



SANJAY GHODAWAT UNIVERSITY KOLHAPUR

Sanjay Ghodawat University (SGU) is established in the Academic Year 2017-18, as a State Private University under Govt. of Maharashtra Act No. XL of 2017 dated 3rd May 2017, with the approval of the UGC and the state Government. "For the true measure of giving is giving without measure." Spread across 150 Acres, Sou. Sushila Danchand Ghodawat Charitable Trust's Sanjay Ghodawat University (SGU) is situated in serene atmosphere amidst idyllic hills and lush green meadows to study in harmony with Nature. The Institution aspires to run along the lines of best-in- the-world education and become a world-class institution where teaching-learning process gets a far deeper meaning. SGU always stands as the guiding star of brilliance, quality and deliverance beyond expectations. Innovativeness and Creativity are the hallmarks of a genius enterprise and SGU stands to be a stage where these qualities would be nurtured, encouraged and blossomed. The genius is incomplete without the sense of social responsibility and SGU's ultimate goal remains the development of an attitude of gratitude that freely gives back without expectations.

The Sanjay Ghodawat University stands as a beacon of light to guide the younger generation of the day on the right path to fulfilment in career and life. The USP of the University is its research based curriculum and academically oriented teaching staff. The world class ambience and infrastructure helps the students to easily accommodate themselves in an environment that is conducive to the teaching-learning process. Hands on experience, challenge based case studies, maximum participation of students in the classroom, use of modern digital technology, smart classrooms, solution oriented thinking promotion, stress on research and innovation, international tie ups, choice based credit system for flexibility in choosing areas of interest etc. are some of the features of the University.

The university will help students develop as a unique individual-to be educated as a whole person, intellectually, emotionally, socially, ethically, and spiritually. The educational program designs are worked out meticulously in line with best in class universities with special focus on:

- Flexible Choice Based Credit System
- OBE - Outcome Based Education System
- Experiential Learning
- Project Based Learning
- Case Based Learning
- Training need analysis based on Performance Appraisal System
- Active Learning tools for effective delivery
- Mentoring / Proctorship

- On line learning /Self learning platforms
- Flipped Classroom concept
- Effective Student Feedback Mechanism

VISION

Internationally recognized university of excellence in creating and disseminating knowledge through value-based quality education leading to betterment of mankind

MISSION

- To prepare students for life-long learning and leadership in a global academic culture
- To create intellectual manpower relevant to the industry and society at large
- To collaborate with institutions of international repute for academic excellence
- To promote research and development through conducive environment
- To encourage entrepreneurship and skill development programs

CORE VALUES

- Integrity
- Transparency
- Accountability
- Equality
- Empathy
- Stewardship

QUALITY POLICY

Sanjay Ghodawat University is committed to establish high standards in value-based quality education to enhance and nurture young minds to excel in their chosen profession and develop into socially responsible citizens through resourceful collaboration, innovation and research

School of Liberal Arts

The Liberal Arts Program at the Sanjay Ghodawat University offers Under Graduate and Doctoral Programs in English, Economics, Psychology, Sociology and Fine Arts. It offers students the choice of more than one subject to study while choosing one major subject of their choice. The student thus gets the unique opportunity to major in a subject of his liking and also gets the knowledge and expertise of other subject that can complement his overall learning and give a holistic approach to the degree. The School of Liberal Arts offers some courses as core Subjects (compulsory) in areas that will help him excel as professional. The other General Courses are offered as Electives that the student can select out of the given pool of subjects so that his horizons of learning are widened and he gains an all round perspective. The student also has to select one major subject which he/she will specialize in and one minor subject. Thus Sanjay Ghodawat University tends to equip the student with not just one specialization but have a multi specialization angle to his academic pursuits that helps him/her gain a wider perspective.

The innovative teaching-learning methodology will include activities like G.D., Seminars, Case Studies, Field Visits, Quiz, Dramatics, etc. to involve the students wholly in the learning process and help them develop a solution oriented thinking process to the challenges of the 21 century. The correlation of different areas including policies, culture, history and economics will better prepare the graduate to approach the world with better understanding. SGU believes in preparing students to apply their learning in the field and not just have rote learning and thus the School of Liberal Arts has designed and developed courses that can become a life changing opportunity for the students

Department of Multimedia and Mass communication

The under graduate and post graduate courses of Liberal Arts in Multimedia and Mass Communication programme engage students in the study of various media and media practices with active involvement.

The program covers all major aspects of print, electronic and web journalism and production including news coverage, news editing, reporting, anchoring, pre & post production of film, camera handling, Public relation, Advertising etc. The course offered at SGU-SLA has a strong professional base and open up opportunities of employment/placement for the students. The department actively facilitates placement of students completing the UG and PG programme.

CHOICE BASED CREDIT SYSTEM (CBCS)

The credit based semester system provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching. The choice based credit system provides a 'cafeteria' type approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning.

University Grants Commission has come up with the Choice Based Credit System (CBCS) programme in which the students have a choice to choose from the prescribed courses, which are referred as core, elective or minor or soft skill courses and they can learn at their own pace and the entire assessment is graded-based on a credit system. The basic idea is to look into the needs of the students so as to keep up-to-date with development of higher education in India and abroad. CBCS aims to redefine the curriculum keeping pace with the liberalization and globalization in education. CBCS allows students an easy mode of mobility to various educational institutions spread across the world along with the facility of transfer of credits earned by students.

Where the students can choose the prescribed courses, as the core, and elective or soft skill courses, from a range of options, rather than to simply consume what the curriculum offers. They can learn at their own pace and the assessments are graded based on a credit system. It provides an opportunity for students to have a choice of courses or subjects within a programmed resembling a buffet, against the mostly fixed set of subjects now being offered (except for the limited choice of electives in professional degrees and postgraduate programmes) with the flexibility to complete the programmed by earning the required number of credits at a pace decided by the students.

The UGC has always initiated measures to bring efficiency and excellence in the Higher Education System of India. The basic motive is to expand academic quality in all aspects, right from the curriculum to the learning-teaching process to examination and evaluation systems. However, so far multiple methods are followed by different universities across the country towards examination, evaluation and grading system. Considering this diversity, the implementation of the choice based credit system seems to be a good system in assessing the overall performance of a student in a universal way of a single grading system.

OUTCOME BASED EDUCATION (OBE) MODEL

Sanjay Ghodawat University (SGU) has implemented OBE model of education, which is a learner centered approach. SGU has witnessed a sea change in the entire academic systems with implementation of all three components of OBE – Design, Delivery and Assessment. The SGU model of autonomy focuses on experiential learning which believes in learning by doing. This is achieved through hands on experience, industrial assignments, mini projects and live problem solving and collaboration with industries.

SGU is set in to dynamics of transformation and witnessing a shift in focus from teaching to learning and entire academic system of SGU is designed to provide multiple learning opportunities for students to acquire and demonstrate the Knowledge, Skills and Attitudes (KSA) for rewarding career.

The Vision and Mission of the Management, contribution from eminent BOG members and knowledgeable members of Academic Council and Board of Studies, the motivation and drive of the Director, the relentless efforts of the fellow Deans and Head of Departments and all teaching and non teaching staff along with commitment to learning of students made it possible to successfully transform the institute and stand out to carve a niche for itself as an Institute of repute.

OBE is an approach of curriculum design and teaching that focuses on what students should be able to do (attained) at the end of course/ program. Outcome based education (OBE) is student-centered instruction model that focuses on measuring student performance through outcomes. Outcomes include knowledge, skills and attitudes (KSA). Its focus remains on evaluation of outcomes of the program by stating the knowledge, skill and behavior a graduate is expected to attain upon completion of a program and after 4 – 5 years of graduation. In the OBE model, the required knowledge and skill sets for a particular degree is predetermined and the students are evaluated for all the required parameters (Outcomes) during the course of the program.

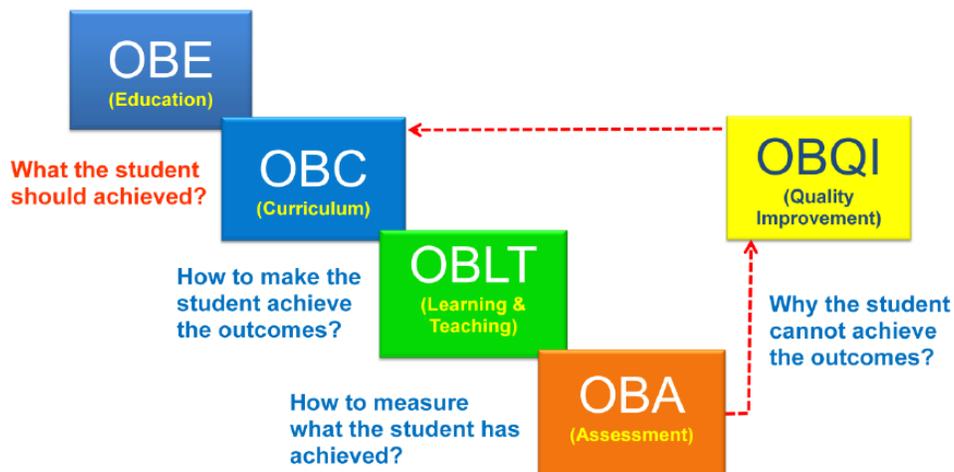
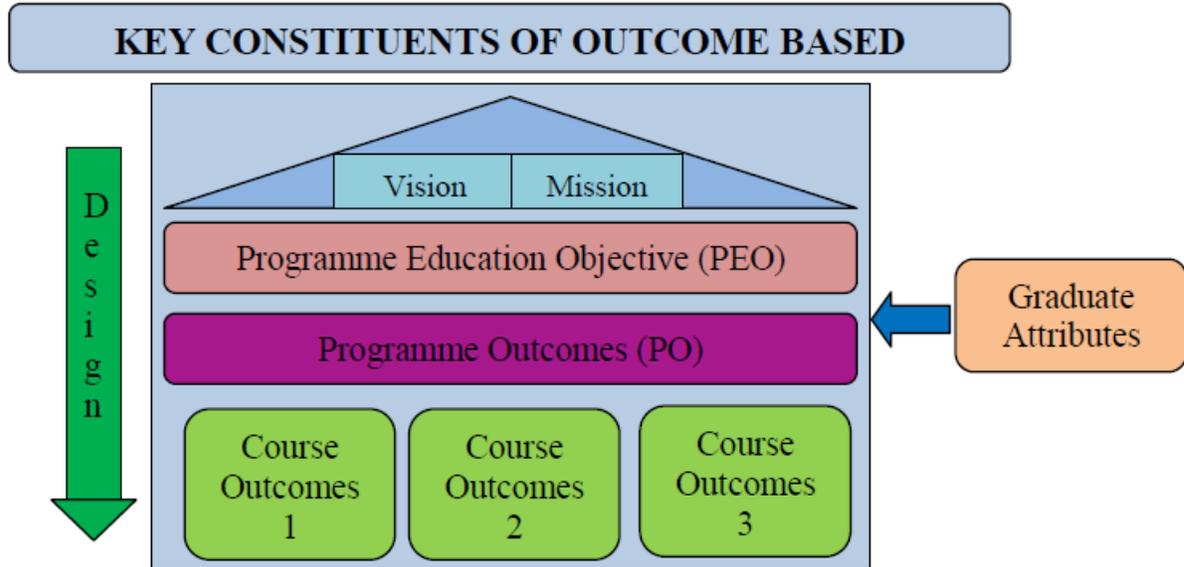


Figure 1: OBE flows and description



The OBE model measures the progress of the graduate in three parameters, which are

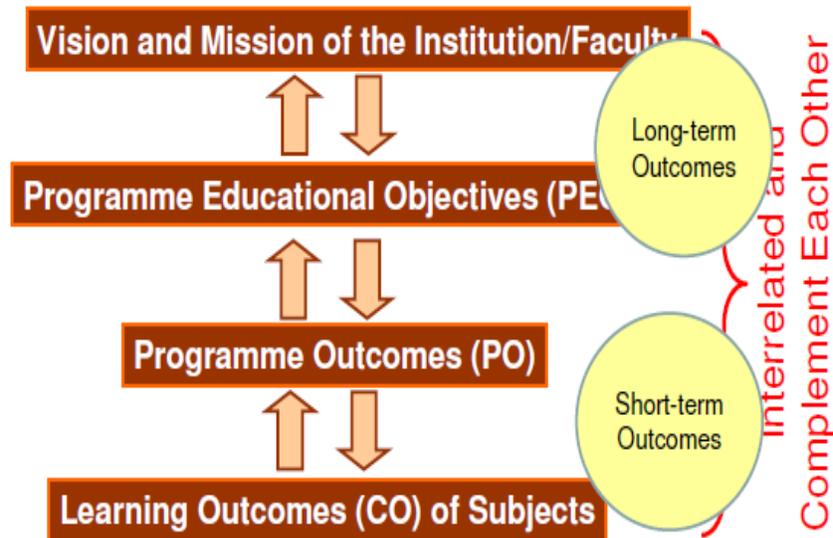
- Program Educational Objectives (PEO)
- Program Outcomes (PO)
- Course Outcomes (CO)

Program Educational Objectives (PEO) are broad statements that describe the career and professional accomplishments that the program is preparing the graduates to achieve. PEO's are measured 4-5 years after graduation. Program outcomes are narrower statements that describe what students are expected to know and be able to do by the time of graduation. They must reflect the Graduate attributes. Course outcomes are the measurable parameters which evaluates each students performance for each course that the student undertakes in every semester.

