

Nirmala Memorial Foundation College of Commerce and Science

(Autonomous)

Re-accredited by NAAC with B++, ISO 9001-2015 Certified, Recognised under section 2(f) & 12(B) of the UGC Act 1956

Permanently Affiliated to the University of Mumbai,



Syllabus

Bachelor of Arts in Multimedia and Mass Communication

(B.A. (MULTIMEDIA AND MASS COMMUNICATION))

(Programme Code: UGMMC01)

As Per New Education Policy (NEP) 2020

*(To be implemented from the Academic Year 2025-2026)
Approved in the Academic Council Meeting held on 5th July 2025*

INTRODUCTION OF THE PROGRAMME

The Bachelor of Arts in Multimedia and Mass Communication is a comprehensive four-year degree program designed to provide students with practical, industry-relevant media education. It aims to nurture the next generation of media professionals equipped to thrive in a rapidly evolving media landscape.

AIMS

To deliver a strong foundation of knowledge while instilling values of integrity, credibility, and social responsibility

To prepare students for dynamic careers across various domains of media and related industries such as communication, advertising, public relations, journalism, and research

OBJECTIVES

- To equip learners with essential professional skills for careers in the entertainment sector, including cinema, television, OTT platforms, and digital media
- To foster self-confidence, professional identity, and a sense of responsibility within the media ecosystem
- To develop a deeper understanding of the relationship between communication/media theories and diverse individual, social, and professional practices

PROGRAM OUTCOME

Upon successful completion of the program, learners will:

1. Learners will be able to understand the basic concepts of mass communication, media, and how communication shapes society
2. Students will develop effective communication skills in reading, writing, speaking, and listening, useful in media-related careers
3. To help learners apply digital tools such as Google Workspace and multimedia software in real-world media tasks
4. To enable students to analyze current events and media trends with critical thinking and awareness
5. Learners will demonstrate social responsibility and ethical behavior in their media and communication practices

SEMESTER III
COURSE STRUCTURE

VERTICAL		COURSE CODE	SUBJECT	CREDIT
Vertical 1	Major	NUMM301	Electronic Media – I	4
	Major	NUMM302	Corporate Communication and Public Relations	4
Vertical 2	Minor	NUMM303	Journalism and Public Opinion	4
Vertical 3	OE1	NUES301	Environmental Systems and Management - I	2
Vertical 4	VSC	NUMM305	Computers & Multimedia I	2
	SEC		NA	*****
Vertical 5	AEC	NUHN301	Hindi Bhasha: Vyavaharik Prayog I	2
	VEC		NA	*****
	IKS		NA	*****
Vertical 6	FP	NUFP301	Field Project	2
	CC	NUCC302	Foundations of Literary Arts and Creative Writing	2
				22



Vertical - I

Mandatory Courses

Name of the Course: Electronic Media – I

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Electronic Media – I introduces students to the fundamentals of electronic communication, focusing on radio, television, and digital platforms. The course covers media history, technology, programming formats, and content creation. It emphasizes the role of electronic media in shaping public opinion, culture, and information dissemination in the modern world.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: (List some of the course objectives) a) Understand the historical development of radio and television in India and abroad. b) Identify the structure and function of public broadcasting institutions like PrasarBharati. c) Learn the technical fundamentals of sound and visuals in radio and television production. d) Explore various media formats in fiction and non-fiction across radio, TV, and digital platforms. e) Gain knowledge of the complete media production process: pre-production, production, and post-production.	
8	Course Outcomes: (List some of the course outcomes) C01) Explain the evolution and current trends in broadcasting and digital media convergence. C02) Analyze the role of media institutions like AIR and community radio in societal development. C03) Operate basic sound and video equipment for studio and field production. C04) Differentiate and produce content in multiple radio and TV formats. C05) Demonstrate planning, shooting, and editing skills across media production stages.	

