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Semester: IV

Class: SY

Subject: Mass Media Research

Teacher: Harshad Pore

| MONTH | Week | TOPIC |
|----------|----------|---|
| January | Week 2 | Research In Media: Introduction to Mass Media Research: Relevance, Scope of Mass Media Research and Role of Research in the Media. |
| January | Week 3 | Steps Involved in the Research Process, Qualitative and Quantitative Research, Discovery of Research Problem, Identifying Dependent and Independent Variables, Developing Hypothesis. |
| January | Week 4 | Research Design: Concept, Types and Uses, Research Designs: Exploratory, Descriptive and Causal. |
| January | Week 5 | Data Collection: Data Collection Methodology: Primary Data Collection Methods: Depth Interviews, Focus Group, Surveys, Observations, Experimentations, Secondary Data Collection Methods, Literature Review. |
| February | Week 1 | Designing Questionnaire and Measurement Techniques: Types and Basics of Questionnaire, Projective Techniques, Attitude Measurement Scales, Sampling Process, Data Tabulation and Research Report Format. |
| February | Week 2 | Analysis and Application: Content Analysis: Definition and Uses, Quantitative and Qualitative Approach, Steps in Content Analysis |
| February | Week 3 | Devising Means of a Quantification System. |
| February | Week 4 | Limitations of Content Analysis. |
| March | Week 1 | Video Analytics: Using AI to Study Audiences. |
| March | Week 2 | Application of Research in Mass Media: Readership and Circulation Survey, TRP, RRP, Audience Research, Exit Polls, Advertising Consumer Research. |
| March | Week 3 | The Semiotics of Mass Media: What is Semiotics in Media?, Why is Semiotics Important? |
| March | Week 4&5 | What are Codes in Semiotics?, Semiotics and Media. |

Viola
Controller of
Examination and
Evaluation

JK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhal Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|----------|-----------|
| April | Week 1&2 | Revision. |
| April | Week 3 | Revision. |
| April | Week 4 | Revision. |

Submitted To Coordinator:

(Vidhi Rajora)

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

(Harshad Pore)

SH
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Semester: IV

Class: SY

Subject: Media Laws and Ethics

Teacher: Amrita Chauhan

| MONTH | Week | TOPIC |
|----------|--------|---|
| January | Week 2 | Constitution and Media: Core Values of the Constitution: Refreshing Preamble, Unique Features of the Indian Constitution, Core Values of the Constitution. |
| January | Week 3 | Freedom of Expression: Article 19 (1) (a), Article 19(2) Judicial Infrastructure: Hierarchy of the Courts, Independence of the Judiciary, Legal Terminologies. |
| January | Week 4 | Social Responsibility of the Media: Social Responsibility Theory, Emerging Issues in Social Responsibility, Theory in Today's Era. |
| January | Week 5 | Social Media: Threat of Fake News and Fact Verification, Social Media Decorum. |
| February | Week 1 | Regulatory Bodies; Press Council of India: Brief History: Statutory Status, Structure, Powers and Limitations TRAI: Role of Telecom Regulatory Authority of India. |
| February | Week 2 | IBF: Indian Broadcasting Foundation, Broadcasting Content Complaint Council, Broadcasting Audience Research Council. |
| February | Week 3 | ASCI: Advertising Standard Council of India, Mission, Structure, Consumer Complaint Council NBA: News Broadcasters Association: Structure, Mission, Role. |
| February | Week 4 | Media Laws: Copyright and IPR: What is Copyright, Intellectual Property Rights, Exceptions, Major Amendments, Recent Case studies. |
| March | Week 1 | Defamation: Definition. Civil, Criminal, Exceptions, Recent Case Studies IT Act: Information Technology Act 2000, Amendment 2008, Section 66A, Section 67, Case Studies. |
| March | Week 2 | Contempt: Contempt of Court, Contempt of Parliament More Acts: Drugs and Magic Remedies, (Objectionable Advertisements) Act, Emblems and Names (Prevention of Improper Use) Act. |
| March | Week 3 | Right to Privacy: Evolution, Right to Privacy a Fundamental Right Morality and Obscenity: Indecent Representation of Women's Act, 192, 292, 293 IPC, Change in Perception with Time. |

Uditi
Controller of
Examination and
Evaluation

ML
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West) M.

| | | |
|-------|----------|--|
| March | Week 4&5 | Unfair Trade Practices and the Competition Act 2002: OSA: Official Secrets Act, Controversies, Case Studies RTI: Right To Information Act 2005, Brief History, Importance and Current Status. |
| April | Week 1&2 | Media Ethics and Social Responsibility: Why Ethics: What is Ethics? Why do We Need Ethics? Ethical Responsibility of Journalists: Code of Conduct for Journalist, Conflict of Interest, Misrepresentation, Shock Value. |
| April | Week 3 | Fake News: Post-truth and Challenges of Fighting Fake News, Techniques of Fact Verification. |
| April | Week 4 | Ethical Responsibility of Advertisers: Violation of Ethical Norms by Advertisers, Case Studies Stereotyping: Stereotyping of Minorities, Women, Senior Citizens, Regions, LGBT. |

Submitted To Coordinator:

(Vidhi Rajora)

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

(Amrita Chauhan)

JK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Semester: IV

Class: SY


Subject: Motion Graphics and Visual Effects – II

Teacher: Harshad Sonawale

| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 2 | Compositing: Pass Compositing: Multi Pass Compositing Pre-Compositions: Creating a Composition with Original Composition (Nesting). |
| January | Week 3 | Tracking-I: Application and Usage of Tracking Elements. Understanding Match Moving. |
| January | Week 4 | Tracking-II: Object and Camera Tracking. |
| January | Week 5 | Layer and Node Composition: Layer-based Compositing. Node-based Compositing. |
| February | Week 1 | Rotoscopy: Rotoscopy: Understanding Rotoscoping and its Application and Usage. Rig Removal and its Importance. |
| February | Week 2 | Matting: Understanding Alpha and Luma Mattes. Use of Garbage Mattes. |
| February | Week 3 | Chroma Keying: Keying: What is Chroma Keying? |
| February | Week 4 | Green and Blue Screens: What is Blue/Green Screen Imaging? Why is Blue/Green color used? Chroma Screen: Application of Chroma (Green and Blue Screen Effect). |
| March | Week 1 | Application: Using Chroma to Work on Simple Shoots. Wire Removals and Cleaning up Footage. |
| March | Week 2 | Exporting to Premiere: Using Visual Effects into Premiere Pro Timeline Videos. |
| March | Week 3 | Footage Clean-up: Removing Faults/Wires in Live Action Footage. |
| March | Week 4&5 | VFX and Colour Grading: Creating Mattes for Visual Effects. Colour Grading for Specific Objects/Frames. |
| April | Week 1&2 | Exporting Files: Understanding Computability for Rendering. Exporting in Various File Formats. |
| April | Week 3 | Revision |
| April | Week 4 | Revision |

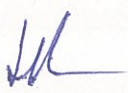
Submitted To Coordinator:

(Vidhi Rajora)


**Controller of
Examination and
Evaluation**

Submitted By:

(Harshad Sonawale)


PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Semester: IV

Class: SY

Subject: Writing and Editing for Media

Teacher: Dr. Anita Bhasin

| MONTH | Week | TOPIC |
|----------|--------|--|
| January | Week 2 | Print Media Writing For Print Media: What makes news? (Determinants of News), Art and Basic Tools of Writing, Steps and Elements of Writing-Editorial, Features and Review, Writing for Newspapers and Magazines, Writing a News Story/Feature, Stories/Article/Editorials (Differences), Leads |
| January | Week 3 | Nut Shelling and Story Structure, Writing Style and the Stylebook, Public Relations and Corporate Writing - various forms, Writing for Advertisements. |
| January | Week 4 | Radio And Television Writing For Broadcast Media: Radio and Television: Challenges, strengths and weaknesses, Writing for Television and Radio Programs, Script Writing Formats, Writing for Interviews. |
| January | Week 5 | Live News and Daily News, Radio Jockeying / Online Radio and New Trends, Storyboarding for Television commercials. |
| February | Week 1 | Digital Media Digital Media: Difference Between Newspaper Writing and Writing for the Web, Headline Writing. |
| February | Week 2 | Deck Heads, Subheads, Lists and Hyperlinked Content. |
| February | Week 3 | How to Produce Well-Written Web Pages: Written Content for the Web, Digital Spaces and Digitally distributed Media. |
| February | Week 4 | Development of web-specific Style Guides, Convergence of Text and Video on Digital. |
| March | Week 1 | Emerging Fields of Personal Publishing: Blogging and Micro Blogging (or publishing on LinkedIn). Dealing with Breaking News and Fake News in Real Time. Writing for Advertisements through Email and SMS, Writing Blogs. |
| March | Week 2 | Introduction to Gaming and Virtual Reality and Writing for Them: Writing subtitles using Google application (This unit is expected to be taught with the help of case studies). |
| March | Week 3 | Editing: Evaluation Of Content: Checking Spelling and Grammar. Check News/Magazine Copies for Headlines (Types, Appeal), Sub Heads. |

