

EVOLUTION OF COMMUNICATION

COURSE OUTCOME :

Course Objectives:

- To explore the history of communication from pre-historic styles to modern technologies
- To identify techniques and media used in graphic art.
- To understand the influences of historic media styles in present day communication
- To study the evolution of language and other communicative behaviours in humans and other species.
- To Study the role of culture in shaping communication patterns
- To understand the impact of evolution on communication dynamics
- To identify the social dynamics that drive the evolution of communication
- To examine the impact of technology on the communication systems

MODULE	TOPICS	DETAILS	Hours
I	INTRODUCTION TO COMMUNICATION	1. Understanding communication and its significance 2. Introduction to basic theories of communication 3. Communication among animals 4. Role of communication in formation of societies and sustainability	10
II	HISTORY OF COMMUNICATION	1. Communication during the pre-historic era - Cave paintings, petroglyphs, symbolic interactions 2. Stage of Oral communication 3. Development of writing systems 4. Evolution of Language & its role 5. Introduction of printing press 6. Introduction of telegraph and telephone	
III	ROLE OF CULTURE IN COMMUNICATION DYNAMICS	1. Understanding culture 2. Role of culture on communication 3. Impact of culture on communication patterns 4. Evolution of language over time and introduction of dialects 5. Globalization and its impact on communication 6. Impact of cultural convergence and divergence	10
IV	IMPACT OF SOCIAL DYNAMICS AND TECHNOLOGICAL ADVANCEMENTS ON COMMUNICATION	1. Group communication and its dynamics 2. Social systems and their impact on communication designs 3. Acquisition of language skills and its role in presentation and personal development 4. Cognitive perspectives of communication advancement	5

		5. Development of communication technologies and its impact 6. Impact of the internet and digital communication	
V	TECHNOLOGICAL ADVANCEMENTS AND COMMUNICATION ETHICS	1. Data protection and privacy 2. Data theft 3. Fake news 4. Digital divide 5. Cyberbullying 6. Hate speech 7. Environmental impact of technology 8. IPR and Copyright 9. Digital Addiction & Well-being	5

It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.

SYLLABUS DESIGNED BY:

- DR. NAVITA KULKARNI
- MS. KAVITA MAKHIJA

INTERNAL EVALUATION METHODOLOGY:

(any two to be selected- one individual and one group evaluation)

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION
4. OPEN BOOK TESTS
5. QUIZ

REFERENCE BOOKS/JOURNALS/MANUALS:

1. Birdwhistell, R. L. (1970). Kinesics and Context: Essays on Body Motion Communication. University of Pennsylvania Press.
2. Pinker, S. (1995). The language instinct: How the mind creates language. William Morrow Paperbacks.
3. McLuhan, M. (1964). Understanding Media: The extensions of Man. Routledge.
4. Standage, T. (1998). The Victorian Internet: the remarkable Story of the Telegraph and the Nineteenth Century's On-line pioneers. Walker & Company.
5. Hall, E. T. (1977). Beyond Culture. Anchor.
6. Crystal, D. (1997). English as the global language. Cambridge University Press.
7. Goffman, E. (1959). The Presentation of Self in Everyday Life. Anchor.
8. Chomsky, N. (1959). A review of B.F. Skinner's Verbal Behavior. Language, 35(1), 26-58.
9. Castells, M. (2000). The Rise of the Network Society. Wiley-Blackwell.
10. Turkle, S. (2011). Alone Together: Why we expect more from Technology and Less from Each Other. Basic Books.
11. Floridi, L. (2008). The Ethics of Information. Oxford University Press.
12. Introna, L. D., & Nissenbaum, H. (2000). Shaping the Web: Why the Politics of Search Engines Matters. The Information Society, 16(3), 169-185.

FUNDAMENTALS OF MASS COMMUNICATION

COURSE OUTCOME :

- To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- To study the evolution of Mass Media as an important social institution.
- To understand the development of Mass Communication models.
- To develop a critical understanding of Mass Media.
- To understand the concept of New Media and Media Convergence and its implications.