9 **Modules:-** Per credit One module can be created

Module 1: Introduction

Introduction and Overview

- A. A Short History of Radio and TV in India and abroad
- B. Introduction to Prasar Bharti
- C. FM radio and community radio

Module 2: Introduction to Sound for both TV and Radio

A. Introduction to sound

- 1.Types of Sound :
Natural, Ambient, Recorded
- 2. TheStudioSetup
- 3. Typesof Microphones

B.IntroductiontoVisuals

- 1. The Power and Influence of Visuals
- 2. The Video-camera: types of shots, camera positions, shot sequences, shot length
- 3. Lighting: The importance of lighting
- 4. Television setup: The TV studio
- 5. difference between Studio and on-location shoots

Module 3: Introduction to Formats (Fiction and Non-Fiction)

A. Introduction to Radio Formats

- News
- Documentary
 - Feature
 - Talk Show
 - Music shows
 - Radio Drama
 - Radio interviews
 - Sports broadcasting

B. Introduction to Television formats

- News
- Documentary
 - Feature
 - Talk Shows
 - TV serials and soaps
 - Introduction to web series
 - Docudrama
 - Sports
 - Reality
 - Animation
 - Web series

Module 4: Introduction to Production process

A. Pre- Production

Script
Storyboard
Camera plot
Lighting plot

B. Production Sequence

Camera angles
Scene
Shot
Log keeping

C. Post- Production

Linear editing
Non-linear editing
Library shots
Library sounds
Dubbing
New Media and Media Convergence

1. Elements and features of new media, Technologies used in new media,
2. Future prospects of New Media

Challenges posed by fake news and misinformation
Comparative case studies of Indian vs international media.

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Reference Books:

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler
7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press
London.
8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, 'Writing for the Media', Oxford University Press, New Delhi

	11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett 12. Community radio in India: R Sreedher, Puja O Murada	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS

Time: 2 hrs

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Explain the Concepts (any five out of eight)	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,
10 marks Viva,
10 marks Class Participation and Attendance

Name of the Course: Corporate Communication and Public Relations

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Corporate Communication & PR focuses on strategic communication within and outside organizations to build and maintain a positive image. The course covers media relations, crisis communication, branding, stakeholder engagement, and PR campaigns. It equips students with skills to craft effective messages, manage reputation, and foster strong corporate-public relationships.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: (List some of the course objectives) a) Understand the fundamental concepts, need, and scope of corporate communication in the Indian context b) Learn the principles of corporate identity, image, and reputation management in traditional and digital environments c) Grasp the importance of ethics and laws governing corporate communication practices d) Study the evolution, theories, and practical tools of public relations in business and society e) Explore the impact of emerging media technologies and social media tools in shaping corporate communication strategies	
8	Course Outcomes: (List some of the course outcomes) CO1) To provide the students with basic understanding of the concepts of corporate communication and public relations. CO2) To introduce the various elements of corporate communication and consider their roles in managing media organizations. CO3) To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. CO4) To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.	

9 **Modules:-** Per credit One module can be created

Module 1: Foundation of Corporate Communication

1. Introduction to Corporate Communication

Meaning, Need and Scope of Corporate towards Indian Media Scenario

2. Keys concept 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.

Module 2: Understanding Public Relations

1.Introduction and Growth of Public Relations- Indian Scenario

Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business.
Tracing Growth of Public Relations, in India, Internal and External PR.

2.Role of Public Relations in various sectors

Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.

3.Theories and Tools of Public Relations

Gruntin's (4 models), Pseudo-events, Publicity, Propaganda, Persuasion, Situational theory, Diffusion theory and various tools of Public Relations (Press conference, Press release, Media Dockets, Advertorials, Sponsorship.

Module 3: Corporate Communication and Public Relation's range of functions

1. Media Relations

Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations, Media analysis and evaluation

2.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

3. Crisis Communication

Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, NiiraRadia, Tylenol etc

Module 4: Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations

1.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.

2. New Media Tools

Website, Online press release

3.Role of Social Media

Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E-Public Relations and its importance.

