



College of Arts,
Science &
Commerce (Autonomous)

RISE WITH EDUCATION

NAAC REACCREDITED - 'A' GRADE

**SIES College of Arts, Science and Commerce
(Autonomous)**

Affiliated to University of Mumbai

Syllabus under NEP effective from June 2024

Programme: B.Sc.

Subject: Information Technology

Open Elective

Class: Second Year

Semester : III and IV

Course Name

Sem III : Tools for Data Analysis - I

Sem IV : Tools for Data Analysis - II

**Choice Based Credit System (CBCS)
with effect from the academic year 2024-25**

**Semester III
Open Elective**

This Course is offered to students of BSc Biotechnology, BSc Environmental Studies, BA Mass Media and Communication, Bachelor of Management Studies, Bachelor of Management Studies (Capital Market), in Semester III, who have chosen Information Technology as Open Elective subject.

Name of Department: Information Technology						
Class	Semester	Course Code	Course Name	No. of lectures/ practicals per week	Credits	Marks
SYBSc(BT), SYBSc(EVS), SYBAMMC, SYBMS, SYBMS(CM)	III	SIUITOE211	Tools for Data Analysis - I	1L + 1P per batch	2	50
1P = 2 Hrs						

Course Name: Tools for Data Analysis - I Credits: 2 Type: Theory and Practical		
Expected Course Outcomes		
On completion of this course, students will be able to		
<ol style="list-style-type: none"> 1. Illustrate Uploading data to Power BI and Create Reports. 2. Create and share Dashboard and View reports and dashboards on mobile devices. 3. Construct a Data Model and improve Power BI reports. 		
Unit 1	<ul style="list-style-type: none"> • Introducing Power BI • Sharing the dashboard • Understanding data refresh • Using Power BI Desktop • Building a data model • Improving Power BI reports 	15 Lectures

References

1. Introducing Microsoft Power BI, By Alberto Ferrari and Marco Russo, PUBLISHED BY Microsoft Press A division of Microsoft Corporation One Microsoft Way Redmond, Washington 98052-6399, Copyright © 2016 by Microsoft Corporation

Scheme of Evaluation:

I) Continuous Internal Evaluation (50 Marks)	
Class Test	20 Marks
Practical Examination	30 Marks

**Semester IV
Open Elective**

This Course is offered to students of BSc Biotechnology, BSc Environmental Studies, BA Mass Media and Communication, Bachelor of Management Studies, Bachelor of Management Studies (Capital Market), in Semester IV, who have chosen Information Technology as Open Elective subject.

Name of Department: Information Technology						
Class	Semester	Course Code	Course Name	No. of lectures/ practicals per week	Credits	Marks
SYBSc(BT), SYBSc(EVS), SYBAMMC, SYBMS, SYBMS(CM)	IV	SIUITOE221	Tools for Data Analysis - II	1L + 1P per batch	2	50
1P = 2 Hrs						

Course Name: Tools for Data Analysis - II Credits: 2 Type: Theory and Practical		
Expected Course Outcomes		
On completion of this course, students will be able to		
<ol style="list-style-type: none"> 1. Illustrate how to work with worksheets, formatting and uploading data in Tableau. 2. Apply sorting and filters in Tableau, Construct Charts using Tableau. 3. Creating a dashboard with Tableau. 		
Unit 1	TABLEAU – DATA SOURCES, – Custom Data View, Extracting Data, Fields Operations, Data Joining and Blending, TABLEAU – WORKSHEETS – Add, Rename, Save, Delete, Reorder Worksheets, TABLEAU – CALCULATIONS - Operators, functions, Numeric, String, Date and Table Calculations, TABLEAU – SORT & FILTERS – Basic and Quick Sorting and filters, Context Filters, Condition Filters, TABLEAU – CHARTS – Bar, Pie and Line Charts, Crosstab, Scatter, Bubble Plots, Boxplot, Tree Map, Bump Chart, Gantt Chart	15 Lectures

References

2. Tableau An Introduction, Tutorial Point
3. TABLEAU TUTORIAL, BIOT 6610 - Hetal Patel Lauren Jagus Tyler Boulanger Elizabeth Ourumis

Scheme of Evaluation:

I) Continuous Internal Evaluation (50 Marks)	
Class Test	20 Marks
Practical Examination	30 Marks

NEP- S.Y.B.Sc.(DS) - Semester III

SIUDSMJ131 : Digital Marketing-I

B.Sc. (Data Science)	Semester – III
Course Name: Digital Marketing-I	Course Code: SIUDSOE211
Credits:	1

Course Objective:

- To understand the basic Concepts of Digital marketing and the road map for successful Digital marketing strategies
- To know the importance of Social media Platforms importance in Digital Marketing
- To understand the technological importance of SEO

Course Outcomes:

After completion of this course, student will be able to:

CO1: to do digital marketing using various marketing strategies

CO2: to do marketing on social media platform

CO3: understand page ranking algorithm.

