



## **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

## **About The Department of Journalism & Mass Communication**

The Department of Journalism & Mass Communication engages student in the study of various media practices with active involvement. The program JMC covers all major aspects of print, electronic, online media & film production including news coverage, news editing, reporting, anchoring, Pre & Post production of film, camera handling, public relation, advertising and marketing etc. Course offered at SGU has a strong professional base and opens up opportunities of employment / placement for the students. The Department actively facilitates placement of students completing the UG and PG programmes.

## **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.

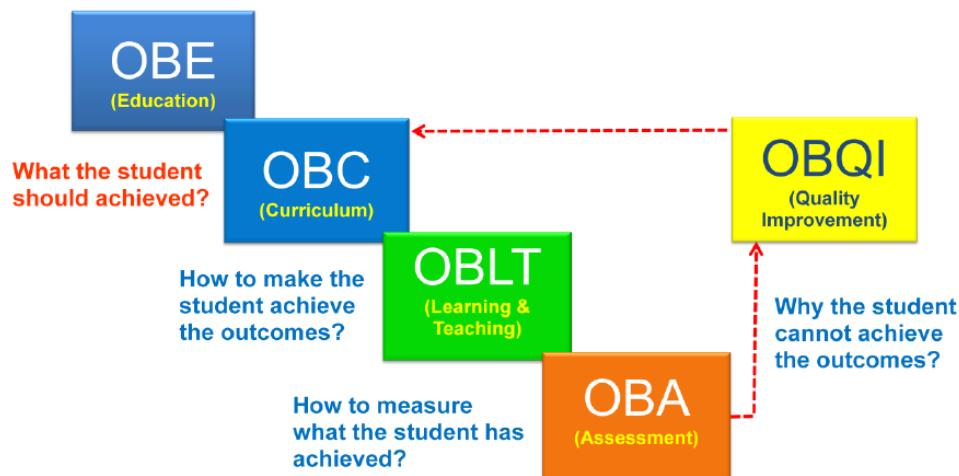
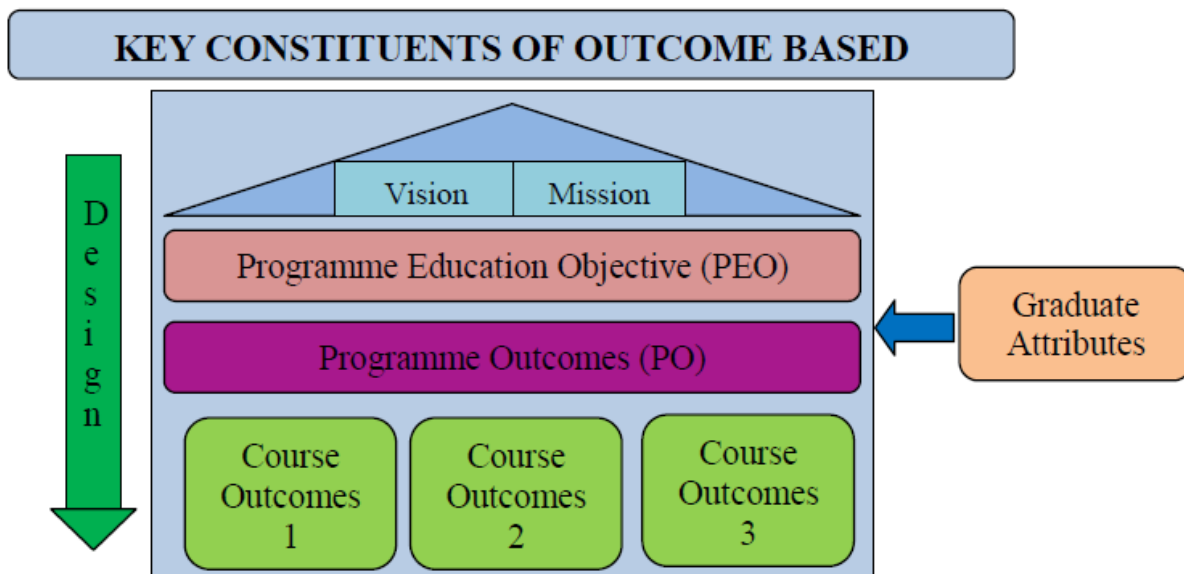


Figure 1: OBE flows and description



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

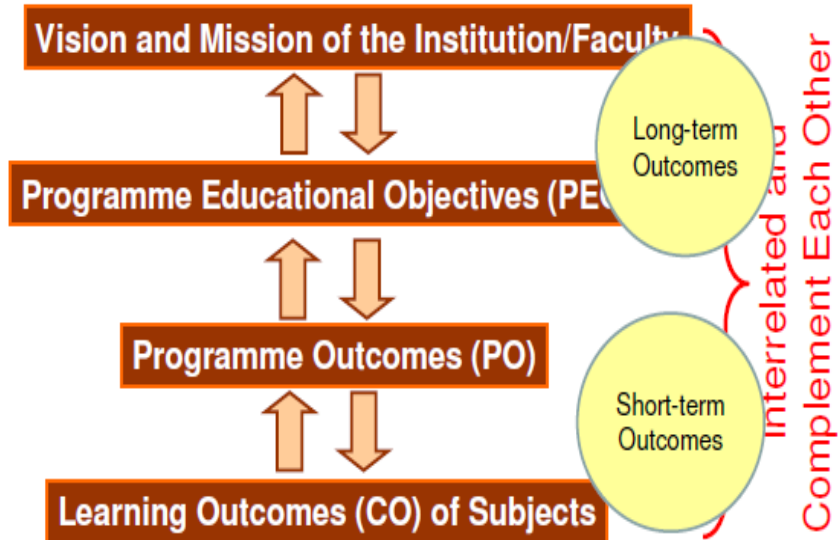
- Program Educational Objectives (PEO)
- Program Outcomes (PO)
- Course Outcomes (CO)

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 student's 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 3<sup>rd</sup> May 2017)**

## **Academic and Examination Rules and Regulations**

Approved in the second Academic Council Meeting held on 9<sup>th</sup> 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 fulfillment 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 30<sup>th</sup> 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 20 weeks per semester including instructions, examination and evaluation. Total instructional days are 90 per semester.
5. **Course:** It is a Subject that is offered 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. For example, B Tech in Mechanical Engineering, M Tech in Civil Engineering, Bachelor of Business Administration, Bachelor of Science etc.
7. **Department:** Department is a unit of the school which offers one or more programs.
8. **Contact Hours:** Time of students in class/laboratory with instructor. Usually in the range of 20-30 Hrs./Week. For the purpose of uniformity one contact hour is measured as 60 minutes
9. **Academic Council (AC):** Means apex academic body governing the academic programs responsible for framing policy, rules and regulations.
10. **Board of Examination (BOE):** Central body responsible for framing policy, rules and regulations for Examination.
11. **Board of Studies (BOS):** Departmental academic body to govern the academics of programs(BOS)offered by depart

### 3.0 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.

### 3.1 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.

### 3.2 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

### **3.3 Audit Course:**

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

3.3.2 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.