Madhu
Controller of
Examination and
Evaluation

ML
PRINCIPAL
Kandivli Education Society's
B. K. Shrotri College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|----------|--|
| March | Week 4&5 | Use of graphics and Illustrations for Construction and Information Flow in Newspapers. |
| April | Week 1&2 | Rewriting Leads. Achieving fitment with spacing requirements at any newspaper, magazine or webpage. |
| April | Week 3 | Checking Advertising Agency Copies: Checking Headline/Sub Headline (Types, Appeal), Maintaining Sequence and Flow in Body Copy. |
| April | Week 4 | Online Editing: Editing Requirements: Content, Layout, Clarity, Style, Conciseness, Online Headlining – Website Design. |

Submitted To Coordinator:

(Vidhi Rajora)

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

Anita
(Dr. Anita Bhasin)

JK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY

Div: A & B

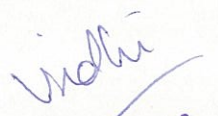
Semester: 5

Subject: Media Planning & Buying


Teacher: Deepali Manjrekar

| MONTH | WEEK | UNIT / TOPIC |
|--------------|-----------------------|--|
| July | 3rd | Media planning :Functions, Planner , buyer, importance, elements |
| July | 4th | Strategies, Media Mix |
| Aug | 1 st & 2nd | Scheduling, Role of Media. |
| Aug | 3rd | Media & Business Media Planning Process |
| Aug | 4th | Media & consumer behavior, Mix, factors, types of media |
| Sept | 1st | Print, Newspaper, TV, Radio, factors, advantages, disadvantages |
| Sept | 2nd | POP, Ambient, Media Brief |
| Sept | 3rd | Media Buyer responsibilities, steps |
| Sept | 4 th & 5th | Media Buying, brief, process |
| Oct | 1 st & 2nd | New media options, internet advertising, mobile advertising |
| Oct | 3rd | NCC Grid, Negotiations |
| Oct | 4th | Media research Organisations |
| Oct | 5th | Budgeting, Importance & methods of budget |
| Nov | 1st | Case Study of Media Plan |
| Nov | 2nd | Practice of Case Study |
| Nov | 3rd | Sums on media Planning |

Submitted To Coordinator:


Controller of
Examination and
Evaluation

Submitted


PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY

Div: A & B

Semester: 5

Subject: AD Design

Teacher: Nayana Jain

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|---|
| July | 3rd | Introduction to Agency Departments & Role of each department. |
| July | 4th | Understanding Design: Design as a language of emotions |
| Aug | 1 st & 2nd | Understanding Design: Design as a language of Communication. |
| Aug | 3rd | Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning. |
| Aug | 4th | Introduction to Optical illusions. |
| Sept | 1st | Introduction to Word expression. |
| Sept | 2nd | Logo unit: Understanding Logo as a company face |
| Sept | 3rd | Logo unit: Understanding Logo as a Brand identity |
| Sept | 4 th & 5th | Logo unit: Understanding Logo as a Character/ Class. |
| Oct | 1 st & 2nd | Introduction to Layout. |
| Oct | 3rd | Use of picture (visual) as means to select Target audience |
| Oct | 4th | Introduction to Typography & Text treatment |
| Oct | 5th | Introduction to Art direction for different media. |
| Nov | 1st | Campaign planning. |
| Nov | 2nd | Revision |
| Nov | 3rd | Revision |

Submitted To Coordinator:

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

MM
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commer
Bhulaadhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY

Div: A & B

Semester: 5

Subject: Advertising

Teacher: Kiran Dalani

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|--|
| July | 3rd | Policy post-independence Policy 1990 onwards |
| July | 4th | Effects of Liberalization on Economy, Business, Employment, Advertising, Lifestyle |
| Aug | 1 st & 2nd | The environmental analysis of all foreign countries, The use of this analysis in marketing and Advertising |
| Aug | 3rd | Need for Social Marketing The difficulties of Social Marketing The various subjects for Social Marketing |
| Aug | 4th | Effects of social marketing The effect of Advertising on Society |
| Sept | 1st | Criticism of Advertising Advertising and Women |
| Sept | 2nd | Advertising and Children Advertising and old people |
| Sept | 3rd | Controversial Advertising Gender Bias Advertising and popular culture The social implication of advertising |
| Sept | 4 th & 5th | The role of advertising on the economy Political advertising B to B |
| Oct | 1 st & 2nd | Consumer advertising Retail advertising |
| Oct | 3rd | Industrial advertising, Financial advertising |
| Oct | 4th | Digital Marketing |
| Oct | 5th | Revision |
| Nov | 1st | Revision |
| Nov | 2nd | Revision |
| Nov | 3rd | Revision |

Submitted To Coordinator:

K. Dalani
Controller of
Examination and
Evaluation

Submitted

K. Dalani
PRINCIPAL

Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY

Div: A & B

Semester: 5

Subject: Brand Building

Teacher: Shobha Venkatesh

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|---|
| July | 3rd | Definition Importance of branding Difference between Brand and Product Process of branding |
| July | 4th | Core Identity Extended Identity Brand Identity perspective |
| Aug | 1 st & 2nd | Brand Identity Traps Brand positioning |
| Aug | 3rd | Brand positioning –Cornerstone Brand personality- BIG FIVE |
| Aug | 4th | Brand Leveraging Brand extension |
| Sept | 1st | Line Extension Co – branding Moving the brand up &Down |
| Sept | 2nd | Brand Strategies Multi brand strategy Multi product strategy |
| Sept | 3rd | Brand licensing Generic brand Brand product matrix Brand building blocks |
| Sept | 4 th & 5th | Brand repositioning |
| Oct | 1 st & 2nd | Brand equity |
| Oct | 3rd | Steps in building brand equity |
| Oct | 4th | Brand awareness Brand association Brand Loyalty |
| Oct | 5th | Brand equity Ten |
| Nov | 1st | Brand Asset Valuator Y & R model – Graveyard |
| Nov | 2nd | Equi Trend Interbrand |
| Nov | 3rd | Co-ordination across organisation Co-ordination across media Co-ordinating strategy & tactics across markets. |

Submitted To Coordinator:

Shobha Venkatesh
Controller of
Examination and
Evaluation

Submitted

Shobha Venkatesh
PRINCIPAL

Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY

Div: A & B

Semester: 5

Subject: Consumer Behaviour

Teacher: Kiran Dalani

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|--|
| July | 3rd | Introduction to CB |
| July | 4th | Segmentation |
| Aug | 1 st & 2nd | Need to study Consumer Behavior |
| Aug | 3rd | Perception |
| Aug | 4th | Learning |
| Sept | 1st | Family |
| Sept | 2nd | Social Class |
| Sept | 3rd | Personality |
| Sept | 4 th & 5th | Adoption and diffusion process |
| Oct | 1 st & 2nd | Social Stratification. – Class, Age, Gender. |
| Oct | 3rd | Motivation |
| Oct | 4th | Culture |
| Oct | 5th | Culture |
| Nov | 1st | Attitude. |
| Nov | 2nd | Attitude |
| Nov | 3rd | Groups |

Submitted To Coordinator:


