

Paper-I
JMCB301

Indian Constitution, Politics and International Relations

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 301	JMC	Indian Constitution, Politics and International Relations	60	20	20	0	0	4	1	0	5

***Teacher Assessment** shall be based components like Quiz/Assignments/ Project/Participation in Class. (Given that no component shall exceed 10 marks.)

.Course Educational Objectives (CEOs):

The students should be able:

- To understand the prevailing political system
- To know the relation between politics and media
- To understand about Indian Constitution

Course Outcomes (COs):

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

- The student should be able to know the functioning of the political system.
- The student should be able to develop critical and analytical abilities.
- The student will be able to know about the importance of International relations and the functioning of international organizations.
- Students will have detailed information about Constitution of India

JMCB301

Indian Constitution, Politics and International Relations

Unit 1

Basic elements of Indian Constitution, Preamble, Fundamental Rights, Duties, Directive Principles, Centre-State Relationship, Parliament, Judiciary, Emergency Powers, Amendment

Unit II

Concepts of Rights, Liberty, Equality, Justice, Duties and Obligations, Nation, State, Government, Power and Authority

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Unit III

Concept, Definitions and Importance of Political Science; Relations of Political Science with other Social Sciences; Importance of studying Political Science for media students

Unit IV

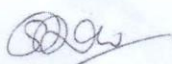
State and its Institutions: Legislature, Executive and Judiciary; Functions of Indian Democracy; Parliament to Panchayats; Structure of Bureaucracy; Indian Police, Military and other paramilitary Forces

Unit V

Brief study of international relations—foreign policies of India, UK, USA, Russia; UN and its agencies and their functions; regional organizations such as ASEAN, SAARC, OIC, OAC, India's relations with China, Pakistan, South Asian countries, West Asian countries, Africa, Europe and America.

Suggested Readings:

1. Muni, S.D(1992) *India and Nepal*, New Delhi: Konark Publisher,
2. Gopal, Madan(!990), *India through the Ages*, Delhi: Publication Division
3. Dubey, Muchkund(2015), *Political Issues*, New Delhi: Orient Blackswan Pvt Ltd
4. Chander, Prakash, 31st Edition(2015) *International Politics*, New Delhi: Cosmos Bookhive Pvt Limited
5. Mukherjee, Subrata, Ramaswamy Sushila(2004), *A History of Political Thought*. Delhi: Prentice Hall of India
6. Verma, S.P(1975) *Modern Political Theory*. Delhi: Vikas publisher
7. Kothari, Rajan(2012) *Politics in India*, New Delhi: Orient Blackswan
- 8. Dutt, V.P(1999) *India's Foreign policy in a changing world*, New Delhi: Vikas Publisher
9. Kennedy, Paul(1984) *World Politics in Twentieth Century*, New Delhi: Prentice Hall
10. Kashyap, Subhash, second edition(1984) *Our Constitution*, New Delhi: National Book Trust]
11. Sharma, R.S, *India Pakistan-The History of Unsolved Conflicts*, New Delhi: B.R Publisher
12. Kaul, T.N Kaul, Arnold(1980) *Diplomacy in peace and war*, New Delhi: Heinemann Publisher


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Paper-II JMCB302 Television Production

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 302	JMC	Television Production	60	20	20	0	50	4	1	2	6

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;

***Teacher Assessment** shall be based on components like Quiz/Assignments/ Project/Participation in Class(Given that no component shall exceed 10 marks.)

.Course Educational Objectives (CEOs):

The students should be able:

- To understand the role of T.V as a Mass Media
- To have an insight into Television News
- To Compare Television with other medium

Course Outcomes (COs):


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

- The student should be able to know the Different T.V Formats
- The students should be able to know the Basic Principles of Effective Television Writing
- They will have knowledge about the working of T.V News Room
- Students will know The Basic Camera Shots

JMCB302 Television Production

Unit-I

Understanding the medium – Nature & Importance; Objectives and Principles of TV Broadcasting; Distinguishing Characteristics of TV as compared to other Media; Mode of transmission: Terrestrial, Satellite Television, DTH & Cable TV.


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Unit-II

TV formats: Types & Needs; Fictional programs; Soap Operas; Sitcoms; Serial & Films; News based Program; Talk; Discussion; Interview etc.

Unit-III

Elements of TV News; Basic Principles of TV News Writing; Sources of TV News; Types of TV News Bulletins and their Structure; Planning and conducting of various types of interviews: Factual, Opinion and Ideas.