3.3.3 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% 2/3rd of the credits previous year. For example, for registration of the 5th semester courses (i.e. 3<sup>rd</sup> year of program), a student must have earned all the credits of the first year and 2/3rd of the credit 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 2/3rd of the credits third year. However, if 2/3rd of the 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 SGPA 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 (SGPA) and Cumulative Performance Index (CGPA) 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 Programs 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 He/She 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 reregister 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.
- o. 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- 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 is 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	CAT 2	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



- 10.1.7 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.
- 10.1.8 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.
- 10.1.9 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.

**Table 11.1.2: Grade Table for Regular Semester**

Marks Obtained	Grade Letter	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).

12.6 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, CAT 1, CAT 2 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.

- 12.6.3 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.

### **13. Award of Grades for Re-Examination:**

- 13.1 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
- 13.2 A student shall apply for re-examination before the last date of such application and shall appear for re-examination.
- 13.3 50% weightage similar to ESE shall be given to re-examination and there is one grade penalty.
- 13.4 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:**

- 13.5 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. 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 4<sup>th</sup> 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,  $i = 1, 2, 3, \dots, n$  is 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,  $j = 1, 2, 3, \dots, n$  is 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.

**16. First Year Performance Index (FYPI): (Applicable for B. Tech Programs Only)**

16.1 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 for the second semester is calculated. FYPI shall be rounded off to two decimal places.

16.2 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.

16.3 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.

16.4 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.

**17. 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 a confidential of valid reason may be referred to academic council for extending this limit by additional criteria

**18. 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 ATKTK 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 form 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 2/3<sup>rd</sup> credits of the current year. If 2/3<sup>rd</sup> 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.

- (a) 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  $2/3^{\text{rd}}$  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  $2/3^{\text{rd}}$  of the 45 Credits i.e. A student can go to next higher class with a maximum backlog of  $1/3^{\text{rd}}$  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-registrar 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  $2/3^{\text{rd}}$  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 attendants course work prescribed for 3rd year with prescribed attendance, and should have completed 2nd year program and  $2/3^{\text{rd}}$  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  $2/3^{\text{rd}}$  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  $CGPI \geq 4.75$ .
- 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 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. 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





**Sanjay Ghodawat University, Kolhapur**  
**Structure for S.Y. B.A.,(Journalism and Mass Communication) Program**

**Semester III**

Course Code	Course Title	L	T	Pr/P ro	C	Evaluation Scheme				
						Compon ent	Exam	WT %	Min. Pass %	
MCA113 (PC SA) Version: 4.0	Indian Cinema	4	2	-	6	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA115 (PC SA) Version:4.0	Graphic Designing & Visual Images	2	-	-	2	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA117 (PC SA) Version: 4.0	Television Journalism	3	1	-	4	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA119 (AECC SA) Version: 4.0	Theatre and Communication	3	1	-	4	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA121 (EG SA) Version:4.0	Public service Broadcasting	4	2		6	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA123 (PC SA) Version: 4.0	Graphic Designing & Visual Images Lab	-	-	8	4	Practical (100)	FEP	50	20	40
							POE	50	20	
MCA125 (PC SA) Version:4.0	Television Journalism Lab	-	-	4	2	Practical (100)	FEP	50	20	40
							POE	50	20	
<b>Total</b>		<b>16</b>	<b>06</b>	<b>12</b>	<b>28</b>	<b>Total Hrs: 34, Total Credits: 28</b>				

L: Lecture, T: Tutorial, Pr: Practical, C: Credits, Th. : Theory, WT: Weight AgePC: Program Core, PE: Program Elective, UC: University Core, UE: University Elective: ST: School of Technology, SS: School of Sciences, SC: School of Commerce, SM: School of Management, SA: School of ArtsFET: Faculty Evaluation Theory, CAT: Continuous Assessment Test, ESE End Semester Examination, TW : Term Work, POE : Practical Oral Examination, CO:Core course, AECC: Ability enhancement compulsory, AECC: Ability Enhancement Elective course, EDS: Elective discipline specific, EG: Elective Generic, FEP: Faculty Evaluation Theory



**Sanjay Ghodawat University, Kolhapur**  
**Structure for S.Y. B.A., (Journalism and Mass Communication) Program**

**Semester – IV**

Course Code	Course Title	L	T	Pr/Pr o	C	Evaluation Scheme				
						Component	Exam	WT %	Min. Pass %	
MCA114 (PC SA) Version: 4.0	Integrated Marketing Communication	3	1	-	4	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA116 (PC  SA) Version: 4.0	Camera Operating and Editing for TV	3	0	-	3	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA118 (PC SA) Version:4.0	Reporting and Anchoring	3	1	-	4	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA120 (AECC SA) Version: 4.0	Disaster and Public Awareness	3	1	-	4	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA122 (EG SA) Version: 4.0	Public Relation	4	2	-	6	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA124 (PC  SA) Version:4.0	Integrated Marketing Communication Project	-	-	4	2	Project (100)	Project	50	20	40
							POE	50	20	
MCA126 (PC  SA) Version:4.0	Camera Operating and Editing for TV Lab	-	-	6	3	Practical (100)	FEP	50	20	40
							POE	50	20	
MCA128 (PC  SA) Version: 4.0	Reporting and Anchoring Lab	-	-	4	2	Practical (100)	FEP	50	20	40
							POE	50	20	
<b>Total</b>		<b>16</b>	<b>5</b>	<b>14</b>	<b>28</b>		<b>Total Hrs: 35, Total Credits:28</b>			

L: Lecture, T: Tutorial, Pr: Practical, C: Credits, Th. : Theory, WT: Weight Age PC: Program Core, PE: Program Elective, UC: University Core, UE: University Elective, ST: 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, CO: Core course, AECC: Ability enhancement compulsory, AECC: Ability Enhancement Elective course, EDS: Elective discipline specific, EG: Elective Generic, FEP: Faculty Evaluation Practical.

## Syllabus for S.Y.B.A., (Journalism & Mass Communication) program

### SEMESTER-III

#### MCA113 Indian Cinema (Version 4.0, PC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
04	02	00	06	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

#### Course description:

This course will help students to understand the concept Cinema, the historical background of Indian as well as World cinema, the Hollywood and Bollywood film industry. Through case study students can understand the new trends in film industry; they will find career opportunities in film industry, by which students view towards film will be changed.

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

CO1: Describe<sup>1</sup> the historical overview of Cinema

CO2: Explain<sup>2</sup> the Significant terms in development of Indian Cinema

CO3: Discuss<sup>2</sup> Bollywood and Hollywood cinemas.

CO4: Review<sup>2</sup> the Indian regional cinema.

CO5: Categorize<sup>2</sup> Indian regional cinema.

CO6: Illustrate<sup>3</sup> new trends in film industry.