10 Reference Books:

1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick
2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg
3. Principals of Public Relations-C.S Rayudu and K.R. Balan
4. Public Relations -Diwakar Sharma
5. Public Relations Practices- Center and Jackson
6. The Art of Public Relations by CEO of leading PR firms

11 Internal Continuous Assessment: 40%

**External, Semester End Examination
60% Individual Passing in Internal
and External Examination**

12 Continuous Evaluation through:

1. Individual/ group project
2. Group discussion/ Debates
3. Presentation
4. Assignment

SEMESTER END EXAMINATION: 60 MARKS

Time: 2 hrs

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
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Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,

10 marks Viva,

10 marks Class Participation and Attendance



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Vertical – II

Name of the Course: Journalism and Public Opinion

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course provides a foundational understanding of how news organizations operate and the journalistic practices that shape news production in contemporary media environments. It explores the organizational structure, newsroom dynamics, professional ethics, and evolving digital workflows in print, broadcast, and online journalism. The course aims to familiarize students with the real-world functioning of newsrooms, the roles and responsibilities of editorial staff, the relationship between media ownership and editorial policies, and the impact of convergence in modern media houses.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester))
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: (List some of the course objectives)	<ul style="list-style-type: none">a) Understand the concept of public opinion and key media theories influencing societal perspectives.b) Analyze the role of media in shaping political opinion and public policy at national and global levels.c) Evaluate media coverage of wars and conflicts, highlighting narrative framing and geopolitical influences.d) Examine the representation of gender, caste, class, and minority communities in traditional and digital media.e) Explore the impact of digital and social media on public discourse, political engagement, and misinformation.

8	<p>Course Outcomes: (List some of the course outcomes)</p> <p>After completion of the course, learners would be able to:</p> <p>C01) To understand the role of media in influencing and impacting Public opinion. C02) To analyse the formation of Public opinion through digital and social media. C03) To analyse the impact of the media on public opinion on socio-economic issues. C04) To make students aware of theoretical framework of research on media and society</p>
9	<p>Modules:- Per credit One module can be created</p> <p>Module 1: Public Opinion And Theories</p> <p>UNDERSTANDING PUBLIC OPINION AND THEORIES OF MEDIA.</p> <p>1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion. 2. Media theories- Walter Lippman - Modern Media and Technocracy JuergenHabermas- The idea of Public Sphere Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Propaganda Model Agenda Setting Vs Uses and Gratifications</p> <p>Module 2: Political Opinion And Policymaking</p> <p>MEDIA’S ROLE IN INFLUENCING POLITICAL OPINION AND POLICY MAKING.</p> <p>1. Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. Use of Media for election campaigns-The Donald Trump Elections, BJP campaign in India. 2. Media Coverage of Indian Government’s Economic, Defence and Foreign Policy.</p> <p>Module 3: Socio-Economic Issues</p> <p>MEDIA’S COVERAGE OF SOCIAL AND ECONOMIC ISSUES.</p> <p>A. Portrayal of Women in Media. B. Representation of LGBTQ community in media. C. Representation of Dalits, Tribals and Economically weaker sections of Society.</p> <p>Module 4: Impact Of New Media</p> <p>EVOLUTION OF DIGITAL, SOCIAL AND NEW MEDIA AND ITS IMPACT ON PUBLIC OPINION.</p> <p>1. Digital media and its impact on Political culture. 2. Use of Whats app, twitter and Facebook to promote fake news 3. Social media and its impact on culture.</p>
10	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. AhmedRashid:TheTaliban. 2. ChambersDeborah,FlemingCarole(2004),‘WomenandJournalism’,Psychology Press. 3. RushRamona,OukropCarole,CreedonPamola(2013),‘Seekingequityforwomen in Journalism and Mass Communication education: A 30 year Update’, Taylor and Francis. 4. SardesaiRajdeep:“2014:TheElectionthatChangedIndia”.