The various assessment tools for measuring Course Outcomes include Tests and End Semester Examinations, Tutorials, Assignments, Project work, Labs, Presentations, Employer/Alumni Feedback etc,. These course outcomes are mapped to Graduate attributes and Program outcomes based on relevance. This evaluation pattern helps Institutions to measure the Program Outcome. The Program Educational Objective is measure through Employer satisfaction survey (Yearly), Alumni survey (Yearly), Placement records and higher education records.

Outcomes in OBE

A Model Hierarchy of Outcomes



Special Features of OBE

- OBE is an educational process that focuses on what students **can do** or the **qualities** they should develop after they are taught.
- OBE involves the restructuring of curriculum, assessment and reporting practices in education to reflect the achievement of high order learning and mastery rather than accumulation of course credits.
- Both structures and curricula are designed to achieve those **capabilities** or **qualities**.
- Discourages traditional education approaches based on direct instruction of facts and standard methods.
- It requires that the students demonstrate that they have learnt the required skills and content.



Sanjay Ghodawat University Kolhapur

**(Established as a State University under Government of Maharashtra Act No XL dated
3rd May 2017)**

Academic and Examination Rules and Regulations

Approved in the second Academic Council Meeting held on 9th May, 2018 and to be implemented from academic year 2018-19. [Version R0]

Sanjay Ghodawat University Kolhapur

Kolhapur - Sangli Highway, A/p Atigre - 416 118,
Tal. - Hatkanangale, Dist. Kolhapur,
Maharashtra, India

(Implemented from Academic year 2018-19)

Academic and Examination Rules and Regulations

1.0 Preamble

The Sanjay Ghodawat University (SGU) stands as a beacon of light to guide the younger generation of the day on the right path to fulfilment in career and life. Outcome Based Education (OBE) model is adopted to enhance the effectiveness of teaching learning process and Credit Based semester system is implemented.

The focus of the University is its research based curriculum and academically oriented teaching staff. The world class ambience and infrastructure helps the students to easily accommodate themselves in an environment that is conducive to the teaching- learning process. Hands on experience, challenge based case studies, maximum participation of students in the classroom, use of modern digital technology, smart classrooms, solution oriented thinking promotion, stress on research and innovation, international tie ups, choice based credit system for flexibility in choosing areas of interest etc. are some of the features of the University.

Vision of SGU is internationally recognized university of excellence in creating and disseminating knowledge through value-based quality education leading to betterment of mankind. To achieve the vision SGU will develop state-of-the-art infrastructure that promotes conducive ambience promoting innovation and research. Create intellectual manpower relevant to the industry and society at large.

Foster mutually beneficial partnership with alumni, industry and academia. Inculcate ethics and values to develop socially responsible citizens and promote entrepreneurship.

SGU is offering various programs through schools such as School of Technology, School of Commerce and Management, School of Sciences and School of Arts.

SGU has implemented the outcome based Education (OBE) system and Credit based Evaluation System in all the schools.

The rules and regulations mentioned in this document are applicable to all the Under Graduate (UG) and Post Graduate programs offered by the Sanjay Ghodawat University from the academic year 2018-19. The rules and regulations stated here under are subjected to revisions / refinements, updates and modifications and amendments by academic council (AC) from time to time and applicable to all batches including those already undergoing programs at different year and are binding on all stakeholders including students, faculty, parents and University authorities.

The academic programs of the University shall be governed by rules and regulations approved by the academic council from time to time. Academic council is the supreme and statutory academic body that governs all academic matters of the university and the decisions of the academic council are final and binding in the matters related to academics.

2.0 Definition of Terms

1. **University:** University means Sanjay Ghodawat University, Kolhapur
2. **Academic Year:** The period of the year during which students attend university for all academic activities, usually it starts from first of July and ends on 30th of June next year.
3. **Semester:** Academic Year is divided in to 2 parts called Semester, Odd Semester which starts from July and Even Semester which starts from January.
4. **Duration of Semester:** Total duration of semester is usually 20weeks per semester including instructions, examination and evaluation. Total instructional days are 90 per semester.
5. **Course:** It is a Subject that is in a semester. The course may consist of Theory/Practical/Project/Seminar during semester. Usually taught by instructor in a class. e.g. Physics, Chemistry, Engineering Mechanics, Workshop etc.
6. **Program:** Collection of Courses is called Program. B Tech in Mechanical Engineering,
7. M Tech in Civil Engineering, Bachelor of Business Administration. Bachelor of Science etc.
8. **Department:** Department is a unit of the school which offers one or more programs.
9. **Contact Hours:** Time of students in class/laboratory with instructor. Usually in the range of 26-30 Hrs./Week. For the purpose of uniformity one contact hour is measured as 60 minutes
10. **Academic Council (AC):** Means apex academic body governing the academic programs responsible for framing policy , rules and regulations.
11. **Board of Examination (BOE):** Central body responsible for framing policy ,rules and regulations for Examination.

12. **Board of Studies (BOS):** Departmental academic body to govern the academics of programs (BOS) offered by department.

3.0 Curriculum:

3.1. Curriculum:

Every program has a prescribed structure which, in general, is known as Curriculum. It prescribes courses to be studied in each semester. The booklet containing courses structure along with detail syllabus for each course of each program is updated periodically and made available on the website.

3.2. Semesters:

SGU implements a credit based semester system. The academic year is divided into two regular semesters. The semesters that begin in July are known as Odd semester and the semester that begin in January are known as Even semesters. Total duration of each semester is generally of 20 weeks including the period of examination, evaluation and grade declaration.

3.3. Course Credit System/Structure:

In general, a certain quantum of work measured in terms of credits is laid down as the requirement for a particular program. Calculation of number of credits for a course in any semester is as per Table 3.1

Table 3.1: Calculation of number of credits for a course

Sr. No.	Course	Credits
1	Lecture of 1 hour/week	1
2	Tutorial of 1 hour/week	1
3	Practical / Laboratory / Drawing/mini-project of two hours/ week	1
4	Seminar (1 hour per week)	1

There are mainly two types of courses- viz. Theory courses and Laboratory courses. Generally a theory course consists of Lecture hours (L) and Tutorial hours (T). Tutorial

hours may not be assigned to a particular theory course if it has a separate laboratory course. Laboratory course consists of practical hours (P) for which a student works in a Laboratory/Drawing Hall/Workshop. The other courses required to be taken by a student include seminar, mini project, and project at various levels of the program.

A student shall earn credits for a particular course by fulfilling the minimum academic requirements for attendance and evaluation. No credits shall be awarded if a student satisfies the minimum attendance requirements but fails to meet minimum evaluation requirements.

The total number of credits required for completing a program shall be mentioned in the course structure. The total number of credits in a semester which a student registers shall generally be 20--25. The maximum number of credits per semester shall not exceed 30

3.4 Audit Course:

3.4.1 A student may have to register for an audit course in a semester which could be institute requirement or department requirement.

3.4.2 An audit course may include either a) a regular course required to be done as per structure or required as pre-requisite of any higher level course or b) the programmes like practical training, industry visits, societal activities etc.

3.4.3 Audit course shall not carry any credits but shall be reflected in Grade Card as "PP"/"NP" depending upon the satisfactory performance in the semester evaluation as per the course curriculum structure.

4.0 Course Registration:

4.1 Every student must register for the courses that he/she wants to study for earning credits at the beginning of each semester on the prescribed dates announced from time to time and shall be mandatory for every student till he/she completes the program. Only after registration his/her name shall appear in the roll list of each of such courses.

4.2 Students shall be required to fill up a Course Registration Form which shall be made available to them by the Student section of Administration office after payment of required fees.

4.3 Registration, according to rules, should be carried out as per the schedule given in academic calendar. Late registration may be permitted only for valid reasons and on payment of late registration fees. In any case, registration must be completed before the prescribed last date for registration, failing which his/her studentship shall be liable to be cancelled. Students having dues outstanding towards the institute or hostel shall be permitted to register only after clearing such dues.

4.4 In-absentia registration may be allowed only in rare cases at the discretion of the Dean Academics and with prior permission.

4.5 For registration in an odd semester, the student must have earned all the credits of the pre-previous year and at least 75% credits of the previous year. For example, for registration of the 5th semester courses (i.e. 3rd year of program), a student must have earned all the credits of the first year and 75% credits of the second year. Similarly for registration of the 7th semester

courses (i.e. 4th year of program), a student must have earned all the credits of the second year and 75% credits of the third year. However, if 75% calculation turns out to be a mixed number (integer + fraction) then only the integer part of that number shall be considered for taking decision related with this clause.

4.6 A student registered in odd semester shall be eligible to register for the courses offered in the even semester of that year irrespective of his/her SGPI or the number of credits earned by him/her in that odd semester.

5.0 Lateral Entry for B Tech Programs

Post diploma students in engineering and B.Sc. Graduates can have lateral entry at third semester of the program. Such admissions are governed by the rules of regulatory bodies like AICTE New Delhi and Directorate of Technical Education Maharashtra state and Sanjay Ghodawat University for Admission criteria and shall undergo all academic requirements as specified by the Academic council.

For such students there shall not be First Year Performance Index (FYPI). Semester Performance Index (SGPI) and Cumulative Performance Index (CGPI) shall be calculated from the third semester onwards taking into consideration the courses undergone by them at Sanjay Ghodawat University Kolhapur.

Registration of the students not covered by the cases mentioned above shall be decided by the Academic Council. Such students shall undergo the academic program as specified by the Academic Council. Such odd entry students shall not be eligible for any medals or awards instituted by the institute.

6.0 Change of Program:

This is applicable to B Tech Program only. Students shall be eligible to apply for Change of Program after completing the first two semesters. The following rules/ guidelines shall be used for considering their applications for change:

6.1 The change of program shall be permitted strictly on merit basis subject to the rules of admissions prevailing at the time of such change.

6.2 Students without fail grades and/or backlogs shall be eligible to apply for change of program and can give their choices in the order of preference.

6.3 The request for change of program by a student from program A to program B shall be considered if number of students of program B does not exceed the sanctioned capacity of program B and also the minimum strength required to run the program as decided by Academic Council.

6.4 All such transfers can be effected only once at the beginning of the second academic year of the 4-year UG program. No application for change of program during subsequent academic years shall be entertained.

7. Facilitation to Students:

7.1 Faculty Advisor:

On joining the institute, a student or a group of students shall be assigned to a faculty advisor who shall be mentor for a student throughout his/her tenure in the institute. A student shall be expected to consult the faculty advisor on any matter relating to his/her academic performance and the courses he/she may take in various semesters / summer term. A faculty advisor shall be the person to whom the parents/guardians should contact for performance related issues of their ward. The role of a faculty advisor is as outlined below:

The role of the Faculty Adviser is outlined below:

- a. Guide the students about the rules and regulations governing the courses of study for a particular degree.
- b. Advise the students for registering courses as per curriculum given. For this purpose the Faculty Adviser has to discuss with the student his/her academic performance during the previous semester and then decide the number and nature of the courses for which s/he can register during the semester as per the curriculum.
- c. Approve the registration of the students.
- d. Advise students to overload/ drop one or more courses/activities based on her/his academic performance as per the prescribed rules.
- e. At the end of the first semester/year, the Faculty Adviser may even advise a reduced load program for a poorly performing student.
- f. Pay special attention to weak students and carefully monitor performance of students recommended for slow track option.
- g. Advise students for Course Adjustment / Dropping of courses during the Semester within the stipulated time frame given in the Academic calendar.
- h. Advise students seeking semester drop either during the ongoing semester or before the commencement of the semester. FA has to ensure strict compliance of rules and regulations laid down for this purpose. Recommend the cases to the appropriate authorities for consideration.
- i. Make revised plan of study for weak/bright students based on their semester wise performance.
- j. Suggest modalities for course/credit requirements for the students recommended for exchange program.
- k. Guidance and liaison with parents of students for their performance.
- l. To ensure that students are not permitted to re-register for courses, which they have already passed.
- m. Inform students that any academic activity (course / Lab. / seminar / project / noncredit requirement etc.) undergone without proper registration will not be counted towards the requirements of his/her degree.
- n. Strictly warn students that if she/he fails to register during any semester without prior approval, his/her studentship is liable to be cancelled.
- Keep the students updated about the Academic Administration of the University.