#### Syllabus (Theory)

Units	Description	Hours
I	<b>Historical Overview</b> What is Cinema?, Film theory-forms and function The Silent Era and The Talkie, Narrating the Nation in Hindi Cinema, Cinema and society, History of Cinema, early cinema and film form the studio system, rise and decline of the studio system. History of Indian cinema, history of regional cinema, legends of Indian cinema,	15
II	<b>History of Indian Cinema</b> History of Indian Cinema, Early beginning in India-Phalake to Raj Kapoor films Parallel cinema in India formula films and the star system Marathi Cinema-History, production, Production house, story, songs, musician Famous film maker, Director, Producer	15
III	<b>Bollywood Cinema and Hollywood cinema</b> Historical background, Culture, Cinematic Narrative and the Song (theme, mood, story, relief, interior monologue subversion); famous actors, directors, producers, films production companies, awards related to Bollywood Hollywood Cinema	15

	Historical background, Culture, Hollywood; famous actors, directors, producers, films production companies, awards related to Bollywood	
IV	<b>Regional Cinema-1</b> Bengali cinema, Tamil cinema, Telugu cinema, Malayalam cinema, Kanadacinema, Marathi cinema, Kashmiri cinema, Assamese cinema Manipuri cinema.	15
V	<b>Regional Cinema-2</b> Manipuri cinema, Oriya cinema, Sindi cinema, Rajasthani cinema, Konkani cinema, Bhojpuri cinema, Gujarathi cinema, Hariyanavi cinema.	15
VI	<b>New trends in film industry</b> New trends in film making-NRI factors, Technology, Film production, Theatre, digital cinema, Netmax, Flex; Issues related to film Industry- Sexual issues and rights; Two case study-Parchid, Pink, Page 3.	15

### Indicative Reading List

- 1) Rajadhyaksha Ashish, Indian Cinema: A very short introduction, OUP Oxford; 1<sup>st</sup> Edition (2016)
- 2) Renu Saran, History of Indian Cinema, Diamond Book Publication, Pune.
- 3) Satyajit Ray, Speaking of Films, Penguin Publication, New Delhi.
- 4) Jyotika Viridi, The Cinematic Imagination : Indian Popular Films as Social History, Rutgers University Press.

### For Further Reading:

- 5) Bose, Mihir . Bollywood: a history. Tempus. 2006.
- 6) Griffiths, Alison "Discourses of Nationalism in Guru Dutt's Pyaasa," Deep Focus.
- 7) Manschot, Johan; Vos, Marijkede . Behind the scenes of Hindi cinema: a visual journey through the heart of Bollywood. KIT. 2005.
- 8) Mazumdar, Ranjani "Rage on Screen" from her Bombay Cinema: An Archive of the City. Minneapolis and London: University of Minnesota Press, 2007 .
- 9) Ramachandran, T. M., 70 years of Indian cinema, 1913–1983.

### Faculty Evaluation theory (FET)

### Marks-20

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

\*\*\*

**MCA115 Graphic Designing and Visual Image**  
(Version 4.0, PC/SA)

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

**Course description:**

This course help students to get knowledge and skill of graphic designing, the concept of communication through graphics, the digital images, introduction and handling experience of software. By applying the knowledge of graphic designing student will get experience of production of print material like- Book cover, Poster, Tabloid etc.

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

CO1: Discuss<sup>2</sup>Graphicsand Communication.

CO2: Utilize<sup>3</sup> creativity in camera handling and image editing.

CO3: Utilize<sup>3</sup> the knowledge of Imagination and software handling.

CO4: Design<sup>5</sup> the products through graphics designing.

CO5: Operate<sup>3</sup> various tools and software

CO6:Design<sup>4</sup> Book Cover, Posters, Tabloid.

**Syllabus (Theory)**

Units	Description	Hours
I	<b>Communication and Graphics</b> Principle and Theory of Design and Graphics, Layout: concepts and types, Working with colour: Color psychology, Color schemes, Color wheel, Color combination, Pixel and Resolution : Vector and Bitmap Graphics	6
II	<b>Digital Images-I</b> Introduction, Creating effective design-Photoshop in logo designing, Working with Images, File Formats of Images, Editing Images.	6
III	<b>Digital Images-II</b> Morphing and manipulation, Creating Special Effects, Layers techniques and path-creating, deleting, special effect, margin layers, application.	6
IV	<b>Working with Software for Visual Imaging-I</b> Adobe Photoshop: Introduction, Basic skills related to photoshop,its effective application.	6
V	<b>Working with Software for Visual Imaging-II</b> Corel Draw introduction,CorelDraw applications; clip art; text creation and alignment, use of colors in publishing concepts.	6
VI	<b>Production</b> Book Cover, -Posters, -Tabloid, -Preparing Text Graphics. Basic composition skills, Rule of thirds,	6

**Indicative Reading List**

- 1) Sarkar, N.N, Principles of Art and Production, Oxford University Press
- 2) Villamil , John & Molina, Louis. Multimedia: An Introduction, Prentice – Hall, New Delhi

**For Further Reading:**

- 3) Villamil, John & Molina, Louis. Multimedia: An Introduction, Prentice –Hall, New Delhi, 2001.
- 4) The Elements of Graphic Design (Second Edition), White Alex W, Allwort,UK.
- 5) White Alex W , The Elements of Graphic Design (Second Edition).
- 6) Hearn D. & Baker P. M. Computer Graphics, Prentice – Hall, New Jersey, 2001.

**Faculty Evaluation theory (FET)****Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

\*\*\*

**MCA117 Television Journalism**  
(Version 4.0, PC/SA,)

Lect.	Tut.	Pract .	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
03	01	-	04	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

**Course description:**

This course help students to understand the historical background of Television, invention and development of TV in India, strengths and weaknesses of the medium. Students get knowledge of TV journalism, news, news values, the process of news gathering, story coverage, reporting, visual and data editing. Student also get knowledge of various types of TV programmes and understand the concept of TRP,TAM, RRP etc.

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

CO1: Recall<sup>1</sup> the invention and development of Television.

CO2: Compose<sup>5</sup>news for Television.

CO3: Collect<sup>1</sup> various forms of news for T.V production.

CO4: Plan<sup>5</sup> for Television presentation.

CO5: Discuss<sup>2</sup> various TV programmes.

CO6: Demonstrate<sup>3</sup> reporting skills.