Unit-IV

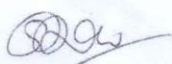
Role of Video Editor and Producer in TV News; Structure and working of news room of a Television Production Centre;. Duties and Functions of TV Reporter

Unit-V

TV Production ; Basic Shots; Camera Angles; Ideas; Visualizations & production scripts; Pre-production and post-production activities; Grammar of visuals; Video editing concepts and principles

Suggested Readings :

1. Hakemulder, Jan R(2010) *Broadcast Journalism*, New Delhi: Anmol Publications,
2. Trewin, Janet(2009) *Presenting on TV and Radio*, New Delhi: Focal Press
3. Hyde, Stuart(2008) *TV & Radio Announcing*, New Delhi: Kanishka Publishers
4. Boyd, Andrew(2010), *Techniques of Radio and Television*, New Delhi:Focal Press, India.
5. Rich, Underwood(2007) *Shooting TV News: Views from Behind the Lens*.New Delhi: Oxford: Focal Press
6. Bryce, Button(2002) *Nonlinear Editing: Storytelling, Aesthetics and Craft*.New Delhi:Berkley: CMP Books,
7. Steven, E. Browne(2002) *Video Editing: A Post Production Primer* .Amsterdam :Focal Press
8. Mathew, R Kerbel(2000)*If it bleeds,it leads-An anatomy of Television News*. New Delhi:Westview press
- 9. Stephen, Cusion(2012)*Television Journalism* New Delhi: Sage Publications
- 10. Steward, Peter(2014)*Broadcast Journalism*.New Delhi:Focal press
- 11. Boyd, Andrew(2013) *Broadcast journalism,techniques of Radio and Television News*. New Delhi: Sage publications
- 12. Kumar, Mukesh and Kashyap Shyam (2010), *Television Ki Kahani*. Gupta Dr. Sanjeev (2012), *Mass Communication*. Ghaziabad: Shruti Books



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Paper III BBAI 304

Marketing Management

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI 304	JMC	Marketing Management	60	20	20	0	0	4	0	0	4

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

Course Objectives

The students should be able:

- The objective of the course is to provide the learners exposure to modern marketing concepts, tools, and techniques.
- To help them develop abilities and skills required for the performance of marketing functions.

Course Outcomes

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


- Demonstrate understanding of marketing management.
- Apply the concept of marketing in business operations.
- Develop an understanding of the linkages of marketing management and other functions of an organization.

BBAI 304

Marketing Management

Unit I

Marketing Concepts: Introduction- Nature and scope of marketing, Various marketing orientations: Marketing Vs Selling Concepts: Consumer need, Want and Demand Concepts: Marketing Environment: Marketing challenges in the globalized economic scenario


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Unit II

Market Segmentation, Targeting, Positioning and Branding :Segmentation-Meaning, Factors influencing segmentation, Basis for segmentation: Targeting-Meaning, Basis for identifying target customers, Target Market Strategies: Positioning-Meaning, Product differentiation strategies, Tasks involved in positioning: Branding- Concept of Branding, Brand Types, Brand equity, Branding Strategies

Unit III:

Products and Pricing: Product Decisions- Concept and Objectives, Product mix: New product development process: Product Life cycle strategies: Pricing Decisions- Pricing concepts and Objectives: Pricing strategies-Value based, Cost based, Market based, Competitor based: New product pricing – Price Skimming and Penetration pricing

Unit IV:


Distribution Decisions: Importance and Functions of Distribution Channel: Channel alternatives: Factors affecting channel choice: Channel design: Channel conflict and Channel management decisions, Distribution system

Unit V:

Integrated Marketing Communications: Concept of communication mix, Communication objectives: Sales Promotion: Sales Promotion Mix, Tools and Techniques of sales promotion, Push-pull strategies of promotion: Personal selling- Concept, Features, Functions, Steps/process involved in Personal selling: Digital Marketing- Basic concepts of E-Marketing

Suggested Readings

1. Kotler, Keller, Koshy and Jha (2009) ***Marketing Management: A South Asian Perspective***. New Delhi: Pearson Education
2. Masterson, Rosalind and Pickton, David (2014). ***Marketing: An Introduction***. New Delhi: Sage Publications
3. Panda, Tapan (2008). ***Marketing Management***.New Delhi: Excel Books
4. Ramaswamy ,V. S. and Namakumar S. (2009).***Marketing Management***, New Delhi: Macmillan Publishers
5. Etzel M. J, Walker B J and Stanton William J. (1997). ***Fundamentals of Marketing Management***.New Delhi : Tata McGraw Hill
6. Kumar, Arun and N, Meenakshi (2009). ***Marketing Management***.New Delhi: Vikas Publications