MODULE	TOPICS	DETAILS	Hours
I	Introduction and overview	1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc. 3. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste- differentiated Audience Model, Hub Model, Sadharanikaran.	10
II	History of Mass communication	1. From oral to communication (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape	
III	Major forms of mass media	1. Traditional & Folk Media: 2. Print: Books, Newspapers, 3. Magazines 4. Broadcast: Television, Radio Films 5. Internet	5
IV	Impact of Mass Media on Society	A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass	10

		communication) IV. Developmental Impact (With how the government has successfully used mass communication) B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.	
V	The New Media and media convergence	1. Elements and features of new media, Technologies used in new media, 2. Major challenges to new media Acquisition-personal, social and national, 3. Future prospects.	5

SYLLABUS DESIGNED BY:

1. NAVITA KULKARNI – CONVENER
2. SAURABH DESHPANDE- MEMBER
3. RASIKA SAWANT- MEMBER

INTERNAL EVALUATION METHODOLOGY:

(any two to be selected- one individual and one group evaluation)

6. ORAL & PRACTICAL PRESENTATIONS
7. PROJECTS / ASSIGNMENTS
8. DEBATES /GROUP DISCUSSION
9. OPEN BOOK TESTS
10. QUIZ

REFERENCES:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts
4. and Stephen Lacy (Pearson Education)
5. Mass Communication Effects: Joseph Klapper
6. Mass Communication & Development: Dr. Baldev Raj Gupta
7. Mass Communication in India: Keval J Kumar
8. Mass Communication Journalism in India: D S Mehta
9. The Story of Mass Communication: Gurmeet Singh
10. Perspective Human Communication: Aubrey B Fisher.
11. Communication Technology & Development: I P Tiwari
12. The Process of Communication: David K Berlo
13. Cinema; Television: Jacques Hermabon& amp; Kumar Shahan.
14. Mass Media Today: Subir Ghosh
15. Mass Culture, Language & arts in India: Mahadev L Apte

16. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
17. India's Communication Revolution: ArvindSinghal and Everett Rogers.
18. The Myth of Mass Culture: Alan Swing wood
19. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
20. Communication-concepts & Process: Joseph A Devito
21. Lectures on Mass Communication: S Ganesh.

CONTEMPORARY AFFAIRS

COURSE OUTCOME :

1. To provide learners with overview on current developments in various fields.
2. To generate interest among the learners about burning issues covered in the media
3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture

MODULE	TOPICS	DETAILS	Hours
I	Current National stories	5. Three political stories of national importance. 6. Political leaders : news makers of the season (Brief profile of any three) 7. One dominating economic /business news 8. One dominating environment news stories 9. One story of current importance from any other 01 genre.	5
II	Polity and Governance	1. Ministries of Government of India 01 Autonomous government bodies 2. Ministry of Home Affairs • Enforcement Organizations Internal • Security • Police 3. Communal tensions • Review of latest episodes of communal tensions 4. The tensions in J&K • Background, Political players • Update on the current situation 5. Review of any three Central Government projects and policies	10

III	International Affairs	7. Security Council , Structure and role 8. Issues that currently engage the SC 9. Role of United Nations ,General Assembly, Other main organs of the UNO 10. Issues that currently engage the UNO 11. Four conflicts/ issues of international 4 importance	
IV	Maharashtra Issues	7. Political parties reach and challenges, political leaders 8. An update on the current political dynamics of Maharashtra 9. News relating to the marginalized and displaced tribes 10. The latest news on floods and drought, unemployment, health issues, etc 11. Update two ongoing state projects	5
V	Technology	1. Mobile Application for Journalists: Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide 2. Artificial Intelligence & Content Automation Tools: Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation 3. Augmented Reality& Virtual Reality in Media: Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide 4. Digital Gaming Industry: Introduction to Digital Gaming Industry 5. Digital gaming in India: Overview of Indian digital gaming	10

It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.

SYLLABUS DESIGNED BY:

1. **RENU NAURIYAL**– CONVENER
2. **SHRIDHAR NAIK**- MEMBER
3. **RAJAT BANDOPADHYAY** - MEMBER

INTERNAL EVALUATION METHODOLOGY:

Sr no	Project/Assignment	Reason/Justification
01	Quiz on current affairs	This is an interesting way of engaging learners with news and personalities making news.
02	Group Discussion on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
03	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. It also challenges their ability to collect relevant information and package effectively,

REFERENCE BOOKS/JOURNALS/MANUALS:

1. Manorma Yearbook published by Malayala Manorma
2. Competition Success Review
3. Competition Master
4. Yojana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal
7. <https://www.lucidpress.com/blog/top-30-social-media-automation-tools>
8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig
<https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla>
9. 70 years in Indian politics and policy
10. <https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6>

VISUAL COMMUNICATION

COURSE COUCOME
1. To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyse visual communication from a critical

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Information Technology	
UG First Year Programme	
Semester	I
Title of Paper	Credits 2/ 4
I. IT_Google Workspace (Open Elective) [OE]	2
From the Academic Year	2024-2025