Controller of
Examination and
Evaluation

Submitted



PRINCIPAL

Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhula Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY

Div: A & B

Semester: 5

Subject: Copy Writing

Teacher: Vidhi Rajora

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|--|
| July | 3rd | Copywriting, Introduction, Responsibility of Copy writer.Attributes of a good copywriter Principles of copywriting |
| July | 4th | Creative Thinking: How to inculcate a creative Thinking attitude Left Brain & Right brain thinking Conscious & Unconscious mind |
| Aug | 1 st & 2nd | Idea Generation Techniques Theories of Ideation Brainstorming, Triggered Brain Walking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, interaction, Imagination, Dreams, Creative aerobics |
| Aug | 3rd | Brief: Marketing brief ,Creative brief |
| Aug | 4th | Various Types of Appeals and Execution styles:Rational, Emotional: Humour, Fear, Sex appeal Various Advertising Execution techniques |
| Sept | 1st | Writing Persuasive Copy: The CAN Elements Getting Messages to "Stick": Simplicity, Unexpectedness, Concreteness, credibility, Emotionality, Storytelling |
| Sept | 2nd | Writing Copy for various Media: Print: Headlines, Sub Headlines, Captions, Body Copy and slogans |
| Sept | 3rd | Television: Storyboard, Balance between words and visuals, Power of silence, formats of TVC'sOutdoor Posters, radio, Digital: email, web pages |
| Sept | 4 th & 5th | Transcreativity: Introduction, purpose |
| Oct | 1 st & 2nd | Writing Copy for various audiences Children, Youth |
| Oct | 3rd | Writing Copy for various audiences Women, Senior citizens, Executives |

Vidhi
Controller of
Examination and
Evaluation

JK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-----|-----|--|
| Oct | 4th | Role of Heuristics and assumptions in creative thinking Five steps of creative process |
| Oct | 5th | How to write copy for: Direct mail, classified advertisement, B2B advertising, Advertorial, Infomercial, Press Release |
| Nov | 1st | The techniques Evaluation of an Ad Campaign: Evaluate the ads in terms of its efficacy Aesthetic aspects of the ad- looks, layout, colour, scheme, typography, balance etc |
| Nov | 2nd | Revision |
| Nov | 3rd | Revision |

Submitted To Coordinator:

Madhvi
Controller of
Examination and
Evaluation

Submitted

M

PRINCIPAL

Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY Div: C

Semester:5

Subject: EDITING.

Teacher: RENU NAURIYAL

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|-----------------------|
| July | 3rd | INTRODUCTION |
| July | 4th | LANGUAGE |
| Aug | 1 st & 2nd | VOCABULARY |
| Aug | 3rd | GRAMMAR |
| Aug | 4th | SPECIFIC INPUT |
| Sept | 1st | FUNCTION OF EDITOR |
| Sept | 2nd | WRITING |
| Sept | 3rd | EDITING |
| Sept | 4 th & 5th | DESIGN |
| Oct | 1 st & 2nd | TYPOGRAPHY |
| Oct | 3rd | ILLUSTRATION |
| Oct | 4th | SET UP OF A NEWSPAPER |
| Oct | 5th | HIERARCHY |
| Nov | 1st | HIERARCHY |
| Nov | 2nd | REVISION |
| Nov | 3rd | REVISION |

Submitted To Coordinator:

(Prof. Vidhi Rajora)

Vidhi
Controller of
Examination and
Evaluation

[Signature]
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulaabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY

Div: C

Semester: 5

Subject: F&O.

Teacher : ANITA BHASIN

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|---------------------|
| July | 3rd | INTRODUCTION |
| July | 4th | HARD NEWS SOFT NEWS |
| Aug | 1 st & 2nd | REPORT VS FEATURE |
| Aug | 3rd | REPORT VS FEATURE |
| Aug | 4th | SPECIAL FEATURES |
| Sept | 1st | NON NEWS FEATURE |
| Sept | 2nd | NON NEWS FEATURE |
| Sept | 3rd | COLUMNS |
| Sept | 4 th & 5th | REVIEWS |
| Oct | 1 st & 2nd | TREND NEWS |
| Oct | 3rd | TREND NEWS |
| Oct | 4th | EDITORIAL |
| Oct | 5th | WRITING |
| Nov | 1st | WRITING |
| Nov | 2nd | REVISION |
| Nov | 3rd | REVISION |

Submitted To Coordinator:

(Prof. Vidhi Rajora)

Vidhi
Controller of
Examination and
Evaluation

Submitted By:

(Dr. ANITA BHASIN)

ANITA BHASIN

PRINCIPAL

Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY Div:

C

Semester:5

Subject: IRJ.

Teacher: RENU NAURIYAL

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|--|
| July | 3rd | INTRODUCTION |
| July | 4th | IMPORTANT PAPERS |
| Aug | 1 st & 2nd | IMPORTANT PAPERS |
| Aug | 3rd | HISTORY |
| Aug | 4th | HISTORY |
| Sept | 1st | REVISION |
| Sept | 2nd | I N D I A N L A N G U A G E P A P E R S |
| Sept | 3rd | I N D I A N L A N G U A G E P A P E R S |
| Sept | 4 th & 5th | RISE OF HINDI |
| Oct | 1 st & 2nd | LOCAL POLITICS |
| Oct | 3rd | GROWTH |
| Oct | 4th | ROLE OF EDITORS |
| Oct | 5th | MASS NEWS |
| Nov | 1st | REVISION |
| Nov | 2nd | REVISION |
| Nov | 3rd | REVISION |

Submitted To Coordinator:

Submitted By:

(Prof. Vidhi Rajora)

Vidhi
Controller of
Examination and
Evaluation

Renu

PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY Div:

C

Semester:5

Subject:

JPO

Teacher: RAAVI PARIHAR

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|----------------------------|
| July | 3rd | INTRODUCTION |
| July | 4th | RÔLE OF MEDIA |
| Aug | 1 st & 2nd | AGENDA SETTING |
| Aug | 3rd | NEWS ANALYSIS |
| Aug | 4th | WRITING STYLES |
| Sept | 1st | POLITICAL OPINION |
| Sept | 2nd | ROLE OF MEDIA |
| Sept | 3rd | MEDIA IN WAR |
| Sept | 4 th & 5th | MEDIA IN WAR |
| Oct | 1 st & 2nd | INTERNATIONAL CONFLICTS |
| Oct | 3rd | INTERNATIONAL CONFLICTS |
| Oct | 4th | COMMUNAL/ ETHNIC ISSUES |
| Oct | 5th | TRENDS |
| Nov | 1st | MEDIA IN TIME |
| Nov | 2nd | REVISION |
| Nov | 3rd | REVISION |

Submitted To Coordinator

(Prof. Vidhi Rajora)

Vidhi
**Controller of
Examination and
Evaluation**

JK
PRINCIPAL

**Kandivli Education Society's
B. K. Shroff College of Arts &
M. ti. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67**

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC Class: TY Div: C
NEWSPAPER MAKING

Semester: 5 Subject:
Teacher: RAJU KORTI

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|-------------------|
| July | 3rd | INTRO TO QUARK |
| July | 4th | LAYOUTING |
| Aug | 1 st & 2nd | PAGE DISTRIBUTION |
| Aug | 3rd | EDITING |
| Aug | 4th | WRITING STYLES |
| Sept | 1st | NEWS PLACEMENT |
| Sept | 2nd | ORGANIZATION |
| Sept | 3rd | HIERARCHY OF NEWS |
| Sept | 4 th & 5th | VOCABULARY |
| Oct | 1 st & 2nd | PHOTO AND VISUALS |
| Oct | 3rd | BRODSHEET |
| Oct | 4th | BROADSHEET |
| Oct | 5th | TABLOID |
| Nov | 1st | TABLOID |
| Nov | 2nd | MAGAZINE |
| Nov | 3rd | MAGAZINE |

Submitted To Coordinator:

(Prof. Vidhi Rajora)

Vidhi
 Control
 Examination and
 Evaluation

U
 PRINCIPAL

**Kandivli Education Society's
 B. K. Shroff College of Arts &
 M. H. Shroff College of Commerce
 Bhulaabhai Desai Road,
 Kandivli (West), Mumbai-67**

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY Div: C

Semester:5

Subject: REPORTING.