7 .2.Helping Weaker Students:

A student with backlog/s should continuously seek help from his/her faculty advisor, Head of the Department and the Dean of respective schools. Additionally he/she must also be in constant touch with his/her parents/local guardians for keeping them informed about academic performance. The university also shall communicate to the parents/guardians of such student at-least once during each semester regarding his/her performance in in-in various tests and examination and also about his/her attendance. It shall be expected that the parents/guardians too keep constant touch with the concerned faculty advisor or Head of the Department, and if necessary - the Dean of the respective school.

8. 0 Discipline And Conduct:

8.1 Every student shall be required to observe discipline and decorous behavior both inside and outside the campus and not to indulge in any activity, which shall tend to bring down the prestige of the university.

8.2 Any act of indiscipline of a student reported to the Dean, Student Development, shall be discussed in a Disciplinary Action Committee of the institute. The Committee shall enquire into the charges and recommend suitable punishment if the charges are substantiated.

8.3 If a student while studying in the university is found indulging in anti-national activities contrary to the provisions of acts and laws enforced by Government he/she shall be liable to be expelled from the institute without any notice.

8.4 If a student is involved in any kind of ragging, the student shall be liable for strict action as per provisions in the Maharashtra anti-ragging act.

8.5 If any statement/information supplied by the student in connection with his/her admission is found to be false/ incorrect at any time, his/ her admission shall be cancelled and he/she shall be expelled from the university and fees paid shall be forfeited.

8.6 If a student is found guilty of malpractice in examinations then he/she shall be punished as per the recommendations of the Grievance Redressed Committee (CRC) constituted by Board of Examinations.

8.7 Every admitted student shall be issued photo identification (ID) card which must be retained by the student while he/she is registered at Sanjay Ghodawat University Kolhapur. The student must have valid ID card with him/her while in the University Campus.

8.8 Any student who alters or intentionally mutilates an ID card or who uses the ID card of another student or allows his/her ID card to be used by another, student shall be subjected to disciplinary action.

8.9 The valid ID card must be presented for identification purpose as and when demanded by authorities. Any student refusing to provide an ID card shall be subjected to disciplinary action.

8.10 Students should switch off the Mobiles during the Instructional hours and in the academic areas of university Building, Library, Reading room etc. Strict action will be taken if students do not adhere to this.

8.11 during the conduct of any Tests and Examination students must not bring their mobiles. A student in possession of the mobile whether in use or switched off condition will face disciplinary action and will be debarred from appearing for the Test / Examination.

9.0 Academic Calendar:

The academic activities of the institute are regulated by Academic Calendar and are made available to the students/ faculty members and all other concerned in electronic form or hard copy. It shall be mandatory for students / faculty to strictly adhere to the academic calendar for completion of academic activities

10. Attendance:

10.1 Regular 100% attendance is expected from all students for every registered course in lectures, tutorial, laboratory, projects, mini-projects and other courses mentioned in program curriculum. Hence, attendance is compulsory and shall be monitored during the semester rigorously. Students shall be informed at the end of every month if they are failing short of attendance requirements.

10.2 A Maximum of 25% absence for the attendance may be permitted only on valid grounds such as illness, death in family of blood relations (Father, Mother, Sister, and Brother) and any other emergency reason which is beyond the control of the student and shall be approved by the authorities in respective departments.

10.3 If a student fails to put up 75% attendance individually in each course, the student will be put under X grade category and student will be debarred from attending the End Semester Examination (ESE) and Re-Exam for that semester in that course. However, student has an option to re-register for the course whenever it is offered next time or he can appear for 100% examination for which he will be awarded two grade penalties. Student's FET, CAT1 and CAT2 marks are treated as null and void.

10.4 The maximum number of days of absence for students participating in Co-curricular activities /Sports/ Cultural events during a semester shall not exceed 10. Any waiver in this context shall be on the approval of the Academic council only after the recommendation by Dean Academics of the university

The HOD and Dean of the respective school shall report and recommend to Academic council the cases of students not having 75% attendance as per the records of course instructor. After rigorously analyzing these cases AC may take a decision to debar such student from End-Semester Examination (ESE) for that course. Such a student shall re-register for that course as and when it is offered next. ISE and MSE evaluations of such a student for this course during regular semester shall be treated as null & void.

10.5 A student remaining absent during ESE of a course either on medical ground (Accident and/or hospitalization of a student) or any other emergency circumstances (death of immediate close relative i.e. father, mother, brother and sister) or due to representing University at university/state level in sports/co-curricular activities shall be treated as per the rules of Sec 12.6.2 and 11.1.2

The critical cases of absenteeism which are not covered by any of the above clauses shall be reported by concerned Head of Department to Academic dean and all such cases the decision of Academic council is final.

10. Modes of Assessment:

10.1 Assessment of Theory Courses:

10.1.1 A student shall be evaluated for his/her academic performance in a theory course through Faculty Evaluation Theory (FET), Continuous Assessment Tests (CAT1 and CAT2) and End Semester Examination (ESE).

10.1.2 The relative weightage for the theory courses having ESE shall be generally as shown in the Table 10.1.2

Table 10.1.2: Weightage for the theory courses in %

FET	CAT1	CAT2	ESE
20	15	15	50

The details of the weightage of each course shall be listed in the structures of each program.

10.1.3 FET shall be based on student's performance in assignments, quizzes, seminars, Course projects and field assignments, term papers, etc. The mode of FET shall be decided and announced by the Course Instructor at the beginning of the course.

10.1.4 CAT1 shall generally be of one hour duration for each course and shall be held as per the schedule declared in the Academic calendar for that Semester. The test will be based on first two units of the course.

10.1.5 CAT2 shall generally be of one hour duration for each course and shall be held as per the schedule declared in the Academic calendar for that semester based on unit 3 and unit 4 of the syllabus.

10.1.6 ESE is of three hours comprehensive examination having the weightage of 60% for unit 5 and 6 and 40% to unit 1 to unit 4. It is of 100 marks

10.1.6 All examinations and evaluations shall be compulsory. Credits for a course shall be awarded only if a student satisfies evaluation criteria and acquires the necessary minimum grade.

10.1.7 There shall be no re-examination for CAT1 and CAT2 of the courses having all the three components of evaluation viz. FET, CAT1 CAT2 and ESE. However, a student remaining absent for CAT1 and CAT2 for representing the institute in state level or university level sports/co-curricular activities (on prior recommendation and approval from) or on valid grounds such as illness, death in family or other emergency reason which is beyond control of a student (on approval by the head of department and dean of respective school shall be considered for Make-up examinations.

10.1.8 A student remaining absent for ESE of a course either due to medical reason (Accident and/or hospitalization of a student) or other emergency circumstances (death of immediate close relative i.e. father, mother, brother and sister) or due to representing college at university/state level in sports/co-curricular activities shall be awarded with grade "I". Such a student shall be allowed to appear for make-up examination scheduled along with re-examinations of other courses. The student shall apply to COE with proper documentary evidence to appear for make-up examination. After make-up examination, a student shall be entitled to an appropriate grade as per Table I of Sec. 10.1.2 based on his/her performance during the regular semester and in make-up examination.

10.2 Assessment of Laboratory Courses:

10.2.1 The assessment of laboratory course shall be continuous and based on turn-by-turn supervision of the student's work and the quality of his/her work as prescribed through laboratory journals and his/her performance in viva-voce examinations uniformly distributed throughout the semester. Where ESE for the laboratory course is specified ESE shall be based on performing an experiment followed by an oral examination. The relative weightage for FEP and ESE for assessment of laboratory courses shall be 50% each for FEP and ESE and a minimum performance of 40% in both ISE and ESE separately shall be required to get the passing grade.

10.2.2 ESE for laboratory course shall normally be held before the ESE for theory courses and shall be conducted by a panel of examiners appointed by COE from the panel of experts approved by

BOS. This activity shall be coordinated by Department Examination Coordinator (DEC) in consultation with HOD of the respective department.

10.2.3 Student failed in ESE of a laboratory course in a regular semester shall be eligible to appear for 100% examination conducted alongwith ESEs of laboratory courses of the subsequent semester. Such examination shall be fairly comprehensive (generally of 3 hours similar to POE i.e. Practical-Oral-Examinations) to properly judge his/her practical skill and theoretical knowledge for that laboratory course. He/She shall suffer one grade penalty.

11.0 The Grading System:

Absolute Grading System (AGS) is adopted based on absolute numerical marks obtained by the student during all stages of evaluation for a course.

11.1. Award of Grade (Regular Semester):

11.1.1 For every course registered by a student in a semester, he/she shall be assigned a grade based on his/her combined performance in all components of evaluation scheme of a course as per the structure. The grade indicates an assessment of the student's performance and shall be associated with equivalent number called a grade point.

11.1.2 The academic performance of a student shall be graded on a ten point scale. The Absolute Grading System is followed. Letter grades, the guidelines for conversion of marks to letter grades and their equivalent grade points are as given in Table 11.1.2

Table 11.1.2: Grade Table for Regular Semester

Marks Obtained	Grade Letter GL	Grade Point GP	Performance Description
90-100	O	10	Outstanding
80-89	A+	09	Excellent
70-79	A	08	Very Good
60-69	B+	07	Good

50-59	B	06	Above Average
45-49	C	05	Average
40-44	P	04	Pass
00-39	F	00	Fail
-	Ab	00	Absent
-	X	00	Detained (Failed)
-	Satisfactory	-	Pass in Non Credit Courses
-	Un Satisfactory	-	Failed in Non Credit Courses

11.1.3 A student shall pass the course if he/she gets any grade in the range "O" to "P".

11.1.4 "FF" grade shall be awarded to a student in a course if he/she gets less than 40% marks jointly in the FET, CAT1, and CAT2 & ESE for a theory course and in PET & ESE for a laboratory course. A course shall then be eligible to apply for re-examination. A student failed in laboratory course shall be eligible to apply only for 100% examination conducted with the laboratory examinations of the subsequent semester. In both cases, a student has to suffer one grade penalty.

12 Assignment of X Grade

Grade "X" in a regular course shall be given to a student if he/she falls in any of the following categories.

12.1 A student does not maintain the minimum 75% attendance in any of the theory or laboratory courses.

12.2 A student has not completed most of the Evaluations like FET, CAT1 and CAT2 due to non-medical reasons (for example when a student has missed all or most of the components of internal evaluation conducted by the instructor in that semester).

12.3 The performance of a student is less than 40% in FET, CAT1 and CAT2 Combined.

12.4 A student is guilty of any academic malpractice during semester (Such cases shall be dealt by Grievance Redressed and Discipline Committee).

In above four cases grade "X" shall be declared one week before ESE and intimated to the Academic Office and COE immediately thereafter. Such a student shall not be permitted to take the ESE of that course.

12.5 Grade "X" may be given to a student if

12.5.1 A student eligible for ESE remains absent for ESE of a course with no written intimation to Exam Cell within four days after the respective ESE is over.

12.5.2 A student is guilty of any academic malpractice during examination. (Such cases shall be dealt by Grievance Redressal Committee).

In 12.5.2 grade "X" in that course shall be declared after Grievance Redressed Committee confirms the academic malpractice.

In above two cases when a student gets "X " grade in a course, then this shall be treated as "FF" for the purpose of calculation of Semester Performance Index (SGPI) and First Year Performance Index (FYPI) or Cumulative Performance Index (CGPI).

Following rules apply to the student who has obtained grade "X" in a regular semester:

12.6.1 A student obtaining grade "X" in a course in a regular semester or during examination shall be not be allowed to appear for End semester examination and also Re ESE conducted before the beginning of the next semester. His/her FET, CAT1 and CAT2 evaluations for all courses shall be treated as null and void. He/She needs to re-register for courses of that semester in the next academic year whenever they are offered and undergo all evaluations along with fresh regular students for which he will get one grade penalty.

12.6.2 Grade "I" shall be declared in a theory/laboratory course if a student has satisfactory performance FET, CAT1, CAT2 and has fulfilled the 75% attendance requirement, but has not appeared for ESE due to genuine reasons. Such students shall be eligible for the make-up examination of ESE only on medical grounds/valid reasons and on production of authentic medical certificate or other supporting document/s (as required by the University) to the COE within ten days after the respective examination is over. The application form with requisite amount of fees must be submitted to the Exam Cell before the last date of filling such application forms for make-up examinations. These examinations shall be based on 100% syllabus and shall be scheduled before the commencement of the subsequent semester for theory courses and along with ESEs of laboratory courses of the subsequent semester. A student with "I" grade when appears for the make-up examination shall be eligible to obtain a regular performance grade ("O" to "F") as per Table 11.1.2 depending on his/her overall performance in FET, CAT1 ,CAT2 and make-up

examination. If a student fails to appear for make-up examination too, a grade "XX" shall be awarded to him/her. Thus "I" is only a temporary grade and shall be replaced by a valid grade only after make-up examination.

