2022

COURSE BOOK

B.A. Media and Communication

Choice Based Credit System

(BAMC - CBCS)

School of Media & Communication

Centurion University of Technology & Management

BAMC CBCS Course Structure

Basket	Basket Category	Minimum Credits to be acquired	Scope
I	Core Discipline	84	Core
II	Discipline Specific Elective	24	Choice
III	Generic/ Interdisciplinary Elective	24	Choice
IV	Skill Enhancement courses	06	Core
V	Ability Enhancement Courses (AECC)	10	Core
	Total Credits	148	

CORE DISCIPLINE

Sl No	Code	Course	Credit	Type T+P+P
1	CUTM1264	Communication, Media and Society	6	2+2+2
2	CUTM1265	Introduction to Journalism	6	1+3+2
3	CUTM1266	Communication Research	6	2+2+2
4	CUTM1267	Print Media Production	6	1+3+2
5	CUTM1268	Exploring Hindi Cinema	6	2+2+2
6	CUTM1269	Graphic Designing & Visual Images	6	0+4+2
7	CUTM1270	Television Journalism	6	2+2+2
8	CUTM1271	Development Communication	6	3+1+2
9	CUTM1272	Camera and Editing for TV	6	0+3+3
10	CUTM1273	Reporting and Anchoring	6	1+3+2
11	CUTM1274	Global Politics and Media	6	2+3+1
12	CUTM1275	Documentary	6	2+2+2
13	CUTM1276	Communication and the Plastic Arts	6	2+2+2
14	CUTM1277	Integrated Marketing Communication	6	2+2+2

DISCIPLINE SPECIFIC ELECTIVES

Sl No	Code	Course	Credit	Type T+P+P
1	CUMC2381	Web Content Development	6	1+3+2
2	CUMC2379	Animation	6	0+3+3
3	CUMC2382	Introduction to social media	6	1+3+2
4	CUMC2380	Radio Jockeying	6	0+3+3

GENERIC/ INTERDISCIPLINARY ELECTIVE: University Skill Basket 24

SKILL ENHANCEMENT COURSE

Sl No	Code	Course	Credit	Type T+P+P
1	CUTM1185	Data analysis through Microsoft Excel	2	0+0+2
2	CUMC2383	Photography	4	0+2+2

ABILITY ENHANCEMENT COMPULSORY COURSE

Sl No	Code	Course	Credit	Type T+P+P
1	CUTM1016	Job Readiness	6	0+6+0
2	CUTM1674	Environmental Science	4	3+0+1

Course Curriculum

CORE DISCIPLINE

Communication, Media and Society

Code: CUTM1264   Credit: 2+2+2

Course Rationale:
This course will help students to understand the process of communication and its effects on society

Course Objectives
- The course aims to provide a basic idea about the process of communication It will provide an idea about the models and theories of communication This will explain the relationship between communication and culture The course will give an idea about media business and audience research

Course Outcomes
- Skill development in culture to influence nonverbal communication and cultural influences in communication process across society.
- They would develop the relationship between media and culture
- Students will be able to analyze the relationship between media content and media business
- They will be able to conduct audience research in mass media

Course contents:
Module-I: Introduction to Communication
Definition and Processes, Forms of Communication (verbal, nonverbal, paralanguage, iconic, semiotic etc.), Levels of Communication (interpersonal, intrapersonal, group, public, mass com), Communication as Subversion (silence, satire, subterfuge)

Module-II: Determinants and Shifting Paradigms
Culture and Communication, Semiotics and Communication, Ideology and Communication, Digital Communication (SMS, E mail, Facebook, Whats App)

Module-III: Mass Media and Mass Communication
Normative Theories and the Public Sphere, Affect and Effect (Agenda Setting, Limited effect, Cultivation, Spiral of Silence), Encoding and Decoding, Effective Communication (noise, codes, culture, technology)

Module-IV: Uses and Gratification: Four Models
Publicity Model, Ritual Model, Convergence Model, Reception Model

References

- Bel, B. et al. (2005) Media and Mediation, Sage, New Delhi
- Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.
- Baran and Davis, Mass Communication Theory
- Cyber Mohalla from Sarai Reader: Shaping Technologies, 187 and page 190-191
- Fiske,John 1982, Introduction to Communication Studies, Routledge
- Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers
- McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London, Sage
- Miller, Katherine,(2004), Communication theories: perspectives, processes and contexts, McGrow Hill
- Michael Ruffner and Michael Burgoon, Interpersonal Communication
- Narula,Uma (2001), Mass Communication -Theory and Practice, Har-Anand Publications,New Delhi
- Saraf, Babli Moitra. "In Search of the Miracle Women: Returning the Gaze"
- Translation and Interpreting Studies (TIS), Vol.Nos.1&2, Spring Fall 2008
- Small, Suzy. 2003 "SMS and Portable Text" in Sarai Reader 03: Shaping Technologies
- Williams, Kevin. Understanding Media Theory

Weblinks
https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=24

Introduction to Journalism

Code: CUTM1265   Credit: 1+3+2

Course Rationale: This course is intended to make the students gain holistic knowledge about journalism

Course Objectives
- This paper will help students to understand the relationship between Media and Society
- This paper provides approximate overall knowledge of Journalism
- This paper provides overall knowledge about Print Media as well as other media also

Course Outcomes
- After the completion of this paper, students will develop the critical thinking ability on Journalism
- Students enhance their skill and will able to design news and they have can deliver information
- After the completion of this paper, students will able to do news design and they have overall knowledge about how to deliver information.

Course Syllabus
Module-I
Journalism and Society Media and Democracy : the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India Media Consumption and News Production; Audience, Readerships, Markets Forms of Journalism: News, Features, Opinions, Yellow, Tabloid, Penny Press, Changing Practices: New/Alternative Media, Speed, Circulation,

Module-II
Principles of Journalism Social Responsibility and Ethics Positioning, Accuracy, Objectivity, Verification, Balance and Fairness Defining Spot/Action, Statement/Opinion, Identification/Attribution News vs Opinion, Hoaxes

Module-III
The News Process: from the event to the reader News: Meaning, Definition, Nature Space, Time, Brevity, Deadlines Five W and H, Inverted Pyramid Sources of News, Use of Archives, Use of Internet etc.

Module-IV
Language and Narrative of News Constructing the Story: Selecting for News, Quoting in Context, Positioning Denials, transitions, Credit Line, Byline, and Dateline. Styles for Print, Electronic and Online Journalism Robert Gunning: Principles of Clear Writing, Rudolf Flesch's Formula- Skills to Write News

Reference:
- Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
- Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
- Bruce D. Itule and Douglas A. Anderson, News Writing and Reporting for Today's Media, McGraw Hill Publication.
- Flemming, Carole and Hemmingway, Emma, An Introduction to Journalism, Sage, London, 2005.
- Franklin, Bob, Hamer, Martin, Hanna, Mark, Kinsey, Marie, Richardson,
- John E.: Key Concepts in Journalism Studies, Sage, London, 2005.
- Harcup, Tony. Journalism Principles and Practice, Sage, London, 2009.
- King, Graham. Collins Improve Your Writing Skills, Collins, London, 2009.
- Schudson, Michael: 2011, Sociology of News, W.W. Norton, New York,
- Schwartz, Jerry: 2002, Associated Press Reporting Handbook, McGraw-Hill, New York,
- Smith, Jon: 2007, Essential Reporting, Sage, London,
- Truss, Lynne: 2003, Eats, Shoots & Leaves, Profile Books, London.
- Watson, Don: 2003, Gobbledygook, Atlantic Books, London,
- Willis, Jim: 2010, The Mind of a Journalist, Sage, London.