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Paper IV JMCB 304(Optional I) Basics of Camera, Light and Sound

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			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 304	JMC	Basics of Camera, Light and Sound (Optional I)	60	20	20	0	0	4	1	0	5

*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 should be able:

- To give knowledge about the working of a Camera
- To make them aware about the role of lighting in photography
- To make them aware about different sound effects

Course Outcomes (COs):


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

- The students should be able to take good photographs
- The students should be able to use different types of lighting while shooting.
- Students come to know about different video formats
- The students come to know of different lighting equipments.

JMCB304 Basics of Camera light and sound

Unit I:

Introduction to Digital Video formats: DVC PRO, DV Cam, Mini DV, Digital Beta ,Memory Cards Basic Camera Design and Structure; T.V Camera Working and principle


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Unit II:

Camera operations; Camera Movements; Depth of Focus, Depth of Field: Lens Characteristics and Types; Digital Camera; Principles of composition; Video and audio space Visualization; Visual effects (optical, mechanical effects); Character Generator; Digital Video effects(DVE)

Unit III:

Lighting Equipment and Techniques; Accessories; Nature of Light; Types; Lighting Procedure (Outdoor and Studio); Lighting for different program formats; Lighting Techniques: Key, Fill in, Back light, Background, special effect lighting

Unit IV:


Lighting Equipment; Lighting Accessories; Studio Lighting; Source of Lighting; Lighting central Technique; Unit of Lighting ;Measurement; Diffused Lighting, Aesthetics of lighting; Cutter; Butter Paper

Unit V:

Sound Recording; Microphones and its type; Audio mixing techniques, Sound effects, Voice Culture, Pitch, Tempo, Rhythm, Voice quality, Art of Anchoring

Suggested Readings

1. Herbert, Zettle, Wards Worth(1998). *Television Production Work Book*, Belmont: Caloifornia
2. Bever, steven(2000).*Introduction to TV lighting*.New Delhi:Focal press
3. Brian(1999)*A-Z of Lighting Terms*.New Delhi: Focal Press
4. Millerson(2000) *Lighting for Television and Film*.New Delhi: Focal Press
5. Herbert, Zettl(2009).*Sight Sound Motion,Applied Media Aesthetics*.New Delhi:Cengage learning
6. Vasuki, Belavadi (2003).*T.V Production*. Oxford: Oxford Press



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Paper IV JMCB304(Optional II) Public Relations

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			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 304	JMC	Public Relation (Optional II)	60	20	20	0	0	4	1	0	5

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

.Course Educational Objectives (CEOs):


The student will be able to:

- To know about the concept of Public Relations..
- To enable students to know about the various Public of Different Organizations.
- To prepare students for the field of Public Relations.
- To enable students to differentiate between Advertising and Public Relations.

Course Outcomes (COs):

The students should be able to differentiate between Advertising, Public Relations, Publicity and Propaganda

- The students must be able to write good Press releases.
- The students should be able to hold press conferences when they join any organization.
- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- The students should be able to express his /her ideas and thoughts in speech or writing,
- The students should be able to communicate effectively.


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JMCB304

Public Relations

Unit I

Concept and definitions of public Relations; Types of Public; Need and scope of public relations; Growth and development of PR with special reference to India

Unit II

Public relations and Advertising; propaganda and public relation; publicity and public relation; Tools of public relations; Internal and external publics.

Unit III

PR agency- structure and functions; process of public relations; Public relation transfer process.

Unit IV

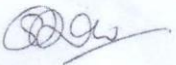
Public Relations campaigns; Careers in PR; Media relations; Community Relations. Government Relations.