14.2.4 There shall be a few audit courses as per the policies of the institute or as decided by DPC of respective program. The grade "PP" (Passed)/ "NP" (Not Passed) shall be awarded for such courses depending upon the performance of a student evaluated by the faculty in-charge. No grade points shall be associated with these grades and performance in these courses shall be not taken into account in the calculation of the performance indices (SGPI, CGPI). However, the award of the degree shall be subject to obtaining a "PP" grade in all such courses.

14.3 Award of Grades for Re-Examination:

14.3.1 A student who has obtained grade "F" in regular semester shall be eligible to appear for re-examination conducted before the commencement of the next regular semester. In such cases FET, CAT1 and CAT2 marks are carried forward and a student has to suffer one grade penalty

14.3.2 A student shall apply for re-examination before the last date of such application and shall appear for re-examination.

14.3.2 50% weightage similar to ESE shall be given to re-examination and there is one grade penalty.

14.3.3 A student who has obtained "F" grade in ESE of a regular semester and has not availed re-examination option or a student who has obtained "F" grade in both ESE and re-examination shall be eligible to choose one of the two options below to clear his/her backlog:

- Re-registration for the next regular semester course whenever that course is offered.
 - Appearing for ESE of the course when conducted...
- A student detained in a regular semester due to either a) by obtaining "X" grade or b) by involvement in academic malpractice or c) by breaking the institute code of conduct and discipline can re-register for the course when offered next

Following rules apply for these cases:

14.4.1 In first case i.e. Re- registration the earlier performance of a student in all the evaluations of that course shall be treated as null and void. The student has to undergo all the evaluations after re-registration.

14.4.2 Grades for Third and Subsequent attempts:

If a student opts for ESE or Re ESE who previously had obtained grade "F" in a course in two attempts, his/her FET, CAT1 and CAT2 performance of the regular semester shall be considered for evaluation and He/She has to suffer two grade penalty for the third attempt and for 4th and subsequent attempts shall be awarded a grade "P" or "F" or "X" based on his/her performance.. However, if a student takes more than three chances (regular examination being the first chance, re-examination being the second chance, to clear a course, then the maximum passing grade that he/she can get shall be only "P". Thus a student has to suffer a grade penalty by accepting a lower grade than that obtained in the regular examination, re-examination, or examination for a re-registered course.

15. CALCULATION OF PERFORMANCE INDICES:

15.1. Semester Grade Point Average (SGPA)

The performance of a student in a one specific semester is indicated by SGPA. SGPA is a weighted average of the grade points obtained in all courses registered by the students during the semester. SGPA can be calculated by following equation.

$$SGPA = S_i = \frac{\sum_{i=1}^n C_i P_i}{\sum_{i=1}^n C_i}$$

Where, $i = 1, 2, 3, \dots, n$ are number of courses during semesters. C = No of credits associated with that course and P = Grade point earned in that course. SGPA will be rounded off to two decimal places.

15.2 Cumulative Grade Point Average (CGPA)

The total cumulative performance of a student at the end of specific semester is indicated by CGPA. An up-to-date assessment of the overall performance of a student for the courses from the first semester onwards till completion of the program shall be obtained by calculating Cumulative Grade Point Average (CGPA).

CGPA is a weighted average of the SGPA obtained in all semesters by the students during the semesters. CGPA can be calculated by following equation.

$$CGPA = \frac{\sum_{j=1}^n C_j S_j}{\sum_{j=1}^n C_j}$$

Where, $j = 1, 2, 3, \dots, n$ are number of semester during program. C = Total No of credits in the semester for which CGPA is to be calculated.

CGPA will be rounded off to two decimal places.

Conversion of CGPA to percentage marks for $CGPA \geq 4.5$ can be obtained using equations. Percentage marks = $(CGPA \times 10) - 7.5$.

15.3 For the students acquiring "I" grade (which is only a temporary grade) in any of the courses, SGPA, CGPA shall be calculated only after make-up examination.

15.4. First Year Performance Index (FYPI): (Applicable For B. Tech Programs Only)

15.2.1 For a student registered in Sanjay Ghodawat University Kolhapur right from the First semester, First-Year-Performance-Index (FYPI) shall be calculated as weighted average of the grade points obtained in all the courses registered by him/her in semesters I and II only.

$$FYPI = \frac{\sum_i C_i g_i}{\sum_i C_i}$$

Where summation is for all the courses registered by a student in first two semesters. FYPI shall be calculated when SPI for the second semester is calculated. FYPI shall be rounded off to two decimal places.

15.2.2 FYPI shall reflect all the courses undergone by a student in the first year including the courses in which he/she has failed. FYPI may get modified in the subsequent semesters whenever a student clears his/her first year backlog courses.

15.2.3 If a student has been awarded "I" grade in the regular semester course of the first year then, FYPI shall be calculated after the make-up examination on the basis of the grade obtained by that student in a make-up examination.

15.2.4 If a student has obtained grade "F" or "X" at any time in any of the courses registered by him, then zero grade points corresponding to these grades shall be taken into consideration for calculation of FYPI.

16 Maximum Duration for Completing the Program

Maximum duration for completing any program UG/PG offered by Sanjay Ghodawat University is respective program duration plus two additional years.

Maximum duration for getting the B. Tech degree for students admitted in the first semester of UG program is, program duration plus two additional years (i.e. 12 Semesters and 6 academic years) For lateral entry student academic admitted in the third semester shall be (10 Semester and 5 Years).

The maximum duration of the program includes the period of withdrawal, absence and different kind of leaves permission to student but excludes the period of rustication of the student from the university however genuine case an confidential of valid reason may be referred to academic council for extending this limit by additional criteria

17 NFTE (Not Fit For Technical Education) (Applicable to B Tech program only)

It is mandatory for the student to earn all credits of first year specified for semester I & II or eligible for ATKT as per the rules to seek admission to semester III of second year in three years from the date of admission to avoid NFTE. If a student fails to become eligible for admission to Semester III in three year from the date of his admission, he shall be declared as "Not Fit for Technical Education" leading to discontinuation of his/her registration with the university. Such cases should be put up in the academic council.

19. Academic Progress Rules (ATKT Rules):

19.1(A) student shall be allowed to register for the courses of the next year's odd semester only if he/she has earned all the credits of the previous year and has earned at least 75% credits of the current year. If 75% calculation turns out to be a mixed number (integer + fraction) then only the integer part of that number shall be considered for deciding the eligibility for ATKT.

At the end of 1st year a student shall be allowed to keep terms (ATKT) to 2nd year of study provided he/she attends course work prescribed for 1st year with prescribed attendance and successfully earned at least 75% of the total credits specified for 1st year program.

For Example: Total credits for B. Tech first year 2017-18, are 45 (Total of Semester I and II). A Student should earn minimum 75% of the 45 Credits i.e. 33.75 (Rounded to 34 Credits). A student can go to next higher class with a maximum backlog of 12 credits of semester I & II of the first year.

Student, who fails to earn those credits, cannot register for next semester, either it can re-register for the course and credits or can use the next opportunity to earn the credits when exams are conducted. .

(b) At the end of 2nd year a candidate shall be allowed to keep terms to 3rd year of study provided he/she attends course work prescribed for 2nd year with prescribed attendance, and successfully cleared 1st year program and at least 75% of total credits prescribed for 2nd year program.

(c) At the end of 3rd year a candidate shall be allowed to keep terms to final year of study provided he/she attends course work prescribed for 3rd year with prescribed attendance, and should have completed 2nd year program and 75% of total credits prescribed for 3rd year program.

All such candidates fulfilling the above criteria shall be declared as FAILED, ATKT.

A student shall be allowed to take admission for odd semester of next academic year only if he/ she have earned all the credits of the previous year and 75% happens to be a decimal, it is rounded to only integer part.

20 Semester Grade Report:

20.1 Semester grade report reflects the performance of a student in that semester (SGPI) and also his/her cumulative performance for the first year (FYPI) and also the cumulative performance since the third semester of his/her study (CGPA).

20.2 The semester grade card issued at the end of each semester/ summer term to each student shall contain the following.

- The credits for each course registered for that semester.
- Any audit course/s undertaken by a student in a Semester.
- The letter grade obtained in each course.

- The total number of credits earned by a student for the first year separately.
- The total number of credits earned by a student since the 3rd semester onwards.
- SGPI, FYPI, CGPI.
- A list of backlog courses, if any.
- Remarks regarding eligibility of registration for the next semester.

20.3 Semester grade card shall not indicate class or division or rank however a conversion from grade point index to percentage based on CGPI shall be indicated on the final grade card of the program.

21 Award of Degree:

Following rules prevail for the award of degree.

- A student has registered and passed all the prescribed courses under the general institutional and departmental requirements.
- A student has obtained CGPI ≥ 4.75 .
- A student has paid all the institute dues and satisfied all the requirements prescribed.
- A student has no case of indiscipline pending against him/her.
- Academic Council shall recommend the award of degree to a student who is declared to be eligible and qualified for above norms.

22.0 Grace Marks

- Maximum total grace marks will be 1 % of the total theory credit courses x 100 subjected
- To maximum 6 marks in that semester.
- Grace marks will be given candidate for change in grades for theory credit courses, i.e. from
- Fail to pass grade only and will be reflected in final ESE marks.
- The grace marks are applicable only for maximum $1/3^{\text{rd}}$ courses (rounded to higher Integer part i.e. if there are 4 theory courses then $4/3 = 1.33 = 2$ courses).
- Maximum grace marks will be distributed in maximum courses
- Benefit of grace marks is not applicable for any medal/award.
- Applicable to theory and (Theory + Practical Courses). If is not applicable for Practical courses.
- Scheme for grace marks only can be used when the student will pass in all courses of That semester.

23.0 CGPA Improvement Policy for Award of Degree:

An opportunity shall be given to a student who has earned all the credits required by the respective program with CGPA greater than or equal to 4.00 but less than 4.75 to improve his/her grade by allowing him/her to appear for ESE examinations of maximum two theory courses of seventh semester. Such examinations shall be scheduled along with re-examinations/make-up examinations. However, CGPA shall be limited to 4.75 even though the performance of a student as calculated through modified CGPA becomes greater than 4.75.

Conclusions:

The academic policies regarding conduct of programs in Sanjay Ghodawat University Kolhapur are published in this document. The Academic Council shall reserve the right to modify these policies as and when required from the point of view of achieving academic excellence. In special and abnormal cases (i.e. the cases not covered through above rules) the decision of the (Chairman, Academic Council shall be final and shall be binding on all concerned.