Unit	Contents	No. of Lectures
I	<p>Introduction to Digital Marketing: Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.</p> <p>Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.</p> <p>Social Media Marketing: Fundamentals of Social Media Marketing& its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.</p> <p>Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types</p> <p>LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign</p> <p>Search Engine Optimization: Introduction to SEO, How Search engine works, SEO Phases, History Of SEO, How SEO Works, What is Googlebot (Google Crawler), Types Of SEO technique, Keywords, Keyword Planner tools</p> <p>Off page Optimization- About Off page optimization, Authority & hubs, Backlink,</p>	15

	Blog Posts, Press Release, Forums, Unnatural links.	
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Books and References

Sr. No.	Title	Author/s	Publisher	Edition	Year
1	Digital Marketing	Kamat and Kamat-	Himalaya	Second Edition	
2	Marketing Strategies for Engaging the Digital Generation	D. Ryan	Kogan Page	Fifth Edition	2020
3	Digital Marketing	S.Gupta	McGraw-Hill	Third Edition	2022

SIUDSMJP131 : Digital Marketing-I Practical

B.Sc. (Data Science)	Semester – III
Course Name: Digital Marketing-I Practical	Course Code: SIUDSOE211
Credits	1

List of Practical:

Use Canva / Adobe Spark / Prezi / Vennage

1	Content writing
2	Create flyers
3	Invitation letter
4	data representation using external data
5	design business card
6	Create infographics
7	Resume
8	Email marketing
9	Mobile marketing
10	Social media marketing

NEP- S.Y.B.Sc.(DS) - Semester III

SIUDSMJ131 : Digital Marketing-II

B.Sc. (Data Science)	Semester – III
Course Name: Digital Marketing-II	Course Code: SIUDSOE221
Credits	1

Course Objective:

- How to create effective Ad Words campaign & Advertising Positioning with respect to the Digital marketing
- How to create website using Word Press
- Web analytics focuses on optimizing an organization's digital ecosystem by collecting, analyzing and enabling the making of data-informed decisions.

Course Outcomes:

After completion of this course, student will be able to:

CO1: to use advertising tools effectively.

CO2: to create website using wordpress

CO3: analyze web and can take effective decision.

Unit	Contents	No. of Lectures
I	<p>Advertising Tools & Its Optimization : Display advertising, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, AdWords & Adsense.</p> <p>Introduction: What is WordPress, History, Versions, features, .com vs org, Installing WordPress.</p> <p>Dashboard: Post, Pages, Post vs Pages, Comments, Categories, Tags, Link, Appearance, Users, Menus, Media Library</p> <p>Themes and Plugins: Installing themes, Free vs Paid themes, Plugins, Installing Plugins, Live Chat Plugin, Popup Plugins, Search Plugin, Slider Plugin, Web Hosting</p> <p>Web Analytics:</p> <p>Introduction- What's analysis?, Is analysis worth the effort?, Small businesses, Medium and Large scale businesses, Analysis vs intuition, Introduction to web analytic</p> <p>Google Analytics -Getting Started With Google Analytics, How Google Analytics works?, Accounts, profiles, and users navigating Google Analytics, Basic metrics, The main sections of Google Analytics reports Traffic Sources Direct, referring, and search traffic Campaigns AdWords, Adsense</p>	15

Books and References

Sr. No.	Title	Author/s	Publisher	Edition	Year
1	Digital Marketing	Kamat and Kamat-	Himalaya	Second Edition	
2	Marketing Strategies for Engaging the Digital Generation	D. Ryan	Kogan Page	Fifth Edition	2020
3	Digital Marketing	S.Gupta	McGraw-Hill	Third Edition	2022
4.	Practical Web Analytics for User Experience, How Analytics Can Help You Understand Your Users	Michael Beasley	Morgan Kaufmann		2013
	WordPress for Web Developers: An Introduction for Web Professionals	Stephanie Leary	APress		2013

SIUDSMJP131 : Digital Marketing-II Practical

B.Sc. (Data Science)	Semester – III
Course Name: Digital Marketing-II Practical	Course Code: SIUDSOE221
Credits	1

List of Practical:

