

Paper- I
JMCB201
Economic Development and Planning

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 201	JMC	Economic Development and Planning	60	20	20	0	0	4	1	0	5

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):

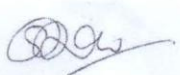
The student will be able:

- To provide an introduction to the concepts, ideas, and strategies employed in the pursuit of economic development.
- To develop and understand basic principles that enable critical assessment of alternative development policies and programs.
- To reflect on the goals and objectives, implementation strategies, and successes and failures of economic development efforts.

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 key principles of international frameworks to economic planning.
- The students should be able to examine the role of agriculture, natural resources and technology in development.
- The students should be able to analyze, enhance and evaluate performance.
- The students should be able to find the balance between regulatory frameworks and economic development.


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JMCB201

Economic Development and Planning

Unit-I

Economic development: concept and general perspective; Common characteristics of under Development; Developed and Developing economies; Features of Indian Economy; Strategies of Development; Balanced vs. Unbalanced growth strategy; Mahalanobis model of economy

Unit-II

Factors influencing economic growth; Capital accumulation as a factor in economic growth; Role of Education in economic development; Population and economic development (the two-way relationship). Aspects of human development; Education, Poverty and in equality of income distribution (with special Reference to India); changes in the sectoral development since independence.

Unit-III

Agriculture: Role of agriculture in India's economic development; Factors influencing productivity in agriculture; Institutional factors; Technological factors; Pattern of Ownership; Prices and availability of finance; Industry: the rate and pattern of industrial growth; New Industrial Policy 1991.

Unit-IV

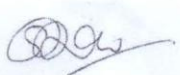
Public sector in India and its role and problems in the growth process; role of the small scale and cottage Industries and government's policy with respect to these; problem of industrial sickness; Budget and economic survey.

Unit –V

External sector: Role of foreign aid; Capital and MNCs in India's growth process; Foreign trade: Composition and direction; India's balance of payments problem; impact of liberalization, particularly since 1991 on Indian economy– WTO and IMF conditionality.

Suggested Readings:

1. Edward J. Blakely and Ted K. Bradshaw. (Latest Edition). ***Planning Local Economic.***
2. ***Development: Theory and Practice***, (Latest edition). Thousand Oaks. Calif: Sage Publication.
3. S.K. Mishra and V.K. Puri. (Latest edition). ***Economic Planning and Development.***
4. Micheal P. Todaro and Stephenn C Smith. (Latest edition). ***Economic Development.***
5. P.K Dhar. (Latest edition). ***Indian Economy. Its Growing Dimensions.***


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Paper- II
JMCB202
Radio 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 202	JMC	Radio 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 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:

- To lay the foundation of skills required for radio broadcasting both writing and production skills.
- To develop techniques for conducting effective interviews.
- To build understanding of the skills of professional radio production.

Course Outcomes (COs):

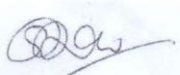
After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- A student should be equipped to produce audio content for any medium ,including radio.
- The students should be able to research the background and related issues
- The students should be able to develop questions that anticipate what the listener wants to know.

JMCB202
Radio Production

Unit I

Writing for radio- Spoken language writing; writing for programmes; Writing for Radio Commercials; Illustrating copy with sound effects; News writing - Structuring Radio-Copy;


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Editing, Reporter's copy–compiling radio news bulletins, programmers; Writing intro to bytes; Writing headlines; Teasers and Promos; Using sound bites and actualities.

Unit II

Generic element: content and format; Spot light, Talk, Review, Discussion, News Reel; Interactive programs; Special audience programs; Structuring a Radio report, News Capsuling and radio commentary; Special audience programs, Studio interviews–studio discussions–phone- in programmes; Current Affair Programmes.

Unit III

Role and responsibilities of a Reader, Do's and Don'ts for a Reader; Modulation and Voice quality, Voice training –Effective use of voice; interview techniques pronunciation; Codes and ethics in broadcasting; Basics of audio recording; Audio control and sound effect; Stereo and mono sound.

Unit-IV

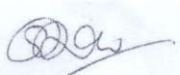
Production process and techniques; Aspects of sound recording; Types of microphones and their usage; field recording skills; radio feature production; radio documentary production; Studio chain; live studio broadcast with multiple sources-news production; Radio Documentary Production

Unit-V

Recording of programs; Selection of Sound Effects; Editing and mixing techniques; Process of planning; Scheduling and Transmission; Evaluation of programs and quality Control

Suggested Readings-

1. Awasthy, G.C. (1965). *Broadcasting in India*. Mumbai: Allied publishers.
2. Chatterji, P.C. (1988). *Broadcasting in India*. New Delhi: Sage Publication
3. Masani, Mehra. (1997). *Broadcasting and People*. New Delhi: National Book Trust.
4. Luthra, H.R.(1986). *Indian Broadcasting*. New Delhi: Publication Division.
5. Crook. Tim. (Latest Edition). *Radio Drama; Theory and Practice*. London: Sage Publication


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Paper III
BBA I 101
Principles of 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 101	JMC	Principles of Management	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 following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEO's):

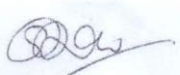
The student will be able:

- The student will be able to give an overview of the major functions of management
- The student will be able examine how a manager can add value to an organization
- The student will be able explain the differing approaches to defining management and the standard cycle of the management process.

Course Outcomes(CO's):

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 comprehend the concept of management and discuss why organizations are needed, why managers are necessary, and why management is a challenge.
- The students should be able to Differentiate between the various types of organizational structures and patterns.