Chairman

Academic Council

B.A.MMMC Three year's Structure



Sanjay Ghodawat University Kolhapur Structure for FY.B. A. (HON) Multi Media and Mass Communication Program (2018-19) R0

Semester I									
Course Code	Course Title	L	T	Pr	C	Evaluation Scheme for (Th and Pr)			
						Component	Exam	WT	Pass
MCA101 (PC SA) Version: 1.0	Communication, Media and Society	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA103 (PC SA) Version: 1.0	Introduction to Journalism	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA105 (PE SA) Version: 1.0	Advertisement and Media	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA107 (PC SA) Version: 1.0	English Communication	2	-	-	2	Th (100)	FET	20	Min 40 %
							CAT	30	
							ESE	50	
MCA109 (PC SA) Version: 1.0	English Communication Lab	-	-	4	2	Pr (100)	TW	25	Min 40 %
							POE	75	
MCA111 (PC SA) Version: 1.0	Advertisement and Media Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
Total		16	02	8	22	Total Hrs: 26, Total Credits: 22			

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Semester II									
Course Code	Course Title	L	T	Pr	C	Evaluation Scheme for (Th and Pr)			
						Component	Exam	WT	Pass
MCA102 (PC SA) Version: 1.0	Hindi/Marathi	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA104 (PC SA) Version: 1.0	Print Media Production	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA106 (PE SA) Version: 1.0	Social Media	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA108 (PC SA) Version: 1.0	Environmental Studies	3	-	-	3	Th (100)	FET	20	Min 40 %
							CAT	30	
							ESE	50	
MCA110 (PC SA) Version: 1.0	Environmental Studies Project	-	-	2	1	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA112 (PC SA) Version: 1.	Print Media Production Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
Total		16	03	6	22	Total Hrs: 25, Total Credits: 22			

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Semester III									
Course Code	Course Title	L	T	Pr	C	Evaluation Scheme for (Th and Pr)			
						Component	Exam	WT	Pass
MCA113 (PC SA) Version: 1.0	Indian Cinema	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA115 (PC SA) Version: 1.0	Graphic Designing & Visual Images	4	-	-	4	Th (100)	FET	05	Min 40 %
							CAT I	20	
							CAT II	15	
							ESE	15	
MCA117 (PE SA) Version: 1.0	Television Journalism	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA119 (PC SA) Version: 1.0	Theatre and Communication	3	1	-	4	Th (100)	FET	20	Min 50 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA121 (PC SA) Version: 1.0	Public service Broadcasting	4	2		6	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA123 (PC SA) Version: 1.0	Graphic Designing & Visual Images Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA125 (PC SA) Version: 1.0	Television Journalism Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
							POE	50	
Total		21	03	8	28	Total Hrs: 32, Total Credits: 28			

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Semester – IV									
Course Code	Course Title	L	T	Pr	C	Evaluation Scheme for (Th and Pr)			
						Component	Exam	WT	Pass
MCA114 (PC SA) Version: 1.0	Development and Communication	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA116 (PC SA) Version: 1.0	Camera and Editing for TV	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA118 (PE SA) Version: 1.0	Reporting and Anchoring	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA120 (PC SA) Version: 1.0	Communication and Disaster Management	3	1	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA122 (PC SA) Version: 1.0	Media Movements in History	4	2	-	6	Pr (100)	TW	50	Min 40 %
							POE	50	
							POE	50	
MCA124 (PC SA) Version: 1.0	Camera and Editing for TV Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA126 (PC SA) Version: 1.0	Reporting and Anchoring Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
Total		20	04	08	28	Total Hrs: 32, Total Credits: 28			

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Semester-V									
Course Code	Course Title	L	T	Pr	C	Evaluation Scheme for (Th and Pr)			
						Comp onent	Exam	WT	Pass
MCA 127 (PC SA) Version: 1.0	Global Politics and Media	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA129 (PC SA) Version: 1.0	Documentary	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA131 (PE SA) Version: 1.0	Radio Production	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA133 (PC SA) Version: 1.0	Photography	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA135 (PC SA) Version: 1.0	Documentary Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA137 (PC SA) Version: 1.0	Radio Production Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA139 (PC SA) Version: 1.0	Photography Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
							POE	50	
Total		17	01	12	24	Total Hrs: 30, Total Credits: 24			

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Semester VI									
Course Code	Course Title	L	T	Pr	C	Evaluation Scheme for (Th and Pr)			
						Component	Exam	WT	Pass
MCA128 (PC SA) Version: 1.0	Communication research	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA 130 (PC SA) Version: 1.0	Integrated Marketing Communication	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA 132 (PE SA) Version: 1.0	Communication for Special Needs	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA134 (PC SA) Version: 1.0	Fashion Communication	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA136(PC SA) Version: 1.0	Communication research Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA138 (PC SA) Version: 1.0	Integrated Marketing Communication Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA140 (PC SA) Version: 1.0	Communication for Special Needs Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA142 (PC SA) Version: 1.0	Fashion Communication Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
Total		16	0	16	24	Total Hrs: 32, Total Credits: 24			

L: Lecture, T: Tutorial, Pr: Practical, C: Credits, Th. : Theory, WT: Weight AgePC: Program Core, PE: Program Elective, UC: University Core, UE: University ElectiveST: School of Technology, SS: School of Sciences, SC: School of Commerce, SM: School of Management, SA: School of Arts FET: Faculty Evaluation Theory, CAT: Continuous Assessment Test, ESE End Semester Examination, TW : Term Work, POE : Practical Oral Examination

Syllabus of B.A (HON) Multimedia & Mass Communication
For first year (SEM-I & II)
(To be implemented from 2018-2019)

SEMESTER-I

MCA-101 Communication, Media and Society
 (Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
4	2	0	6	Theory (100)	FET	20	Min 40 %
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course Description:

This course helps students to understand the concept of communication, its process, models of communication, media, types and its application in day today life. It also enables to know digital communication its tools and application. It also helps to know about Indian and western culture and global use of mass media and mass communication.

Course Outcomes: At the end of this course students will be able to

- CO1: Define¹ the communication process
- CO2: Explain² culture and communication
- CO3: Explain² mass media and mass communication
- CO4: Utilize³ Digital/social media in society
- CO5: Practice³ communication in society
- CO6: Illustrate⁴ various communication models

Course Contents- Theory

Units	Description	Hours
I	Introduction to Communication Introduction, Concept, Definition and Processes, noise, codes, culture, technology; Forms of Communication (verbal, non verbal, paralanguage, iconic, semiotic etc.); Levels of Communication (interpersonal, intrapersonal, group, public, mass com) Barriers in communication, Group discussion: definition, advantages and disadvantages; Debate: definition, terms in Debate, advantages and disadvantages.	12
II	Determinants and Shifting Paradigms Ideology and Communication, Culture, Culture and Communication, Indian culture and society, specialty of Indian culture; western culture and society, specialty of western culture, comparison in Indian and Western culture,; Indian communication theory-Bharatmuni's Natyashashtra (Nine rasas/ Mood theory), Communication as Subversion (silence, satire, subterfuge),	12
III	Mass Media and Mass Communication Meaning & Definitions, Features, Characteristics Mass and Mass culture,	10

	Importance, process, Mass media-meaning, use of media-print, electronic, online, advantages and disadvantages, Normative Theories and the Public Sphere, Affect and Effect (Agenda Setting, Limited effect, Cultivation, Spiral of Silence), Encoding and Decoding ,	
IV	Digital Communication Semiotics and Communication - Definition, functions, Approaches- Ferdinand de Saussure, Charles Sander Pierce, Digital Communication- Social media - Role, advantages and disadvantages (SMS, E mail, Face book, Whats App SMS, E mail, Face book, Teleconferencing, Video conferencing What's App), Application	10
V	Communication for special purpose Public relation-(PR), Definition, Process,, various tools, importance, application; Interview- definition, process, advantages and disadvantages; Communication through Group discussion-definition, process, Advantages, disadvantages, Debates- definition, process, Advantages, disadvantages	08
VI	Uses and Gratification: Models Publicity Model, Ritual Model, Convergence Model Reception Model, Berlo's SMCR Model, Shannon and Weaver Model, Schramm's Model, Gerbner's General Model,	08

Indicative Reading List :

- 1) Bel, B. et al. (2005) Media and Mediation, Sage, New Delhi.
- 2) Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.
- 3) Baran and Davis, Mass Communication Theory.
- 4) CyberMohalla from Sarai Reader: Shaping Technologies,187 and
- 5) Fiske,John 1982, Introduction to Communication Studies, Routledge.
- 6) Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers.
- 7) McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London,Sage.
- 8) Miller, Katherine,(2004), Communication theories: perspectives, processes and contexts, McGraw Hill.
- 9) Michael Ruffner and Michael Burgoon, Interpersonal Communication.
- 10) Narula, Uma (2001), Mass Communication -Theory and Practice, Har-Anand Publications, New Delhi
- 11) Saraf, Babli Moitra. "In Search of the Miracle Women: Returning the Gaze". Translation and Interpreting Studies (TIS), Vol.Nos.1&2, Spring Fall 2008
- 12) Small, Suzy. 2003 "SMS and Portable Text" in Sarai Reader 03: Shaping Technologies.
- 13) Williams, Kevin, Understanding Media Theory

Scheme of Marks

Unit No.	Title	Marks
1	Introduction to Communication	18
2	Determinants and Shifting Paradigms	18
3	Mass Media and Mass Communication	17
4	Digital Communication	17

5	Communication for special purpose	15
6	Uses and Gratification: Models	15

Course Unitization

Unit No.	Title	Cos	Marks for question in	
			CAT-I	CAT-II
1	Introduction to Communication	CO1	10 Marks	
2	Determinants and Shifting Paradigms	CO2	10 Marks	
3	Mass Media and Mass Communication	CO3	10 Marks	
4	Digital Communication	CO4		10 Marks
5	Communication for special purpose	CO5		10 Marks
6	Uses and Gratification: Models	CO6		10 Marks

Faculty Evaluation theory (FET)

Marks-20

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

MCA 103 Introduction to Journalism (Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
4	2	0	6	Theory (100)	FET	20	Min 40 %
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course Description:

This course helps students to understand journalism, the role of journalism in democracy, principles and responsibilities; Media and publications working at local to global. Journalism as profession; Process of news making, news reporting and working of news agencies.

Course Outcomes: At the end of this course students will be able to

CO1: Define¹ Journalism and its role in Democracy.

CO2: Explain²the principles Of journalism.

CO3: Define² the editorial structure of media.

CO4: Construct⁴the news for print, Electronic and web media

CO5: Practice¹ various kinds of reporting.

CO6: Utilize³ the language and narration of the news

Course Contents

Units	Description	Hours
I	Journalism and Society Journalism - Definition, Role, Scope, Importance ; Media and Democracy : the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India ; Media Consumption and News Production; Audience, Readerships, Markets;	08
II	Principles of Journalism Journalism as an art, Journalism profession; Social Responsibility and Ethics; Forms of Journalism, news, features, opinions, yellow, tabloid, penny press, page 3; Changing Practices: new/alternative media, speed, circulation, Government and press.	12
III	Editorial structure print media-chief editor, Associate editor, Assistant editor, sub editor, proof reader, Reporter; Positioning, Accuracy, Objectivity, Verification, Balance and Fairness; Defining Spot/Action, Statement/Opinion, Identification/Attribution; News vs Opinion, Hoaxes; Newspaper history-The times of India, the Hindu, The Indian Express, Deccan Herald.	14
IV	The News Process: from the event to the reader News: meaning, definition, nature ; Space, Time, Brevity, Deadlines; Five Ws and H, Inverted pyramid , Writing news for Print media, Writing news for Electronic media- news, news script, reporting, Anchoring. Web journalism, video conferencing,	10
V	Kinds of reporting Crime; weather; city life; speech; accident; disaster; Court; election; riots, war/conflict; Sources of news-Primary sources, Secondary sources, use of archives, use of internet etc.	8
VI	Language and Narration of News Constructing the story, Selection of news, quoting in context, positioning, denials, transitions, credit line, byline, deadline; Style for print, Electronic and online journalism; Robert Gunning's principle of clear writing, Rudolf Flesch's formula skill to write news.	8

Indicative Reading List :

- 1) Bel, B. et al. (2005) Media and Mediation, Sage, New Delhi.
- 2) Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.
- 3) Baran and Davis, Mass Communication Theory.
- 4) CyberMohalla from Sarai Reader: Shaping Technologies, 187 and
- 5) Fiske, John 1982, Introduction to Communication Studies, Routledge.
- 6) Gupta, Nilanjana ed. (2006) Cultural Studies, World View Publishers.
- 7) McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London, Sage.
- 8) Miller, Katherine, (2004), Communication theories: perspectives, processes and contexts, McGraw Hill.
- 9) Michael Ruffner and Michael Burgoon, Interpersonal Communication.

10) Narula, Uma (2001), Mass Communication -Theory and Practice, Har- Anand Publications, New Delhi

11) Saraf, BabliMoitra. "In Search of the Miracle Women: Returning the Gaze".Translation and Interpreting Studies (TIS), Vol.Nos.1&2, Spring Fall 2008

12) Small, Suzy. 2003 "SMS and Portable Text" in Sarai Reader 03: ShapingTechnologies.

Scheme of Marks

Unit No.	Title	Marks
1	Journalism and Society	15
2	Principles of Journalism	18
3	Editorial structure	18
4	The News Process: from the event to the reader	17
5	Kinds of reporting	16
6	Language and Narrative of News	16

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Journalism and Society	CO1	10 Marks	
2	Principles of Journalism	CO2	10 Marks	
3	Editorial structure	CO3	10 Marks	
4	The News Process: from the event to the reader	CO4		10 Marks
5	Kinds of reporting	CO5		10 Marks
6	Language and Narrative of News	CO6		10 Marks

Faculty Evaluation theory (FET) Marks-20

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

MCA-105 Advertisement and Media
(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
4	-	-	4	Theory (100)	FET	20	Min 40 %
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course Description:

Advertising being fast growing industry, this course will helps to understand the process and techniques of advertising, various forms and media (Print, Electronic, Web media) selection for the advertisement business. Through advertising models student can understand the techniques of advertising.

Course Outcomes: At the end of this course students will be able to

CO1: Define¹ the advertisement as a tool of Communication.

CO2: Classify the models of Advertisement.

CO3: Outline² the market strategy and Brand building.

CO4: Explain² the models of communication

CO5: Construct⁴ advertisement for various media effectively.