1	Installation of wordpress and create a simple project.
2	create different pages and provide the connectivity between them.
3	create different categories and also implement a menu bar in a page.
4	create a page to implement media libraries
5	create a wordpress application by implementing different suitable them according to website type.
6	implement the following plugins.
7	i) search plugin ii) slider plugin iii) live chat plugin.
8	perform web hosting of the wordpress application.
9	Youtube marketing

SYBSc (EVS) - OE

Semester III: OE - Biodiversity and Conservation

Course Name: Open Elective (Biodiversity and Conservation) Course Code: SIUESOE211 Credits: 2 Type: Elective (Theory and Tutorials)	
Expected Course Outcomes On completion of this course, students will be able to <ul style="list-style-type: none">• Understand the concept and significance of biodiversity.• Comprehend the status and patterns of biodiversity at various levels.• Acquaint the knowledge of different strategies of Biodiversity Conservation.• Appreciate the efforts taken at national and international level for conservation of biodiversity.	
Unit I	Introduction to Biodiversity
	<ul style="list-style-type: none">• Concept and Definition of Biodiversity• Significance of Biodiversity• Levels of Biodiversity• Global and National Status of Biodiversity• Patterns in Biodiversity - spatial and altitudinal• Biodiversity Hotspots in India
Unit II	Biodiversity Conservation
	<ul style="list-style-type: none">• Causes for loss of biodiversity• Categories of threats as per IUCN• Strategies of Biodiversity conservation - <i>In situ</i>: PAN, Sacred groves. <i>Ex situ</i>: Botanical gardens, zoological parks, advanced methods.• Case studies on Biodiversity conservation• International efforts for Biodiversity conservation

References

1. Hayley Adams (2021) Wildlife Biodiversity Conservation: Multidisciplinary and Forensic Approaches. Switzerland: Springer International Publishing.
2. Sivaperuman, C. (2018) Indian Hotspots: Vertebrate Faunal Diversity, Conservation and Management Volume 1. Germany: Springer Nature Singapore.
3. Bharucha, E. (2002). The Biodiversity of India. India: Mapin Pub..
4. Tomback, D. F. (2019). Biodiversity and Conservation in Forests. Switzerland: MDPI AG.
5. Malhotra, K. C. (2007). Sacred Groves in India: An Overview. India: Indira Gandhi Rashtriya Manav Sangrahalaya.

Semester IV: OE - Introduction to Environmental Pollution

Course Name: Open Elective (Introduction to Environmental Pollution)

Course Code: SIUESOE221

Credits: 2 Type: Elective

Expected Course Outcomes

On completion of this course, students will be able to

- Provide a comprehensive understanding of environmental pollution issues.
- Prepare them to contribute to environmental protection and sustainability efforts in various roles.
- Understand the strategies for pollution prevention, control and remediation.

Unit I

Air and Water pollution

- Introduction to environmental pollution and types.
- Causes of air pollution and water pollution.
- Effects of air pollution and water pollution.
- Control and prevention of air pollution and water pollution.

Unit II

Soil, Noise and Radioactive pollution

- Causes of soil pollution and noise pollution.
- Effects of soil pollution and noise pollution.
- Control and prevention of soil pollution and noise pollution.
- Radioactive pollution - sources and effects.

References

1. Hodges, L. (1977). Environmental pollution. India: Holt, Rinehart and Winston.
2. Manivasakam, N. (1984). Environmental Pollution. India: National Book Trust, India.
3. A Textbook of Environmental Chemistry and Pollution Control. (2006). India: S. Chand Limited.
4. Rana, S. V. S. (2011). Environmental Pollution: Health and Toxicology. United Kingdom: Alpha Science International Limited.
5. Khopkar, S. M. (2007). Environmental Pollution Monitoring and Control. India: New Age International (P) Limited.



College of Arts,
Science &
Commerce (Autonomous)

RISE WITH EDUCATION

NAAC REACCREDITED - 'A' GRADE

Sion (West), Mumbai – 400022.

(Empowered Autonomous Status)

Faculty: Humanities

Programme: B.A.M.M.C.

B.A. in Multimedia and Mass Communication

Programme Code: SIUABMM

S.Y.B.A.M.M.C : Semester III & IV

Academic Year: 2024-2025

As per NEP policy 2020

Choice Based Credit System

Syllabus approved by

Board of Studies in B.A.M.M.C with effect from 3rd February,2024

SIES COLLEGE of Arts, Science and Commerce
(Empowered Autonomous Status) Sion West
Department of Mass Media
SIUABMM: Programme: B.A.M.M.M.C
Bachelor of Arts in Multimedia and Mass Communication
(A three-year integrated undergraduate degree programme under Humanities)
Programme Outcomes and Programme Specific Outcomes
Academic session: June, 2024 - May, 2025

SECTION A - SIES Vision and Mission

Vision:

The Institution aims at all round development of its learners in a favourable environment to nurture their intellectual, cultural, social, physical and recreational skills by imparting the education to attain global competencies.