5. Walter Lippmann: "Public Opinion" by Herman Edward S. and Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by
6. Lalle John: Nature and Opinion of Public Opinion.
7. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @ 014 Lok Sabha Election. – academia.edu.
8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies.
9. Coleman Benjamin: Conflict, Terrorism and Media in Asia.
10. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sage Publications.
11. en.qantara.de/content/the-arab-spring-and-the-media-distorted-images
12. Alexandrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu
13. Ehab Galal and Riem Spielhans – Covering the Arab Spring: Middle East in the Media. Academia.edu
14. Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDCC Centre of Public Diplomacy.
15. Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog
16. Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.
17. Swami Praveen (1999): The Kargil War New Delhi: Left Word Books
18. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
19. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, transaction Publishers.
20. Bareh Hamlet, (2001), Encyclopaedia of North-East India: Assam, Mitthal Publications.
21. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications.
22. Schneider Nadja-Christina, Titzmann Fritzi-Marie (2014), Studying Youth,
23. Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 19- 45)
24. The social media era of political culture: the case study of iceland posted by Oliver Bjornsson.
25. <https://bainesreport.org/2017/11/the-social-media-era-of-political-culture-the-case-study-of-iceland/>
26. How Social Media Affects Politics <https://sysomos.com/2016/10/05/social-media-affects-politics/>
27. How Digital Media are Influencing Politics and Political Discourses in Kenya | Johanna RIESS
<http://frenchjournalformediaresearch.com/index.php?id=581>
28. www.opendemocracy.net/openindia/paranjoy-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting
29. Using New Media effectively: An Analysis of Barack Obama's Election Campaign Aimed at Young Americans by Ekaterina Alexandrova. (This is a thesis submitted by the student).
30. Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution.

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS

Time: 2 hrs

Question Paper Pattern

Each question carries 15 Marks

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Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,

10 marks Viva,

10 marks Class Participation and Attendance



Vertical – III

Name of the Course: Environmental Systems and Management-I

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	<p>Environmental awareness is no longer limited to science — it's a key concern for businesses, policymakers, and future managers. This course goes beyond academic boundaries to introduce students to essential environmental concepts such as ecosystems, biodiversity, and the impact of human activities on natural resources and climate.</p> <p>Learners will explore pressing issues like pollution, resource depletion, and climate change — and learn how these challenges directly affect business operations, economic policies, and global markets. The course also highlights sustainable solutions that are shaping responsible business practices and corporate strategies today.</p> <p>By linking environmental knowledge with fields like economics, business management, and public policy, this course builds a strong foundation for careers in sustainable business, environmental management, and green entrepreneurship — all of which are gaining traction in today's job market.</p> <p>Prepare for an engaging learning experience with interactive lectures, practical group discussions, and real-life case studies that examine how businesses adapt to and address environmental challenges in the real world.</p>
2	Vertical:	Vocational Skill Course
3	Type:	Theory
4	Credit:	2 Credits / (1 Credit = 15 Hours for Theory or 30 Hours of Practical Work in a Semester)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to fundamental environmental concepts including ecosystems, biodiversity, and the human-nature relationship. 2. To sensitize students to the causes and consequences of environmental degradation and pollution. 3. To develop awareness about global issues like climate change and the loss of biodiversity and their impact on commerce and society. 4. To encourage students to understand the importance of environmental education and conservation in promoting sustainability. 	