Unit v

Corporate communication and Public Relations; Similarities and differences; PR in various sectors such as police, Hospital, education industries. Corporate social Responsibility, PR in corporate and social sector, E public Relations, Social media and PR, House journal and exhibition, LED Panels, Transit Media

Suggested Readings

1. Scott, Cutlip, Allen, Center and Glen, Broom (2000) *Effective Public Relations*. New Delhi: Sage publishers
2. James B, Grunig and Tood (1984) *Hunt Managing Public Relations*, New York: Holt Rinehart and Winton
3. Leonard, Saffir, (2000). *Power Public Relation*. New Delhi: Prosiness Books,
4. Banik, G.C. (2006). *PR and Media Relations*. Mumbai: JAICO
5. Philip, H (Latest Edition). *Public Relations: A Practical Guide to Basics*: Oxford Press
6. Ashok Arya (Latest Edition). *Dynamics of PR*, New Delhi L: Manas Publication



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ML 301 Environment and Energy studies

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
ML301	JMC	Environment and Energy studies	60	20	20	0	0	4	0	0	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based components like Quiz/Assignments/ Project/Participation in Class, given that no component shall exceed 10 marks.

.Course Educational Objectives (CEOs):

The students will be able:

- To understand sources of information required for addressing environmental challenges
- To identify a suite of contemporary tools and techniques in environmental informatics
- To apply literacy, numeracy and critical thinking skills to environmental problem-solving.


Course Outcomes (COs):

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

- The students should be able to apply the principles of ecology and environmental issues that apply to air, land and water issues on a global scale.
- The students should be able to develop critical thinking and/or observation skills, and apply them to the analysis of a problem or question related to the environment.
- The students should be able demonstrate ecology knowledge of a complex relationship between predators, prey, and the plant community.

ML 301 Environment and Energy studies

Unit I


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Environmental Pollution and control Technologies: Environmental Pollution & Control: Air pollution: Primary and secondary pollutants, Automobile and industrial pollution, Ambient air quality standards. Water Pollution: Sources & Types, Impacts of modern agriculture, Degradation of Soil. Noise Pollution: Sources and Health hazards, standards, Solid waste management composition and characteristics of E-Waste and its management. Pollution Control Technologies: Wastewater Treatments methods: Primary, Secondary and Tertiary.

Unit II

Natural Resources: Classification of Resources: Living and Non-living Resources, Water Resources: Use and overutilization of surface and groundwater, floods and droughts, Dams: benefits and problems, Mineral Resources: use and exploitation, environment effects of extracting and using mineral resources, Land Resources: Forest Resources, Energy Resources: Growing energy needs, Renewable energy sources, case studies.

Unit III

Ecosystem: Definition, scope and Important Ecosystem. Classification, Structure and function of an ecosystem, Food chains, food webs and ecological pyramids. Energy flow in the ecosystem, Biogeochemical cycles, Bioaccumulation, Ecosystem Value, Devices and Carrying Capacity, Field Visit.

Unit IV

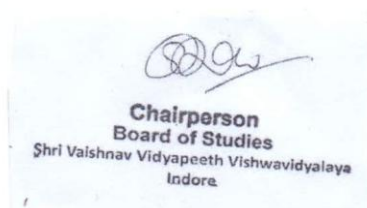
Biodiversity and its Conservation: Introduction- Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India- Values of Biodiversity: consumptive use, productive use, social, ethical, aesthetic and option value. Biodiversity at global, National and local levels. India as mega diversity nation- Hot-spots of Biodiversity-Threat to Biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts; Conservation of biodiversity: Insitu and Ex-situ conservation. National Biodiversity Act.

Unit V

Environmental Policy, Legislation & EIA: Environmental Protection Act, Legal aspects Air Act-1981, Water Act, Forest Act, Municipal solid waste management and handling rules, biomedical waste management and handling rules, hazardous waste management and handling rules. EIA: EIA structure, methods of baseline data acquisition. Overview on Impact of air, water, biological and Social-economical aspects. Strategies for risk assessment, Concepts of Environmental Management Plan (EMP).

Suggested Readings:

Agarwal, K.C.,(latest edition). *Environmental Biology*, Bikaner :Nidi Pub. Ltd.,
Brunner, R.C.(latest edition) *Hazardous Waste Incineration*. New Delhi: McGraw Hill Inc.
Clank, R.S.(latest edition. *Marine Pollution*, Oxford (TB): Clanderson Press



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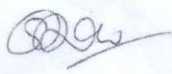
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Dr, A.K.(latest edition) *Environmental Chemistry*, New Delhi: Wiley Western Ltd.

Erach, Bharucha(2005). *Environmental Studies for Undergraduate* Courses by for University Grant Commission.

R. Rajagopalan(2006). *Environmental Studies*.New Delhi: Oxford University Press.



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