**Syllabus (Theory)**

Units	Description	Hours
I	<b>Television in India</b> Introduction, Concept of Television, Invention and development, Development of T.V in India, strengths and weaknesses of the medium, Impact on society, changing phases of Television concept.	12
II	<b>Television news</b> Introduction, what is news?, News, Information and Entertainment, news sense, news values, news sources, cultivating sources, 5 Ws and 1 H, news beats, Audience Segments and Cultural Impact, Private TV Channels	12
III	<b>Television News Gathering</b> The CameraVisual language: camera shots and angles for news coverage, types of ENG cameras, understanding use of sound, light and colour in TV newsgathering, News for TV -Finding the Story and Sources, Packaging, ethical issues in TV Journalism, Writing For Television, Elements of a TV Program	12
IV	<b>TV programmes</b> Introduction, News base programme, fiction and nonfiction based programme, Theories of Visual Literacy, Gestalt, Semiotics, Editing, Use of graphics and special effects	12
V	<b>T.V Reporter</b> Reporting Skills,TV news reporting: skills of a TV reporter: information	12

	gathering and processing, soundbytes, piece-to-camera, interview skills, meeting deadline, use of technology	Research and Editing,	
<b>IV</b>	<b>Audience measurement tools</b>		<b>12</b>
	Introduction, Importance of Audience measurement tools;TRP-Concept, application, working; TAM-Concept, application, working; RRP-Concept, application, working		

**Indicative Reading List**

- 1) Allen Robert C., Television Studies Reader, RoutledgePublication, London.
- 2) David winter son, TV Journalism: Skills, tools and techniques, Centrum Press, New Delhi.
- 3) Mankekar, Purnima, Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood and Nation in Postcolonial India, Duke University Press Books.
- 4) Cracking the secrets of TV Presentation, SamiaRahman, Create Space, US

**For Further Reading:**

- 5) Boyd, Andrew. Broadcast Journalism, Oxford.
- 6) Broughton, Iry. Art of Interviewing for Television, Radio &Film, Tab Books Inc.1981.
- 7) Lawrence Lorenz, Alfred &Vivian John. News Reporting and Writing, Pearson Education.
- 8) Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.
- 9) Trevin, Janet, Presenting on TV and Radio, Focal Press.
- 10) Yorke, Ivor, Television News (Fourth Edition), Focal Press.

**Faculty Evaluation theory (FET)**

**Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.



**MCA 119 Theatre and Communication**  
(Version 4.0, AEEC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. pass %	
03	01	-	04	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

**Course description:**

This course helps students to understand the concept of theatre, communication through the theatre. This course introduces regional folk art and basic concept in theatre like the mask in classical Greek drama, the Sutradhar. Students understand theatre as Self-Expression and also understand the Influence of theatre on cinema.

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

CO1: Explain<sup>2</sup> Theatre as Subversion.

CO2: Analme<sup>2</sup> theatre as subversion.

CO3: Express<sup>2</sup> various folk art forms in Maharashtra.

CO4: Appraise<sup>5</sup> various folk arts in Maharashtra& their contribution.

CO5: Explain<sup>5</sup> Theatre as Self-Expression.

CO6: Illustrate<sup>4</sup> Theatrical Techniques as Communication.

**Syllabus (Theory)**

Units	Description	Hours
I	<b>Communication and the Public-I</b> Orality and Performance: speech, song, dance, visual effects; Entertainment and Information - Jatra, Bahrupiya, Nautanki; Religion and the Theatrical- Ramleela, Krishna Leela.	12
II	<b>Communication and the Public-II</b> Theatre as Subversion - Colonial Rule and the Dramatic; Performances Act of 1876; Theatre as Resistance; Rasa theory-Introduction to Bharat Muni's Natyashastra.	12
III	<b>Regional folk Arts-I</b> Traditional folk art form of Maharashtra-Introduction, Gondhal, Tamasha folk theatre, utrang, VagyaMurali,	12
IV	<b>Regional folk Arts-II</b> Jagar, Dashavatar, Dhandar, Songibhajan, Bharud, Bahurupi, Kalgitura, Lawani	12
V	<b>Introduction to basic concepts in theatre</b> The development of Theatre; The Mask in Classical Greek Drama; The Chorus; The Sutradhar, The Vidushak and Shakespeare's Clown	12
VI	<b>Theatre as Self-Expression</b> Influence of theatre on cinema; Devising a Message; Writing a Script; Designing a Set; Performing a Scene; Make up; Study of one Marathi regional play	12

### **Indicative Reading List**

- 1) V. K. Joshi, Loknatyaparampara, Thokalprakashan,pune.
- 2)Hansen Kathryn, Ground for Play: The Nautanki Theatre of North India, University of California Press, UK
- 3)SharadVyavahareLokDharmtyaNatyachi Jan, ,ViswabharatiPrakasan, Nagpur.

### **For Further Reading:**

- 4) Amodio, Mark C. Writing the Oral Tradition: Oral Poetics and Literate Culture in Medieval England , ND University of Notre Dame Press, 2004.
- 5) Bauman, R. Story, Performance and Event: Contextual Studies of Oral Narrative, Cambridge University Press, 1986.
- 6) Beardsley, M. C., "Aspects of Orality: A Short Commentary", New Literary History 8,3 Spring 1977. 7) Dundes, A. (ed.), The Study of Folklore, Englewood Cliffs, NJ: Prentice Hall, 1965.
- 8) Emigh, John. Masked Performance: The Play of Self and Other in Ritual and Theatre, University of Pennsylvania Press, 1996.
- 9) Graham Ley, A Short Introduction to the Ancient Greek Theater. Revised Edition. Chicago: The University of Chicago Press, 2006.
- 10)Hansen, Kathryn. Grounds for Play: The Nautanki Theatre of North India , Berkeley: University of California Press, 1992.
- 11) Minchin, Elizabeth. Orality, Literacy and Performance in the Ancient World , Brill AcademicPublishers,2011.
- 12) Sarakāra ,Suśānta , ĀhsānaNājamula . Origin and Development of JatraLokenatya o Sangskritik UnnayanKendro, 1994.
- 13) Thorne Gary , Stage Design: A Practical Guide ,Crowood Press, 1999.
- 14) Schechter Joel Popular Theatre: A Sourcebook, Routledge, 2013.
- 15) Willett, John (edited and translated). Brecht on Theatre the Development of an Aesthetic, Hill and Wang, New York.

### **Faculty Evaluation theory (FET)**

**Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

\*\*\*

**MCA 121 Public Service Broadcasting**  
(Version 4.0, EG/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Pass	
04	02	-	06	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

**Course description:**

This course help students to introduce PSB-Public service broadcasting, the history of PSB, the global overview of PSB, the Public service broadcasting system, policies and the laws in India. Student get acquainted with Prasarbharati, PB bill, AIR (All India radio),Doordarshan, Film division of India. Students will be introduced in participatory communication through radio and private FM channels. Through case study students will be introduced to Doordarshan and BBC (British Broadcasting Corporation)

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

CO1: Collect<sup>1</sup> information about PSB.

CO2: Explain<sup>2</sup> the telecommunication governing system in India.

CO3:Discuss<sup>2</sup> the global overview of PSB.

CO4: Express<sup>3</sup> participatory communication.

CO5:Illustrate<sup>3</sup> the useof ICT in various media.

CO6: prepare<sup>6</sup>for case study.

