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Paper I
JMCB501
Script Writing

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 501	JMC	Script Writing	3	0	0	3	60	20	20	0	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The students will be able to –

COE 1 - Have an insight into script writing techniques.
COE 2 – Learn about the importance of script writing in production
COE 3 - To acquire fundamental of scripting.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

CO 1- Student will be able to understand the concept of script writing
CO 2- Student will be able to make script for any video or audio program.
CO 3 - The student will be able to understand the art of writing script for different kinds of media.
CO 4 – The students will be able to differentiate between various types of script.

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Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth	Vidyapeeth
Vishwavidyalaya	Vishwavidyalaya, Indore	Vishwavidyalaya, Indore	Vishwavidyalaya, Indore
Indore			

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Paper I
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Script Writing

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 501	JMC	**Script Writing**	3	0	0	3	60	20	20	0	0

Course Content

Unit-1
Communication: Verbal & non-Verbal, audience and the medium, introduction to script, research in script writing, Role of script writer

Unit-2
Visual grammar, story, character, plots, 3 Act structure

Unit-3
Scripting for Television- Full page & spilt page scripts. Writing for different Television Programs: News, Documentary, soap operas, sitcom, etc

Unit-4
Scripting for Radio- Writing for Ear, Writing for different radio programs: News, Talk show, spotlight, Interviw, etc. strategies for writing for radio

Unit-5
Scripting for web- Use of sound, Visual, and graphics to complement of words, writing for different web formats: News, Articles, Feature, and advertisement, Strategies for writing for web

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Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 501	JMC	Script Writing	3	0	0	3	60	20	20	0	0

Suggested Readings:

1. Filak, V. F. (2019). *Dynamics of Writing.* Los Angeles: CQ Press.
2. Heuth, A. C. (2019). *Scripting for Film, Television and New Media.* New York: Routledge Publication.
3. Patti, L. (2019). *Writing About Screen Media.* New York : Routledge Press.

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Paper II
JMCB502
News Agencies and Journalism

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 502	JMC	News Agencies and Journalism	3	0	0	3	60	20	20	0	0

Legends: L - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):
The students will be able to

CEO 1 – Inculcate knowledge about the functions of news agencies
CEO 2 – To acquire the primary skills, understand the importance of media industry entrepreneurship abilities.
CEO 3 – To acquire practical knowledge about internal and external working of media organization

Course Outcomes (COs):
After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

CO 1 – To prepare students to explore the emerging dimensions of the event management industry.
CO 2 – To prepare them to conceptualize plan promotes and produces events and programs in a professional environment.
CO 3 – Student will be able to understand the working of different national and international news agencies.

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Paper II
JMCB502
News Agencies and Journalism

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 502	JMC	News Agencies and Journalism	3	0	0	3	60	20	20	0	0

Course Content

Unit -1
Origin of News Agency – History of news agency, Role & Function of news agency, Types of agency, Need of news agencies, Benefits of news agencies.

Unit-2
Structure of News Agency- News agency structure, responsibilities of journalist working in news agency, News Agency Law & Ethics

Unit-3
International News Agencies- Famous News agencies of world, their presence in different countries, subscription of these of news agencies, Delivery mechanism of news through these news agencies.

Unit-4
National News agency – Origin of news agencies in India, Various news agencies of India, their presence & functioning in different cities, Criteria to open & work in news agency, Role & Responsibilities of News Agencies.

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Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 502	JMC	News Agencies and Journalism	3	0	0	3	60	20	20	0	0

Unit-5

Importance & Future of News Agencies – Significance of news agencies in today's time, Scope & future of news agencies, News agencies & social media, Convergence with media, New services & Challenges with current era.

Suggested Readings:
1. Shrivastava, K.C. et al. (2007). *News Agencies from Pigeon to Internet.* University of Michigan. New Dawn Press
2. Madhok, M. (2013). *News Media in India: The Impact of Globalization.* New Century Publications
3. Palmer, B. M. (2020). *International News Agencies.* Switzerland: Palgave Macmillan Publications

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Paper III
JMCB503
Film Studies

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 503	JMC	Film Studies	2	0	2	3	60	20	20	30	20

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):
The student will be able:

CEO 1 - To learn about film composition and to analyze dramatic strategies in film.
CEO 2 - To understand the technical terms needed to critically analyze the films.
CEO 3 – To understand the art of film direction.