Name of the Course: IT_Google Workspace

Sr.No.	Heading	Particulars
1	Description the course : Including but Not limited to:	Google Workspace is a collection of cloud-based productivity tools that are designed to help individuals and organizations to work and collaborate efficiently. This course will provide an introduction to applications such as Gmail, Google Drive, Google meet and Google Calendar Google Docs, Google Sheets, Google Slides, Google Forms, Google Classroom.
2	Vertical :	Open Elective
3	Type :	Practical
4	Credits :	2 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives(CO): CO 1. Understand Google Workspace and its applications. CO 2. Gain proficiency in key features of Google workspace application. CO 3. Acquire proficiency in Google workspace to collaborate, manage tasks and communicate effectively. CO 4. Leverage possibilities of Google workspace tolls to enhance productivity and streamline workflow.	
8	Course Outcomes (OC): OC 1. Manage email communications with Gmail. OC 2. Schedule and organize meetings and events using Google Calendar. Arrange and attend video meetings with Google Meet, Communicate with others using Google Chat. OC 3. Save , manage, and share files with Google Drive. OC 4. Generate and collaborate documents, spreadsheets and presentations. OC 5. Design Google Forms and collect data for surveys . Generate reports based on the collected data and integrate it with other Google Workspace applications. OC 6. Use Google Classroom to digitally organize, distribute, and gather assignments, course materials, and feedback. OC 7. Navigate confidently and make use of the numerous functionalities of Google Maps. OC 8. Able to design, develop, and maintain informative and visually appealing websites using Google Sites.	
9	Modules:- Module 1:	

1. **Google Workspace & Mastering email communication with Gmail:** Overview of Google Workspace, Setting up a Google account and accessing Google Workspace, Set Profile information and Photo, Send and Receive emails, Organize emails using labels, filters, and stars for easy retrieval and management, Utilize Gmail's advanced features like scheduling emails, snoozing emails, and setting reminders.
 - a. Create a Gmail account. Write a brief email to your friends inviting them to a meeting to discuss a possible industrial visit. Attach a document file with the many options for places to visit.
2. **Google Calendar , Meet and Chat :** Create a new calendar, Create an event in Google Calendar, Set reminders and alarms , Share a Calendar with Other People ,Integrate with Gmail and other apps. Scheduling and managing Google Meet events, Features in Google Meet like screen sharing, chat, annotations and recording, Creating public and private Google Chat rooms ,Inviting and managing participants in Google Chat rooms, Utilizing Chat room features like sharing files, links, and multimedia, pinning messages, and polls.
 - a. Create a new event in Google Calendar for an event happening on a specific date and time. Set a reminder to alert you one day prior to the event. Share your Google Calendar with a specific email address and grant them view-only access.
 - b. Set up a meeting with your project partners, choose the suggested security configurations, and send a meeting invite to the participants via email. Begin the meeting by letting everyone into the meeting room. To demonstrate to them the project's progress, share your screen. Use chats to send brief messages and share relevant documents.
3. **Google Drive :**Managing files and folders in Google Drive, Sharing files and folders with collaborators and setting access permissions.
 - a. Create a project folder in Google drive. Add a PowerPoint presentation detailing project milestones and a Word document with project guidelines to the folder. Share the folder and allow the project team members to edit it.
4. **Google Docs:** Document creation with Google Docs, Apply Basic Formatting to Text , Inserting Images, Creating tables, Format a document with styles, Using Find and Replace, Using Regular Expressions for Advanced Searching, Sharing and Collaborating on files.
 - a. Create a one page document which best describes you. Add the document's heading and page numbers. Make a list of your hobbies using bullet points. Employ formats and typefaces to give the document an elegant look. To highlight your skills, use hyperlinks to other documents in the folder. Include a picture of yourself on the page as well. Add a table with your educational background in it. Write about your positive college experiences by voice typing. After that, translate the document's content into a different language of your choice.
5. **Google Sheets :**Insert, delete and manage sheets , Insert a Function, Format Spreadsheets, Cells, and Ranges, Apply Number Formatting