CO6: List¹ the Ad-agency practises

Course Contents - Theory

Units	Description	Hours
I	The Advertisement Advertisement: Definition, process, objectives, advantages, disadvantages Classification of advertising, Capitalism and the Advertising Industry; Advertising; Types of Advertising-Product advertising, Classified, Public service, industry, Corporate; Other types of advertising-Legal tender, legal notices, Hotel and tourist, Political advertising, Help for consumer buying.	14
II	The Advertisement as Communication Theories of Advertising; Information, Service; Ideology, Grammar of Advertisements – print, audio-visual , Brand building-process; Government ads, Television advertisement; Brand management- Definition, concepts and evolution of brand management; Need for Advertising communication; Philosophical impact of advertising; Social responsibility of Advertiser.	12
III	Models of Advertising AIDA model, DAGMAR model , four steps of model, Maslow's Hierarchy model . Media concepts- Definition, objectivity, selection procedure, factors, scheduling	08
IV	Advertisement in Print Media Types of media for advertising; Segmentation, Positioning and Targeting; Media selection, Planning , Scheduling; Market strategy and Branding, Media characteristics ,budgeting and presenting, media buying and analyzing; Advertisement for newspaper, Magazine, billboard and posters, direct mail.	08

V	Advertisement in Electronic and Online media Advertisement for Television-Adv making-Representing brand, Create a story line, Signature characters or theme, cost, Advantages and Disadvantages of TV ads; Advertisement for Radio- Adv making, process, how to make ads, advantages and disadvantages ; Advertisement for web -Adv making, process, how to make ads, advantages and disadvantages	08
VI	The Ad Agency-Practices Profile of the advertising professional , Encoding the Ads; Cultural Codes; Ethical Issues in Advertising; Regulatory Bodies; Ad agency management; various specialist departments in an ad agency-accounting, planning, creative, media planning, public relation, HRD etc.	10

Indicative Reading List :

- 1) Chunawalla. Advertising Theory and Practice, Himalaya Publishing House.
- 2) Jefkins, Frank. Advertising Made Simple, Rupa& Co.
- 3) Jethwaney, Jaishri. Advertising, Phoenix Publishing House.
- 4) Ogilvy, David. Ogilvy on Advertising, Pan/Prion Books.
- 5) Goldman, R. Reading Ads Socially, London Routledge, 1992.

Scheme of Marks

Unit No.	Title	Marks
1	The Advertisement	15
2	The Advertisement as Communication	18
3	Models of Advertising	18
4	Advertisement in Print Media	17
5	Advertisement in Electronic and Online media	16
6	The Ad Agency-Practices	16

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	The Advertisement	CO1	10 Marks	
2	The Advertisement as Communication	CO2	10 Marks	
3	Models of Advertising	CO3	10 Marks	
4	Advertisement in Print Media	CO4		10 Marks
5	Advertisement in Electronic and Online media	CO5		10 Marks
6	The Ad Agency-Practices	CO6		10 Marks

Faculty Evaluation theory (FET)

Marks-20

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

MCA107– English Communication
(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
2	-	-	2	Theory (100)	FET	20	Min 40 %
					CAT-II	30	
					ESE	50	

Course Description:

This course provides training in communication skills and interpersonal skills which are prerequisite in the job market. The course includes practice of Language learning skills (LSRW) which enable students to communicate effectively, appropriately and clearly in all situations. The prime objective of the course is to impart better writing skills by sensitizing the learners to the dynamics of effective writing and to build up the learners' confidence in oral and interpersonal communication by reinforcing the basics of pronunciation.

Course Code	Title						English Communication					
Teaching Scheme	L	P	T	C	Exam. Scheme	Theory Paper				Term Work		Total
	2	4		4								
						CAT-I	CAT-II	ESE		Int. Ass.	Ext. Ass.	
						15%	15%	20%		25%	25%	100% 100 Marks
Prerequisite												
Course Outcomes CO	At the end of this course students will be able to:										Level	
	CO1 : Define ¹ Communication Theory										2	
	CO2 :Construct ⁵ grammatically correct and meaningful sentences										3	
	CO3: Apply ³ techniques of reading and listening , speaking and writing										3	
	CO4: Write/Draft ⁵ business letters and e-mails										6	
	CO5: Comprehend ² scientific and other texts										2	
Levels	L1	L2	L3	L4	L5	L6						
	Remember	Understand	Apply	Analyze	Evaluate	Create						
Unit 1	Communication Theory Communication : meaning and definition, process of communication, Elements of communication, Levels of communication, Flows of communication, Types of communication, Barriers to communication Ways to eradicate barriers										Hrs 4	
Unit 2	Grammar and Vocabulary Parts of Speech , Use of Tenses, , changes the voice, Direct indirect speech, Antonyms, Synonyms, One word Substitution, Homonyms, Homophones										8	

Unit 3	<p>Listening, Speaking and Writing Skills Situational Conversations, Debates, Public speeches (Extempore and Prepared) Dialogue writing, Business letter writing (Leave application, Resume writing and Job application letter, Enquiry, Reply to enquiry, order) and Email writing</p>	8
Unit 4	<p>Reading Skills Close Reading, Comprehension, Summary Writing, Analysis and Interpretation, Translation (from Indian language to English and vice-versa)</p> <p>Following texts can be referred</p> <ol style="list-style-type: none"> 1. Three Bright Young Men from Wise and Otherwise by SudhaMurthy 2. Letter to employees by SatyaNadella 3. Tete –a-teteMr.AjimPremji 4. Albert Einstien-1879-1955- A Biographical Memoir By Johan A. Wheeler Vol.V (1980) 5. Surface Waters and Underground Seas by Rachel Carson (A chapter from her Book Silent Spring) 6. Our Picture of the Universe by Stephen Hawking (A Brief History of Time Chapter.1) 7. The Alchemy of Air Chapter 1 by Thomas Hager 	6
Reference Books:	<p style="text-align: center;">Reference Books & List of Assignments</p> <ol style="list-style-type: none"> 1. Meenakshi Raman & Sangita Sharma, Technical Communication; Principles and Practice, Oxford University Press. 2. Raymond Murphy, Essential English Grammar: A Self-Study Reference and Practice Book for Elementary Students of English with Answers, Cambridge University Press 3. Green, David. Contemporary English Grammar –Structures and Composition. MacMillan India. 2014 (Print) 4. Ajmani, J. C. Good English: Getting it Right. New Delhi: RupaPublications, 2012. 5. Fitikides, T. J. Common Mistakes in English. London: Orient Longman, 1984. 6. M Ashraf Rizvi, Effective Technical Communication, Tata McGraw-Hill Education 7. Andrea J. Rutherford, Basic Communication Skills for Technology, Person Education Asia 8. Pease, Allan. Body Language. Delhi: Sudha Publications, 1998. 9. Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003. 10. Moore, Ninja-Jo, et al. Nonverbal Communication: Studies and Applications. New York: Oxford University Press, 2010. 11. National Academy of Sciences. 1980. Biographical Memoirs V.51. Washington, DC: The National Academies Press. https://doi.org/10.17226/574. 12. Rachel Carson, Silent Spring Houghton Mifflin Company; Anniversary 	

	edition (October 22, 2002) 13. Stephen Hawking ,A Brief History of Time Random House, 10-Nov-2009 14. Thomas Hager, The Alchemy of Air, Harmony Books, New York
Mode of Evaluation	Tutorials / Class Tests / Lab Exam/Quiz/Assignment/ Seminar/Written Examination/Oral/ Practical Examination
Note:	
Term Work	1.Morphological Analysis of Words and Identification of word from the Sentence given
	1. Parts of Speech and usage and Vocabulary
	2. Phrases and Elements of clauses and sentence analysis
	3. Sentence formation; Tenses
	4. Sentence formation; types, change the voice
	5. Sentence formation; Direct and Indirect Speech
	6. Situational Conversation on given topic
	7. Business Correspondence: Letter Writing
	8. Read and comprehend the given passages.

MCA109– English Communication Lab
(Ver 1.0, PE/SA, School of Liberal Arts)

Practical Syllabus (English Communication lab)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
-	-	04	2	Practical (100)	TW POE	50 50	Min 40 %

Course Description:

This course provides training in communication skills and interpersonal skills which are prerequisite in the job market. The course includes practice of Language learning skills (LSRW) which enable students to communicate effectively, appropriately and clearly in all situations. The prime objective of the course is to impart better writing skills by sensitizing the learners to the dynamics of effective writing and to build up the learners' confidence in oral and interpersonal communication by reinforcing the basics of pronunciation.

Course Outcomes:

CO1 : Define¹ Communication Theory

CO2 :Construct⁵ grammatically correct and meaningful sentences

CO3: Apply³ techniques of reading and listening, speaking and writing

CO4: Write/Draft⁵ business letters and e-mails

CO5: Comprehend² scientific and other texts

Practical syllabus:

Sr. No.	Activity/Task
1	Identifying elements of Communication, Drawing a communication cycle for given situations
2	Identifying barriers to communication, finding solutions to the barrier, Enacting skit to demonstrate the process of communication
3	Writing and presenting situational conversation
4	Writing and presenting public speeches
5	Introduction to Debate, Difference between debate and GD
6	Practice Debate
7	Practice of Business letter writing
8	Practice of Email Writing
9	Exercises on basic grammar
10	Online grammar quizzes
11	Listening skill activities
12	Language Lab sessions
13	Reading skill Exercises

POE 100 marks (Written test 50 Marks, Oral -50 Marks)

MCA111– Advertisement And Media Lab
(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
-	-	04	02	Practical (100)	WT ORAL	50 50	Min 40 %

Course description:

This course will help students to get practical knowledge of advertisement. Working of ad agency, ad making for print, electronic as well as web media all practical parts will cover in this course. Today commercial companies focus on online add, so in this course student will understand the concept of online advertisement.

Course Outcomes: At the end of this course students will be able to

CO1: Define¹ the functions of Advertising agency

CO2: Rewrite² script writing for advertisement

CO3: Use³ writing skill of script writing for advertisement for radio

CO4 :Use³ writing skill script writing for advertisement on Television

CO5 :Explain² the role of online advertisements in the growth of all industrial

Practical syllabus:

Pr.no	Description	Hours
1	History of Advertising Agency (National and International) Introduction, Advertisement, Advertising, Advertising agency, Role and responsibility of add agency, Management structure of ad agency, Presentation	8
2	Making advertisement for Print Introduction, Creativity, Data construction, hammer out headline, shaping subhead, body copy building, generate graphics, final layout. Making of ad for print, Presentation	10
3	Making advertisement for Radio Concept of radio add, Theme construction (Idea development), Skills, Writing script, Creating add, V.O recording, Editing, Presentation	10
4	Making advertisement for T.V Concept of T.V add, Theme construction(Concept development), Skills, Writing script, Casting, shooting, V.O recording, Editing, Presentation	10
5	Report on Online advertisement Online advertisement introduction, process of online add, skills required for online add, pole and responsibility, writing repot, presentation.	10

Total marks for TW-50**POE will be conducted for 50 Marks by External and Internal Examiner****Total Marks-100********

SEMESTER-II
MCA102- Language-मराठी
(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
4	2	0	6	Theory (100)	FET	20	Min 40 %
					CAT-I	15	
					CAT-II	15	
					ESE	50	

विषयवर्णन :

सदर विषय विद्यार्थ्यांच्या मराठी भाषेच्या उपयोजित ज्ञानात भरपडण्यास महत्वपूर्ण ठरणार आहे. अनुषंगाने उत्पत्ती, सिद्धांत, मराठी भाषेचा वाडमयीन इतिहास, मराठीतील विविध संप्रदाय, मराठी भाषेचे विविध माध्यम क्षेत्रात (मुद्रित, इलेक्ट्रॉनिक ,वेब)उपयोजन, तसेच विद्यार्थ्यांच्या व्यक्तिमत्व विकासाचे विविधपैलू, यावर भर देण्यात आला आहे.

Course Outcomes: At the end of this course students will able to

CO1: मराठी भाषेची उत्पत्ती ,स्वरूप या विषयी माहिती^१ देतो.

CO2: मराठी भाषेची वैशिष्ट्ये ,कार्ये स्पष्ट^३ करतो .

CO3: विविध संप्रदायातील तुलनात्मक माहिती^५ सांगतो .

CO4: मुद्रित माध्यमात मराठी भाषेचे उपयोजन^३ अचूक पणे करतो .

CO5: इलेक्ट्रॉनिक माध्यमात मराठी भाषेचे उपयोजन^३ अचूकपणे करतो .

CO6: व्यक्तिमत्व विकासाचे पैलू आचरणात^३ आणतो.