Communication Research

Code: CUTM1266   Credit: 2+2+2

Course Rationale:

This course focuses on providing a knowledge of communication research techniques to the students. Such knowledge will help them to understand the communication phenomena and its different aspects properly by critically analyzing it

Course Objectives:

- The Course will provide an understanding of the basic techniques of social science research to students.
- The Course will help them to have an idea about different elements of Communication and techniques to conduct research on them.
- It will help students to have a clear idea about the functioning of media research Industry
- This will help them to understand about the process of theoretical formulations through research

Course Outcomes: After learning this course students will be able to:

- Conduct research on different media elements
- Conduct research on radio, TV, advertising and public relations
- Write research reports and project proposals
- Conduct research on different media elements, Conduct research on radio, TV, advertising and public relations and Write research reports and project proposals

Course contents:

Module-I: Introduction to Communication Research

Definition, Role and Function, Basic and Applied Research, Role of Theory in Research, Ethical Issues and Questions

Module-II: Some Research Methodologies

Quantitative - Qualitative Methods, Content Analysis, Archival Methods, Ethnographic Methods

Module-III: The Survey

Readership, Audience, Consumers, Survey: Schedule, Sample, Focus Groups, Questionnaire Design, Field work, Telephone Polls, Online Polls, Primary and Secondary data

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Module-IV Presenting Research

Writing a proposal – research question, thesis statement, Tools of Data Collection, Data Analysis: Statistical-Coding and Tabulation, Non-Statistical- Descriptive and Historical, Bibliography and Citation

References Recommended:

- Asa Berger, Arthur, Media Research Techniques, Sage Publications, 1998
- Croteau David and Hoynes Pine, William, Media/Society: Industries, Images and Audiences Forge Press
- Kothari, C.R, Research Methodology: Methods and Techniques, New age International Ltd. Publishers
- Wimmer and Dominick, Mass Media Research Thomson Wadsworth

Web links

https://swayam.gov.in/nd2_ugc19_hs23/preview

Print Media Production

Code: CUTM1267   Credit: 1+3+2

Course Rationale:

The course aims at developing knowledge and skills of print media

Course Objectives

- The paper aims at providing an understanding of the print media systems, its impacts on society and the methods and techniques of the content production along with the limitations of the medium.
- This paper also provides practical knowledge about print production.

Course Outcomes

- At the end of the course students will get an understanding of overall knowledge of print media.
- Student will able to get job on Social media
- They will understand the all process of print media production.
- The paper will enable students to develop their skills in Print Media.

Course Contents:

Module – I

Trends in Print Journalism Agenda setting role of newspapers- Ownership, Revenue, Editorial policy, Citizen Journalism, Investigative journalism Sting operations and Celebrity/ Page 3 journalism. Ethical debates in print journalism - Paid news, Advertorials

Module – II
Specialised Reporting Business, Parliamentary, Agriculture /Rural, International Affairs, Entertainment

Module – III
Production of a Newspaper. Planning for Print: size, anatomy, grid, design. Format, typography, copy, pictures, advertisements. Plotting text: headlines, editing pictures, captions. Page-making : Front page, Editorial page, Supplements

Module – IV
Technology and Print, Technology and Page making techniques: layout, use of graphics and photographs). Printing Processes: Traditional vs modern, Desk Top Publishing: Quark Express, Coral Draw, Photoshop etc, The Invention of the Printing Press

- **Reference:**
  Kamath, M.V. Professional Journalism, Vikas Publications
- Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
- Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)
- Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.
- Sarkar, N.N. Principles of Art and Production, Oxford University Press
- Stuart Allan, Journalism: Critical Issues, Open University Press
- Communication in History: Technology, Culture, Society: David Crowley, Paul Heyer-Pearson
- History of Indian Journalism by J Natarajan
- A History of Communications: Media and Society from the Evolution of Speech to the Internet by Marshall T. Poe

Exploring Hindi Cinema

Code: CUTM1268   Credit: 2+2+2

Course Rationale:
This course aspects are built to provide aspects of Hindi Cinema with its various stages of development and growth. The course will deliver aesthetics and artistic function of Hindi cinema with a special reference to performance in Hindi cinema. The course will provide an in-depth analysis of New Wave Cinema, Commercial Cinema, Representation of Indian Diaspora etc. with screening of important Hindi films since beginning to till date.

Course Objectives:
CO1. To impart overall idea to the learners on the Hindi Cinema from colonial time to till date.
CO2. To deliver to the learners various phases of development and growth of Hindi Cinema.
CO3. To impart knowledge of Cinematic Narrative by keeping art and aesthetic value of Performance in Hindi Cinema with a special emphasis on Hindi Songs of the Indian Panorama.
CO4. To attend screening of Indian Panorama by learners.

Course Outcomes: After completion of the course students
LO1. After successful completion of the course the learners will be able to develop skill on the arts and aesthetic values of Hindi Cinema and India Panorama
LO2. Will be able to appreciate the arts and aesthetic values of Hindi Cinema.
LO3. Will be able to distinguish the role and function of the India Panorama.

Course contents:

Module: I
Historical Overview, The Parsi Theatre, The Silent Era and The Talkie, Narrating the Nation in Hindi Cinema, Romance and Social Mores: "Heroes and Heroines"

Module: II
Some Significant Turns, New Wave Cinema and The Formula Film, The Angry Young Man, The Indian Diaspora and Bollywood, Contemporary Bollywood Cinema

Module: III
The Hindi Film Song, Cinematic Narrative and the Song (theme, mood, story, relief, interior monologue subversion), Aesthetics: Rasa and Abhinaya, Raga and Tala, The Score – Lyrics, Music, Singer, Entertainment and the Public Imagination

Module: IV
Hindi Cinema - Two Case Studies, Suggested screenings: Do Bigha Zamin/Bandini Sahab, Bibi, Ghulam/ Pyaasa, Awara/Shri 420, Mughal-e-Azam/Pakeeza, Deewar/ Zanjeer, Koi Mil Gaya/Krish, HTHK/DDLJ/Maine Pyar Kiya Sholay/Amar Akbar Anthony

References Recommended:

Books
- Bose, Mihir . Bollywood: a history. Tempus. 2006.
- Griffiths, Alison "Discourses of Nationalism in Guru Dutt's Pyaasa," Deep Focus, 6.
- Manschot, Johan; Vos, Marijke de . Behind the scenes of Hindi cinema: a visual journey through the heart of Bollywood. KIT. 2005.
- Mazumdar, Ranjani "Rage on Screen" from her Bombay Cinema: An Archive of the City. Minneapolis and London: University of Minnesota Press, 2007 .