**Syllabus (Theory)**

Units	Description	Hours
<b>I</b>	<b>Introduction to PSB</b> Introduction, History, The Indian Scinario, Policies regarding to PSB,The present situation,PSB Trust, PSB Britain; Public Service Broadcasting in India: Policy and Laws	15
<b>II</b>	<b>PSB in India</b> The PrasarBharti– Bill, Telecommunication governing body; All India Radio ;Doordarshan-Introduction, management, working; Films Division.	15
<b>III</b>	<b>Global overview of PSB</b> Global Overview of Public Service Broadcasting; How PSB shape up worldwide; Public and private broadcasters across the world.	15
<b>IV</b>	<b>Participatory Communication-I</b> Community radio, Types of Community Radio; Citizen Journalism and communication; Introduction to private FM, <b>Participatory Communication-II</b>	15
<b>V</b>	Air Vs private FM radio; Digital Media and ICT-Print, TV, Radio, Cinema; The Vidushak and Shakespeare’s Clown; Issues with PSB	15

## **VI Case studies**

15

- 1) Doordarshan
- 2) British Broadcasting Corporation (BBC)

### **Indicative Reading List**

- 1) Chatterjee P.C, Broadcasting in India, Sage Publication, New Delhi
- 2) Saxena Ambrish, Kanishka Publishers, Radio in New Avatar- AM to FM, New Delhi.
- 3) Carrol Fleming, Rout sledge, The Radio- Handbook, London & New York.
- 4) David Hendy, Palgrave Macmillan, Public Service Broadcasting, New Delhi

### **For Further Reading:**

#### **Faculty Evaluation theory (FET)**

**Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

\*\*\*

**MCA 123 Graphic Designing & Visual Images Lab**  
(Version4.0, PC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	08	04	Theory (100)	FEP	50	20	40
					POE	50	20	

**Course description:**

This course helps students to get practical knowledge of graphic designing and visual images, practical experience of handling adobe photoshop, correldraw software, also get practical knowledge of web side designing. Student get production knowledge of book cover, poster etc.

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

CO1: Identify<sup>1</sup> various tools related to Photoshop.

CO2: Prepare<sup>2</sup> for audio video presentation.

CO3: Design<sup>4</sup> web page for website.

CO4: Create<sup>3</sup> designs by using Adobe Photoshop and Corel draw.

CO5: Produce<sup>3</sup> various print pages for specific purpose.

**Practical syllabus:**

Sr. No	Practical Sessions	Hours
1	<b>Maintain a journal with Exercises on Photoshop</b> Introduction, Creating effective design-Photoshop in logo designing, Working with Images, File Formats of Images, Editing Images	24
2	<b>Maintain a journal with Audio Video presentation.</b> Making a video with appropriate audio by using appropriate images	24
3	<b>Design a Web Site for a Service Industry</b> Hospital, Hotels, Online Booking of airlines, Insurance Company.	24
4	<b>Working with Software for Visual Imaging</b> Adobe Photoshop: Introduction, Basic skills related to Photoshop, its effective application. Corel Draw: CorelDraw applications; clip art; text creation and alignment. Use of colours in publishing concepts.	24
5	<b>Production</b> Preparing Text Graphics Book Cover, Posters, Tabloid, Visiting Cards, brochure, Pamphlets, leaflets, etc.	24

**Total marks for FEP-50**

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

**Total Marks-100**

**MCA 125 Television Journalism Lab**  
(Version 4.0, PC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT	Min. pass %	
-	-	04	02	Theory (100)	FEP	50	20	40
					POE	50	20	

**Course description:**

This course helps students to get essential knowledge, skills and techniques of production related to television like news bulletin, tick- tack, and walk- through. They also inculcate skills and techniques of taking interview, talk-shows, P to Cs for Television.

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

CO1: Understand<sup>1</sup> the preparation for news bulletin.

CO2: Explain<sup>2</sup> the concept of Tick-Tack and Walk-through.

CO3: Explain<sup>2</sup> the Basic Studio Exercises in a Multi camera setup

CO4 :Utilize<sup>3</sup> the skills of interview at the time of taking interview.

CO5 :Illustrate<sup>4</sup> the concept of Talk-shows and P to Cs.

**Practical syllabus:**

Sr. No	Practical Sessions	Hours
1	<b>Preparing a news bulletin</b> News, News bulletin, Writing news script, skill to anchoring, Techniques, news bulletin editing, presentation.	12
2	<b>Tick Tack and Walk through</b> Tick tack, concept, techniques, skills, presentation Walk through, concept, techniques, skills, presentation	12
3	<b>Basic Studio Exercises in a Multi camera setup</b> Studio, use of various instruments, soft wares, camera handling, set up, position, set up, presentation	12
4	<b>Conduct an Interview</b> Introduction, Interview concept, types, techniques, skills, presentation	12
5	<b>Talk shows and P to C</b> Talk show- Concept, techniques, skills, presentation P to C- concept, techniques, skills, presentation	12

**Total marks for FEP-50**

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

**Total Marks-100**

\*\*\*

## SEMESTER-IV

### MCA 114 Integrated Marketing Communications (Version 4.0, PC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. pass %	
03	01	-	04	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

#### Course Description:

This course will help students to understand integrated marketing communication including marketing tools and promotional elements. It helps to understand how business organizations and other institutions carry out such activities. This course focuses on overall marketing tools and methods. It will help to develop marketing communication skills and strategies.

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

CO1: Define<sup>1</sup> Integrated Marketing Communication

CO2: Describe<sup>2</sup> elements of IMC

CO3: Discover<sup>3</sup> elements of IMC

CO4: Illustrate<sup>4</sup> concept of publicity

CO5: Develop<sup>5</sup> Marketing communication

CO6: Interpret<sup>6</sup> ethics in marketing communication

#### Course Contents- Theory

Units	Description	Hours
1	<b>Understanding Integrated marketing Communication</b> Meaning and concept, Key features, Objectives, need and components of IMC, branding introduction, Research process, situation analysis, insight development, Theoretical Underpinnings and Models of IMC, Benefits and Barriers.	10
2	<b>Elements of IMC - I</b> Understanding Promotional Mix, IMC Tools, Personal selling, online communication/ interactive marketing. Scope and role of sales promotion – Definition – Objectives of sales promotion, types of sales promotion - sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identification – Involvement of salesmen and dealers – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions.	10
3	<b>Elements of IMC -II</b> Advertising Classification of advertising, types, advertising appropriation, advertising campaigns, Personal Selling, Direct marketing and direct response methods, E-Commerce, Corporate Communication, Public Relations – Types of PR, Media relations, Community relations, Industrial relations, Government relations, Employee relations (House Journals/Newsletter), Crisis Management, Trade Fairs and Exhibitions.	10

4	<b>Message and Publicity</b> IMC Message Design: AIDA model – Considerations for creative idea visualization. Publicity-Introduction, Meaning, Objectives, Tools, Goals of Publicity, Scope of Publicity, PR and Publicity, Social publicity, Web Publicity and Social media, Publicity Campaigns.	10
5	<b>Marketing Communication</b> The Marketing concept, Segmentation, Targeting and positioning, Developing Marketing Strategy- Strategic planning, process Consumer Behaviour. Ad. Agency- Departments of Ad. Agency, Client Servicing-client Agency relationship	10
6	<b>Ethics in IMC</b> Ethics and social responsibility in IMC campaigns. Legal provisions related to the following: Copyright, patents and trademark labeling and packaging, food and drug adulteration.	10

**Indicative Reading List:**

- 1) Ramaswamy V. S and S Namakumari, Marketing Management: Indian Context, global perspective. 6<sup>th</sup> Edition, Macmillan, New Delhi.
- 2) Kruti Shah, McGraw, Advertising and Integrated Marketing Communication, Hill Education India Pvt Ltd.
- 3) Pickton D & Broderick A, Integrated marketing communications, Pearsons Publication, London.