	and Conditional Formatting, Insert and View Notes, Choose Spreadsheet Settings, Merge Cells, Wrap and Rotate Cell Contents, Inserting Objects in Google Sheets, Sort and Filter Data, Apply Data Validation to Your Sheets, Protect Ranges in a Sheet, Protect a Sheet, Create and Manage Macros. a. Create a Personal budget sheet, list all your expenses and incomes of the month in the sheet. Use sum function to total the income and expenses. Use IF function to find if the budget is in deficit or not.
	Module 2:
	1. Google Slides: Add a Slide to a Presentation, Import Slides from an Existing Presentation, Understanding and Using Views, Work with Text Boxes, Add Audio and Video to a Slide, Insert Shapes and Word Art, Add a Transition and Animations, Edit a Slide Master, Organize the Slides in a Presentation a. Open a new Google Slides presentation titled “Project Presentation”. Add slides to provide a summary of your project. Use themes and transitions to make the slide experience better. 2. Google Forms: Create a Form, Choose Settings for a Form, Add Questions to a Form, Add Images to a Question, Add a Video to a Question, Import Questions from an Existing Form, Create a Form with Multiple Sections, Control Progression Based on Answers, Add Collaborators to a Form, Preview and Test a Form, Send a Form to Its Respondents, View the Responses to a Form, Analyse form responses and generate reports. a. Create a Google Form to accept participation entries for the various events your department is organizing on the annual day. Mention the details of event in the form description. Include a dropdown menu to select the events they wish to participate in. Insert relevant multimedia to make the Google Form attractive. b. Create an online evaluation quiz using Google Form. Include a variety of question formats, such as ones with pictures, videos, etc. Assign points to the questions. Share the link with your friends and check out the the summary of the responses. 3. Google Classroom: Create and set up a Google Classroom, Add Students and Co-Teachers, Using Google Classroom to share resources, Create assignment, Set due dates and points, Use rubrics for grading, Integrate quizzes created using Google Form with Google Classroom. a. Create a Google Classroom for a certain subject that includes a range of topics, resources, and activities. Include resources for each topic, such as Word docs, PowerPoints, and YouTube links. Include elements that encourage participation and interaction, such as assignments and discussions. 4. Google Maps: Search on Maps, Different Map Views (Satellite, Terrain, Street View), Customizing Maps, Get to your destination, Sharing Maps with Others. a. Use google maps to explore local landmarks in your area. Find directions from your current location to a nearby restaurant. Use Maps to check the places you have visited on a particular day.

	5. Google Sites: Creating and building simple websites using Google Sites, Adding content, images, and widgets to websites. a. Assume you runs a small business. Create a visually appealing website which includes the following pages: Home page , About the business, Products page, Announcement of discounts.	
10	Text Books and Online Resources 1. Hart-Davis, G. (2021). Teach Yourself Visually Google Workspace. Visual. 2. https://support.google.com/a/users#topic=9247638 3. https://support.google.com/edu/classroom#topic=10298088 4. https://support.google.com/maps/?hl=en#topic=9729258	
11	Reference Books 1. Team, Z. (2017). The Ultimate Guide to G-Suite. Lean Pub G-Suite. 2. Iyer, b. (2022). Google workspace user guide: a practical guide to using google apps efficiently while integrating them with your data.	
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	
14	Format of Question Paper: Duration 2 hours. Certified copy of Journal is compulsory to appear for the practical examination Practical Slip: Q1. From Module 1 13 marks Q2. From Module 2 12marks Q3. Journal and Viva 05 marks	

Sign of Chairperson
Dr. Mrs. R. Srivaramangai
Ad-hoc BoS (IT)

Sign of the
Offg. Associate Dean
Dr. Madhav R. Rajwade
Faculty of Science &
Technology

Sign of Offg. Dean,
Prof. Shivram S. Garje
Faculty of Science &
Technology

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Commerce	
UG First Year Programme	
Semester	I
Title of Paper	Credits 2
1) Entrepreneurship Management	Credits 2
2)	
From the Academic Year	2024-25

OE Sem 1
ENTREPRENEURSHIP MANAGEMENT

PROGRAM	B.COM
SEMESTER	I
COURSE TITLE	ENTREPRENEURSHIP MANAGEMENT
VERTICLE /CATEGORY	OE
COURSE LEVEL	4.5
COURSE CODE	
COURSE CREDIT	2
HOURS PER WEEK THEORY	2
HOURS PER WEEK PRACTICAL/TUTORIAL	NA

COURSE OBJECTIVE
This course provides an overview of the business, understanding and significance of the business in economy.
COURSE OUTCOME
CO1: Learners will recognize the fundamental components of the business
CO2: Evaluate the impact of traditional and modern business activities
CO3: Learners will be able to apply theoretical knowledge to real world scenarios within the business sector.
CO4: To create comprehensive understanding of the risks and challenges associated with business world

ORGANISATION OF THE COURSE		
UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Introduction to Entrepreneurship	15
2	Entrepreneurship Management	15
TOTAL HOURS		30

COURSE DESIGN

Unit 1 : Introduction to Entrepreneurship (15)

- Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur, Types of Entrepreneurs
- Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India. Options available to entrepreneurs- franchising and outsourcing. Cases on takeover, mergers and acquisitions in India and at global level. Women Entrepreneurs: Problems and Promotion. Social Entrepreneurship-Definition, importance