8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Students will be able to explain the structure and function of ecosystems, and understand how energy flows through food chains and food webs. 2. Students will identify various types of environmental pollution and their sources, and suggest prevention and control strategies. 3. Students will analyze the factors contributing to biodiversity loss and describe the importance of conservation efforts. 4. Students will demonstrate an understanding of human impact on the environment, emphasizing the need for sustainable resource use and the role of environmental education in promoting sustainability.
9	<p>MODULES: -</p> <p>Module I: Introduction to Environmental Concepts (15 Lectures)</p> <ul style="list-style-type: none"> • Environment: Meaning and Components of Environment • Ecosystem and Ecology: The Structure and Function of Ecosystem. Food chains and food webs as illustrations of energy flow and ecological balance. Real-life case studies that illustrate the impact of imbalance in the food chain • Resources: Meaning, Classification (Renewable and Non-Renewable), Conservation of Natural Resources in a Sustainable Manner • Human-Nature Relationship and Environmental Awareness: The changing role of humans in nature-from coexistence to exploitation. Importance of environmental education and awareness programs in organizations and among youth <p>Module II: Threats to the Environment (15 Lectures)</p> <ul style="list-style-type: none"> • Loss of Biodiversity: Understanding biodiversity and its importance. Factors leading to Extinction of Species, Loss of Habitat, and Biodiversity Loss. Conservation efforts at global and local levels • Degradation of Environment: Meaning, Causes and Effects • Pollution: Meaning and Types of Pollution (Air, Water, Noise, Land, and Radio-active). Causes and Preventive Techniques • Climate Change and Global Warming: Causes and its Impacts on ecosystems, agriculture, health, and global weather patterns
10	<p>Text Books</p> <ol style="list-style-type: none"> 1. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006. 2. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders. 3. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi. 4. Chiras, D. D and Reganold, J. P. (2010). Natural Resource Conservation: Management for a Sustainable Future.10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson. 5. John W. Twidell and Anthony D. (2015). Renewable Energy Sources, 3rd Edition, Weir Publisher (ELBS) 6. Singh, J.S., Singh, S.P. & Gupta, S.R. 2006. Ecology, Environment and Resource Conservation. Anamaya Publications https://sdgs.un.org/goals

	<p>7. Down to Earth, Centre of Science and Environment ®.</p> <p>8. Hawkins R. E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay ®.</p> <p>9. Harper, Charles L. (2017) Environment and Society, Human Perspectives on Environmental Issues 6th Edition. Routledge.</p> <p>10. Rajagopalan, R. (2011). Environmental Studies: From Crisis to Cure. India: Oxford University Press.</p> <p>11. Harris, Frances (2012) Global Environmental Issues, 2nd Edition. Wiley-Blackwell.</p>			
11	<p>Reference Books</p> <ol style="list-style-type: none"> 1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt. 2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press. 3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge. 4. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press. 5. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons. 6. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent. 7. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders. 8. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton. 9. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press. 			
12	Internal Continuous Assessment: 40%		Semester End Examination: 60%	
13	Continuous Evaluation through:	Project Work	15 Marks	Report Submission based on Suggested Practical Activities by Faculty Members for 30 Marks.
		Attendance and Participation in Seminar, Workshop, and Activity, etc.	05 Marks	
14	<p>Suggested Practical Activities:</p> <ul style="list-style-type: none"> • A guest lecture by a disaster management official or NGO working in disaster relief. • Project work involving conducting a waste audit in their own homes or college vicinity for a week and proposing ways to reduce waste. • Project to develop a business plan for a fictional "eco-friendly" product or service, incorporating principles of green marketing and sustainable packaging. • Mangroves Conservation Activity • Environment Conservation Activity 			



Vertical – IV

Name of the Course: Computers & Multimedia I

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Computers and Multimedia I introduces the integration of computers with multimedia elements like text, graphics, audio, video, and animation. The course covers basic multimedia tools, design principles, and software applications used in content creation. It helps students develop skills in producing engaging digital media for communication, education, and entertainment purposes.
2	Vertical :	VSC
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) a) To introduce students to the basics of image editing and design tools. b) To enable students to use digital software (Photoshop and Illustrator) effectively for multimedia communication c) To develop practical understanding of designing for print and digital media.	
8	Course Outcomes: (List some of the course outcomes) After completion of the course, learners would be able to: C01) The Learner will remember and understand the basic concepts and interface of Adobe Photoshop and Adobe Illustrator. C02) The Learner explores and compares various tools and features in Photoshop and Illustrator to relate them with practical design requirements. C03) The Learner develops skills to apply core functions of Photoshop and Illustrator in creating professional designs through practical assignments. C04) The Learner builds foundational design abilities such as working with layers, paths, shapes, text, and effects for real-world media applications. C05) The Learner develops a creative and adaptive approach to using Photoshop and Illustrator for contemporary multimedia and graphic design trends.	