**For Further Reading:**

- 4) Kotler, Philip and Keller, Lane, Designing and Managing Integrated Marketing Communication.
- 5) Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall, 2009.
- 6) Egan J., Marketing Communications, Thomson, 2007.

**Faculty Evaluation theory (FET)**

**Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

\*\*\*



**MCA 116 Camera Operating and Editing for TV**  
(Version 4.0, PC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
03	-	-	03	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

**Course Description:**

This course will help students to understand history and invention of camera It also helps to understand handling and functions of camera as well as lightning equipment and techniques for television. This course provides detailed description about the use of camera while shooting for TV. It will help to know the editing process using video editing software. This course explains the basics of various editing techniques.

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

- CO1: Describe<sup>1</sup>structure of the camera
- CO2: Discuss<sup>2</sup> lightning equipment for TV
- CO3: Generalize<sup>3</sup>camera operations and sound elements
- CO4: Explain<sup>5</sup>TV lightning equipment and techniques
- CO5: Illustrate<sup>4</sup>pictorial elements
- CO6: Revise<sup>6</sup> history and concept of video editing

**Course Contents- Theory**

Units	Description	Hours
1	<b>Introduction to the Camera</b> History and types of cameras, Camera lenses – fixed focus length versus zoom lenses, common lens filters, Techniques of photography – composition, exposure, light sensitivity, depth of field Portraiture – landscape, product in advertisements, photo feature, Electronic imaging devices – Photo Conductive Tube.	8
2	<b>Camera mounts and Camera Operations</b> Mounting plates, Variety of heads – friction heads, fluid heads, cradle heads. Variety of bases – pedestals, tripods, dollies, cranes, camera mounts for teleprompters, camera movements and angles.	8
3	<b>Recording sound on camera</b> In-built microphones in a camera, Adjusting audio channels, Recording live sounds on camera	7
4	<b>TV Lighting Equipment and Techniques</b> Fundamental Lighting Concepts, types of Lights, Studio Lighting Procedures, lighting Objectives. Three Point lightning and light dynamics in production,	7
5	<b>Pictorial Elements</b> Concept of Pictorial Design, Sets and Graphics, Scene Elements, Use of Graphic Design.	7

## 6 **Video Editing**

8

Editing history and concept Visual Grammar, Aesthetics of Editing, Techniques of video editing, Video Editing, Timeline Video Editing. Familiarization with nonlinear editing techniques, Online editing concept, Multi camera setup and programming, various photo and video file formats.

### **Indicative Reading List:**

- 1) Gerald Millerson, Taylor & Francis, Video Camera Techniques (Media Manuals), Routledge, London.
- 2) Roy Thompson & Christopher Bowel, Grammar of Editing, Focus press, London.
- 3) Gerald Millerson Video Production handbook, Focal press, London.
- 4) Dennis P. Curtin, The Text Book of Digital Photography (2<sup>nd</sup> Edi)

### **For Further Reading:**

- 5) Gupta, R. G. Audio and Video Systems, Tata McGraw – Hill, New Delhi, 2003.
- 6) Robert B., Musburger Phd, Single Camera Video Production (Media Manual), Focal Press, US.
- 7) Millerson, Gerald. Video Camera Techniques (Media Manuals), Focal Press, London.
- 8) Jackman, John. Lighting for Digital Video and Television 2010.
- 9) Ivor York, Basic TV Reporting (Media Manuals) 2<sup>nd</sup> E paper back, Focal Press, US.
- 10) Marcus Gedult, Premier Pro Editing Workshop (DV expert series), CMP Books
- 11) Anderson Gary H, Video Editing and Post Production, Focal Press, London.
- 12) Musberger, Robert B. Single-camera Video Production.

### **Faculty Evaluation theory (FET)**

**Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

\*\*\*

**MCA 118 Reporting and Anchoring**  
(Version 4.0, PC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. pass %	
03	01	-	04	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

**Course Description:**

This course will help to understand the basics of reporting and anchoring techniques which are required skills for the reporter and anchor in all fields of the market. This course gives the knowledge including research and field study, which is helpful to get audience attention. Students will understand the reporting concept and they can work confidently in the field of journalism. This course introduces anchoring to the students and gives necessary guidance for development of voice.

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

- CO1: Define<sup>1</sup>reportingprinciples
- CO2: Describe<sup>2</sup>reporting types and news gathering techniques
- CO3: Practice<sup>3</sup>reporting from field
- CO4: Develop<sup>4</sup>anchoring techniques and skills
- CO5: Plan<sup>5</sup>for anchoring target audience
- CO6: Judge<sup>6</sup>attire and ethics of the anchor

**Course Contents- Theory**

Units	Description	Hours
1	<b>Introduction to Reporting Principles of Reporting</b> Introduction to reporting, meaning as per various media field, Functions and Responsibilities, News elements vis-a-vis Reportage, skills, Qualities of a Reporter.	10
2	<b>Reporting Types &amp; Techniques News gathering technique</b> Reporting- Types of News Reports, Reporting- Accident, Courts, Society, Culture, agriculture, Politics, Sports, Education, Reporting- Conferences/ Seminars/ Workshops, etc.	10
3	<b>Production Reporting from the field</b> Piece to camera- meaning, importance and use, Vox Pop- meaning and use, Techniques of Television Interview.	10
4	<b>Anchoring techniques</b> Understanding the news scripts and news, Examples of anchors work and detailed analysis of their styles, Making & adding effective promo and jingles, showing how to hold audience attention.	10
5	<b>Anchoring Target audience</b> The basics of fluency, Voice: pitch/tone/intonation/inflection, Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries	10

6 **Attire and ethical concepts**

10

Personality, style and general show presentation, body language, Studio autocue reading & Recording the voice Talk Show Host/ Moderator- Legal pitfalls (what NOT to say).

**Indicative Reading List:**

- 1) News Bulletins in English and Hindi on National and Private Channels (As teaching material), Routledge Publication, London.
- 2) Allen Robert C and Hill Annette, The Television Reader, Routledge Publication, London

**For Further Reading:**

- 3) Herbert Zettl, Television Production Handbook, Cengage Learning, US
- 4) Debates and Talk Shows on National and Private Channels (as teaching material).

**Faculty Evaluation theory (FET)**

**Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

\*\*\*

**MCA 120 Disaster and Public Awareness**  
(Version 4.0, AEEC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
03	01	-	04	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

**Course Description:**

This course is intended to provide a general concept about disasters caused by nature beyond human control as well as the disasters and environmental hazards induced by human activities with emphasis on disaster preparedness, response and recovery and role of media in such activities. The course gives knowledge about the disasters with reference to India and other countries.