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- The students should be able to explain the importance of delegation in organizations and describe the relationship between authority, responsibility and accountability
- The students should be able to discuss the impact of productivity on corporate and managerial success

BBAI101 Principles of Management

Unit I

Definition - Management - Role of managers - Evolution of Management thought - Organization and the environmental factors – Trends and Challenges of Management in Global Scenario.

Unit II

Nature and purpose of planning - Planning process - Types of plans – Objectives - - Managing by objective (MBO) Strategies - Types of strategies - Policies - Decision Making - Types of decision - Decision Making Process - Rational Decision Making

Unit III

Nature and purpose of organizing - Organization structure - Formal and informal groups I organization - Line and Staff authority - Departmentation - Span of control - Centralization and Decentralization - Delegation of authority - Staffing - Selection and Recruitment - Orientation - Career Development - Career stages – Training - - Performance Appraisal

Unit IV

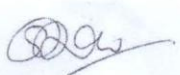
Creativity and Innovation - Motivation and Satisfaction - Motivation Theories - Leadership Styles - Leadership theories - Communication - Barriers to effective communication - Organization Culture - Elements and types of culture - Managing cultural diversity.

Unit V

Process of controlling - Types of control - Budgetary and non-budgetary control Q techniques - Managing Productivity - Cost Control - Purchase Control – Maintenance Control - Quality Control - Planning operations.

Suggested Readings:

1. Stephen, P. Robbins and Mary Coulter, (Latest edition). **Management**. Prentice Hall of India.
2. Charles W L Hill, Steven L McShane, (Latest edition.). **Principles of Management**. New Delhi: Mcgraw Hill Education.



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Paper IV
JMCB204
Media Law and Ethics

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 204	JMC	Media Law and Ethics	60	20	20	0	0	4	1	0	5

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

- The student will be able to give an overview of the press and media laws in India as well as the Constitution of the country and also provide the students with the ethical issues related to the mass media in India.
- The student will be able to study of legal and ethical issues in the media
- The student will be able to develop a working knowledge of the principles and concepts of ethical theory in order to develop an expertise in moral reasoning with regard to ethical problem solving in the media.

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 recognize ethical issues inherent in mass communication theory and practice.
- The student should be able to identify, use, compare, and contrast major ethical approaches and decision-making strategies;
- The student should be able to apply critical thinking skills to ethical dilemmas;
- The student should be able to analyze media messages, issues, and cases in terms of their ethical implications;


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- The student should be able to develop personal and professional codes of ethics for himself and his performance as a media professional

JMCB204

Media Law and Ethics

Unit I

Freedom of speech and expression (Article 19(1) (a) and Article 19(1)2); Defamation- Libel and slander; Issues of privacy; Right to Information; Intellectual Property Rights; Media ethics and cultural dependence

Unit II

Live reporting and Ethics; Legality and Ethicality of Sting Operations; Phone Tapping etc, Ethical issues in Social media; Discussion of important cases-eg- Operation Westend---some related laws- Relevant sections of Broadcast Bill; NBA guidelines

Unit III

Rights and Liabilities of the Editor, Printer and Publisher– Editorial autonomy and Independence.

Unit IV

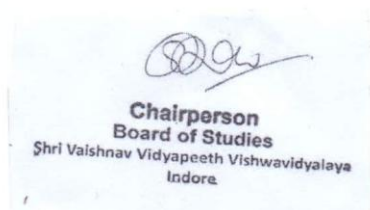
Codes and Ethical Guidelines by regulatory bodies; Self-Regulation by media; Debates on morality and accountability of media; Media, Social Responsibility and Economic Pressures; Media reportage of marginalized sections- children, Dalits, Tribals, Gender

Unit V

The Press and Registration of Books Act 1867; Copy Right Act–Periodical Changes, Official Secrets Act of 1923; Press council act 1978; The working journalists act 1955; Obscenity; Censorship and Contempt of court, Defamation, Ethics and code of conduct of Media

Suggested Readings

1. Basu,D.D.(Latest Edition). *Introduction to the Constitution of India*. Prentice-Hall of India.
2. Bhatiya. Sita. (Latest Edition). *Freedom of the Press: Political, Legal Aspects of Press Legislation in India*.
3. Fackler, Mark. et. al. (Latest Edition). *Media Ethics- Cases and Moral Reasoning*. Longman.
4. Frankena. William K.(Latest Edition). *Ethics*. Prentice Hall India. (2002).
5. Kashyap, Subhas. (Latest Edition). *Indian Constitution*. New Delhi: National Book Trust.
6. Singh, P.P. et. al. (Latest Edition). *Media, Ethics and Laws*. Anmol.
7. Umrigar, K. D. . (Latest Edition). *Laws of the Press in India*. New Delhi: National Book Trust.



Paper V
JMCB205
Field Study and Seminar

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 205	JMC	Field Study and Seminar	0	0	0	60	40	0	0	8	4

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.

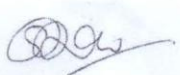
JMCB205
FIELD STUDY AND SEMINAR

Course educational objectives (CEO'S):

- To excel in problem solving and programming skills in the various computing fields.
- To visit the various media organizations and understand their working.
- Students will enrich themselves with knowledge after attending the seminar.

Course outcomes (CO'S):


- The student should be able to understand the working of newsroom of different media organizations.
- Students will understand how the different departments function in a media organization.
- Students will understand the reporting of seminar proceedings.
- They will come to know about how to write seminar papers and present them..


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JMCB205
Field Study and Seminar

Visit to Media House (print, electronic, web media) Seminar participation; writing seminar paper,
attending Workshops


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