PEDAGOGICAL APPROACH: Lecture Method. Case studies, assignment

Unit 2: ENTREPRENEURSHIP MANAGEMENT (15)

- Idea generation – sources and methods Identification and classification of ideas. Environmental Scanning and SWOT analysis Preparation of project plan – Components of an ideal business plan – market plan, financial plans, operational plan, and HR plan. Project formulation – project report significance and content
- Meaning and definition (evolution) Role and importance, Policies governing SMEs Organizational structure Steps in setting up a small unit,

PEDAGOGICAL APPROACH: Lecture Method, Assignments and Visits

REFERENCES:-

1. Small scale industries and entrepreneurship, Dr. Vasant Desai, Himalayan Publishing House
2. Management of small scale industries, Dr. Vasant Desai, Himalayan Publishing House
3. Management of small scale industries, J.C. Saboo Megha Biyani, Himalayan Publishing House
4. Dynamics of entrepreneurial development and Management, Dr. Vasant Desai, Himalayan Publishing
5. Entrepreneurship development, Moharanas and Dash C.R., RBSA Publishing, Jaipur
6. Beyond entrepreneurship, Collins and Lazier W, Prentice Hall, New Jersey, 1992
7. Entrepreneurship, Hisrich Peters Shephard, Tata McGraw Hill
8. Fundamentals of entrepreneurship, S.K. Mohanty, Prentice Hall of India
9. A Guide to Entrepreneurship, David Oates, Jaico Publishing House, Mumbai, Edn 2009

Total 50 Marks: with 2 Credits
30 Marks External and 20 Marks Internal

30 Marks External

DURATION: 1 Hour

MARKS: 30

Any 2 out of 3

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

20 Marks Internal

- | | |
|---------------------|------------|
| 1) Class Test | (05 Marks) |
| 2) Assignment | (05 Marks) |
| 3) Presentation | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz | (05 Marks) |
| 6) Case Study | (05 Marks) |

Note: 1) Any Four out of the above can be taken for the internal Assessment.

2) The internal Assessment shall be conducted throughout the Semester.

**Sign of the BOS
Chairperson
Prof. Dr. Kishori
Bhagat
BOS in Commerce**

**Sign of the
Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce
& Management**

**Sign of the
Offg. Associate Dean
Prof. Dr. Kishori
Bhagat
Faculty of Commerce
& Management**

**Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management**

SYLLABUS DESIGNED BY:

1. **RENU NAURIYAL**– CONVENER
2. **SHRIDHAR NAIK**- MEMBER
3. **RAJAT BANDOPADHYAY** - MEMBER

INTERNAL EVALUATION METHODOLOGY:

Sr no	Project/Assignment	Reason/Justification
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2. Competition Success Review
3. Competition Master
4. Yojana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal
7. <https://www.lucidpress.com/blog/top-30-social-media-automation-tools>
8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig
<https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla>
9. 70 years in Indian politics and policy
10. <https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6>

VISUAL COMMUNICATION

COURSE COUCOME
1. To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyse visual communication from a critical

perspective			
MODULE	TOPICS	DESCRIPTION	Hours
01	INTRODUCTION	1. Early Visuals as Communication • Historical evidences, Caves, Hieroglyphs, Geoglyphs, Murals, sculptures 2. Visual Communication as Natural means • Body language – Physique, Gestures, Eye contact, Expressions • Technical gestures 3. Process & Expansion of Visual Language • Sensual theories – Gestalt, Constructivism, Ecological • Perception theories – Semiotics, Language of Signs & Symbols • Concept of Code – Metonymic, Analogical code, Displaced code, Condensed code	10
02	MEDIUM OF COMMUNICATION	1. Images – • Pictograms, Ideograms, Logograms • Paintings, Illustrations, Cartoons, Memes, • Photographs – (speaks thousand words) 2. Video – • Cinema-the seventh art, Animation, Documentary, Vlog 3. Infographics – • Graphs, Charts, Maps • Instructions signs, Presentations • Classification indicators 4. Models – • Solar system, Body systems, Scientific models, Demo pieces 5. Colour – • Sensation, Instruction, Classification • Symbolic – Religious, Political, • Mood & Atmosphere	10
03	PUBLIC PLACES	1. Architecture – • Steps, Ramps, Gates, Entrances • Doors, Windows • Emergency exit, Help seek, Disciplinary, 2. Clothing – • Uniform, Classification, Rank, Unity,	10