- Rajadhyaksha, Ashish "Indian Cinema: Origins to Independence," in Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press.
- Ramachandran, T. M. 70 years of Indian cinema, 1913–1983.

Journals
CINEMA India-International. June 1985.
https://www.cmstudies.org/page/jcms
https://journals.sagepub.com/home/bio

Web Sites
https://filmsdivision.org/
https://www.ftii.ac.in/
http://srfti.ac.in/

Graphic Designing & Visual Images

Code: CUTM1269   Credit: 0+4+2

Course Rationale:
The course focuses on developing skills in designing and visualization of contents by using modern technologies

Course Objectives
- This course enables students to gain broad-based knowledge on a variety of design communications disciplines, including advertising, branding, visual identity, packaging and design management.
- Develops students conceptual and idea generation abilities to produce innovative and effective communication products through print and electronics mediums.
- The design management module arms the students with a serious understanding of business management thinking and deployment of business strategies in the competitive marketplace.

Course Outcomes
- Create effective print and digital communications, and user experiences through the application of theories, tools and best practices in the field.
- Exhibit a thoughtful application of the elements and principles of visual design, colour theory, information hierarchy and typography to successfully communicate narratives, concepts, emotions and identities across a variety of media.
- Application of Graphic Designing & Visual Images in the job
- Participate as a team member to make collaborative decisions toward shared objectives with civility, interpersonal skills and professionalism.

- Explain how design enhances viewer comprehension in extracting meaning from designed elements.
- Interpret the ethical, environmental, legal, or social effects of designed works on the larger global community.
- Relevant tools and technologies include drawing, offset printing, photography and time-based and interactive media (film, video, computer multimedia).

Course Contents:
Module - I
Communication and Graphics
- Principle and theory of Design and Graphics
- Layout: Concepts and Types
- Working with Colour: Theory of Colours
- Pixel and Resolution : Vector and Bitmap Graphics

Module - II
Digital Images
- Working with Images
- File Formats of Images
- Editing Images, Morphing and Manipulation
- Creating Special Effects

Module - III
Working with Software for Visual Imaging
- Adobe Photoshop
- Corel Draw
- Adobe InDesign
- Using Image for Motion and Video Graphics

Module - IV
Production
- Book Cover
- Posters
- Tabloid

References
- White Alex W, The Elements of Graphic Design (Second Edition). 17
- Hearn D. & Baker P. M. Computer Graphics, Prentice – Hall, New Jersey, 2001.
- Villamil, John & Molina, Louis. Multimedia: An Introduction, Prentice – Hall, New Delhi, 2001.

Television Journalism

Code: CUTM1270   Credit: 2+2+2

Course Rationale:
Electronic media and journalism of 21st century is the focus of this course.

Objectives of the paper:
- The paper aims at providing an understanding of the electronic media its impacts on society and the methods and techniques of the content production along with the limitations of the medium
- To develop the learner into competent and efficient in reporting news, processing and program production in the field of electronic media
- The Subject is designed to make the students learn about script, interviews techniques, phone-ins, panel discussion, voice over, live shows and field reporting specifically in Television

Course Outcomes
- After studying this paper students will be able to get a knowledge of Public Relations and Advertising industry and its functioning
- Students will be able to write script, voice over and field reporting
- To comprehend the role and importance of Advertising in society.
- The student will be able to produce a program from scripting to broadcasting everything can be done by a student.

Module: I
Television in India
- News, Information and Entertainment – Doordarshan
- Audience Segments and Cultural Impact
- Satellite TV and Private TV Channels
- 24 X 7 News

Module II:
Television News Gathering
- The Camera - News for TV
- Finding the Story and Sources
- Packaging
- Ethical issues in TV Journalism

Module III:
Formats and Types for TV programmes
- Theories of Visual Literacy: Gestalt, Semiotics
- Reporting Skills, Research and Editing

- Use of graphics and special effects
- Positioning the Camera for TV shots

Module IV:
The Construction of Real Life
Presenting Reality
- News/Debates/ Opinions
- Breaking News
- Interviews
- The Soap
- Constructing Reality in Reality Shows
- Consuming Television
- Measurement of Viewership: TAM, TRP etc

Development Communication

Code: CUTM1271   Credit: 3+1+2

Course Rationale
This course is intended to make students appreciate and adopt the patter of communication appropriate for development program specific.

Course Objectives
- Communication is a tool for development and social change. The strategic application of communication as a tool for development is quite popular and it is also producing nice results
- This paper will provide an understanding of the concepts of communication, development, historical dimensions of development communication and the techniques to use communication for development
- It further aims at providing an idea into different selected programs, policies and experiments of the governmental and non-governmental agencies at different times

Course Outcomes
- At the end of the paper students will be able to understand the functions of communication for development
- They will learn strategy designing and campaign designing
- Improve skills in contemporary video technology and operation of cameras, audio, lighting and other television production equipment
- Improve in film and video, including shot composition and continuity editingThey will understand about different programs and policies of governmental and non-governmental agencies

Course Syllabus

Module-I

Social Change and Issues in Development, Global Parameters of Development and India, Global and Regional Initiatives –Millennium Development Goals, Human Rights, Social Inclusion, Gender, Ecology and Sustainable Development, Public Health, Family Welfare Communication and Social Change Media and Social Marketing

Module-II

Strategic Approaches to Development Communication Development Support Communication - RTI, Social Audits, Grass-root activism, Whistle-blowers, NGOs, other agencies. Wood's Triangle. Multi-Media Campaigns, Radio, Cyber-Media, KAP Gap. Diffusion of Innovation, Magic Multiplier, Empathy

Module-III

Paradigms of Development Communication, Linear Models - Rostow's Demographic Transition, Transmission, Non-Linear - World System Theory, Marxist Theory, Dependency Paradigm – Centre - Periphery, Unequal Development, Development Under Development, Alternative Paradigms –Participatory, Think local/act Global Think global/act local

Module-IV

Development Communication- Praxis, Designing the Message for Print, Community Radio and Development, TV and Rural Outreach, Digital Media and Development Communication

References:

Gupta V.S. Communication and Development, Concept Publication, New Delhi.
Ganesh S. lectures in Mass Communication, India Publishers, 1995.
Murthy D V R Development Journalism, What Next? Kanishka Publication,New Delhi.
Melkote Srinivas R. & H. Leslie Steeves. Communication for Development in The Third World, Sage Publications.
Joshi Uma. Understanding Development Communication, Dominant Publishers, New Delhi.Development Communication-Thomas L. McPhail- Willey Blackwell Media Development Indicators:A framework for assessing Media development-Communication and Development the Passing of the Dominant Paradigm-Everett M. Rogers Communication for Development and Social Change- Jan serves- Sage