9	Modules:- Per credit One module can be created	
	Module 1: Adobe Photoshop – Basics to Intermediate	
	<p>1.1 Introduction- Introduction to Photoshop Interface, Toolbar, Panels, Workspace.</p> <p>1.2 Core Editing Tools</p> <ul style="list-style-type: none"> - Selection Tools (Marquee, Lasso, Magic Wand) - Crop, Move, Healing, Clone, and Brush Tools <p>1.3 Working with Layers</p> <ul style="list-style-type: none"> - Layer properties, Layer masks, Adjustment layers <p>1.4 Text and Effects</p> <ul style="list-style-type: none"> - Typography, Layer styles, Filters and Blending Modes <p>1.5 Practical Application</p> <ul style="list-style-type: none"> - Designing a poster, social media post, or basic photo manipulation 	
	Module 2: Adobe Illustrator Fundamentals & Design	
	<p>2.1 Introduction to Illustrator Interface</p> <ul style="list-style-type: none"> - Artboards, Tools, and Panels - Differences between Illustrator and Photoshop <p>2.2 Drawing and Shape Tools</p> <ul style="list-style-type: none"> - Pen Tool, Pathfinder, Shape Builder, Brushes <p>2.3 Working with Colors and Text</p> <ul style="list-style-type: none"> - Fill, Stroke, Gradients, Color Guide - Typography in vector graphics <p>2.4 Creating Vector Designs</p> <ul style="list-style-type: none"> - Logos, Infographics, Icons <p>2.5 Practical Application</p> <ul style="list-style-type: none"> - Creating a brochure front page or logo design project 	
10	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Adobe Photoshop Classroom in a Book – Adobe Press 2. Adobe Illustrator Classroom in a Book – Adobe Press 3. Graphic Design School – David Dabner 4. Digital Design Essentials – Rajesh Lal 	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	<p>Continuous Evaluation through:</p> <ol style="list-style-type: none"> 1. Individual/ group project 2. Group discussion/ Debates 	

3. Presentation
4. Assignment

SEMESTER END EXAMINATION: 30 MARKS

Time: 1 hr

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study/ Practical	15 marks
Q 2	Practical/ Theory	15 marks

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (20 MARKS):

10 marks Assignment: Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either PS or Adobe Illustrator

05 marks Viva,

05 marks Class Participation and Attendance

A stylized logo consisting of a large, light red letter 'N' and a blue figure of a person with arms raised, positioned behind the text.