Mission:

With a spirit of sincerity, we:

- Foster an integrated character in the learners
- Mould the facilitators to be role models for the learners
- Prepare the learners with technological knowledge, communication skills, social awareness, critical thinking and problem-solving ability
- Develop inquisitive minds to inculcate a culture of research and innovation
- Equip the learners with leadership skills to become the agents of social change
- Initiate sensitivity towards environmental, gender and ethnic diversity
- Promote values of responsible citizenship

SECTION B - Our Institutional POs

Faculty: Humanities

Programme: B.A.M.M.C. : B.A. in Multimedia and Mass Communication

The B.A.M.M.C. Programme Outcomes

SIES offers three years integrated degree programme in Humanities-B.A.M.M.C with specialization in various domains like Advertising and Journalism.

The Programme outcomes (POs) are skills and competencies that a learner is expected to attain on completion of the program. The B.A.M.M.C. POs include domain-dependent skills, subject knowledge and global skills and competencies that prepare learners for progression to higher studies, employability, and responsible citizenship.

The POs are well aligned with the Institutional Vision and Mission. They are framed to ensure that the learning levels and academic standards of B.A.M.M.C. Programme is equivalent with that of the other higher education institutes across the nation and globe. The teaching

methodologies focus on instruction delivery in a learner-centric ecosystem to fulfill the institutional learning objectives and mentor a well-integrated personality in its learners.

Table 1: B.A.M.M.C Programme Outcomes		
On completion of Graduation in B.A.M.M.C. the learners shall be able to demonstrate and attain the following graduate attributes at Cognitive, Skill and Attitude levels for the award of the qualifying degree.		
	<i>POs</i>	PO Statements
	Domain Dependent (POs 1-5)	COGNITIVE LEVEL
PO1 Solving Complex Problem		Apply the knowledge to break down complex questions into simple components by designing processes required for problem solving.
PO2 Critical Thinking		Evaluate the accuracy and validity of assumptions with an ability to reflect essentially from different perspectives and ideas.
PO3 Reasoning ability and Rational thinking		Think rationally and analyze socio-cultural-legal issues with decisive responsibility that promotes community welfare.
SKILL LEVEL		
PO4 Research skill		Integrate the contextual knowledge in an inter-disciplinary framework by exercising the analytical skill, research ability, creativity, for employability and collaborating with industries.
PO5 Effective Communication skill		Facilitate the ability to speak, read, write, listen effectively in Indian languages, other medium of instructions and enhance the use of digital communication tools.
Domain Independent (POs 6-11)	PO6 Social Interactive Skills and team work	Stimulate constructive social interactions in multidisciplinary settings by exhibiting, adapting leadership and team-building skills.
	ATTITUDE LEVEL	
	PO7 Ethical values	Recognize and respect different value systems with a commitment to fulfill one's own professional duties and responsibilities.
	PO8 Self-directed Learning	Demonstrate the ability to keep evolving in life-long learning and upgrade with the changing global and technological advancements.
	PO9 Sensitization towards Environment and	Create an ecological consciousness to develop a sustainable culture for a sustainable future.

	<i>Sustainability</i>	
	<i>PO10 Gender Sensitization</i>	Analyze coherent understanding of human rights from multi- disciplinary perspectives.
	<i>PO11 Civic Engagement</i>	Express empathetic social concern in pro-active ways to engage with civic and governance issues.

SECTION C - B.A.M.M.C: Programme Specific Outcomes:

1. Demonstrate the understanding of the concepts, nature and the models of communication, journalism, advertising, marketing, print, electronic, digital media, research and new media organisations.
2. Analyse the contemporary media environment in association with the history of media, gender, culture, films, laws, marketing communications, consumer behaviour, account planning and entertainment in socio-political areas in India and abroad.
3. Evaluate the application of theories in the field of mass communication, media studies, public relations, business journalism, and retail, brand management, marketing research and media organisations within the society, nationally and globally.
4. Propose skill-based activities in content production and development, use of software applications in print, broadcast, web-based areas which includes ad campaign, reporting, editing, branding and news media management.