Camera and Editing for TV

Code: CUTM1272   Credit: 0+3+3

Course Rationale:
This course focuses on development of skills of students in handling modern tools for editing the contents

Course Objective:
- This course teaches the technical skills and creative principles required for single camera ('film style') video field shooting and post production

- The student will gain experience planning, shooting and editing entertainment- and/or information-based video projects
- The course will provide hands-on skills in audio, video recording technology, composition, lighting and editing

Course Outcome:
- Improve skills in contemporary video technology and operation of cameras, audio, lighting and other television production equipment
- Achieve critical appreciation for the aesthetics of sound and image production
- Reporter, copy editor and bulletin producer in electronic media, can organize live shows, group discussion and exclusive interviews with experts of any field
- Develop or improve skills in digital nonlinear post-production

Course Syllabus:
Module- I
Camera
- Camera Structure
- Different Lenses and their Characteristics
- Camera Perspective & Movement
- Operating Techniques

Module: II
TV Lighting Equipment and Techniques
- Fundamental Lighting Concepts
- Types of Lights
- Studio Lighting Procedures
- Lighting Objectives

Module: III
Pictorial Elements
- Concept of Pictorial Design
- Sets and Graphics
- Scene Elements
- Use of Graphic Design

Module: IV
Editing
- Introduction to Video Editing
- Broadcast stages of Video Editing
- Timeline Video Editing

Reporting and Anchoring

Code: CUTM1273   Credit: 1+3+2

Course Rationale:

This course is to expose the students the intricacies of reporting and anchoring in digital platform

Course Objectives

- Introduce the learner to the challenges of the constantly evolving world of journalism.
- Provide the students with the basics of good journalistic writing
- Help the learner to develop the skills to think critically about the News
- The course helps to learn Voice Modulation, live news anchoring and field reporting

Course Outcome

After successful completion of this course shall enable the student:

- The students will be a good news reporter and news anchor
- A learner can write be a reporter, copy editor and bulletin producer in electronic media
- Students will enhance skill on impacts of different issues on global media scenario and global media culture

Projects List

- News Report for Newspaper, Television and Radio
- Complete News Packaging
- News Bulletin
- News Anchoring, discussion and program anchoring

References:

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

Module I   Introduction to Reporting

- Principles of Reporting

- Functions and Responsibilities
- News elements vis-a-vis Reportage
- Qualities of a Reporter

Module II   Reporting Types & Techniques
- News gathering technique
- Reporting- Types of News Reports
- Reporting- Accident, Courts, Society, Culture, Politics, Sports, Education,
- Reporting- Conferences/ Seminars/ Workshops, etc

Module III   Anchoring
- The Voice and the Microphone
- Breathing and articulation
- Voice and its function
- Pitch/tone/intonation/inflection/ fluency
- Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos
- Body language, Studio autocue reading & Recording the voice
- Talk Show Host/ Moderator- Legal pitfalls (what NOT to say)

Module IV Production
- Reporting from the field
- Peace to camera- meaning, importance and use
- Vox Pop- meaning and use
- Techniques of Television Interview

Global Politics and Media

Code: CUTM1274   Credit: 2+3+1

Course Rationale:
This course focuses on providing students' knowledge about global communication system. Global communication organization and global communication patterns. It will also help them to understand globalization and its impacts on the existing communication and cultural patterns.

Course Objectives
- The course will provide students an understanding of the relationship between globalization and media
- It will help them to understand the present situation of media business.
- It will help them to understand the media business and regional alternatives

- The course will provide them an understanding about the role of culture in global media scenario

Course Outcomes

After learning this course students will be able to:

Students will enhance skill on impacts of different issues on global media scenario and global media culture

They will understand the impacts of different issues on global media scenario

They will be able to know about the global media culture

Course Syllabus

Module-I: Media and Globalisation

Globalisation : barrier–free economy, multinationals and development, Technological advances, telecommunication, Globalization of TV formats, Global networks: information society, network service economy, movement of intangibles

Module-II: Media and the Global Market

Trans-world production chains and BPOs /Call Centers, Media conglomerates and monopolies: Ted Turner/Rupert Murdoch, Global and regional integrations: Zee TV as a Pan-Indian Channel, Entertainment: Local/ Global/Hybrid - KBC/Big Boss/Others?

Module-III: Global Conflict and Global Media

World Wars and Media Coverage-the rise of Radio-propaganda and persuasion, The Gulf Wars: CNN's satellite transmission embedded Journalism, 9/11 and implications for the media, 26/11 and implications for the media

Module-IV: Ideology, Culture and Globalisation

Cultural politics: media hegemony and legitimation of media driven global cultures, homogenization, the English language, Rise of Regional Initiatives: Al-Jazeera, Hacking; WikiLeaks, Media Executions, Freedom of Expression debates

References

- Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi
- Kamalipor, Yahya R. Globalization of Corporate Hegemony , New York Press
- Monroe, Price. Media Globalisation' Media and Sovereignity, MIT press, Cambridge, 2002
- Kamalipor, Yahya R and Snow Nancy ,War, Media and Propaganda, Rowman and Littlefield Publication
- Patnaik, B.N &ImtiazHasnain(ed) Globalisation: language, Culture and Media, Indian Institute of Advanced Studies, Shimla, 2006

- Singh, Yogendra . Culture Change in India: Identity and Globalisation, Rawat Publication, New Delhi, 2000
- Thussu, Daya Kishan Continuity and Change , Oxford University Press
- Unesco Publication, Communication and Society, Today and Tomorrow "Many Voices One World"
- Yadava, J.S. Politics of news, Concept Publishing and Co
- Zelizer Barbie and Allan Stuart, Journalism after 9/11, Routledge Publications

Weblinks
https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=24

Documentary

Code: CUTM1275   Credit: 2+2+2

Course Rationale:
This course aspects are built to provide in-depth knowledge of the documentary filmmaking with beginner and intermediate levels. Learners will be able to understand the mechanism of producing a documentary film.

Course Objectives:
CO1. To introduce the learners about theoretical knowledge and practical aspects in 'Documentary Filmmaking'.
CO2. To impart knowledge of Pre-production, Production and Post-Production in Documentary Filmmaking along with research and screenplay writing, technical aspects, social aspects, financial aspects, cast, crew and characterization.