Vertical – v

हिन्दी भाषा : व्यावहारिक प्रयोग

Sr. No.	Heading	Particulars
1	Description of the course :	हिन्दी भाषा का जीवन में अत्यंत महत्व है, क्योंकि यह हमारे विचारों और भावनाओं की अभिव्यक्ति का प्रमुख माध्यम है। वर्तमान युग में तकनीक, मीडिया और राजनीति सहित कई क्षेत्रों में हिन्दी का व्यावहारिक प्रयोग बढ़ा है। भाषाई दक्षता सफलता की कुंजी है, जिससे विद्यार्थी विभिन्न क्षेत्रों में लाभ प्राप्त कर सकते हैं। इसी उद्देश्य से यह पाठ्यक्रम हिन्दी भाषा के शुद्ध और प्रभावी उपयोग पर केन्द्रित है।
2	Vertical :	AEC
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. विद्यार्थियों को राजभाषा हिन्दी का विविधतापूर्ण ज्ञान प्रदान करना। 2. विद्यार्थियों को राजभाषा हिन्दी के व्याकरण से परिचित कराना। 3. विद्यार्थियों को संज्ञा आदि का ज्ञान प्रदान करना।
8	Course Outcomes:	<p>After completion of the course, learners would be able to:</p> <p>CO1. विद्यार्थियों को राजभाषा हिन्दी का ज्ञान एवं उसमें दक्षता प्राप्त होगी।</p> <p>CO2. विद्यार्थियों को हिन्दी के व्याकरणिक प्रयोगों की जानकारी प्राप्त होगी।</p> <p>CO3. विद्यार्थियों को हिन्दी संज्ञा आदि के साथ-साथ शुद्ध एवं व्यावहारिक भाषा प्रयोग का ज्ञान प्राप्त होगा।</p>
9	Modules:-	
		<p>एकक – 1 व्याख्यान – 15 क्रेडिट – 01</p> <ol style="list-style-type: none"> 1. हिंदी भाषा : सामान्य परिचय 2. राजभाषा हिंदी : घटनात्मक महत्त्व 3. वर्णमाला : स्वर आणि व्यंजन 4. शब्दप्रकार : सामान्य परिचय (संज्ञा इत्यादी) <p>एकक – 2 व्याख्यान – 15 क्रेडिट – 01</p> <ol style="list-style-type: none"> 1. वाक्य : सामान्य परिचय 2. शब्दलेखन : शुद्धतेचा उपयोग व खबरदारी 3. कारक व विभक्ती चिन्हे 4. पत्र लेखन : <ul style="list-style-type: none"> ○ शुभेच्छा पत्र ○ निर्मंत्रण पत्र ○ सूचना पत्र

	<ul style="list-style-type: none"> ○ तक्रार पत्र ○ आभार पत्र ○ अर्ज ○ माहितीच्या हक्काचा (RTI) अर्ज
10	<p>संदर्भ ग्रंथ:</p> <ol style="list-style-type: none"> 1. बाबूराम सक्सेना – सामान्य भाषा विज्ञान, हिंदी साहित्य सम्मेलन, प्रयाग 2. कामताप्रसाद गुरु – हिंदी व्याकरण, लोकभारती प्रकाशन, इलाहाबाद 3. आचार्य देवेंद्र नाथ शर्मा – भाषा विज्ञान की भूमिका, राधाकृष्ण प्रकाशन, दिल्ली 4. भाषा विज्ञान एवं भाषाशास्त्र – कपिलदेव द्विवेदी, विश्वविद्यालय प्रकाशन, वाराणसी 5. भोलानाथ तिवारी – भाषा विज्ञान, किताब महल, इलाहाबाद
11	<p>सातत्यपूर्ण मूल्यमापन (Continuous Evaluation) द्वारे:</p> <ul style="list-style-type: none"> • होनात्मक कार्य / प्रकल्प इत्यादी – 10 गुण • सादरीकरण / परिसंवाद सहभागिता इत्यादी – 05 गुण • अकादमिक, व्यावसायिक आणि कौशल्यवर्धक उपक्रम – 05 गुण <p>एकूण : 20 गुण</p>
12	<p>अंतिम परीक्षा (Semester End Examination):</p> <ul style="list-style-type: none"> • एकूण गुण (Marks): 30 • कालावधी (Duration): 01 तास (1 घंटा) <p>Format of Question Paper: for the semester end examination लिखित परीक्षा अंक : 30 समयावधि : 01 घंटा</p> <p>निर्देश:</p> <ol style="list-style-type: none"> 1. तीन इकाइयों में प्रश्न पूछे जाएं। 2. तीन प्रश्न पूछे जाएं, किन्हीं दो प्रश्नों के उत्तर अपेक्षित हैं। <p>15×2 = 30 अंक कुलयोग = 30 अंक</p>

A stylized logo consisting of a large, light red letter 'N' and a blue figure of a person with arms raised, positioned behind the text.