N.E.P.Syllabus for Second Year
Courses of Multimedia and Mass Communication 2024-25

Preamble

The Department of Mass Media

To develop communication leaders who are devoted and committed to improving the well-being and progress of our nation.

The Second Year Bachelor of Multimedia and Mass Communication inter-disciplinary program has a goal of mentoring students and enhancing their communication, computer skills, and awareness of society and media.

The interdisciplinary courses are designed to provide students with an elementary knowledge of media theories and concepts related to mass communication, marketing, advertising, and journalism.

The primary aim is to impart skills to students that can improve their potential talents and prepare them for a suitable career in the vast field of multimedia and mass communication.

SIES College of Arts, Science & Commerce, Sion-West

(Empowered Autonomous Status)

Programme Code: SIUABMM – B.A. in Multimedia and Mass Communication (B.A.M.M.C.)

Choice Based Credit System

Department of Mass Media

🚩 Course Assessment Scheme:

Classification of Assessment Work Plan: Each Term course wise weightage:

A. Internal Assessment:	20/30/40/50 Marks
B. Term End External Theory Examination:	30/50/60 marks
Total Marks:	50/100 marks

A. Internal Assessment: 20/30/40/50 Marks

Serial Number	Marks distribution	Components
1.		Class Test/Mid-term examination/Viva-Voce/Tutorials
2.		List of the assessment modes: a. Extension/Field work/Projects/Survey/Polls b. Viva-voce/Quiz/Objective Test/Assignments c. Case let/review writing/photo essays/journals d. Presentations (audio/visual, PowerPoint slides clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays e. Customization of assessment mode a - d mentioned above according to the course paper requirement equivalently.
3.		Overall attendance of students and class participation and mannerisms during the instructional deliveries and showcase of talent in extra-curricular activities/volunteering on various front and back end festive platforms, correspondingly.

Term End External Theory Examination: Objectives and descriptive type of questions carries total of 30/50/60 marks and duration of 1-2hours each course respectively.

SIES COLLEGE of Arts, Science and Commerce
(Autonomous) Sion West
The Department of Mass Media
A Proposed Structure of Courses [Credits, Units, and Lectures] Table

For a Multidisciplinary Degree Programme: B.A.M.M.C.

S.Y.B.A.M.M.C. Programme Grid for Level 5.5 of Semester Three and Four 2024-2025

Choice Based Credit System [CBCS] with effect from the academic year 2024-2025

Program: S.Y.B.A.M.M.C		Level: 5.5 Academic Year:2024- 25	Credit Points each semester	Semester III	Semester IV
Faculty Component		Department of Mass Media		Course Title	Course Title
Subject 1 Major	Core (DSC) Mandatory	Multimedia and Mass Communication [MMC]	4	Foundations of Advertising [FOA]	Corporate Communication and Public Relations [CCPR] Mass Media Research [MMR]
			4	Fundamentals of Journalism [FOJ]	
	Elective (DSE)	-----[ADV/JOUR/PR]- ---	-	-----	-----
Subject 2 Minor		Business Administration and Management. [BAM]	4	Services Marketing and Strategic Management [SMSM]	Law and Ethics [LAE]
Subject 3 General/Open Elective GEC/OE		Media and Entertainment	2	Media and Marketing Communication [MMC]	Media and Marketing Communication Practices [MMCP]
Vocational and Skill Enhancement Courses	VSC	On Subject 1: MMC	2	Computers and Multimedia [CAM]	_____
	SEC	On Subject 1 or 2:MMC/BAM	2	_____	Film Studies [FS]

Ability Enhancement Course (AEC)	[Centralised] Offered at the Institutional Level	2	Hindi	Hindi
Value Educational Course (VEC) Indian Knowledge System (IKS)			_____	_____
Field Projects	Departmental based on Subject1/2	2	Photography - Photo-walk OR Environmental dimensions: PESTLEEESAA	Photography - Photo-walk OR Environmental dimensions: PESTLEEESAA
Co-curricular Courses		2	Sports/NCC/NSS/ Cultural/Yoga/Value lab/Associations	Sports/NCC/NSS/ Cultural/Yoga/Value lab/Associations
Remarks, if any		Total 22 Credits each semester	UG Certificate on earning 44 credits	

Number of Lectures Allotted: 60 Course name: Foundations of Advertising [FoA]

Course code: SIUMMMJ211 Course Credit: 4 points Total Marks: 100 [40+60]

Course Outline:

1. Unit 1: Introduction to Advertising, Types of Advertising Ethics and Laws in Advertising,
2. Unit 2: Social, Cultural and Economic impact of Advertising, Theories ,
3. Unit3: Integrated marketing communication and tools, Creativity in advertising,
4. Unit 4: Types of advertising agency, department, careers and latest trends in advertising.