Course Outcomes: After completion of the course students
LO1. Will be able to understand the theoretical and aesthetical aspects of the documentary cinema.
LO2. Develop skill to produce documentary cinema

Course contents:
Module: I
Documentary Theory
Understanding the Documentary
Observational and Verite documentary
The performative/fictive in Documentary: Using reenactment/reconstruction
Ethics and Representation

Module: II

Pre-Production
Researching the Documentary
Modes of Research: Library, Archives, location, life stories, ethnography
Writing a concept: telling a story
Script Writing, Treatment
Writing a proposal and budgeting

Module: III
People and Techniques
The Documentary Crew
Equipment
Scripting
Sound for Documentary

Module: IV
Video Documentary Production
The Documentary Camera
Shooting styles
Production details and logistics
Editing styles

References Recommended:
Books
Badley, W.Hugh. The Techniques of Documentary Film Production, London , Focal Press.
Barnow Erik and Krishnaswamy Documentary.
Das Trisha How to Write a Documentary.
Ellis , Jack EC, A New History of Documentary Film.
Mehrotra, Rajiv , The Open Frame Reader: Unreeling the documentary Film Ed. by PSBT.
Rabiger, Michal, Directing the Documentary.
Renov Michael "The Truth about Non Fiction" and "Towards a Poetics of Documentary" in
Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London:
Routledge, 1993.

Journals
https://www.jstor.org/journal/jfilmvideo
https://www.documentary.org/magazine

Web Sites
https://www.youtube.com/watch?v=SPqQ7-XuLeA
https://www.albany.edu/faculty/gz580/docfilmshistory/
https://capitadiscovery.co.uk/mmu/items/2073856

Communication and the Plastic Arts

Code: CUTM1276   Credit: 2+2+2

Course Rationale:

This course aspects are built to provide in-depth knowledge of the communication perceptive of the plastic arts by socio-cultural, religious and historical understanding of the background of the plastic arts in the medieval India and later. The course provides dimension of the public arts and public space with reference to the architecture, sculpture and arts of medieval India and later.

Course Objectives:

CO1. To provide the learners an understanding of the public space and how to communicate in public space by using architecture, sculpture and paintings etc. as the mass media.

CO2. To impart to the learners about historiography of the plastic arts of various medium along with the shifting of the empire in India.

CO3. To engage learners to understand the religious, and socio-cultural institutions associated with the plastic arts in ancient, medieval and modern India.

Course Outcomes: After completion of the course students

LO1. Will be able to communicate in public space by using the plastic arts as the media for mass communication.

LO2. Will be able to understand historiography of the Indian traditions. They will be able to appreciate the socio-cultural and religious institutions of India.

LO3. The learners will able to communicate in public space by using the plastic arts as the media for mass communication and Competence skill on appreciate the socio-cultural and religious institutions of India

Course contents:

Module: I

Communicating with the Public

Plastic Arts as Mass Media

Architecture

Sculpture

Paintings

Module: II

Public Art and the Public Space

The Chowk/Piazza

The Wall
The Sidewalk
The Garden

Module: III
The March of Empire
Power and the Semiotics of Scale
Monuments and Triumphalism
The Memorial
The Collosseum/The Red Fort/Taj Mahal/ India Gate

Module: IV
The Language of Faith
Temples, Churches, Mosques, Stupa
Iconography
Frescoes and paintings
Khajuraho/The Sistine Chapel/Birla Mandir

References Recommended:
Books
- Baneerjee , Jitendra N. Development of Hindu Iconography, Munshiram Manoharlal Publishers, 1956.
- Canon, Jon. The Secret Language of Sacred Spaces: Decoding Churches, Cathedrals, Temples, Mosques and Other Places of Worship Around the World, 2013.
- Cummings Cathleen Decoding a Hindu Temple: Royalty and Religion in the Iconographic Program of the Virupaksha Temple, Pattadaka. Didron, M. Milligston E. J. (Translator) .Christian Iconography or The History of Christian Art in the Middle Ages Part 1 , Kessinger Publishing, 2003.
- Dev ,Krishna. (Author), Lall, Darshan (Photographer). Sculptural Art of Khajuraho , Antique Collectors Club Ltd, 1994.
- Đukanović Zoran Public Art in Public Space. ACADEMICA - Akademical group, Edition Avangarda, Belgrade. Dixon -Andrew Graham. Michelangelo and the Sistine Chapel, Skyhorse, 2009.
- Moore, Albert C. Iconography of Religions: An Introduction Tajuddin ,Mohamad,Rasdi Mohamad. Rethinking the Mosque in the Modern Muslim Society.
- Walker, John A. Art in the Age of Mass Media, 2001.
- Merrifield, Mary P. The Art of Fresco Painting in the Middle Ages and the Renaissance, NOOK Book.

Journals
https://www.epw.in/journal/2001/26/special-articles/evolution-public-sphere-india.html
https://www.mea.gov.in/articles-in-indian-
media.htm?dtl/21215/Mughal+India+ArtCulture+and+Empire

Web Sites

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http://www.unesco.org/new/en/social-and-human-sciences/themes/urban-development/migrants-inclusion-in-cities/good-practices/inclusion-through-access-to-public-space/

Integrated Marketing Communication

Code: CUTM1277   Credit: 2+2+2

Course Rationale:

This course will help students to understand marketing communication process and its process of execution.

Course Objectives

- This course will provide students an Idea about:
- Marketing communication for promoting business
- Using marketing communication tools to promote product or service
- Choosing and designing the right communication approach

Course Outcomes

- Students will be able to understand
- The different elements of marketing communication
- They will be able to design campaign to promote a product
- They will be able to design appropriate media plan to promote product or service according to target audience
- They will be able to develop the techniques of online promotion of products or services

Module-1: Understanding Integrated marketing Communication

Meaning and concept, Key features, Objectives and components of IMC, Theoretical Underpinnings and Models of IMC, Benefits and Barriers

Module-II: Promotional Elements and Tools

Understanding Promotional mix, IMC tools, Personal selling, Advertising, Public Relations, Direct and Database Marketing, Sales promotion, Online communication / Interactive marketing

Module-III: Marketing Communication

The Marketing concept, Segmentation, Targeting and positioning, Developing Marketing Strategy- SWOT analysis, Strategic planning process, Consumer Behaviour

Module-IV: IMC Plan and Campaigns
Developing IMC Plan / Campaign planning, Situation analysis, Market research and formulating objectives, Campaign creation and Production, Media Planning, selection, budgeting and scheduling

References

- Kotler, Philip and Keller, Lane, Designing and Managing Integrated Marketing Communication
- Egan J., Marketing Communications, Thomson, 2007
- Fill C, Marketing Communications: Interactivity, Communities and content5th ed., FT Prentice Hall, 2009
- Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearsons,2009
- Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3rd edition, Macmillan

Weblinks
https://online-degree.swayam.gov.in/nd1_dyp20_c01_s1_hs02/preview

DISCIPLINE SPECIFIC ELECTIVES

Web Content Development

Code: CUMC2380   Credit: 1+3+2

Course Rationale:
The course is designed to improve the skill and foundation knowledge on internet, world wide web and web contents in order to write effectively for the unique web sites. The course will guide to understand the digitization process of the content on the world wide web. The course provides an opportunity to learn how to develop Digital News, E-Book, E-Commerce content, Blog and Web Site etc. with an introduction to coding of the web site.

Course Objectives:
CO1. To introduce the 'World Wide Web' to the learners.
CO2. To impart knowledge in 'Developing Content' for websites.
CO3. To develop technical writing skill of the learners.
CO4. To impart knowledge of the 'Website'.