Course Outcomes (COs):
After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

CO 1 – The students will understand the various characteristics of films of different directors.
CO 2 - The students will understand the impact of cinema on society.
CO 3 – The students will also understand the distinct film making styles of different directors
CO 4 – The student will be able to understand different types of Cinema

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Paper III
JMCB503
Film Studies

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 503	JMC	Film Studies	2	0	2	3	60	20	20	30	20

Course Content

Unit I

History of world and Indian Cinema (The Silent Era and The Talkie), Types of Cinema, Some Significant Turns, Parallel Cinema, New Wave Cinema (Films of directors such as Mrinal Sen, Mani Kaul, Ketan Mehta)

Unit II

Contemporary Bollywood Cinema, the Indian Diaspora and Bollywood, Impact of Cinema on Society, Digital Aesthetics, Music and Choreography, Film Genre, Modernism and Sensibilities in Indian Film, The Hindi Film Song

Unit III

Films of Different Directors-Satyajeet Ray, Shyam Benegal, Rajkapoor, Gurudatt, Rajkumar Hirani, Karan Johar, Sanjay Leela Bhansali, Imtiyaz Ali

Unit IV

The Film Division, Ethics of Cinema, Film Censorship, Censorship Guidelines, Film review

Unit V

Movie screening, Movie case studies, reviewing a movie

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Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 503	JMC	Film Studies	2	0	2	3	60	20	20	30	20

Suggested Reading

1. Bose, M. (2006). *Bollywood: A history*. Tempus. New Delhi: Anmol Publishers
2. Manschot, J. (2005). *Behind the Scenes of Hindi Cinema: A Visual journey through the heart of Bollywood*. KIT publishers
3. Mazumdar, R. (2007). *"Rage on Screen" from her Bombay Cinema: An Archive of the City*. Minneapolis and London: University of Minnesota Press
4. Rajadhyaksha, A. (1996).*"Indian Cinema: Origins to Independence"*. New Delhi: Himalaya publishing house.
5. Ramachandran, T. M. (1983). *70 years of Indian cinema*. New Delhi: Anmol Publishers

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Paper IV
JMCB504
Summer Internship

Course Code	Category	Course Name	L	T	P	CREDITS	THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 504	JMC	Summer Internship	0	0	0	2	0	0	0	60	40

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
*Teacher Assessment shall be based following components: Quiz/Assignment/
Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course educational objectives (CEO'S):
The student will be able

CEO 1 - To work in the media organizations and understand their working.
CEO 2 - Students will enrich themselves with knowledge after completing the summer Internship.

Course outcomes (CO'S):
After completion of this course, the students are expected to be able to
demonstrate following knowledge, skills, and attitudes.

CO 1 - The student should be able to understand the working of media organizations.
CO 2 - Students will understand how the different departments function in a media organization

The students need to present a detailed report of their work done during the period of internship.

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA+MBA - V SEMESTER (2021-2024)

BBA1501 HUMAN VALUES AND PROFESSIONAL ETHICS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA1501	AECC	Human Values and Professional Ethics	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC- Ability Enhancement Compulsory Course

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of "right" and "good" in individual, social and professional context

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. Help the learners to determine what action or life is best to do or live.
2. Right conduct and good life.
3. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.
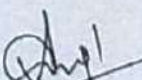
COURSE CONTENT

Unit I: Human Value
1. Definition, Need for Human Values, Sources of Values
2. Essence of Values
3. Classification of Values (Temporal Values, Universal Values)
4. Values Across Culture

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA1501	AECC	Human Values and Professional Ethics	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC- Ability Enhancement Compulsory Course
*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Morality
1. Morality its meaning and definition
2. Values Vs Ethics Vs Morality
3. Concept of Impression Management
4. Impression Management Strategies (Intimidation, Ingratiation, Self-promotion, Supplication, Exemplification)