Teacher: VINOD MENON

| MONTH | WEEK | UNIT / TOPIC |
|-------|-----------------------|-------------------------|
| July | 3rd | INTRODUCTION |
| July | 4th | WRITING REPORTS |
| Aug | 1 st & 2nd | SORTING IMPORTANCE |
| Aug | 3rd | TYPES OF REPORTS |
| Aug | 4th | LEADS AND ITS TYPES |
| Sept | 1st | LEADS |
| Sept | 2nd | GATHERING NEWS |
| Sept | 3rd | GATHERING NEWS |
| Sept | 4 th & 5th | REVISION |
| Oct | 1 st & 2nd | WRITING STYLES |
| Oct | 3rd | WRITING STYLES |
| Oct | 4th | BEATS OF JOURNALISM |
| Oct | 5th | BEATS OF JOURNALISM |
| Nov | 1st | INVESTIGATIVE REPORTING |
| Nov | 2nd | INVESTIGATIVE REPORTING |
| Nov | 3rd | REVISION |

Submitted To Coordinator:

Submitted By:

(Prof. VidhiRajora)
BHASIN)

Vidhi
Controller of
Examination and
Evaluation

ANITA
PRINCIPAL

Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

(Dr. ANITA

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY (Journalism)

Semester: VI

Subject: Digital Media

Teacher: Manoj Singh

| MONTH | Week | TOPIC |
|----------|----------|---|
| January | Week 3&4 | 1. Understanding Digital Media 2. Principles 3. Key Concepts 4. Evolution of the Internet 5. Traditional v Digital |
| January | Week 5 | 1. What are Search Engines: • Types of Search Engines, • How Search Engines work and how they rank websites based upon a search term? 2. Introduction to SEO and what it involves: • What is the importance of search for websites? • What are the areas of operation for Search Engine Optimization Professionals? • How do you search for the right keywords that will help bring in the most traffic? 3. What is On-Page Optimization? • Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags |
| February | Week 1 | 4. What is OFF-Page Optimization? • What are Backlinks?, How to Get Backlinks? • What is Google Page Rank? How to Increase Page Rank? |

Controller of
Examination and
Evaluation

PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West) Mumbai-67

| | | |
|----------|--------|---|
| | | <p>5. Search Engine Algorithms:</p> <p>What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update</p> |
| February | Week 2 | <p>1. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs</p> <p>2. Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content Calendar</p> |
| February | Week 3 | <p>3. Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools</p> <p>Influence on Twitter: TweetDeck, Klout, PeerIndex</p> <p>4. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups</p> <p>5. Using Blogs: How Blogging can be used as a tool.</p> |
| February | Week 4 | <p>1. key terms and concepts</p> <p>2. Web analytics</p> |



**Controller of
Examination and
Evaluation**



PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67


| | | |
|-------|----------|--|
| | | 3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging |
| March | Week 1 | 1. Homepage 2. Links 3. Navigation 4. Multimedia |
| March | Week 2 | 1. Blog 2. Twitter 3. Mobile |
| March | Week 3 | Cyber Crime and Challenges of the new Media |
| March | Week 4&5 | 1. Information Technology Act 2. Copyright |
| April | Week 1&2 | 3. Ethics 4. Digital Security |
| April | Week 3 | Revision |
| April | Week 4 | Revision |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Manoj Singh



Vidhi
Controller of
Examination and
Evaluation


PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY (Journalism)

Semester: VI

Subject: Broadcast Journalism

Teacher: Prof. Tejasvi Khatri

| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 3&4 | <ol style="list-style-type: none">1) Brief History, Evolution & development of Radio journalism- Globally & in India.2) Brief History of the development of TV journalism- Globally & in India.3) Emerging Trends. |
| January | Week 5 | <ul style="list-style-type: none">• The International Scenario- Marconi (Inventor of radio) till date- TimelineOrganizational structure.• News Service Division of AIR;• Objectives of broadcast—Information, Education & Entertainment;• Commercial Broadcasting Service- Vividh Bharati, External Broadcast Service, National Service.• Three tiers of Radio Broadcast—Local, Regional and National & FM service of AIR.• Prasar Bharati - Code of ethics for Public Service Broadcast |
| February | Week 1 | <ul style="list-style-type: none">• Autonomy of Expansion of Private FM Radio channels.• Digital Broadcast.• Satellite Radio – The Evolution & Growth; Satellite Radio with Digital broadcast.• Developmental & Educational Role of AIR & Community Radio- Evolution & Growth. |

Vidhi
Controller of
Examination and
Evaluation

LM
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|----------|--------|--|
| | | <ul style="list-style-type: none"> Internet Radio & Private FM Channels broadcast on Internet |
| February | Week 2 | The International Scenario- John Baird (Inventor of TV) till date-Timeline |
| February | Week 3 | <p>News; Entertainment, Culture, Sports & Films.</p> <ul style="list-style-type: none"> Growth of Private International, National & Regional TV Networks & fierce competition for ratings. Satellite television broadcast-Television channels for niche audiences — entertainment, news, sports, science, health & life style. ; HDTV telecast Proliferation of DTH services |
| February | Week 4 | <ol style="list-style-type: none"> BBC: : Evolution ,Organization, Policies& Programming- News Service- News on the hour & news updates, Radio Features, Catering to Transnational audiences, Advertising & promotion. Social Responsibility to audiences. CNN: Evolution ,Organization, Policies& Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising & promotion. |
| March | Week 1 | <ol style="list-style-type: none"> News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak. Radio Channels-Akashvani Marathi (SW/AM), Akashvani Mumbai GOLD (100.7 FM) Akashvani Mumbai Rainbow (107.1 FM), Sun Radio. |
| March | Week 2 | <p>Main characteristics of News as against news in other media.</p> <ul style="list-style-type: none"> Spot news, News Bulletins & News analysis/ News Magazines/ Features. |

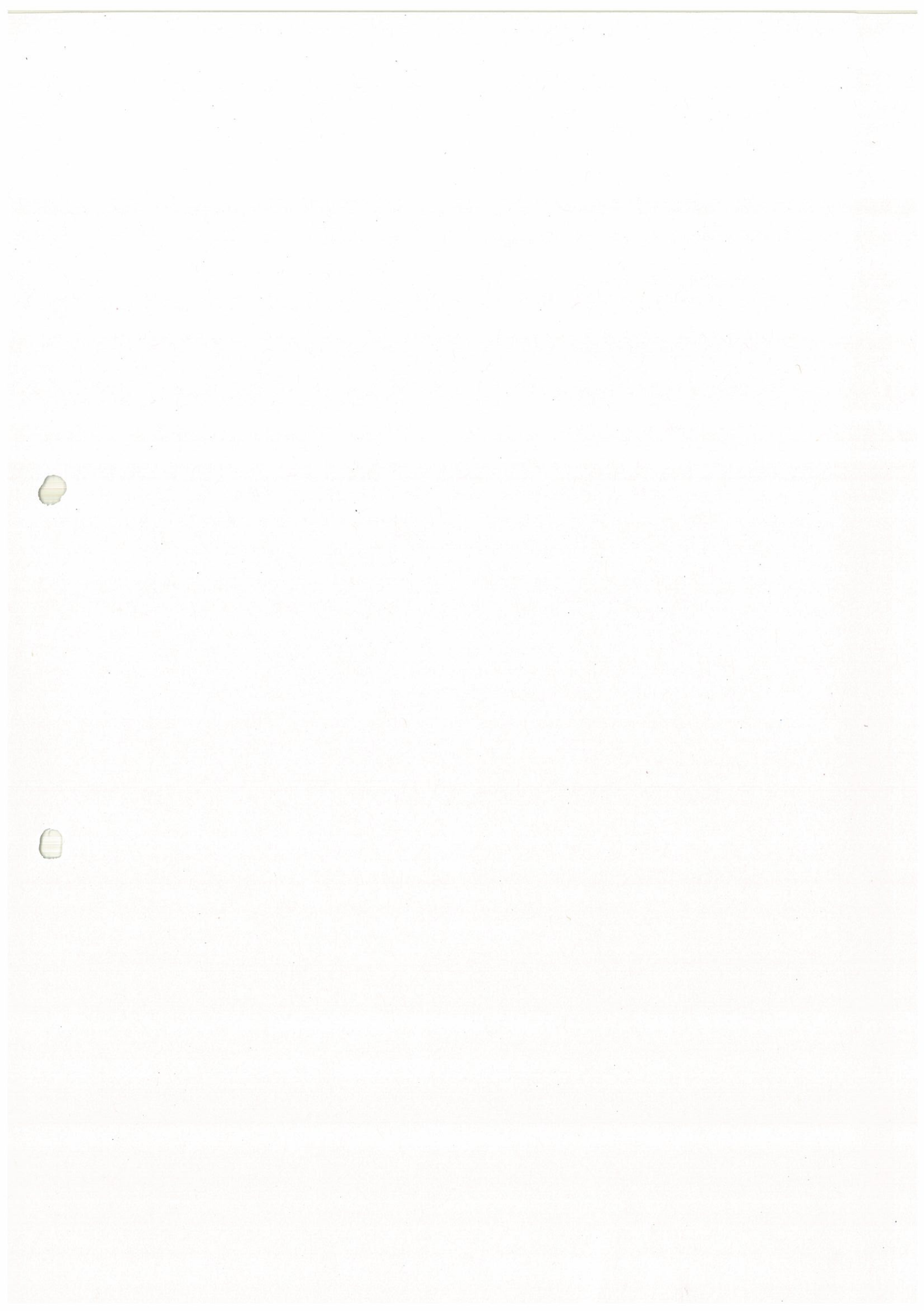
Vidhi
**Controller of
Examination and
Evaluation**