		Distinction, Duty, Safety, Identity, Dutifulness, • Dress code, Protocol, Etiquettes • Cultural influences, 3. Interpretation – • Figure reading, Valuation of personality, Presentation of self, Reading from visual cues	
04	APPLICATION	1. Commercial – • Graphic Design, Posters, Advertisements, Publication Design,	
05	ELEMENTS OF ART	1. Visible components – • Line, Shape, Form, Tone, Colour, Space, • Proximity, hierarchy, Movement, Alignment, Emphasis, • Typography, Calligraphy, Word expression, Logotype, Treatment	
SYLLABUS DESIGNED BY: 1. ARVIND PARULEKAR (CONVENER) 2. GAJENDRA DEVDA 3. RENU NAURIAL			
INTERNAL EVALUATION METHODOLOGY: (any two to be selected- one individual and one group evaluation) 1. Presentations with visual examples to elaborate topic 2. Projects / Assignments (illustrations or/ & photographs of observations around) 3. Picture/ Image analysis for Visual Cues & Extracting Meaning 4. Drawing book ideation exercise on Visualisation of Phrases/ Proverbs/ Word Expression			
REFERENCES: 1. Handbook of Visual Communication Edited by Ken Smith/Sandra Moriarty/Gretchen Barbatsis & Keith Kenny 2. Visual Communication Theory and Research by Shahira Fahmy, Mary Angela Bock & Wayne Wanta 3. Visual Communication by Ralph E Wileman 4. Visual Communication by Arvind Parulekar (Sheth Publication)			

INTRODUCTION TO COMPUTERS I

5. COURSE CODE		COURSE NAME and DETAILED SYLLABUS		
		INTRODUCTION TO COMPUTERS -01		
Syllabus				
Modules		Details	Hours	
1	Photoshop: Pixel based Image editing Software			
	1. Introduction to Photoshop	Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing Tools	10	
	2. Photoshop Workspace	The tools, Toolbox controls Property bar, Options bar, Floating palates		
	3. Working with images	Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling		
	4. Image Editing	Levels, Curves, Contrast adjustment, Colour adjustment Photo filters		
	5. Working with Text	Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design		
2	CorelDraw: Vector based Drawing software			
	1. Introduction to CorelDraw	Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats		
	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C:		
	3. Exploring tools	Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos		
	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips		
	5. Exporting in CorelDraw	Exporting, Types of export, Exporting for other software		
3	Introduction to Microsoft Excel			
4	Premiere Pro: Audio-visual: Video editing software			

	1. Introduction to editing	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	10
	2. Introduction to premiere	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	
	3. Understanding file formats	Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing	
	4. Using colour grading	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	
	5. Exporting and rendering	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	
5	Sound Forge/Sound Booth: Sound Editing Software		
	1. Introduction to Digital Audio	Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate	10
	2. Concept of Dolby Digital	Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker	
	3. Sound Recording	Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software	
	4. Working with Sound	Workspace, Play bar, timeline, Transport tool bar Working with audio file	

		Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter	
	5. Advanced Sound Processing	Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters	
	Total		

Syllabus Committee Members

1. Prof. Arvind Parulekar: Convener
2. Prof. Izaz Ansari: (Subject Expert)
3. Mr. Ashish Gandhre: (Industry Expert)

Internal exercise:

The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students are up to the industry standards. Also helping them develop their vision to higher aesthetic level.

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either quark of PS or Corel	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-experience.
02 Electronic	Making a short clip with the use of premiere and 3D Maya	Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)

References:

- Photoshop Bible McLeland Willey Publication
- Corel Draw Practical Learning: BPB Publication
- Quark Express-9 : Prepress Know-How Noble Desktop Teachers
- Desktop Publishing with Quark 10 Kindle version
- Digital Music and Sound Forge Debasis Sen BPB Publications

As Per NEP 2020

University of Mumbai



Syllabus for Basket of AEC	
Board of Studies in English	
UG First Year for B.A Programme	
Semester	I
Title of Paper	Credits
Communication Skills in English I for B.A	2
From the Academic Year	2024-2025

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	Communication Skills in English - I (B.A) The English language is an important medium of communication through which one can connect to the global community. It is, therefore, vital that all learners acquire adequate skills in this language. Communication Skills in English is a course that guides the first-year learners to acquire the four skills of communication viz., Listening, Speaking, Reading and Writing. The focus of the syllabus is on building confidence in the learners in applying these skills while using English both academically and socially. Keeping this in mind, the units will have a multi-pronged approach. The course is graded from basic to higher levels of learning so as to help learners gradually acquire the skills. The 30:20 pattern will also help in accomplishing this goal. The activities are designed to focus on oral skill development, while the lectures are aimed at honing their cognitive, analytical, linguistic and creative skills. It is hoped that by the end of the academic year, the learners will have developed confidence in using English language both for oral and written communication as well as develop interest in enhancing these skills later on.
2	Vertical :	Ability Enhancement Course
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