Unit III: Leadership in Indian Ethical Perspective.
1. Leadership, Pre-requisites of Leadership
2. Approaches to Leadership, Leadership Styles
3. Ethical Leadership
4. Values in Leadership
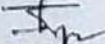
Unit IV: Business Ethics
1. Business Ethics its meaning and definition
2. Relevance of Ethics in Business organizations.
3. Theories of Ethics (Teleological, Deontological)
4. Code of Ethics

Unit V: Globalization and Ethics
1. Globalization and Business Changes
2. Values for Global Managers
3. Corporate Social Responsibility
4. Benefits of Managing Ethics in Work Place.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA1501	AECC	Human Values and Professional Ethics	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC- Ability Enhancement Compulsory Course

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

1. Kaur, T. (2004). *Values and Ethics in Management.* Galgotia Publishing Company: New Delhi
2. Kaushal, S.L. (2006). *Business Ethics. Concepts, Crisis and Solutions.* Deep & Deep Publications Pvt. Ltd.: New Delhi
3. Beteille, Andre (1991). *Society and Politics in India.* AthlonePress: New Jersey.
4. Chakraborty, S. K. (1999). *Values and Ethics for Organizations.* Oxford University Press
5. Fernando, A.C. (2009). *Business Ethics - An Indian Perspective .*India: Pearson Education: India
6. Fleddermann, C. D. (2012). *Engineering Ethics.* New Jersey: Pearson Education / Prentice Hall.
7. Boatright, J.R. (2012). *Ethics and the Conduct of Business.* Pearson. Education: New Delhi.
8. Crane, A.and Matten, D. (2015). *Business Ethics.* Oxford University Press Inc:New York.
9. Murthy, C.S.V. (2016). Business *Ethics – Text and Cases.* Himalaya Publishing House Pvt. Ltd:Mumbai
10. Naagrajan, R.R (2016). *Professional Ethics and Human Values.* New Age International Publications: New Delhi.

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Generic Elective
GUJMC501
Fundamentals of News Agencies

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
GUJMC 501	GE	Fundamentals of News Agencies	3	0	0	3	60	20	20	0	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):
The students will be able to

CEO 1 – Inculcate knowledge about the functions of news agencies
CEO 2 – To acquire the primary skills, understand the importance of media industry entrepreneurship abilities.
CEO 3 – To acquire practical knowledge about internal and external working of media organization

Course Outcomes (COs):
After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

CO 1 – To prepare students to explore the emerging dimensions of the event management industry.
CO 2 – To prepare them to conceptualize plan promotes and produces events and programs in a professional environment.
CO 3 – Student will be able to understand the working of different national and international news agencies.

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Generic Elective
GUJMC501
Fundamentals of News Agencies

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
GUJMC 501	GE	Fundamentals of News Agencies	3	0	0	3	60	20	20	0	0

Course Content

Unit -1
History of news agency, Role & Function of news agency, Types of agency, Benefits of news agencies.

Unit-2
Structure of News Agency- News agency structure, responsibilities of journalist working in news agency, News Agency Law & Ethics

Unit-3
International News Agencies- Famous News agencies of world, their presence in different countries, subscription of these of news agencies, Delivery mechanism of news through these news agencies

Unit-4
National News agency – Origin of news agencies in India, Various news agencies of India, their presence & functioning in different cities

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Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
BA+MA (Journalism and Mass Communication)
Semester V (2021-2024)

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
GUJMC 501	GE	Fundamentals of News Agencies	3	0	0	3	60	20	20	0	0

Unit-5

Importance & Future of News Agencies – Significance of news agencies in today's time, News agencies & social media, New services & Challenges with current era.

Suggested Readings:

1. Shrivastava, K.C. et al. (2007). *News Agencies from Pigeon to Internet.* University of Michigan. New Dawn Press
2. Madhok, M. (2013). *News Media in India: The Impact of Globalization.* New Century Publications
3. Palmer, B. M. (2020). *International News Agencies.* Switzerland: Palgave Macmillan Publications

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