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

- CO1: Describe<sup>1</sup>the disaster and types of disasters
- CO2: Underline<sup>2</sup>the concept of disaster management
- CO3: Apply<sup>3</sup>technology in disaster management
- CO4: Evaluate<sup>4</sup> disaster management in India
- CO5: Elaborate<sup>5</sup>Natural Disaster management in India
- CO6: Assess<sup>6</sup>Man-made Disaster in India

**Course Contents- Theory**

Units	Description	Hours
I	<b>Introduction to Disaster</b> Introduction on Disaster Different Types of Disaster : Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc., Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. Causes, effects and practical examples for all disasters.	10
II	<b>Disaster Management</b> Disaster Preparedness and Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster. Role of Information, Education, Communication, Role of Government, International and NGO Bodies. Response, Rescue and rehabilitation.	10
III	<b>Technology and Disaster communication</b> Emergency Response HAM radio and community radio, internet, email, mobile, social media, blogging; Information Communication Technology (ICT) computer, television, radio, applications like distress communication and deploying bio surveillance etc. ICT systems are also used for modeling and predicting outcomes based on real data. Geo-Informatics Technology (GIT), GIS. GPS.	10

IV	<b>Disaster Management in India</b> Disaster Profile of India – Mega Disasters of India and Lessons Learnt Disaster Management Act 2005 – Institutional and Financial Mechanism National Policy on Disaster Management, National Guidelines and Plans on Disaster Management; Role of Government (local, state and national), Non-Government and InterGovernmental Agencies	10
V	<b>Natural Disaster and role of Media</b> Odisha Cyclone 1999, The Indian Ocean Tsunami 2004, The Nepal Earthquake of April 2015, Cyclone Vishakhapatnam 2013, The Kashmir Floods Oct 2014, Uttarakhand Disaster 2013, Gujarat Earthquake 26 <sup>th</sup> January 2001.	10
VI	<b>Man-made Disaster and role of Media</b> A case study Bhopal Gas Tragedy/Chernobyl/Holocaust/ Hiroshima, attacks of 26/11, Deepwater Horizon Oil Spill, Gulf of Mexico, AMRI Hospital fire in Kolkata 2011, MahaKumbhmela stampede in Alahabad.	10

**Indicative Reading List:**

- 1) Dr. Mrunalini Pandey, Disaster Management, Wiley India Pvt. Ltd
- 2) Harsh k. Gupta, Disaster Management 2003. paper back, Universities Press, India
- 3) Acharya. S.K, Disaster Management: Concept, People, and Perception :with special reference to Agriculture, Agrotech Book.
- 4) Sarangi, Aruna, ICTs in Disaster, Neha Publishers and Distributors, New Delhi.

**For Further Reading:**

- 5) Alexievich, Svetlana, Keith, Gessen (translator). Voices from Chernobyl: The Oral History of a Nuclear Disaster, Picador, 1997.
- 6) Benson, Charlotte and Clay, Edward. Understanding the Economic and Financial Impacts of Natural Disasters, World Bank Publications, 2004.
- 7) Carter, W. Nick. Disaster Management A Disaster Manager's Handbook Asian Development Bank. 8) Chouhan, L.B, Alvares, Claude. Bhopal - The Inside Story, Apex Press, 2004.
- 9) Dominique, Lapierre, Moro, Javier It was Five Past Midnight in Bhopal, HPB/FC; 1st Indian pbk.ed, 2001.
- 10) Gupta, Harsh K. (Editor) Disaster Management, Universities Press 2003.
- 11) Gopi, Satheesh. Global Positioning System: Principles And Applications Tata McGraw-Hill Education, 2005
- 12) Karim Hassan A. (ed) Big Data: Techniques and Technologies in Geoinformatics, CRC Press 2014. 13) Luite, Achyut Understanding Disaster Management in Practice with reference to Nepal, Practical Action, 2010.
- 14) Mukhopahyaya, Asim Kumar, Crisis and Disaster Management Turbulence and Aftermath, 2009 15) Nomura, Ted. Hiroshima: The Atomic Holocaust: An Illustrated History, Antarctic Press and Mindvision, 2014.
- 16) Rabbany, Ahmed EI. Introduction to GPS: The Global Positioning System, Artech House, 2002.
- 17) Sarangi, Aruna. ICTs in Disaster, Neha Publishers and Distributors, 2010.
- 18) Sylves, R. Disaster Policy and Politics: Emergency Management and Homeland Security CQ Press, 2008.
- 19) Wise, Stephen. GIS Fundamentals, CRC Press, 2013.

**Faculty Evaluation theory (FET)****Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

\*\*\*

**MCA 122 Public Relations**  
(Version 4.0, EG/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
04	02	-	06	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

**Course Description:**

The primary objective of this course is to introduce student basic knowledge of contemporary concepts and techniques of Public Relations (PR). However, to the main approach of the course will be that of the communication and management or marketing. This course covers all fields related to the public relations and ethical aspects of public relations.

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

- CO1: Define<sup>1</sup>the concept of Public Relations
- CO2: Describe<sup>2</sup> PR tools and methods
- CO3: Interpret<sup>3</sup> types of Public Relations
- CO4: Develop<sup>4</sup>public relations in action
- CO5: Explain<sup>5</sup>Public relations in social media
- CO6: Justify<sup>6</sup>ethical aspects of public relations

**Course Contents- Theory**

Units	Description	Hours
1	<b>Defining Public Relations</b> P.R. Meaning, Importance, and Scope, History: History and development of PR in India USA and UK, Press agency. Political campaign and some eminent PR pioneers. Process: Definition, Aims and Scope, Four Step Process In House & External PR.Four Models of PR by Grunig and Hunt, Communication Effects and Public Opinion.	15
2	<b>Public Relations Tools and Methods</b> Publicity Media The Press, Television, Radio, Films, Video, New Technologies, Oral Communication: Meetings,Speeches, Printed Literature: House Journal, Annual Reports, Photographs, and Brochures, Advertising: Miscellaneous Communication Tools,Direct Mail. Media Relations: Press Conferences, Press Briefings, Press Tours.	15
3	<b>Types of PR</b> Public, Private., Service Sector, Corporate PR, NGO & Govt., Public Utility Difference between Advertising, Corporate Communication & PR, PR Organizations, Professionalism in PR. PR in central and state governments PR in Co-operative, defence, education and the functioning of various media units of the state and Union governments. Writing for PR: Internal publics (house journals, bulletin, boards, open houses, suggestion, boxes, video magazines, etc.) Writing for media (Press release/backgrounder, press brief, rejoinders,etc.) Preparing PR. material for the PR Campaign planning.	15



4	<b>Public Relations in action</b> PR campaign, Case studies in Public Relations - Public Relations in crisis Management - Public Relations Ideas for Special events – open House – Planning & Organization. Building a distinct corporate identity: concepts, variables and process – making of house styles (logo, lettering and process)	15
5	<b>Public Relations in Social Media</b> Social Media and PR, Social Marketing and PR, The Age of: Public Relations Marketing – The Marketing Plan – Product Publicity Public Relations Marketing Activities.	15
6	<b>Ethical aspects of Public Relations</b> Propaganda, Corporate Social Responsibility, Codes, making decisions, Government and Public Affairs, Ethics and Professionalism. Symmetrical and asymmetrical theories of PR, Law and Ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics). Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.)	15