[Signature]
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|----------|---|
| | | <ul style="list-style-type: none"> ● Announcements |
| March | Week 3 | <ul style="list-style-type: none"> ● Talk Shows ● Reviews ● Talks ● Interviews ● Discussions. ● Documentaries ● Docudramas. ● Plays/ Skits. ● Commentaries. ● Music ● Sports |
| March | Week 4&5 | <ul style="list-style-type: none"> ● Research in Broadcast. ● Broadcast News Vocabulary. ● Genres: Sports, Current Affairs, Lifestyle etc. ● Preparation of Audio and Video briefs- Idea generation, Scripting, Story board. ● Scripting for Interviews/Documentary/Feature/Drama/Skits on Radio & TV. |
| April | Week 1&2 | <p>'24/7 news broadcast : Features, Audience effectiveness, advertisements & Dumbing down of News.</p> <ul style="list-style-type: none"> ▪ Ethics : (including Censorship) in presentation of News |
| April | Week 3 | <p>Convergence: Need, nature and future of convergence.</p> <p>Convergence and Multi-media: - Use of Facebook & Twitter handles by Radio& TV channels, Internet TV/ Radio and MobileTV/Radio.</p> |

Vidhi
**Controller of
Examination and
Evaluation**

[Signature]
PRINCIPAL
**Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67**



| | | |
|-------|--------|--|
| | | Emerging Trends: Mobile Technology, Social Media & Web - eg.Hotstar, Voot, SonyLiv. Digital storytelling /Features : 'Story idea, development and Presentation- Web series. |
| April | Week 4 | Revision |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Tejasvi Khatri

Vidhi
Controller of
Examination and
Evaluation

[Signature]

PRINCIPAL
Kandivli Education Society's
B. K. Shrofi College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY (Journalism)

Semester: VI

Subject: Business and Magazine Journalism

Teacher: Prof. Raju Korti

| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 3&4 | Introduction to Business Journalism |
| January | Week 5 | A) Planning Commission & NITI Aayog, Reserve Bank of India – Role, Functions. A general understanding about, RBI's involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI. B) Securities and Exchange Board of India (SEBI) – Role, function and objectives. C) The Banking Sector in India – a brief analytical study. a. Functions of commercial banks b. Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion. Government schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account. |
| February | Week 1 | Salient features of the latest Union Budget. An introductory study. |
| February | Week 2 | “Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem with reference to Indian Economy. |
| February | Week 3 | The Satyam saga The Sahara Scam |

Vidhi
Controller of
Examination and
Evaluation

HL
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|----------|-------------|---|
| | | Saradha chit fund embezzlement |
| February | Week 4 | Concept of SENSEX and NIFTY and impact of their volatility. Retail Market – the Indian Scenario The World Bank, The Asian Development Bank, BRICS Development Bank – functions. |
| March | Week 1 | A brief study of leading business magazines, leading financial dailies in India. Fundamental point of differences between “Newspaper” and “Magazine”. Special skills required for a person working in magazines |
| March | Week 2 | Competition of magazines with electronic media. A general analytical study of magazines of different genre: Women’s magazines Travel Magazines General Interest Magazines Health Magazines Technology Magazines Automobile Magazines |
| March | Week 3 | A detailed study of women’s magazines covering specific female related issues and other routine issues |
| March | Week 4&5 | A comparative study of coverage of sports events by magazines and audio visuals and press. |
| April | Week 1&2 | A very brief study of global warming, ozone depletion, issues related to deforestation. Issue of Western Ghats and its environmental importance. (Students are advised to refer to the |

Vidya
Controller of
Examination and
Evaluation

HB
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai - 400 067

| | | |
|-------|--------|--|
| | | <p>various documentaries and special reports on environmental issues by print and electronic media</p> <p>Civic issues and their coverage in various modern day alternative media, social networking avenues. (Critical evaluation). Civic issues of the latest year to be considered.</p> |
| April | Week 3 | Revision |
| April | Week 4 | Revision |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Raju Korti

Vidhi
 Controller of
 Examination and
 Evaluation

[Signature]

PRINCIPAL
 Kandivli Education Society's
 B. K. Shroff College of Arts &
 M. H. Shroff College of Commerce
 Bhulabhai Desai Road,
 Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC


Class: TY (Journalism)


Semester: VI

Subject: Contemporary Issues

Teacher: Prof. Raavi Parihar

| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 3&4 | Climate Change and Global Warming-Causes, consequences and Remedial Measures |
| January | Week 5 | Deforestation: Causes, consequences and Remedial Measures, Coastal Regulatory Zone: need and importance CRZ Act |
| February | Week 1 | Sustainable Development: Concept need and Significance, Movement related to Environment Protection UDHR and its significance, CRC and CEDAW |
| February | Week 2 | DRD, Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013 |
| February | Week 3 | The Criminal Law (Amendment) Act of 2013 Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2011 |
| February | Week 4 | Education : Right to Education Act 2009 16 Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003 |


Controller of
Examination and
Evaluation


PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|----------|---|
| March | Week 1 | Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004. Module-3 Political concerns and challenges |
| March | Week 2 | Crime and Politics: Corruption- Causes and Remedial measures, RTI and LokPal Bill |
| March | Week 3 | Whistle Blowers Protection Act 2011, Anti - State violence- Naxalism and its Impact. Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact. - Terrorism causes, consequences and remedial measures |
| March | Week 4&5 | Economic Development and Challenges: The Role of MIDC in the Economic Development of Maharashtra, Special Economic Zone- Its role and significance in Maharashtra Food Security Act 2013 Agrarian Issues: rural indebtedness, farmers' suicides and its implications |
| April | Week 1&2 | Social development and challenges: Tribal Issues, Police Reforms: Problems and Need Illegal Immigration from Bangladesh: Challenges and Impact, Development Issues: Displacement and Rehabilitation |
| April | Week 3 | Revision |
| April | Week 4 | Revision |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Raavi Parihar

Vidhi
Controller of
Examination and
Evaluation

LM
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY (Journalism)