Course Outcomes: After completion of the course students
LO1. Can develop skill development and employability on technology and content of the world wide web, development of contents on web copy writing, digital news writing for various type of web sites.
LO2. Will be able to develop contents on web copy writing, digital news writing for various type of web sites. Skill development on write E-books, Blogs, E-Commerce content.
LO3. Will be able to write E-books, Blogs, E-Commerce content.
LO4. Will be able to develop perception of branding, promotion and distribution by visualization by successful delivery through the web content.

Course contents:
Module: I
Introduction to World Wide Web
Theory of the Internet Technology
Introduction to Web Content Development

Module: II
Web Copy Writing
Digital News Writing
Content Creation for different types of websites

Module: III

Website Concepts
Theme, Colour, Branding

Module: IV
Developing E-Books, Blogs, E-Commerce Content

Module: V
Website Types, Features, Characteristics
Introduction to Website Coding

References Recommended:
Books
Applen, JD.Writing for the Web: Composing, Coding and Constructing Websites. New York: Routledge, 2013.
Brian, Carroll.Writing and Editing for Digital Media. New York: Routledge, 2017.
Kapczynski, Adrian and Tkacz, Ewaryst. Internet - Technical Development and Applications. Heidelberg: Springer, 2009.

Journals
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4974011/
https://www.journals.elsevier.com/journal-of-web-semantics
https://www.inderscience.com/jhome.php?jcode=ijwet

Web Sites
https://www.nyu.edu/employees/resources-and-services/media-and-communications/styleguide/website/writing-for-the-web.html
https://html.com/
https://knightcenter.utexas.edu/blog/00-9249-how-write-digital-media-techniques-web-writing

Animation

Code: CUMC2379   Credit: 0+3+3

Course Rationale:
3D modeling and animation is the recent trends. The course aims at developing the skills in these area

Course Objectives
- This course was designed to be the ultimate boot-camp for anyone who wants to master the digital film and game industries.

- This master class covers everything 3D Modeling and Animation.
- Through each section of this course you will complete fun and simple projects that make learning these complex programs simple.
- By the end of this course you will have a deep understanding of Modeling, Texturing, Rigging, Animation, Lighting, Rendering and projects work flow in Maya

Course Outcomes
- After the completion of the course, students will have demonstrated the ability to create quality animation performance through a creative and professional portfolio using principles of animation.
- The students will have exhibited a personal and professional commitment to artistic growth and cultural literacy that conveys passion, confidence a collaborative and independent spirit, refined communications skills and the adaptability to work within a dynamic animation community.
- Ability to create quality animation performance through a creative and professional portfolio using principles of animation

Project List:
- Making Animated Short Movie.

References:
1. Cartoon Animation, Author: Preston Blair
2. The Animator's Survival Kit, Author: Richard Williams
3. Disney Animation: The Illusion of Life. Author: Frank Thomas, Ollie Johnston

Course Syllabus
Module-I
3D Modeling:
- Introduction the Maya Interface.
- Modeling with NURBS and Deformers
- Modeling with Polygon

Module-II
Texturing:
- Introduction to Shaders.
- Working with Hypershade.
- Working with Materials.
- Understanding Different Texture Maps.
- UV Texture Editor.

Module-III
Rigging:
- Understanding Skeleton Joint

- Basic Biped Controls and working with IK and FK.
- Introduction to various Constraints.
- Skin Bind.
- Paint Skin Weights Tool.

Module-IV
Animation:
- Understanding of Technical Tools of Animation.
- Introduction to Basic Principles of Animation.
- Posing and Body Language.

Module-V
Lighting and Rendering:
- Introduction to Basic Lighting Concepts.
- Three Point Lights.
- Lighting Effects.
- Rendering Setup

Introduction to Social Media

Code: CUMC2381   Credit: 1+3+2

Course Rationale:
Social media is emerging as the new mode of journalism in the current days. The course will equip the students to handle social media appropriately

Course Objectives
- This paper will provide a basic understanding of modern social media communication, its management and influences on society
- This paper also provides how to set up a blog, youtube channel and social media profile and its analysis
- This paper will provide a well understanding of social media

Course Outcomes
- After completing the paper students will gain a basic understanding of social media and its functioning
- After completing this paper, students will able to work on social media
- Student will able to get employment on Social media
- After the complete students will set up a WordPress blog and familiar in SEO

Course Syllabus
Module-I
Introduction to Social Media, History of Social Media, Aggregators, Google Alerts, Blogs.

Module-II
Creating content, Managing content programs, The Legal side of Social media, Copyright and Trademark Implications.

Module-III
Blogs, Blogger, Word press: Set-up, Services, Influencers, Who are they? How to find them, How to use them to benefit your brand, Podcasting: Creation, Hardware, software, Facebook: Creating groups and pages, Tips and Guides, Posts, Paid Promotion, Ads, Contests.

Module-IV
YouTube: Long-form video platforms, Setting up a channel, Managing Content, Twitter: Set-up and usage, Tips and Tricks, LinkedIn: Tips and Guides, Review of profiles.
Module-V
SEO, What is it? How it is determined, How to affect it, Google's role.

Project
Set up YouTube Channel.
Facebook & Twitter page set up.
Publish a blog on Wordpress.

Reference Books:
- Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing - Lee Odden by John Wiley & Sons
- The Huffington Post Complete Guide to Blogging- Editors of Huffington post- Simon & Schuster
  How to Become a Youtube Superstar: Quick Start Guide- Htebooks – By Create spaceIndependent Pub
- Give: The Ultimate Guide to Using Facebook Advertising to Generate More Leads, More Clients, and Massive Roi

Radio Jockey

Code: CUMC2382   Credit: 0+3+3

Course Rationale:
This course is to provide the required knowledge and skills to the students to become creative and innovative in their presentation skills.

Course Objectives:
- The paper will provide students a clear understanding of radio jockeying by skilling them in same
- To enhance the creative and innovative way of writing and speaking skills of the learner

- Host live broadcasting program using radio equipment in Studio Setup

Course Outcome:
- At the end of the course the student can host both live and recorded program for radio
- Skill development in aggregate capacity to develop the skills of a Radio Jockey.

Course Syllabus:

Module-I

Communication: concepts, processes, Types and functions , Language and communication, Speech Communication , Public Speaking ,Video and Radio as a medium of communication ,Planning and organizing the perfect presentation, Preparation and use of audio/visual aids, New Communication Technologies

Module-II

Types of radio program, radio features, radio drama, talk shows, live and recorded program, special program, Conducting Interviews for radio ,Anchoring Panel Discussion

Module-III

Learning to Talk, Radio Presenting, Voice Projection, Scripting, Mic Technique, Showing how to hold an audience's attention, voice and its function, Demonstrating how to control body language, Breathing and articulation, Talk Show Host - Talk Radio & Presenting phone ins

Module-IV

Understanding the importance of sound, various types of mikes, using and taking care of the tape recorder, Scripting, Recording sound in various types of location Studio Recording, Location Recording, reporting live, Radio Location Reporting, Packaging and post-production.