7	Course Objectives: 1. To enhance English language proficiency of students by familiarizing them with Listening, Speaking, Reading and Writing (LSRW) skills 2. To introduce learners to different perspectives of looking at a text or passage 3. To equip learners in the functional aspects of English so that they use the acquired language skills correctly and confidently 4. To guide learners in the effective use of the digital medium of communication.
8	Course Outcomes: At the end of the course, learners will be able to: 1. Understand and interpret any text they are reading from different perspectives. 2. Arouse the interest of learners in listening to and watching good quality audio and visual media. 3. Acquire proficiency in the skills of listening; speaking, reading and writing that will help them meet the challenges of the world. 4. Develop good oral and written skills of communication in the English language.
9	Modules:- Per credit One module can be created
	Module 1: Introduction to Communication Skills, Reading Skills and Listening Skills (15 lectures)
	1. Introduction to Communication Skills • English as an international language and varieties of English • Verbal and Non-Verbal Communication • Features of Effective Writing Skills • Characteristics of an Effective Speech • Effective Listening Skills This section provides theoretical base for the following units that are practical in nature. 2. Reading Skills: • Scanning a text for information • Skimming a passage to look for main ideas, understanding text type • Guessing meaning of an expression (word/phrase/clause) • Building inference skills • Grammar: Tenses, Question Tag, Change the Voice, Framing Interrogative sentence, Synonyms and Antonyms Passages of around 200- 250 words from fables, folk stories, short stories, non-fiction, history, business or environment could be chosen in this section.

	3. Listening Skills • Listening for main ideas/Gist • Listening for details • Listening for text organization features • Listening for tone, accent, style and register A variety of relevant audio/visual texts as samples may be drawn from various sources. Listening skills in English should be developed through various activities along with the practice done while teaching in the class.
	Module 2: Speaking Skills and Writing Skills (15 lectures)
	1. Speaking Skills in English i) Public Speaking in English • Introduction • Characteristics of an effective speech • Analysis of model speeches • Drafting and presenting a speech in formal and informal gatherings ii) Conversation skills • Opening a conversation • Introducing oneself in various contexts • Introducing others formally and informally 2. Formal Writing Skills: • Job applications with bio data (solicited and unsolicited) • RTI applications • Applications for duplicate documents (I-cards / mark sheet, etc.)
10	Text Books: N.A.

1. Bellare, Nirmala. *Reading & Study Strategies*. Books. 1 and 2. Oxford University Press, 1997, 1998
2. Bellare, Nirmala. *Easy Steps to Summary Writing and Note-Making*. Amazon Kindle Edition, 2020
3. Comfort, Jeremy, et al. *Speaking Effectively: Developing Speaking Skills for Business English*. Cambridge University Press, 1994.
4. Das, Bikram K., et. al. *An Introduction to Professional English and Soft Skills*. Cambridge University Press India Pvt. Ltd., 2010
5. Das, Yadjnaseni & R. Saha (eds.) *English for Careers*. Pearson Education India, 2012.
6. Dimond-Bayir, Stephanie. *Unlock Level 2 Listening and Speaking Skills Student's Book and Online Workbook: Listening and Speaking Skills Student's Book+ Online Workbook*. Cambridge University Press, 2014.
7. Doff, Adrian and Christopher Jones. *Language in Use* (Intermediate and Upper Intermediate). CUP, 2004.
8. Glendinning, Eric H. and Beverley Holmstrom. Second edition. *Study Reading: A Course in Reading Skills for Academic Purposes*. CUP, 2004
9. Goodale, Malcolm. *Professional Presentations Video Pack: A Video Based Course*. Cambridge University Press, 1998.
10. Grellet, F. *Developing Reading Skills*. Cambridge: Cambridge University Press, 1981
11. Grussendorf, Marion. *English for Presentations*. OUP, 2007.
12. Hamp- Lyons, Liz and Ben Heasley. Second edition. *Study Writing: A Course in Writing Skills for Academic Purposes*. CUP, 2006
13. Labade, Sachin, Katre Deepa et al. *Communication Skills in English*. Orient Blackswan, Pvt Ltd, 2021.
14. Lewis, N. *How to Read Better & Faster*. New Delhi, Goyal Publishers & Distributors Pvt. Ltd, 2006.
15. McCarthy, Michael and Felicity O'Dell. *English Vocabulary in Use*. Cambridge: Cambridge University Press, 2001.
16. Mohan, RC Sharma Krishna. *Business Correspondence and Report Writing*. Third edition. Tata McGraw-Hill Education, 2002.
17. Murphy, Raymond, et al. *Grammar in use: Intermediate*. Cambridge University Press, 2000
18. Raman, Meenakshi, and Singh, Prakash. *Business Communication*. India, Oxford University Press, 2006.
19. Richards, Jack C., and Chuck Sandy. *Passages Level 2 Student's Book*. Cambridge University Press, 2014.
20. Sadanand, Kamlesh & S. Punitha. *Spoken English: A Foundation Course*. (Part 1 & 2). Orient Blackswan. 2009.
21. Sasikumar, V., et al. *A Course in Listening & Speaking I*. 2005. Cambridge University Press India Pvt. Ltd. (under the Foundation Books Imprint), 2010