Subject: Internet and Global Media

Teacher: Renu Nauriyal

Semester: VI

| MONTH | Week | TopIc |
|----------|----------|--|
| January | Week 3&4 | Relevance of McBride report in contemporary times Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage |
| January | Week 5 | Global Monopolies' regional presence.[redefining local news] |
| February | Week 1 | Al Jazeera's arrival as an alternate voice[from Gulf War II to Arab Spring and beyond] |
| February | Week 2 | Advocacy and Journalism |
| February | Week 3 | Independent Media's space |
| February | Week 4 | Traditional media's foray into social media & Micro blogging |
| March | Week 1 | Parachute Journalism Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents] |
| March | Week 2 | Coverage of natural disaster by global media and regional media |
| March | Week 3 | Cultural Bias in global media coverage |
| March | Week 4&5 | BRICS interpretation of regional news vis-a-vis first world nations' interpretations [reference to BRICS initiative.. |
| April | Week 1&2 | Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists Global audiences' changing needs Opening of Indian markets from the 1990s to contemporary times and the regional versus global media perceptions. |
| April | Week 3 | Overview of media in China, Japan, U.S., India Profiles of BBC, CNN, Reuters, AFP & AP |
| April | Week 4 | Revision |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Renu Nauriyal

Vidhi
Controller of
Examination and
Evaluation

SK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY (Journalism)

Semester: VI

Subject: News Media Management

Teacher: Prof. Vinod Menon

| MONTH | Week | TOPIC |
|----------|----------|---|
| January | Week 3&4 | Truth, Ideology and News work |
| January | Week 5 | a) Ideal Management Structure b) Role of Management in ensuring editorial freedom |
| February | Week 1 | Broadcast Media Overview and Print Publishing Overview A Comparative Analysis with Electronic Media |
| February | Week 2 | Specialized training for skilled workers, HRD |
| February | Week 3 | Overview of Marketing Theory Applying marketing strategy to consumer media a) direct to consumer: for readers/consumers circulation/distribution/channels b) business to business (B2B): for advertisers/partners |
| February | Week 4 | a) The role of advertising b) From Web 1.0 to 2.0 c) Yahoo, Craigslist, Google, Facebook, Twitter, Whatsapp, Pinterest |
| March | Week 1 | Becoming a digital Media Brand |
| March | Week 2 | a) Break up of expenditure for the year b) Raw Material Costs c) Fixed and Variable Costs d) Unforeseen Factors |
| March | Week 3 | a) Foreign Direct Investment b) Cross Media Ownership c) Commercialization of Media |

Vinod
Controller of
Examination and
Evaluation

Principal
PRINCIPAL

Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|----------|--|
| March | Week 4&5 | Understanding Company Law |
| April | Week 1&2 | Case studies – Eenadu and Network 18 Expansion of Sky Network [Star Network in India] |
| April | Week 3 | Relevance of TAM Ratings in News Channels along with IRS Studies |
| April | Week 4 | Revision |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Vinod Menon

Vidhi
Controller of
Examination and
Evaluation

[Signature]

PRINCIPAL

**Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67**

Log Book for the Academic Year 2020-2021

Course: BAMMC

Class: TY (Journalism)

Semester: VI

Subject: Press Laws And Ethics

Teacher: Renu Nauriyal

| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 3&4 | a) A brief introduction to Indian Constitution- (Salient features, Fundamental Rights) b) India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action. c) Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code) |
| January | Week 5 | a) Its organisational structure, functions, history and rationale behind its establishment. b) Powers – the debate over punitive powers c) PCI's intervention in cases of communal rioting and protection of Press freedom. d) Code of conduct for journalists e) Comparison with the News Broadcasting Standards Authority (NBSA) |
| February | Week 1 | a) Laws related to freedom of the Press — Article 19 clause (1)subclause (a) of Indian Constitution and how it guarantees freedom of the press. b) Clause 2 of article 19 and reasonable restrictions. c) Defamation –sections 499,500 |
| February | Week 2 | d) Contempt of Courts Act 1971 e) Public Order – sections 153 A&B,295A,505 f) Sedition (124A) g) Obscenity (292,293) |
| February | Week 3 | a)Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet |

Udhar
Controller of
Examination and
Evaluation

Sh
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|----------|----------|--|
| February | Week 4 | a) Right to Privacy versus Right to Know b) Right to Information Act 2005 c) Official Secrets Act and conflict with RTI d) Whistle Blowers Protection Act 2011-Implications and challenges |
| March | Week 1 | a) Primary, Secondary, Direct and Indirect evidence b) Confession and its evidentiary value A Discussion on Intellectual Property Rights in the context of changing Global environment. |
| March | Week 2 | a) Breach of Privilege rules. b) Clash between Judiciary and Legislature c) Is it a threat to media freedom? |
| March | Week 3 | Its effectiveness in current scenario |
| March | Week 4&5 | Press and Registration of Books Act |
| April | Week 1&2 | a) Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism. b) Conflict of Interest c) Paid News d) Trial by Media e) Ethical Issues related to Television debates |
| April | Week 3 | f) Confidentiality of sources g) Ethics of Sting Operations h) Fakery and Fabrication of news i) Using Shock value in language and visuals |
| April | Week 4 | Revision |

Submitted To Coordinator: Vidhi Rajora

Submitted By: Renu Nauriyal

Vidhi
Controller of
Examination and
Evaluation

[Signature]
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY


Semester: VI

Subject: Agency Management

Teacher: Prof. Kiran Dalani

| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 3&4 | <ul style="list-style-type: none">· their role, Functions, Organization and Importance· different types of ad agencies |
| January | Week 5 | <ul style="list-style-type: none">· The Client - Agency Relationship· 3P's of Service: Physical evidence, Process and People · The Gaps Model of service quality· Stages in the client-agency relationship |
| February | Week 1 | <ul style="list-style-type: none">· How Agencies Gain Clients· Why Agencies Lose Clients· Evaluation Criteria in Choosing an Ad Agency· The roles of advertising Account executives |
| February | Week 2 | <ul style="list-style-type: none">· Role of account planning in advertising· Role of Account Planner· Account Planning Process |
| February | Week 3 | <ul style="list-style-type: none">· Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation· Digital Advertising Strategy / Campaigns |
| February | Week 4 | <ul style="list-style-type: none">· Converting story board to TVC· Editing and post production |
| March | Week 1 | The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan |
| March | Week 2 | <ul style="list-style-type: none">· Traditional Response Hierarchy Models: AIDA· Sales-Oriented Objectives· Communications Objectives· DAGMAR: An Approach to Setting Objectives |


Controller of
Examination and
Evaluation


PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|----------|---|
| March | Week 3 | Business plan introduction, Various Stages in setting up a new Agency |
| March | Week 4&5 | Various methods of Agency Remunerations |
| April | Week 1&2 | <ul style="list-style-type: none"> · The Pitch: request for proposal, speculative pitches, Pitch Process · References, Image and reputation, PR |
| April | Week 3 | <ul style="list-style-type: none"> · The Scope and Role of Sales Promotion · Reasons for the Increase in Sales Promotion · The psychological theories behind sales promotion |
| April | Week 4 | <ul style="list-style-type: none"> · Consumer Franchise-Building versus Nonfranchise-Building Promotions · Designing Loyalty, continuous and frequency programs · Objectives of Trade-Oriented Sales Promotion · Techniques of Trade-Oriented Sales Promotion · Objectives of Consumer-Oriented Sales Promotion |

Submitted To Coordinator: Prof. Vidhi Rajora

Submitted By: Prof. Kiran D.