Projects List:
- Music Program for Radio
- Radio Talk Shows
- Radio Drama
- Radio Gossips
- Radio Discussion Show

Reference:

Let's Talk On-Air: Conversations with Radio Presenter- Rakesh Anand Bakshi

Radio Jockey Handbook- Simran Kohli

Radio Journalism and Production- Dr. Dilip Kumar

GENERIC/ INTERDISCIPLINARY ELECTIVE:

University Skill Basket

Please refer to the link:

http://courseware.cutm.ac.in/categories-courses/skill-courses/

SKILL ENHANCEMENT COURSE

Data analysis through Microsoft Excel

Code: CUTM1185   Credit: 0+0+2

Course Rationale: This course focuses on developing analysis skills of future managers for appropriate decision making.

Course Objectives
- To build a strong understanding on the Basics of Microsoft Excel
- To understand data crunching and data presentation

Course Outcomes
- To create dynamic reports by mastering one of the most popular tools in excels - PivotTables, Pivot chart, If, Vlookup, Index, and Match etc.
- Skill development on analysis of data , data crunching and data presentation

Course Syllabus
Module 1 - Introduction to Excel
Course objective, outcome, methodology and assessment, Excel Introduction, , Basic Navigation Tab, Concept of Cell and Cell address , row Column concept, Sum, SumIf, Sumifs, Count number, CountA (Text and Number), Count if, Countifs, Average, AverageA, Averageif, Averageifs

Module 2 - Understanding different Formula
Round, Roundup, Round Down, Concatenate, Min, Max, Trim, Lower,Upper, Proper,Left, Right, Mid,,Exact, Randbetwen, Rand, Len (Length of character) Paste special, SQRT, If function with Example of IF, More function like And, OR with their example, Conditional Formatting basic and advance level with OR, AND, Nested IF function, Index, Offset, Match

Module 3 - Data analysis and Data presentation
Vlookup, Hlookup, Trace Precedents, Trace Dependents, show formula, Text to Column, Data Validation, Filter,Duplicate Removal, Sort, Filter, Wrap Test, What if Analysis, with detail example Merge Cell, Shapes, Median, Mode, Slandered Deviation (S), Correlation, Large, Small, Pivot Table, Pivot Charts, Slicing, Sparkling

Practice -
Practical session - Students demonstration

Project -
Preparation of automated attendance sheet
Preparation of Dashboard

Case study - GTIDS csp payout
Online Reference links -

https://www.youtube.com/watch?v=L3-uVawPLKc
https://www.youtube.com/watch?v=RdTozKPY_OQ&t=192s
https://www.youtube.com/watch?v=rBuiBNZWjE4&t=1511s

Photography

Code: CUMC2383   Credit: 0+2+2

Course Rationale:
This course will be providing appropriate knowledge and skills of a photographer which is core to any journalism course.

Course Objectives
- This course provides, how to get your camera to capture what your eye sees to produce better pictures
- This paper is designed to teach students how to direct a photoshoot

Course Outcomes
- Students will be able to develop the skills of a photographer
- After completing this course students can start their own setup of photography

Course Syllabus
Module-I
The Photograph
Invention and Implications
Photography, the photograph and culture
The Black and White, Color and its Impact
Image and Text- The Captioned Photo

Module-II
Photographic equipment, controls & tools
Camera: point & shoot, SLRs, DSLRs, SLDs, SLT, Mirrorless, Digital
Camera Settings, Menus, Exposure, Shooting modes and their significance
Photographic Optics: Lenses their use, types & specifications
Aperture - role & significance in image making
Kinds of Shutters - significance & application
ISO settings and their significance
White Factor
Depth of field as an image making tool

Module-III
Understanding Light and its Uses
Light: Visible Spectrum, Colour Temperature, Units & Significance in
Photography
Quality of Light: Hard Light Soft Light
Lighting Equipment: On Camera Flash, Its use and limitation, Studio Flash,
and Accessories
Lighting Ratio
Types of Lights: Indoor, Outdoor & Mixed
Three Point Lighting

Module-IV
Production
Photography / Photoshop
Cropping, Morphing, Picasa/Faststone
Pixel & Megapixels
Working with image & text

Reference:
Understanding Exposure by by Bryan Peterson
The Photographer's Eye by Michael Freeman
On Photography by Susan Sontag
Butler, Yvonne V. The Advanced Digital Photographer's Handbook,
Focal Press.
Berger, J. Ways of Seeing, Harmonsworth, Penguin, 1972.
Langford, Michael. Fox, Anna, Smith, Richard Sawdon. Langford's
Basic Photography: The Guide for Serious Photographers, July 23, 2010,
Revised 9th Edition.
Edwards, Steve. Photography: A Very Short Introduction, Oxford.
Sontag, Susan. On Photography, London: Penguin, 2008.

ABILITY ENHANCEMENT COMPULSORY COURSE

Job Readiness

Code: CUTM1016   Credit: 0+6+0

Course Rationale:
The course will increase the analytical and communication skills of students by providing ample opportunities for practice and make them employable.

Course Objectives
- Increase the analytical and communication skills of students by providing ample opportunities for practice and make them employable.
- A student will be awarded 6 credits upon achieving a minimum benchmark score i.e. 6.5 in IELTS, 60% in Verbal, 60% in Quantitative Aptitude and 60% in Logical Reasoning.
- Course Outcomes
- Analytical Ability, ability to plan & strategic, creative & logical thinking, attention to details, ability to recall (Working Memory), problem solving ability, communication skills (written), spatial ability articulation, data interpretation skills, active Listening, ability to visualize, adaptation skills, decision making, ability to analyse pattern & trends.
- Ensure students to reach the Employability level as described in the link:

https://drive.google.com/file/d/1Wst-jdAJuHHVtYC4F-p3SKuw1PHWOI1U/view?usp=sharing

Course Outcomes

Develop skills (verbal, logical, quantitative and reasoning) required to enhance employability

Course Syllabus
Course Division
Course I: IELTS - Reading, Listening, Speaking and Writing
Course II: IELTS Verbal
Course III: Quantitative Aptitude
Course IV: Logical Reasoning

 Course I: IELTS - Reading, Listening, Speaking and Writing
Module I: IELTS Reading
- Skimming and Scanning
- Sentence Completion
- Choose the Correct options (A, B, C, D)

- Locating the Specific Information
- Assessment on Reading Skill

Module II: IELTS Listening
- Notes/ Form/Table completion
- Label the Map/Passage, Multiple Choice Questions
- Complete the Sentences, Listening to Find Information
- Assessment on Listening Skills

Module III: IELTS Speaking
- Speaking about yourself, your family, your work and your interests
- Introduction & Interview
- Topic Discussion (e.g, Environment, Covid 19, Job)
- Assessment on Speaking Skills