Vertical – VI

Name of the Course: Foundations of Literary Arts and Creative Writing




Sr. No.	Heading	Particulars
1	Description the course:	<p>Introduction: Literary arts involve creative and intellectual expression through written and spoken word.</p> <p>Relevance: They shape public thought, preserve culture, and stimulate imagination.</p> <p>Usefulness: Enhance critical thinking, vocabulary, and articulation.</p> <p>Application: Applied in journalism, education, theatre, and media.</p> <p>Interest: Attracts those passionate about language, ideas, and storytelling.</p> <p>Connection with Other Courses: Ties into literature, language studies, journalism, and communication.</p> <p>Demand in the Industry: Literary skills are highly valued in publishing, media, education, and content creation.</p> <p>Job Prospects: Careers include writer, editor, journalist, educator, and communications specialist.</p>
2	Vertical:	Co-Curricular
3	Type:	Theory and Activity
4	Credits:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives(CO):	<ul style="list-style-type: none">● Understand the meaning and purpose of literary arts, and identify their role in culture, communication, and creative self-expression.● Recognize and differentiate between various forms of literary expression such as elocution, debate, storytelling, and quiz competitions.● Develop the ability to write reflective journal or diary entries that express thoughts, feelings, and personal experiences clearly and creatively.● Effectively express opinions and ideas through structured writing, such as content pieces, blogs, and opinion-based paragraphs.● Write simple and impactful formal and informal content, including emails, short speeches, and blog posts, using appropriate tone, format, and clarity.

8	<p>Course Outcomes (OC):</p> <p>CO 1: Understand the concept, purpose, and cultural relevance of literary arts. CO 2: Identify and participate in different forms of oral literary activities like debate, elocution, and storytelling. CO 3: Demonstrate reflective thinking through well-structured journal or diary entries. CO 4: Express opinions and personal views using structured and creative content writing techniques. CO 5: Write clear and effective emails, speeches, and blog posts using correct tone and format.</p>																
9	<p>Syllabus Introduction to Literary Arts</p>																
	<ul style="list-style-type: none"> ● Overview of literary arts ● Importance of literary arts in culture and communication ● Various Forms of Literary Arts- Elocution, Debate, Story Telling, Quiz. Creative Writing & Reflection ● How to express your views effectively through content writing. ● Writing emails, speeches, and blog posts. 																
10	<p>Reference Books</p> <ul style="list-style-type: none"> □ Literary Forms and Cultural Expression – G.N. Devy, N. Sukumar, D.R. Nagaraj. · An Introduction to English Literary Forms – B. Prasad. · English for Effective Communication – M.A. Yadugiri, Geetha Bhaskar · Creative Writing: A Beginner’s Manual – Anjana Neira Dev, Arjun Ghosh, Danesh A. D’Souza 																
11	<p>Internal Continuous Assessment: 40%</p>																
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 20%;">Sr. No.</th> <th style="width: 50%;">Particulars</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td></td> <td style="text-align: center;">1</td> <td>Class Test</td> <td style="text-align: center;">15</td> </tr> <tr> <td></td> <td style="text-align: center;">2</td> <td>Attendance</td> <td style="text-align: center;">05</td> </tr> <tr> <td></td> <td colspan="2" style="text-align: center;">Total</td> <td style="text-align: center;">20</td> </tr> </tbody> </table>		Sr. No.	Particulars	Marks		1	Class Test	15		2	Attendance	05		Total		20
	Sr. No.	Particulars	Marks														
	1	Class Test	15														
	2	Attendance	05														
	Total		20														

12

Semester End Examination: 60%**External Examination (30 Marks) (Any Two)**

Sr. No.	Particulars	Marks
1	Participation in Intra/ Inter collegiate Cultural Event/Competition/ Workshop. (Participation/ Organizing Team) (Minimum 02 certificates to be submitted)	15 marks each for a certificate
2	Certificate of participation or winning in the competition organized by any Club/Local/State/National Level Certificate or winning can also be considered.	
3	Participation in Workshop and other cultural competitions.	
Total		30

		
Chairperson (Head of the Department)	Department faculty	I/C Principal