Vidhi
Controller of
Examination and
Evaluation

JK

PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY


Semester: VI

Subject: Contemporary Issues

Teacher: Prof. Raavi Parihar

| MONTH | Week | TOPIC |
|----------|----------|---|
| January | Week 3&4 | Climate Change and Global Warming-Causes, consequences and Remedial Measures |
| January | Week 5 | Deforestation: Causes, consequences and Remedial Measures, Coastal Regulatory Zone: need and importance CRZ Act |
| February | Week 1 | Sustainable Development: Concept need and Significance, Movement related to Environment Protection |
| February | Week 2 | UDHR and its significance, CRC and CEDAW |
| February | Week 3 | DRD, Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013 |
| February | Week 4 | The Criminal Law (Amendment) Act of 2013 Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2011 |
| March | Week 1 | Education : Right to Education Act 2009 16 Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003 |
| March | Week 2 | Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004. Module-3 Political concerns and challenges |
| March | Week 3 | Crime and Politics: Corruption- Causes and Remedial measures, RTI and LokPal Bill |
| March | Week 4&5 | Whistle Blowers Protection Act 2011, Anti - State violence-Naxalism and its Impact. Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact. - Terrorism causes, consequences and remedial measures |
| April | Week 1&2 | Economic Development and Challenges: The Role of MIDC in the Economic Development of Maharashtra, Special Economic Zone- Its role and significance in Maharashtra |


Controller of
Examination and
Evaluation


PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|--------|---|
| April | Week 3 | Food Security Act 2013 Agrarian Issues: rural indebtedness, farmers' suicides and its implications |
| April | Week 4 | Social development and challenges: Tribal Issues, Police Reforms: Problems and Need |
| | | Illegal Immigration from Bangladesh: Challenges and Impact, Development Issues: Displacement and Rehabilitation Revision |

Submitted To Coordinator: Prof. Vidhi Rajora

Submitted By: Raavi Parihar

Vidhi
Controller of
Examination and
Evaluation

JM
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY

Semester: VI

Subject: Digital Media

Teacher: Prof. Devang Thakkar

| MONTH | Week | TOPIC |
|----------|----------|---|
| January | Week 3&4 | 1. Understanding Digital Media 2. Principles 3. Key Concepts 4. Evolution of the Internet 5. Traditional v Digital |
| January | Week 5 | 1. What are Search Engines: Types of Search Engines, How Search Engines work and how they rank websites based upon a search term? 2. Introduction to SEO and what it involves: What is the importance of search for websites? What are the areas of operation for Search Engine Optimization Professionals? How do you search for the right keywords that will help bring in the most traffic? 3. What is On-Page Optimization? Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags |
| February | Week 1 | 4. What is OFF-Page Optimization? What are Backlinks?, How to Get Backlinks? |

Vidhu
Controller of
Examination and
Evaluation

[Signature]
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|----------|--------|---|
| | | <p>What is Google Page Rank? How to Increase Page Rank?</p> <p>5. Search Engine Algorithms:</p> <p>What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,</p> |
| February | Week 2 | <p>1. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs</p> <p>2. Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content Calendar</p> |
| February | Week 3 | <p>3. Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools</p> <p>Influence on Twitter: TweetDeck, Klout, PeerIndex</p> <p>4. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups</p> <p>5. Using Blogs: How Blogging can be used as</p> |

Vidya
**Controller of
Examination and
Evaluation**

JK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|----------|-------------|--|
| | | a tool. |
| February | Week 4 | 1. key terms and concepts 2. Web analytics 3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging |
| March | Week 1 | 1. Homepage 2. Links 3. Navigation 4. Multimedia |
| March | Week 2 | 1. Blog 2. Twitter 3. Mobile |
| March | Week 3 | Cyber Crime and Challenges of the new Media |
| March | Week 4&5 | 1. Information Technology Act |
| April | Week 1&2 | 2. Copyright |
| April | Week 3 | 3. Ethics |
| April | Week 4 | 4. Digital Security |

Submitted To Coordinator: Prof. Vidhi Rajora

Submitted By: Prof. Devang Thakkar

Vidhi
Controller of
Examination and
Evaluation

JK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY

Semester: VI

Subject: Direct Marketing

Teacher: Prof. Shobha Venkatesh

| MONTH | Week | TOPIC |
|----------|----------|--|
| January | Week 3&4 | Meaning and Introduction to Marketing |
| January | Week 5 | Traditional Versus Direct Marketing Techniques |
| February | Week 1 | Meaning, Definition, Importance of Direct Marketing Advantages and Disadvantages of Direct Marketing |
| February | Week 2 | Approaches of Direct Marketing Reasons for the growth of Direct Marketing |
| February | Week 3 | Economics of Direct Marketing 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention |
| February | Week 4 | What is Customer Relationship Management (CRM) Importance of CRM Planning and Developing CRM |
| March | Week 1 | Customizing Products to different needs Studying the customers mix and Managing the Key customers Relationship Marketing - Customer Loyalty |
| March | Week 2 | Database Management Meaning, Importance, Functions of Database Sources and uses of E-database Techniques of Managing Database - Internal/External Steps in developing a database Advantages and Disadvantages of Database Management |
| March | Week 3 | Direct Marketing Strategies 5 Meaning of Marketing Strategies - Why it is needed Internal and External Analysis Objectives of Strategies Creating a Direct Marketing Budget |
| March | Week 4&5 | Direct Marketing Research and Testing 6 What is customer Life time Value (LTV) Factors affecting Life time Value How we use LTV 5 LTV - Sums (3 methods - Present/Historical and Discounted) Using LTV analysis to compare the effectiveness of various marketing strategies |
| April | Week 1&2 | Direct Marketing Analysis 5 List Selection, Prospecting Market Segmentation Product Customization Response Modeling and Experimentation Mail order, Lead generation, Circulation, Relationship/loyalty programmes, Store |

Shobha Venkatesh
Controller of
Examination and
Evaluation

Shobha Venkatesh
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|--------|--|
| | | traffic/Site traffic generation Fund raising,Pre-selling,selling(Cross selling,Up selling) and Post-Selling |
| April | Week 3 | Meaning,Introduction of IMC Role of IMC in the Marketing Process Relationship of IMC with Direct Marketing Importance of IMC Tools of IMC - Advantages,Sales Promotion,Publicity,Personal Selling,etc. Person to person ,Group Selling,Direct Mail Direct response Television(DR-TV), Direct Response Print Advertising Catalogues,Inserts,Videos,E-mail,Trade shows. |
| April | Week 4 | Growth of Direct Marketing in future Indian and Global Perspective in Direct Marketing Product offering, re-generation, database management and methodology. |

Submitted To Coordinator: Prof. Vidhi Rajora

Submitted By: Prof. Shobha V.

Vidhi
Controller of
Examination and
Evaluation

SP
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY

Semester: VI

Subject: Financial Management

Teacher: Prof. Jatin Patel

| MONTH | Week | TOPIC |
|----------|----------|---|
| January | Week 3&4 | Meaning of financial management- Definition -Goals- Functions -Role of Finance in Marketing & Advertising- |
| January | Week 5 | Types of Finance -Owned and borrowed – Long term and short term finance – Sources of Long term & short term finance. |
| February | Week 1 | Financial Planning for a Marketing Unit –Through Budgets- Proforma financial Statements and Spread sheets. |
| February | Week 2 | Budgeting- Types of Budgets - Functional Budgets- Master Budget- Zero based Budget – Sales Budget- Cash budget (Application from Sales Budget and Cash Budget only) |
| February | Week 3 | Elements of Marketing budgets advertising Agency Budget – Budgeting for filmsBroadcast Print and Electronic media. |
| February | Week 4 | Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital(theory and basic application). |
| March | Week 1 | Vertical Financial Statements – Financial Decision Making using financial statements analysis. |
| March | Week 2 | Ratio analysis- Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio |
| March | Week 3 | Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio. |
| March | Week 4&5 | Costing -Types of cost- their relevance in marketing decision making. |
| April | Week 1&2 | Classification of costs- Traceability, Functionality and level of activity. |
| April | Week 3 | Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio |
| April | Week 4 | Break even point, Margin of safety, Sales required in units and rupees (Theory and application) |

Submitted To Coordinator: Prof. Vidhi Rajora

Submitted By: Prof. Jatin Patel

Vidhi
Controller of
Examination and
Evaluation

SA
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC


Class: TY


Semester: VI

Subject: Legal Environment

Teacher: Prof. Amrita Chohan

| MONTH | Week | TOPIC |
|---------|----------|--|
| January | Week 3&4 | <p>(i) The importance & the relationship between Self –Regulation, Ethics & the Law</p> <p>5. Packaging research,</p> <p>6. Product testing</p> <p>Guidelines for Internals:</p> <p>a. Internals should focus on conducting field survey on either Marketing or Advertising</p> <p>research with sample size not less than 125</p> <p>Producing the following:</p> <p>a. Complete Research report of the survey conducted</p> <p>Reference Books and material</p> <p>1. Research for Marketing Decisions Paul E. Green, Donald S. Tull</p> <p>2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition</p> <p>3.</p> <p>http://www.millwardbrown.com/docs/default-source/insight-documents/points-ofview/MillwardBrown_POV_NeurosciencePerspective.pdf</p> <p>12</p> <p>(ii) The laws of the land:</p> <ul style="list-style-type: none">- Constitutional Laws – Fundamental Rights- Personal laws- Criminal & Civil laws- Corporate laws- Consumer laws |