Module IV: IELTS Writing
- Summarising the chart, table or graph
- Comparing and contrasting graphs and tables
- Describing maps & diagrams
- Agreeing & disagreeing
- Expressing a personal view & opinion
- Assessment on Writing Skill
- CV Writing (2nd year)
- Letter Writing
- Email Writing(2nd year)
- Getting Started –writing an introduction

Course II: IELTS Verbal
Module I: Grammar (4 Hrs)
- Articles
- Prepositions
- Subject-Verb
- Spotting Errors
- Sentence Correction

Module II: Vocabulary (5 Hrs)
- Synonyms
- Antonyms
- Contextual Vocabulary

Module III: Reading Comprehension (3 Hrs)

- Paragraph/ Sentence Completion
- Jumbled Sentences/ Jumbled Paragraph
- Reading Comprehension

Module IV: Verbal Analogies (3 Hrs)

Course III: Quantitative Aptitude

Module I: Number System & Operation (14 Hrs)
- Speed Math-1 : Multiplication tricks, Square, cube, square root, Cube root tricks
- Speed Math-2 : Speed Calculations
- Number System-01 : Operation on Numbers, Classification of Numbers, Tests of Divisibility, Unit Digit Calculation
- Number System-02 : Arithmetic Progression, Geometric Progression, Factors & Factorials, Trailing Zeroes, Remainder Theorem
- HCF & LCM : Concepts, short tricks, question discussion
- Average : Concepts, short tricks, question discussion
- Assessments

Module II: Basic Arithmetic (16 Hrs)
- Percentage-01 : Basics of Percentage, Effective percentage, shortcuts
- Percentage-02 : Advanced questions and discussions
- Profit & Loss-01 : Basics and advanced questions of Profit & Loss and shortcuts
- Profit & Loss-02 : MRP, Discount, Successive discount
- Ratio & Proportion : Types of ratios, Basics & Advanced Question
- Age : Concepts & Shortcuts
- Partnership : Concepts & Shortcuts
- Mixture & Alligation : Rule of Alligation, Basics & Advanced question, Short tricks
- Assessments

Module III: Time & Analysis (17 Hrs)
- Time, Speed, Distance : Concepts, Problems based on relations, Average speed, Stoppage time
- Trains : Relative Speed & All types of train problems
- Boats & Streams : Basics, Upstream, Downstream & Shortcuts
- Race : All concepts & Shortcuts
- Time & Work : Efficiency, wages, alternative day, chain rule
- Pipes & Cistern : Positive & Negative work
- Simple Interest : Concepts & Shortcuts on Simple Interest & Installments
- Compound Interest : Concepts & Shortcuts on Simple Interest & Installments

- Logarithm : All Formulae, concepts & Shortcuts
- Assessments

Module IV: Advanced Arithmetic (16 Hrs)
- Equation : Linear & Quadratic
- Permutation : All concepts & Shortcuts on factorial, fundamental principles of counting
- Combination : All concepts & Shortcuts on Selection (Groups/teams)
- Probability : Terms related to Probability, Event, Theorems related Probability, Conditional Probability. Shortcuts on coins, dices, balls, cards, etc
- Data Interpretation : (Bar/Pi-Chart /Line) graph
- Mensuration : Area & Volume
- Height & Distance : Lines of Sight, Horizontal line, Angle of Elevation, Angle of Depression
- Assessments

Course IV: Logical Reasoning
Module I: Verbal Reasoning-I (14 Hrs)
- Series-1 : Number series (Missing & Wrong)
- Series-2 : Letter, Alpha numeric, Miscellaneous series
- Coding & Decoding : Letter Coding, Number coding, Message coding, Substitution coding, Conditional coding
- Word Problem : Analogy, Odd man out, word formation, letter pair
- Logical Thinking : Brain Riddles
- Assessments

Module II : Verbal Reasoning-II (14 Hrs)
- Order & Ranking : Ranking & Sequence
- Direction Sense Test : Shortest Distance, Angular movement concept and Dusk & Dawn
- Clock : Concepts of Angle, Reflex angle, Right angle Opposite, Coincide and Incorrect clock
- Calendar : All concepts & Shortcuts
- Blood Relation : Jumbled-up descriptions, coded relations, Relation Puzzles
- Assessments

Module III : Non Verbal Reasoning (14 Hrs)
- Cubes & Dices
- Cubes & Cuboids
- Embedded Figure& Figure series

- Figure Puzzle & Figure grouping
- Figure Counting
- Mirror & Water Image
- Paper Cutting & Paper folding
- Assessments

Module IV : Advanced Reasoning (16 Hrs)
- Sitting Arrangement : Circular, Square, Rectangular, Linear, Triangular
- Puzzle : Box, Floor, Month, Day
- Advanced Puzzle : 3 variable
- Logical Venn Diagram
- Syllogism
- Statement & Conclusion
- Data Sufficiency
- Assessments

Environmental Science

Code: CUTM1674   Credit: 3+0+1

Course Rationale
This course is aiming at making the students environmental conscious. The budding managers need to take appropriate measures for sustainability of ventures

Course Objectives
- To understand the concept of multi-disciplinary nature of Environmental Science where different aspects are dealt with a holistic approach
- Students will develop a sense of community responsibility by becoming aware of environmental issues in the larger social context.
- One must be environmentally educated.

Course Outcomes
- Understand the natural environment and its relationships with human activities.
- Design and evaluate strategies, technologies and methods for sustainable management of environmental systems and for the remediation or restoration of degraded environments.
- Students can characterize and analyze human impacts on the environment. Integrate facts, concepts and methods from multiple disciplines and apply to environmental problems will help in employment

Course Contents:
MODULE – I

Environment and its multidisciplinary nature; Need for public awareness; Renewable and non - renewable resources–forest, water, mineral, land, food and energy resources; Structure and function of ecosystems of forest, grass land, desert and aquatic types.

MODULE –II

Biodiversity and its conservation: Biodiversity at global, national and local levels; Threats to biodiversity -Habitat loss; wild life poaching and man-wildlife conflicts; Endangered and endemic species; conservation measures. Causes, effects and control measures of pollution, air, water and noise pollution; nuclear hazards; solid-waste management –Causes, effects and control measures; Management of disasters due to natural causes of floods, earthquakes, cyclones and landslides.

MODULE-III

Social issues and the environment; Sustainable environment, Water conservation measures; Rain water harvesting; Resettlement and rehabilitation of people; Climate change and global warming; Acid rain; Ozone layer depletion; water land reclamation; Consumerism and waste products; Features of Environment Protection Act, Air pollution and Control of Pollution Acts; Water Pollution and its Control Act. Effects of Pollution explosion on environment and public health; Need for value education to Protect environment and resources.

Text Book:
- Anubhav Kaushik & C.P. Kaushik: Environmental Studies -New age International Publishers.

Reference Books:
- Benny Joseph: Environmental Studies -Tata Mac Graw Hill
- E. Bharucha: Text book of Environmental Studies for under graduate courses Universities Press. (Book prepared by UGC Committee).

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