Evaluation Methodology:

- A. Internal assessment methodology: 40 marks
 1. Oral & Practical Presentations , Projects / Assignments
 2. Debates /Group Discussion, Open Book Tests
- B. External assessment methodology: 60 marks
Descriptive question paper theory examination

Number of Lectures Allotted: 60 Course name: Fundamentals of Journalism

Course code: SIUMMMJ212 Course Credit: 4 points Total Marks: 100 [40+60]

Course Outline:

- I. History of Journalism in India, News and its process, Principles and format, Types and Careers in Journalism,
- II. Covering an event (flip class), Digital Media Technologies and Introduction to Politics,
- III. Roles include print journalism, digital publishing and editing, broadcasting, researching, media development, freelance writing, specialist journalism, working for news agencies, public relations departments and public sector press departments.
- IV. Relevant media theories in Journalism and Ethics, Trends in Journalism

Evaluation Methodology:

- Internal assessment methodology: 40 marks
 - Oral & Practical Presentations , Projects / Assignments
 - Debates /Group Discussion, Open Book Tests
- External assessment methodology: 60 marks
Descriptive question paper theory examination

No of Lectures Allotted: 60 Course name: Services Marketing and Strategic Management

Course code: SIUMMMN211 Course Credit: 4 points Total Marks: 100[40+60]

Course Outline

- I. Environmental trends and emerging service markets, Types of Services Marketing Environment, Classification of services, Types of services expectations,
- II. Services Marketing Mix, Managing demand and supply, Servicescape, Managing Service Quality, Services Marketing Triangle.
- III. Strategic management process, importance of Strategic Management
Levels of strategy; SBUs; PESTLE analysis, Environmental scanning,
- IV. Triple Bottom line, CSR, SWOT analysis, vision mission and goals, Tools and Corporate level strategic Management, Strategic implementation and control.

Evaluation Methodology:

- Internal assessment methodology: 40 marks
 - Oral & Practical Presentations , Projects / Assignments
 - Debates /Group Discussion, Open Book Tests
- External assessment methodology: 60 marks
Descriptive question paper theory examination

Subject 3: General/Open Elective [OE]

Semester Three Course Code: **SIUMMOE211** Credits allotted: 2 points
Course Name: Media and Marketing Communication Alias: MMC
Total Sessions: 30 [L/P/T] Total Marks: 50
Internal Assessment: 20 marks Semester End Theory: 30 marks

Course Outline:

- I. Market and Types, Elements, Importance, Functions of Marketing ,6 Roles of a Marketing Manager, Consumer Behaviour,5 Buying Roles, Buyer Decision Process towards new products-Bases of Market segmentation, STP Target Market,
- II. Marketing Mix-: and Marketing Communication and its role. Marketing Communication Strategy, and Brand relationship, IMC: Integrated Marketing Communications, Trends in Marketing.

Evaluation Methodology:

- Internal assessment methodology: 20 marks
 - ✓ Oral & Practical Presentations , Projects / Assignments
 - ✓ Debates /Group Discussion, Open Book Tests
 - ✓ Presentations (audio/visual ppts, clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays

- External assessment methodology: 30 marks
Descriptive question paper theory examination

Vocational Skill Courses on MMC

Class: S.Y.B.A.M.M.C

Semester:III

Number of Lectures Allotted:30

Course name: Computers and Multimedia [CaM]

Total Marks: 50

Course code: SIUMMVS211

Course Credit: 2 points

Course Outline:

- I. Working with multiple images, effects, layers, blend modes under advanced image editing Photoshop software. Working of Adobe Illustrator using text creating simple design, and applying effects and exporting in illustrator. The benefits of using InDesign layout software for formatting, using palettes, colour correction and exporting files.
- II. Use of Premiere Pro: Audio-Visual Advanced application for editing in files formats and colour grading, exporting and rendering as in editing. Illustrate Adobe Dreamweaver web designing software: For working, linking pages, using tables, typo in Dreamweaver to hyperlink.