**Indicative Reading List:**

- 1) Bertand R. Candield, Public Relation, Principles, Cases and Problems, Richard D. Irwin, INC, Homewood, Illinios.
- 2) Public Relations in India , Kaul J.M, NayaPrakash,

**For Further Reading:**

- 3) Public Relations- Principles and Practices paper back, Iqbal Sachdeva, Oxford Higher Education.
- 4) Edward L. Bernays, Public Relations, University of Oklahoma Press
- 5) Grunig, J. E. and Hunt Managing Public Relations, Cingage Learnig, US

**Faculty Evaluation theory (FET)**

**Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

\*\*\*

**MCA 124 Integrated Marketing Communication Project**  
(Version 4.0 PC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	04	02	Project (100)	Project	50	20	40
					POE	50	20	

**Course description:**

The primary objective of the course is to enable students gain an exposure to media industry and understand current and contemporary management practices by spending minimum 60 hours (i.e 4 hours per week) in media house.

Students are required to identify a media house for their project, in consultation with and approval of their faculty guides. The choice of the media house should be intimated to the program administrator before commencement of the project.

During media house visit, students are required to gain an understanding of history, details of its founders of shareholders, the nature of business organizational structure, reporting relationships, working of the different management functions, key issues and concerns and nature and types of customers through observation, discussion and interaction with the company personnel.

Student should collect and gather as much as possible written materials, published data and related matter. In the process of carrying out their project, student are required to identify an issue or problems of a given task or assignment or project or learning opportunity in the media house. During the project students can work in an organization, having discussion with their faculty guide before completing the project.

At the end of the project, students are expected to submit a report copy to the media house and hard and soft copy of which will be submitted to faculty. The report should clearly indicate the sources from which information was obtained.

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

CO1: Outline<sup>1</sup> the project

CO2: Compile<sup>4</sup> data related media house

CO3: Analyze<sup>4</sup> the gathered data effectively

CO4: Discussion<sup>1</sup> on contemporary management of media house

CO5: Critisize<sup>6</sup> on gathered data

**Total marks for FEP-50**

**Oral exam will be conducted for 50 Marks by External and Internal Examiner**

**Total Marks-100**

\*\*\*

**MCA 126 Camera operating and Editing for TV Lab**  
(Version 4.0, PC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	06	03	Practical (100)	FEP	50	20	40
					POE	50	20	

**Course description:**

The course will cover the fundamental, theoretical and practical aspects of video editing. It introduces basic knowledge about skills and techniques of video editing for television. Further, the course will impart technical knowledge about operating video editing software applications for production of video.

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

- CO1: Recognize<sup>1</sup>the concept of editing
- CO2: Practice<sup>2</sup>video editing and audio editing
- CO3: Use<sup>3</sup> tools of Adobe Premier Pro for video editing
- CO4: Operate<sup>3</sup> tools of Canopus for video editing
- CO5:Test<sup>6</sup> video editing skills and techniques and edit final project

**Practical syllabus:**

Pr.no	Description	Hours
1	<b>Editing</b> Grammar of Editing. Continuity. Cutting on movement. Montage. Basics of Film editing Vs Video Editing. Editor as a creative person. Role of Editor in a Production. Introduction to audio, audio recording, basics of audio editing and reproduction. Music effects and representation.	18
2	<b>Video Editing and Audio Editing</b> Video editing: Linear vs non Linear editing. Advantages and disadvantages. Working on both systems. Online and Offline editing. Advantages and disadvantages. Introduction to basics of editing, creating an edit Decision List, logging, digitizing and importing media Basics of video and standards, Basic Editing Operations, Video Editing –Working in the audio, Effects & transition, Animation, Titles. Special effects. Editing the sound. Sound and digital sampling. Recording sound effects and music. Mixing and audio sweetening.	18
3	<b>Adobe Premier Pro</b> Workflow and workspace: Using Workspaces, Setting up your system, Using Synchronize setting, Setting up your system, working with Tool Panels, Setting up Preferences , Setting Basic workflow, Setting Cross-platform workflow, Differentiating between Direct-Link workflow, Premiere Pro and Speed Grade, Using Cross-application workflows, Applying Adobe Dynamic Link, Using the Source Monitor and Program Monitor, Creating Multi-Camera editing workflow, Controlling surface support, Using Keyboard shortcuts in Premiere.Using the Source Monitor and Program Monitor, Playing assets,	18

	Using the Waveform monitors and vector scope, Using the Reference Monitor. Monitoring Assets, Editing Sequences and clips, Editing Audio, Titling and the Title, Effects and Transition, Animation and Key frames, Compositing, Exporting	
4	<b>Canopus EDIUS</b> Basic editing operations, placing clips, clips composition, enabling-disabling clips, setting in and out points in timeline, creating colour bar, editing modes, trimming clip, track, sequence, time adjustment on clips, snapping still image from timeline. Audio – recording audio. Effects- types. Title – creating title, applying title mixer.	18
5	<b>Editing of a final project</b> Byte, Tick Tack, Interview, Voice Over, news report, sequencing and editing news package etc. Submission of soft copies of project as per the instructions of the instructor.	18

**Total marks for FEP-50**

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

**Total Marks-100**

\*\*\*

**MCA 128 Reporting and Anchoring Lab**  
(Version 4.0, PC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. pass %	
-	-	04	02	Practical (100)	FEP	50	20	40
					POE	50	20	

**Course description:**

This course will help to provide students hands-on-skills in reporting, students will be expected to do reporting practical and writing assignments. This course will provide practice for various fields like news/ entertainment channels, events and on stage anchoring. Students are supposed to be confident about anchoring and reporting.

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

CO1: Identify<sup>1</sup>producing news stories for TV

CO2: Produce<sup>2</sup>news stories of various news beats

CO3: Demonstrate<sup>3</sup> on hosting a talk show

CO4:Develop<sup>4</sup> anchoring and compering skills and techniques

**Practical syllabus:**

Pr.no	Description	Hours
1	<b>Producing news stories I</b> Reporting techniques-Reporting a news & Interviewing, recording the byte & transcription &scripting.News coverage, field reporting skills, use of sources, news writing skills, copy editing, use of language. .Political reporting , Local News Coverage- ZP, University Cinet, Corporation meetings etc.	15
2	<b>Producing news stories II</b> Agricultural, Business, Health, Education, and: Feature, Success story, news report etc.: News coverage, reporting skills, use of language, And style of writing the copy: uploading online with prior permission of the authority.	15
3	<b>Demo on hosting a talk show</b> Research for hosting a live talk show, writing a script, use of skills and techniques, hold audience attention, control over the talk and managing a flow.	15
4	<b>Program Anchoring and Compering</b> Showing how to hold an audience's attention, Teaching awareness of voice and its function, Demonstrating how to control body language, Breathing and articulation, script, attire and costume.	15

**Total marks for FEP-50**

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

**Total Marks-100**

\*\*\*