Course content:

Units	Description	Hours
I	<p>भाषा उत्पत्ती, स्वरूप, वैशिष्ट्ये व कार्य-१</p> <p>भाषा उत्पत्ती, सिद्धांत, इंगित, अनुकरण,, भावनाभिव्यक्ती, श्रमपरिहार, प्रेमगन्मुलक, संपर्क, क्रीडासक्ती, समन्वय ; भाषा-व्याख्या, व्यवहारसाधन, ध्वनिमाध्यामता, प्रतीकात्मकता, संकेत्वाधता, मानवीवमान्वेत्तर संप्रेषण, भाषिक आणि भाषेत्तर संप्रेषण;</p>	12
II	<p>भाषा उत्पत्ती, स्वरूप, वैशिष्ट्ये व कार्य-२</p> <p>भाषा-एकपद्धती, मानवीसमजुती,दृष्टीकोन; सी.एफ.होकेतनने सांगितलेली भाषेची सातवैशिष्ट्ये; रोमनयाकाब्सनची भाषेची सहा कार्ये- संदर्भनिष्ठता, काव्यात्मकता, आविष्कार, परीनामानिष्ठ, संपर्कनिष्ठता, भाषाविशायाकता.</p>	10

III	मराठी वाडमयीन इतिहास आद्यकवी मुकुंदराज, महानुभाव संप्रदाय, महानुभाव गद्य वाडमय, आद्यकवीयीत्री महादंबा; वारकरी संप्रदाय- ज्ञानेश्वर, नामदेव, गोराकुंभार, सावतामाली, चोखामेळा, मुक्ताबाई, जनाबाई, बहिणाबाई, संत एकनाथ, संत तुकाराम	10
IV	मराठी भाषा उपयोजन- १ भाषिक उपयोजनाची क्षेत्रे -साहित्य, प्रसारमाध्यमे (वृत्तपत्रे, आकाशवाणी, दूरचित्रवाणी), वृत्तपत्रीयलेखन- बातमी, लेख, अग्रलेख, जाहिरात लेखनसंबंधित कौशल्य	6
V	मराठी भाषा उपयोजन- २ आकाशवाणीलेखन-उद्घोषक, उद्घोषणा, कौशल्य; जाहिरातलेखन; बातमीलेखन; श्रुतीकालेखन; दूरचित्रवाणीसाठी लेखन -संवादक, जाहिरातलेखन, बातमीलेखन, संवाद	12
IV	व्यक्तिमत्व विकास साहित्य, व्यावसायिक क्षेत्राशी संबंधित वैशिष्ट्ये, भाषाकौशल्य (मनोगतव्यक्तकरणे, सूत्रसंचालन, आभारप्रदर्शन), वाचनकौशल्य (उच्चार, शब्दबोध, प्रकटवाचन, मूकवाचन), लेखनकौशल्य (शब्दनिवड, वाक्यरचना, शब्दक्रम, शब्दांकन, सुलेखन, श्रुतलेखन)	10

संदर्भग्रंथ :

१. कुलकर्णीकृ.पा.-मराठीभाषा : उद्गम आणि विकास
२. जोशी प्र.न.-सुबोध भाषाशास्त्र, स्नेहार्पण, पुणे
३. गवळी अनिल-भाषाविज्ञान आणि मराठी भाषा, हिरण्यकेशी, कोल्हापूर
४. मराठी वाडमयीन इतिहास खंड- १ ते ३ महाराष्ट्र साहित्य परिषद प्रकाशन, पुणे.
५. संत एकनाथ दर्शन-संपादक डॉ. हे. वी. इनामदार
६. ज्ञानदेव आणि नामदेव- श. दा. पेंडसे
७. पाचसंतकवी- डॉ. श. गो. तुळपुळे नाम. जोशी प्रसाद- नभोवाणी आणि दूरचित्रवाणी, टिळक महाराष्ट्र विद्यापीठ, पुणे.
८. भागवत यशोदा- जाहिरातीचे जग, मौज प्रकाशन, मुंबई.
९. मातृभाषा आणि परभाषा- सराफरा. सो.
१०. प्राचीन मराठी पंडिती काव्य-संपादक के. न. वाटवे
११. मध्ययुगीन साहित्यविषयक- डॉ. सतीश बडवे.
- १२.

Scheme of Marks

Unit No.	Title	Marks
1	भाषाउत्पत्ती, स्वरूप, वैशिष्ट्ये व कार्य-१	20
2	भाषाउत्पत्ती, स्वरूप, वैशिष्ट्ये व कार्य-२	16
3	मराठी वाडमयीन इतिहास	16
4	मराठी भाषा उपयोजन- १	12
5	मराठी भाषा उपयोजन- २	20
6	व्यक्तिमत्व विकास	16

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	भाषाउत्पत्ती, स्वरूप, वैशिष्ट्ये व कार्य-१	CO1	10 Marks	
2	भाषाउत्पत्ती, स्वरूप, वैशिष्ट्ये व कार्य-२	CO2	10 Marks	
3	मराठी वाडमयीन इतिहास	CO3	10 Marks	
4	मराठी भाषा उपयोजन- १	CO4		10 Marks
5	मराठी भाषा उपयोजन- २	CO5		10 Marks
6	व्यक्तिमत्व विकास	CO6		10 Marks

Faculty Evaluation theory (FET)

Marks-20

No	Practical Name	Marks
1	गृहपाठ	05
2	सादरीकरण	05
3	चर्चा	05
4	मुलाखत	05

MCA102- Language-हिंदी (Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
4	2	0	6	Theory (100)	FET	20	Min 40%
					CAT-I	15	
					CAT-II	15	
					ESE	50	

विषयमहत्व :

हिंदी विषय के माध्यम से विद्यार्थीको हिंदी भाषा का परिचय तथा महत्व समझने केलिये मदत होगी |हिंदी भाषा का इतिहास, उसकी परीभाषा, भाषा का संक्षिप्त इतिहास, भाषा का कार्यालयीन कामकाज के लिए उपयोजन तथा उसका जनमाध्यमक्षेत्र (मुद्रित,इलेक्ट्रोनिक,वेब) मे उपयोजन कैसे किया जाता है इस पर भर दिया गया है।

Course Outcomes: At the end of this course students will able to

CO1:हिंदी भाषाके उत्पत्ती ,स्वरूप के बारे मे जानकारी^१ देता है।

CO2: हिंदी भाषाके वैशिष्ट्य ,कार्ये स्पष्ट^२ करता है।

CO3: हिंदी कार्यालयीन महत्व बताता^१ है।

CO4: मुद्रित माध्यम मे हिंदी भाषा का योग्य उपयोजन^३ करता है ।

CO5:इलेक्ट्रोनिक माध्यम मे हिंदी भाषा का योग्य उपयोजन^३ करता है ।

CO6:व्यक्तिमत्व विकास के पैलू आचरणमे ३लाता है I

Course Contents Theory

Units	Description	Hours
I	हिंदी भाषा का इतिहास हिंदी भाषा की परिभाषा ,हिंदी शब्द की उत्पत्ति, उदभव और विकास ,भाषा विशेषताए, भाषा उत्पत्ति और वाद-विवाद; भाषा सिद्धांत-दैवी उत्पत्तिवाद, धातुसिद्धांत, अनुकरण सिद्धांत, संपर्क सिद्धांत, समन्वित सिद्धांत, भाषा के विविध रूप, भाषा विज्ञानं	12
II	हिंदी साहित्य का संक्षिप्त इतिहास हिंदी भाषा उत्पत्ति का इतिहास, आदिकाल-नामकरण, युगीन परिस्थितियां (सामाजिक तथा राजनितिक) युगीन साहित्य की विशेषताए; भक्तिकाल-संतकबीर, जायसी, तुलसीदास,सूरदास, मीरा, रसखान, रहीम.	10
III	हिंदी भाषा उपयोजन कार्यालयीन पत्राचार-नौकरी के लिए आवेदन, पदाधिकारियोंके नामपत्र, अधिसूचना, कार्यालयीन आदेश, कार्यालयीन जाहिरात; संदर्भ श्रोतों का परिचय-राजभाषा और राष्ट्रभाषा, बहुमाध्यम ,इंटरनेट	10
IV	जनमाध्यम और हिंदी भाषा का उपयोजन- १ जनमाध्यम परिचय-मुद्रित ,इलेक्ट्रॉनिक; मुद्रित माध्यम के लिये लेखन- समारोह, सामाजिक समारोह, प्राकृतिक आपदा, दुर्घटना का वृत्तांत; वार्तालेखन, लेख, अग्रलेख , ईशितहारलेखन, कौशल्य.	06
V	जनमाध्यम और हिंदी भाषा का उपयोजन- २ रेडीओ के लिये लेखन, उद्घोषक, उद्घोषणा, कौशल्य;ईशितहार लेखन; वार्ता लेखन; श्रुतीकालेखन; टी.व्ही.केलियेलेखन -संवादक, संवाददाता. ईशितहार लेखन; वार्ता लेखन;संहिता लेखन	12
VI	व्यक्तिमत्व विकास साहित्य, व्यावसायिक क्षेत्र से संबंधित वैशिष्ट्य, भाषाकौशल्य (मनोगतव्यक्तकरना, सूत्रसंचालन,आभारप्रदर्शन), वाचनकौशल्य(उच्चार,शब्दबोध,प्रकटवाचन,मूकवाचन),लेखनकौशल्य (शब्दचयन ,वाक्यरचना,शब्दक्रम,शब्दांकन,सुलेखन,श्रुतलेखन)	10

संदर्भग्रंथ :

१. हिंदी साहित्य का इतिहास-आचर्या रामचंद्र शुक्ला
२. हिंदी साहित्य का इतिहास-डॉ.हजारी प्रसाद द्विवेदी
३. हिंदी और उसका व्यवहार-डॉ.वी.के.मोरे-फडके प्रकाशन,कोल्हापूर जनसंवादकल औरआज-चंद्रकांत सरदाना, ज्ञानगंगाप्रकाशन दिल्ली
४. आधुनिक जनसंचार और हिंदी-प्रो.हरीमोहन,तक्षशीला प्रकाशन, नई दिल्ली
५. अनुवादविज्ञान-डॉ.सुरेशकुमार,विना प्रकाशन,नई दिल्ली
६. प्रयोजन मूलक हिंदी-डॉ.विनोद गोदरा,विना प्रकाशन,नई दिल्ली

Scheme of Marks

Unit No.	Title	Marks
1	हिंदी भाषा का इतिहास	20
2	हिंदी साहित्य का संक्षिप्त इतिहास	16

3	हिंदी भाषा उपयोजन	16
4	जनमाध्यम और हिंदी भाषा का उपयोजन- १	12
5	जनमाध्यम और हिंदी भाषा का उपयोजन- २	20
6	व्यक्तिमत्व विकास	16

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	हिंदी भाषा का इतिहास	CO1	10 Marks	
2	हिंदी साहित्य का संक्षिप्त इतिहास	CO2	10 Marks	
3	हिंदी भाषा उपयोजन	CO3	10 Marks	
4	जनमाध्यम और हिंदी भाषा का उपयोजन- १	CO4		10 Marks
5	जनमाध्यम और हिंदी भाषा का उपयोजन- २	CO5		10 Marks
6	व्यक्तिमत्व विकास	CO6		10 Marks

Faculty Evaluation theory (FET)

Marks-20

No	Practical Name	Marks
1	गृहपाठ	05
2	सादरीकरण	05
3	चर्चा	05
4	मुलाखत	05

MCA104-Print Media production (Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
4	-	-	4	Theory (100)	FET	20	Min 40%
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:

This course will help students to understand new trends in journalism from local to global. The particular knowledge of various types of reporting, the exact process of newspaper production, news making editing, news publishing and comparative study of the changing technologies in print sector ancient to modern.

Course Outcomes: At the end of this course students will able toCO1: Define¹ the trends in Journalism.CO2: Summarize² various types (Specialization) of reporting.CO3: Utilize³ reporting skills at field work.CO4: Explain² the process of newspaper production.CO5: demonstrate³ page making for print media.CO6: Analyze⁴ ancient and modern printing process.**Course Contents-Theory**

Unit s	Description	Hours
I	Trends in Print Journalism Global trend, Trends in Indian Journalism, Negative trends, Threats in journalism, Agenda setting role of newspapers- Ownership, Revenue, Editorial policy, Sting operations and Celebrity/ Page 3 journalism, Legislative journalism, Citizen Journalism, Investigative journalism, Ethical debates in print journalism, Paid news, Advertorials, Columns: Development, Criticism, Reviews, Feature writing, News analysis.	15
II	Specialized Reporting – 1 Business, Parliamentary, Agriculture and Rural, International Affairs, Entertainment , crime, weather, city life, speech, accident, disaster. Court, election, routs, war/conflict, Political reporting, Legislative reporting,	08
III	Specialized Reporting – 2 Science, Sports, Economics, Development, Commerce, Agriculture and cooperation, Allied areas reporting for print. Reporter-special qualities, role and responsibilities during reporting.	06
IV	Production of a Newspaper – 1 Planning for print : size, anatomy, grid, design, Format, typography, copy, pictures, advertisements, Plotting text: headlines, editing pictures, captions,	06
V	Production of a Newspaper – 2 Page-making - Front page, Editorial page, Supplements; Editing-Meaning, Purpose, Symbols, Tools, Lead,, Body, Paragraphing, Proof reading; News desk; Various Beats; Editorial department; Headlines-Techniques, layout, principles, kinds of headlines.	10
VI	Technology and Print : Technology and Page making techniques: layout, use of graphics and photographs), Printing Processes: Traditional vs modern, Desk Top Publishing : Quark Express, Coral Draw, Photoshop etc, The Invention of the Printing Press, Magazine editing, layout, graphics, Online reporting and Editing in the Cyber Age.	15

Indicative Reading List :

1) Bel, B. et al. (2005) Media and Mediation, Sage, New Delhi.

2) Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.

3) Baran and Davis, Mass Communication Theory.

4) CyberMohalla from Sarai Reader: Shaping Technologies, 187 and

5) Fiske, John 1982, Introduction to Communication Studies, Routledge.

- 6) Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers.
- 7) McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London,Sage.
- 8) Miller, Katherine,(2004), Communication theories: perspectives, processes and contexts, McGraw Hill.
- 9) MichaelRuffner and Michael Burgoon, Interpersonal Communication.
- 10) Narula, Uma (2001), Mass Communication -Theory and Practice, Har-AnandPublications, New Delhi
- 11) Saraf, BabliMoitra. "In Search of the Miracle Women: Returning the Gaze".Translation and Interpreting Studies (TIS), Vol.Nos.1&2, Spring Fall 2008
- 12) Small, Suzy. 2003 "SMS and Portable Text" in Sarai Reader 03: ShapingTechnologies.
- 13) Williams, Kevin, Understanding Media Theory.

Scheme of Marks

Unit No.	Title	Marks
1	Trends in Print Journalism	20
2	Specialized Reporting – 1	16
3	Specialized Reporting – 2	16
4	Production of a Newspaper – 1	12
5	Production of a Newspaper – 2	20
6	Technology and print	16

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Trends in Print Journalism	CO1	10 Marks	
2	Specialized Reporting – 1	CO2	10 Marks	
3	Specialized Reporting – 2	CO3	10 Marks	
4	Production of a Newspaper – 1	CO4		10 Marks
5	Production of a Newspaper – 2	CO5		10 Marks
6	Technology and print	CO6		10 Marks

Faculty Evaluation theory (FET) Marks-20

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

MCA-106 Social Media
(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
4	2	0	6	Theory (100)	FET	20	Min 40 %
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:

This course helps students to understand the social media as a new paradigm and a digital experience. All types of social media, techniques and its application. Student can understand the impact of social media on students, youth, children and the culture, also students can guess the effect of social media on the nation building and development.

Course Outcomes: At the end of this course students will able to

CO1: Describe¹ history and development of today's' networking system.

CO2: Explain² the role of social media in modern world.

CO3: Use³ social media for special purpose in regular life.

CO4: Operate³ various social media tools effectively.

CO5: Differentiate⁴ various social media types.

CO6: Identify⁴ the impact of social media in various field.

Course Contents-Theory

Units	Description	Hours
I	The world of Internet History of Internet: (History, Ownership and administration of Internet), Importance and needs in today's life mobile, cyberspace, online, apps, electronic digital exchange, C-Dot pagers, Cellular telephone. Technology and Literacy Redefined – Internet Intranet, www. Browser C-Dot pagers, Cellular telephone	12
II	Social Media- a new paradigmThe Digital Experience The User & The Fourth Screen- representation & reproduction, Changing Character of Communication-Ethical Issues;Use of social media in various field: Politics, Entertainment, Medical, Job, Games	08
III	Social Media Technologies & Applications Analogue and digital technology; Digitization of media; Media convergence; ICT-scope and role; Social Media is the fifth estate of nation; Smart phone: a mini computer, Android system; Online shopping concept, E-Books, Digital Library, E-Governance, E-Farming, E-Banking, E-Commerce	12
IV	Types of Social Media-1 Face book, Twitter, Wordpress, Blogger, YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare, Skype, Building communities-pages &channel,Instagram	10

V	Types of Social Media-1 You Tube, Docs, Drive, Skype, Building communities-pagers and channel, Networking sites: Good reads, Scribd (Digital Library), Word web Dictionary,wordpress, Zorpia-Classmate network, Free Space, Worldfoat,Wikipedia	10
VI	Impact of Social Media Internet/Online activism, Citizen Journalism, Cyber crimeDefinition, Types, Responsibilities and awareness,Democratization /Digital Divide, Audience analysis & Content planning,Cyber crimes, Social media and women, Other views on social media usage in the media industry, Social media and children.	10

Indicative Reading List

- Bennett,W.Lance. New Media Power: The Internet and Global Activism 2003.
- Castells. Manual The Network Society: a cross-cultural perspective, Edward Elgar, MA (Chapter 1.Informationalism, networks, and the network society: a theoretical blueprint pp.3-45), 2004.
- Kahn, R and D Kellner, “New Media and Internet Activism: From The Battle of Seattle to Blogging’ New Media & Society, Vol. 6, No. 1, 2004.
- Lister Martin .New Media – A critical Introduction. Routledge, 2009.

Written Examination

Practical work will be done in tutorial work

Scheme of Marks

Unit No.	Title	Marks
1	The world of Internet	18
2	Social Media- a new paradigmThe Digital Experience	14
3	Social Media Technologies & Applications	18
4	Types of Social Media-1	14
5	Types of Social Media-2	18
6	Impact of Social Media	18

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	The world of Internet	CO1	10 Marks	
2	Social Media- a new paradigmThe Digital Experience	CO2	10 Marks	
3	Social Media Technologies & Applications	CO3	10 Marks	
4	Types of Social Media-1	CO4		10 Marks
5	Types of Social Media-2	CO5		10 Marks
6	Impact of Social Media	CO6		10 Marks

Faculty Evaluation theory (FET) Marks-20

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

MCA-108 Environmental Studies
(Ver 1.0, University Core, School of Science)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
3	-	-	3	Theory (100)	FET	10	Min 40
					CAT I	20	
					CAT II	20	
					ESE	50	

Course Description:

This course relates students to local environmental issues. It covers scientific interpretation of environmental issues and constructs possible systematic solution for problems. It includes exposure to local ecosystems, biodiversity and discuss about the fate of natural resources.

Course Outcomes: At the end of this course students will able to

- CO1: Describe¹ multidisciplinary nature and importance of Environmental Studies
 CO2: Explain² concept of ecosystem and natural recourses
 CO3: Recognize¹ importance of biodiversity, threats and conservation practices
 CO4: Explain² concepts of environmental pollution, causes, effects and control measures
 CO5: Describe¹ global environmental issues and laws.
 CO6: Associate² relationship between human community and environment

Syllabus (Theory)

Units	Description	Hours
I	<p>a) Introduction to environmental studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.</p> <p>b) Ecosystem: Concept of ecosystem, Structure and function of ecosystem; Energy flow in an ecosystem. Food chains, food webs and ecological succession.</p>	8

	Structure and function of the following ecosystems: a) Forest ecosystem b) Desert ecosystem c) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).	
II	<p>Natural Resources: Renewable and Non- Renewable Resources</p> <p>Land resources and land use change; Land degradation, soil erosion and desertification.</p> <p>Deforestation: Causes and impacts due to mining, dam building on environment and forests</p> <p>Water: Use and over-exploitation of surface and ground water, floods, droughts</p> <p>Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies</p>	8
III	<p>Biodiversity and Conservation</p> <p>Levels of biological diversity: genetic, species and ecosystem diversity; Global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India</p> <p>Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions.</p> <p>Conservation of biodiversity In-situ and Ex-situ conservation of biodiversity.</p> <p>Ecosystem and biodiversity services: Ecological, economic, social, ethical, Aesthetic and Informational value.</p>	8
IV	<p>Environmental Pollution</p> <p>Environmental pollution: types, causes, effects and controls; Air, water, Noise pollution</p> <p>Nuclear hazards and human health risks</p> <p>Solid waste management: Control measures of urban and industrial waste.</p>	5
V	<p>Environmental policies and practices</p> <p>Global issues: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.</p> <p>Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act</p>	8
VI	<p>Human Communities and the Environment</p> <p>Human population growth: Impacts on environment, human health and welfare ;Disaster management: floods, earthquake, cyclones and landslides.</p> <p>Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.</p> <p>Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).</p>	6

References

1. ErachBharucha, UGC, Textbook for Environmental Studies
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. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
7. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.
8. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Deeksha Dave, S.S. Katewa, Textbook of Environmental Studies.
10. B.K. Sharma, Environmental Chemistry.
11. BharuchaErach, The Biodiversity of India, Mapin Publishing pvt.Ltd.,Ahmedabad 380013, India, Email:mapin@icenet.net (R)
12. De A.K., Environmental Chemistry, Wiley Wastern Ltd.
13. Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, vol. I anfd II, Environmental Media (R)

Scheme of Marks

Unit No.	Title	Marks
1	Introduction to environmental studies: Ecosystem	20
2	Natural Resources: Renewable and Non- Renewable Resources Biodiversity and Conservation	30
3	Environmental Pollution Environmental policies and practices	30
4	Human Communities and the Environment	20

Course Unitization

Unit		Course Outcomes	Marks for Questions in
No.	Title		CAT
1	Introduction to environmental studies: Ecosystem	CO1 CO2	02 03
2	Natural Resources: Renewable and Non- Renewable Resources Biodiversity and Conservation	CO3 CO4	05 05
3	Environmental Pollution Environmental policies and practices	CO5 CO6	05 05
4	Human Communities and the Environment	CO7	05

Faculty Evaluation theory (FET) Marks-20

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

MCA-110 Environment Studies Project

(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
-	-	2	1	Practical (100)	FET	50	Min 40
					POE	50	

Course Description:

This course relates students to local environmental issues. It covers scientific interpretation of environmental issues and constructs possible systematic solution for problems. It includes exposure to local ecosystems, biodiversity and discuss about the fate of natural resources.

Course Outcomes: Course Outcomes: At the end of this course students will able to

- CO1 Classify² natural resources and their conditions in local area
- CO2 Interpret² local environmental issues
- CO3 Describe¹ local common biodiversity
- CO4 Analyze⁴ and modify³ solution on local environmental issues

Field Work

Description	Marks
• Visit to an area to document environmental assets: river/forest/flora/fauna, etc.	14
• Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural.	12
• Study of common plants, insects, birds and basic principles of identification.	12
• Study of simple ecosystems-pond, river, etc.	12

Total marks for TW-50

POE will be conducted for 50 Marks by External and Internal Examiner

Total Marks-100

References

1. ErachBharucha, UGC, Textbook for Environmental Studies
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.
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12. De A.K., Environmental Chemistry, Wiley Wastern Ltd.
13. Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, vol. I anfd II, Environmental Media (R)

MCA112– Print Media Production Lab
(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
-	-	4	2	Practical (100)	TW POE	50 50	Min 40 %

Course description:

This course helps students to understand various concepts and its application of print media, the concept of citizen journalism and its importance in day today life. It makes students to know the techniques and skills of writing features on agriculture, the importance of advertisement, also understand the importance of supplements and comparative study of supplements. Through this course students can understand editorial policies the development of technologies in print media.

Course Outcomes: At the end of this course students will able to

CO1: Distinguish¹ between professional and citizen journalism.

CO2: Explain² various social media tools and their application

CO3: Operate³ an account on blog and sharing own thoughts.

CO4 :Discuss² the importance of online newspaper for society

CO5 :Analyze⁴ online comments and study on it.

Course content:

Sr. No	Practical Sessions	Hours
1	Report on citizen journalism Discussion on topic-Social media issues, how to express?, Study of readers letters to news agency, sharing photos and videos through social media, Writing for media as citizen journalist, presentation	08
2	Writing feature- Agriculture Discussion on topic-Feature, feature writing, techniques for feature writing, making survey/visit to agree, writing feature on agriculture, presentation	10
3	Report on advertisement and information ratio in newspaper News and advertisement mapping newspaper, government rule and policy, analyzing newspaper through quantitative method, data analysis, report writing, presentation.	10
4	Discussion on topic-Report on Comparative study of supplement's of newspaper News paper, main edition, supplements, Data analysis, comparative study of news paper supplements, report writing, presentation.	10
5	Report on technologies in print media Discussion on topic- Traditional print media, Modern print media, using technology and software-Coral draw, Photoshop, Other technologies and new trends in print media. Presentation.	10

Total marks for TW-50

POE will be conducted for 50 Marks by External and Internal Examiner

Total Marks-100