Evaluation Methodology:

Internal assessment methodology: 50 marks

- Oral & Practical Presentations , Projects / Assignments
- Debates /Group Discussion, Open Book Tests
- Presentations (audio/visual ppts, clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays

Class: S.Y.B.A.M.M.C

Semester: III

Field Projects on Major/Minor

Course name: Field Projects

Course code: SIUMMFP211 Course Credit: 2 points

Number of Lectures Allotted: 30 Total Marks: 50 Internals

Field Projects [FP]- Practical

[Formative and Summative research based projects]

Major: Skill based: Photography – Methodical approach

OR

Minor: Knowledge based: PESTLEEESA – analytical approach

The environmental factors/ such as Political, Economic, Social, Technical, Legal, Entertainment, Education, Ecological, Sports, Spiritual, and Agricultural dimensions are a part of the framework.

Class: S.Y.B.A.M.M.C

Semester: III

Co-curricular Courses

Course name: Co-curricular Courses

Course code: SIUEXCC211 Course Credit: 2 points

Number of Lectures Allotted: 30

Total Marks: 50 Internals

Sports/NCC/NSS/Cultural/Yoga/Value Lab/Associations

-----SYBAMMC Semester Three-----

Class: S.Y.B.A.M.M.C

Semester: IV

DSC 1-MMC 1 **Major Core: 1**

Number of Lectures Allotted: 60

Course name: Corporate Communication and Public Relations

Course code: SIUMMMJ221

Course Credit: 4 points Total Marks: 100 [40+60]

Course Outline:

- I. Key concepts in corporate communication. Mass media laws and ethics on defamation, invasion of privacy, Copyright Act, cyber-crime, RTI.
- II. The growth of PR and identifying reasons for emerging IPR, collaborations between Indian and IPR agencies. The advantages and disadvantages of PR with the role of PR in healthcare to service industry.
- III. Theories and tools of PR to review the PR functions.
- IV. Designing Media Relations and crisis communication plan. New media tools to develop writing skills.

Evaluation Methodology:

- **Internal assessment methodology: 40 marks**
 - ✓ Oral & Practical Presentations , Projects / Assignments
 - ✓ Debates /Group Discussion, Open Book Tests
- **External assessment methodology: 60 marks**
 - Descriptive question paper theory examination

Class: S.Y.B.A.M.M.C

Semester: IV

DSC 1-MMC 1 Major Core: 2

Number of Lectures Allotted: 60

Course name: Mass Media Research

Course code: SIUMMMJ222 Course Credit: 4 points Total Marks: 100 [40+60]

Course Outline:

1. The scope of Mass Media Research with the process of Research in media. The research design concepts and application.
2. Categorize data collection methods and tabulation of data and designing of questionnaires through interview skills.
3. The content analysis process and its limitations and the semiotics in media.
4. The application of research in mass media.

Evaluation Methodology:

- **Internal assessment methodology: 40 marks**
 - ✓ Oral & Practical Presentations , Projects / Assignments
 - ✓ Debates /Group Discussion, Open Book Tests
- **External assessment methodology: 60 marks**
 - Descriptive question paper theory examination

Class: S.Y.B.A.M.M.C

Semester: IV

Minor: BAM

No of Lectures Allotted: 60

Course name: Law and Ethics

Course code: SIUMMMN221

Course Credit: 4 points

Total Marks: 100[40+60]

Course Outline

Objects, Scope and Applicability of the following:

- Commercial Law, Industrial Law, Corporate Law,
- Media law and Ethics
- Business Ethics, Ethics-meaning, importance, nature and relevance to business Values and attitudes of professional accountants.
- Seven principles of public life. Ethics in Business.

Evaluation Methodology:

- **Internal assessment methodology: 40 marks**
 - ✓ Oral & Practical Presentations , Projects / Assignments
 - ✓ Debates /Group Discussion, Open Book Tests
- **External assessment methodology: 60 marks**
 - Descriptive question paper theory examination

Subject 3: General/Open Elective [OE]

Semester: Four Course Code: **SIUMMOE221** Credits allotted: 2 points
Course Name: Media and Marketing Communication Practices Alias: MMCP
Total No.of Lectures: 30 [L/P/T] Total Marks: 50
Internal Assessment: 20 marks Semester End Theory: 30 marks

Course Outline:

1. IMC : Integrated Marketing Communication, Objective / Importance of IMC, Tools – Advertising – Comparative analysis of Media options, TRP and how to calculate, Media Scheduling Strategies, 5 Ms in Advertising, Buying Motive/Selling styles, USP, Ad Appeals,
2. Sales Promotion – importance and tools PR: - Tools, Personal Selling:- AIDAS, Direct Marketing, Internet, Branding, Selling v/s Marketing, Market Research, Advertising Campaign, Regulation and control on Advertising and Evaluating the Media effectiveness.