Controller of
Examination and
Evaluation


PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|----------|--------|---|
| | | <p>- Laws pertaining to Media</p> <p>(iii) Laws of Defamation & Contempt of Court with respect to cases specific to Media</p> |
| January | Week 5 | <p>(i) Government Policies governing advertisements</p> <p>(ii) The role of Prasar Bharati for advertisements in Public Broadcast Services</p> <p>(iii) Cyber laws including Section 66; Laws pertaining to advertising in cyber space.</p> <p>(iv) The Question of Net Neutrality & its relevance in Media</p> <p>(v) Right to Information Act</p> |
| February | Week 1 | <p>(i) Standard Contract between Advertiser & Agency</p> <p>Laws :</p> <ul style="list-style-type: none"> - Drugs & Cosmetics Act - Drugs & Magic Remedies (Objectionable Advertisements) Act - Drugs Price Control Act - Emblems & Names (Prevention of Improper Use) Act - Indecent Representation of Women's Act - Intellectual Property Rights- - Copyright Act - Trademarks Act - Patents Act |
| February | Week 2 | <p>(i) What is Ethics? Why do we need Ethics?</p> <p>(ii) The philosophy of Ethics- Absolutist & Situational</p> <p>(iii) Ethics in Advertising & Stereotyping:</p> <ul style="list-style-type: none"> - Religious minorities - Racial minorities - Ethnic groups |

Shroff
Controller of
Examination and
Evaluation

JK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|----------|--------|---|
| | | <ul style="list-style-type: none"> - Cultural Minorities - Senior Citizens - Children - Women - LGBT <p>(iv) Advertising of Controversial products</p> <p>(v) Surrogate & Subliminal Advertising</p> <p>13</p> <p>(vi) Political Advertising</p> <p>(vii) Manipulation of Advertising Research</p> |
| February | Week 3 | <ul style="list-style-type: none"> - ASCI - AAAI - BCCC - IBF - CENSOR BOARD FOR FILMS - Press Council |
| February | Week 4 | <p>(i) Unfair Trade Practices & Restrictive Trade Practices to Consumers:</p> <ul style="list-style-type: none"> - False Promises - Incomplete Description - False & Misleading Comparisons - Bait & Switch offers - Visual Distortions - False Testimonials - Partial Disclosures - Small print Clarifications |

Vidhu
**Controller of
Examination and
Evaluation**

Sh
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|--------|---|
| | | <p>(ii) Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry</p> <p>(iii) The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.</p> |
| March | Week 1 | <p>(i) Consumerism – The rising need for consumer guidance & awareness</p> <p>(ii) Government Initiatives:</p> <ul style="list-style-type: none"> - Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management - Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO - International Bodies- ISO, FDA, CMMI, Six Sigma & CE - Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds) |
| March | Week 2 | <p>i) Essential Commodities Act 1955</p> <p>(ii) Consumer protection Act 1986</p> <p>(iii) Standards of Weights & Measures Act</p> <p>(iv) Standards of Weights & Measures (Packaged Commodities) Act</p> <p>(v) Prevention of Food Adulteration Act</p> |
| March | Week 3 | PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops) |

Shelvi
**Controller of
Examination and
Evaluation**

LL
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|-------|----------|---|
| | | - Consumer Co-operatives |
| March | Week 4&5 | CGSI - CFBP - CERC - Grahak Panchayat - Customer care centres |
| April | Week 1&2 | A. Socio- Economic Criticisms of advertising - Increasing prevalence of Materialism - Creating Artificial Needs - Idealizing the “Good Life” - Stressing Conformity with Others - Encouraging instant gratification & a throwaway society - Promoting the good of the individual over the good of society - Creating Unrealistic Ideal characterizations - Using appeals that prey on feelings of inadequacy - Manipulation by advertising |
| April | Week 3 | B. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values |
| April | Week 4 | - A study of Vance Packard- The Hidden Persuaders (1957) - A study of Jean Kilbourne – Can’t buy My love - A study of Naomi Klein – No Logo |

Madhu
Controller of
Examination and
Evaluation

JK
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

| | | |
|--|--|---|
| | | <ul style="list-style-type: none"> - A study of Naomi Woolf- The Beauty Myth - A study of Noam Chomsky- Understanding Power |
|--|--|---|

Submitted To Coordinator: Prof. Vidhi Rajora

Submitted By: Prof. Amrita Chohan

Vidhi
**Controller of
Examination and
Evaluation**

[Signature]
PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67

Teaching Plan for the Academic Year 2020-2021

Course: BAMMC

Class: TY


Semester: VI

Subject: Advertising & Marketing Research


Teacher: Prof. Deepali Majrekar


| MONTH | Week | TOPIC |
|----------|----------|---|
| January | Week 3&4 | 1. Meaning and objectives of Research 2. Concepts in Research: Variables, Qualitative and Quantitative 3. Literature review 4. Stages in Research process. |
| January | Week 5 | Meaning, Nature, Significance, Types of Hypothesis |
| February | Week 1 | 1. Meaning, Definition, Need and Importance, Scope of Research Design 2. Types- Descriptive, Exploratory and Causal. |
| February | Week 2 | 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: i) Non Probability Sampling – Convenient, Judgment, Quota, Snow ball. ii) Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. |
| February | Week 3 | 1. Types of data and sources- Primary and Secondary data sources 2. Methods of collection of primary data: a. Observation |


**Controller of
Examination and
Evaluation**


PRINCIPAL
Kandivli Education Society's
B. K. Shetty College of Arts &
M. T. Desai College of Commerce
Bhamburda Desai Road,
Kandivli (West), Mumbai-67

| | | |
|----------|--------|--|
| | | b. Experimental c. Interview Method: i) Personal Interview ii) focused group, iii) indepth interviews - d. Survey e. Survey instrument – i) Questionnaire designing. f. Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) Staple scale, iv) Constant sum scale |
| February | Week 4 | a. Association, b. Completion, c. Construction d. Expressive |
| March | Week 1 | 1. Essential of a good report, 2. Content of report , 3. Steps in writing a report, 4. Footnotes and Bibliography |
| March | Week 2 | 1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 3. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups |
| March | Week 3 | 4. Pretesting: A. Print Pretesting: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. |


 Controller of
 Examination and
 Evaluation


 PRINCIPAL
 Kandivli Education Society's
 B. K. Shroff College of Arts &
 M. H. Shroff College of Commerce
 Bhulabhai Desai Road,
 Kandivli (West), Mumbai-67

| | | |
|-------|----------|---|
| | | <p>Order-of-merit test, e. Mock magazine test, f. Direct mail test.</p> <p>B. Broad casting Pretesting:</p> <p>a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests</p> <p>C. Challenges to pre-testing. Example: The Halo effect</p> |
| March | Week 4&5 | <p>4. Post testing: a. Recall tests, b. Recognition test,</p> <p>c. Triple association test, d. Sales effect tests ,</p> <p>e. Sales results tests, f. Enquires test</p> |
| April | Week 1&2 | <p>1. Neuroscience: A New Perspective</p> <p>2. When to Use Neuroscience</p> |
| April | Week 3 | <p>1. Pupil metric devices,</p> <p>2. Eye-movement camera,</p> <p>3. Galvanometer,</p> <p>4. Voice pitch analysis,</p> <p>5. Brain pattern analysis</p> |
| April | Week 4 | <p>1. Introduction to Advertising Research</p> <p>2. New product research,</p> <p>3. Branding Research,</p> <p>4. Pricing research,</p> |

Submitted To Coordinator: Prof. Vidhi Rajora

Submitted By: Prof. Deepali Majrekar

Vidhi
Controller of
Examination and
Evaluation

JK

PRINCIPAL
Kandivli Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West), Mumbai-67