Evaluation Methodology:

- **Internal assessment methodology: 20 marks**
- ✓ Oral & Practical Presentations , Projects / Assignments
- ✓ Debates /Group Discussion, Open Book Tests

- ✓ Presentations (audio/visual ppts, clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays

- **External assessment methodology: 30 marks**
Descriptive question paper theory examination

Skill Enhancement Courses on MMC/BAM

Class: S.Y.B.A.M.M.C	Semester:IV	Number of Lectures Allotted:30
Course name: Film Studies		Total Marks: 50 Internals
Course code: SIUMMSE221		Course Credit: 2 points

Course Outline:

- 1.The history, language of cinema from documentary to feature film, grammar, technology, art, cinematography, and editing, the early years, sound era, silent era and developmental stage of world and Indian cinema.
2. Aspects of production system from pre-production, actual production and post-production and film and censorship system based on distribution, promotion, marketing in film making. The role of FTI, NFAI, FD, IFFI, CBFC, IFTDA, SGI and WICA, the nature and types of film awards in India and abroad.

Evaluation Methodology:

- **Internal assessment methodology: 50 marks**
Oral & Practical Presentations, Projects / Assignments
Debates /Group Discussion, Open Book Tests

Presentations (audio/visual ppts, clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays

Class: S.Y.B.A.M.M.C

Semester: IV

Field Projects on Major/Minor

Course name: Field Projects

Course code: SIUMMFP221

Course Credit: 2 points

Number of Mentoring Sessions: 30

Total Marks: 50 Internals

Field Projects [FP]- Practical

[Formative and Summative research based projects]

Major: Skill based: Photography – Methodical approach

OR

Minor: Knowledge based: PESTLEEESSE – analytical approach

Environmental factors/ such as Political, Economic, Social, Technical, Legal, Entertainment, Education, Ecological, Sports, Spiritual, and Agricultural dimensions framework.

Class: S.Y.B.A.M.M.C

Semester: IV

Co-curricular Courses

Course name: Co-curricular Courses

Course code: SIUEXCC221

Course Credit: 2 points

Number of Sessions: 30

Total Marks: 50 Internals

Sports/NCC/NSS/Cultural/Yoga/Value Lab/Associations

-----SYBAMMC Semester Four-----

*Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester III
with Effect from the Academic Year 2024-2025*

Open Elective
Organizational Behavior I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Organizational Behavior	15
2	Individual Behavior in Organizations	15
Total		30

Learning Objective:-

- ✓ To provide students understanding how and why people behave in organizations as they do, either as individuals or in groups and how their behaviours affect their performance and performance of the organization.

Sr. No.	Modules / Units
1	Introduction to Organizational Behavior
	<ul style="list-style-type: none"> • Understanding Organizational Behavior: Definition, Scope, and Importance • Historical Development of Organizational Behavior • Key Concepts and Models in Organizational Behavior (e.g., Individual Behavior, Group Behavior, Organizational Culture) • Applications of Organizational Behavior in Management Practice • Case Studies and Examples of Organizational Behavior in Real-world Contexts
2	Individual Behavior in Organizations
	<ul style="list-style-type: none"> • Personality and Individual Differences • Perception and Attribution • Attitudes and Job Satisfaction • Motivation Theories and Applications (e.g., Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, Expectancy Theory) • Employee Engagement and Work Design • Practical Strategies for Managing Individual Behavior in Organizations

*Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester IV
with Effect from the Academic Year 2024-2025*

Open Elective
Organizational Behavior II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Group Dynamics and Teamwork	15
2	Organizational Culture and Change Management	15
Total		30

Learning Objective:-

To provide students understanding how and why people behave in organizations as they do, either as individuals or in groups and how their behaviours affect their performance and performance of the organization.

Sr. No.	Modules / Units
1	Group Dynamics and Teamwork
	<ul style="list-style-type: none"> • Understanding Group Dynamics: Formation, Norms, Roles, and Cohesion • Group Decision Making and Problem Solving • Leadership Styles and Influence Tactics • Conflict Resolution and Negotiation Strategies • Building High-Performance Teams: Collaboration, Communication, and Trust • Case Studies and Exercises on Group Dynamics and Teamwork
2	Organizational Culture and Change Management
	<ul style="list-style-type: none"> • Organizational Culture: Definition, Functions, and Levels • Types of Organizational Culture (e.g., Clan, Adhocracy, Market, Hierarchy) • Managing Diversity and Inclusion in Organizations • Organizational Change: Drivers, Models, and Resistance • Change Management Strategies and Implementation • Ethical Considerations in Organizational Culture and Change Management • Case Studies and Simulations on Organizational Culture and Change