	22. Savage, Alice, et al <i>Effective Academic Writing</i>. Oxford: OUP, 2005 23. Sethi, J. <i>Standard English and Indian usage: Vocabulary and grammar</i>. PHI Learning Pvt. Ltd., 2011. 24. Taylor, Grant. <i>English Conversation Practice</i>. 1967. Tata McGraw-Hill, 2013 25. Turton, Nigel D. <i>A B C of Common Grammatical Errors</i>. 1995. Macmillan India Ltd., 1996 26. Vas, Gratian. <i>English Grammar for Everyone</i>. Mumbai, Shree Book Centre, 2015 27. Watson, T. <i>Reading Comprehension Skills and Strategies: Level 6</i>. Saddleback Educational Publishing, 2002 Web link Resources: • A conversation about household appliances: https://youtu.be/rAPI0fSborU 13. • Video on psychology: Why do we dream? https://youtu.be/2W85Dwxx218 • Video on social media: What is a social media influencer? https://youtu.be/39A3og7enz8 • Tips on communication (TED Talk): The Secrets of Learning a New Language https://youtu.be/o_XVt5rdpFY • Expressing opinions: If Cinderella Were a Guy: https://youtu.be/p4OyCNctKXg • Video on the English language: Where did English come from? https://youtu.be/YEaSxhcns7Y	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: • Performance in activities: 10 marks The class may be divided into batches to conduct the presentations and conversations by creating formal schedule for the same before the semester End Examination. • Participation in classroom during lectures 05 marks Learners' response to teaching and tasks involving Listening skills will be assessed • Overall attendance (lectures) 05 marks Percentage of learners' attendance in class to be considered Suggested Activities: • Use of YouTube videos for use of grammar study and practice that may be taken from the list recommended or similar relevant videos. • Listening to audio clips/ books to enhance listening skills • Reading aloud from newspapers, magazines, stories, non-fiction followed by classroom discussion on these to enhance reading and speaking skills • Making short presentations on given topics • Official letter writing/ email writing exercises	

14	Format of Question Paper: for the final examination Q.1. Short notes (2 out of 4) – On Module 1.1 10 marks Q.2. Unseen Passage (200-250 words) (Module 1.2) 10 marks 6 marks for the questions on content, 4 marks for the questions on grammar Q. 3. Writing Skills (1 out of 2) on Module 2.2 10 Marks
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Prof. Dr. Shivaji Sargar
Board of Studies in
English

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Dr. Suchitra Naik
Faculty of
Humanities

Sign of the Offg.
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Dr. Manisha Karne
Faculty of
Humanities

Sign of the Dean
Prof. Dr. Anil Singh
Faculty of
Humanities

AC – 28.06.2024
Item No. – 8.1 (N)

As Per NEP 2020

University of Mumbai



Syllabus for Indian Knowledge System	
Board of Studies in Indian Knowledge System	
UG First Year Programme	
Semester	I OR II
Title of Paper	Credits 2 for either I or II Semester
I) Indian Knowledge System	
From the Academic Year	2024-2025

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Introduction, relevance, Usefulness, Application, interest, connection with other courses, demand in the industry, job prospects etc.
2	Vertical :	Major/Minor/Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By $\sqrt{}$)
3	Type :	Theory / Practical
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) 1. To sensitize the students about context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition. 2. To help student to understand the knowledge, art and creative practices, skills and values in ancient Indian system. 3. To help to study the enriched scientific Indian heritage. 4. To introduce the contribution from Ancient Indian system & tradition to modern science & Technology.	
8	Course Outcomes: (List some of the course outcomes) 1. Learner will understand and appreciate the rich Indian Knowledge Tradition 2. Lerner will understand the contribution of Indians in various fields 3. Lerner will experience increase subject-awareness and self-esteem 4. Lerner will develop a comprehensive understanding of how all knowledge is ultimately intertwined	
9	Modules:-	
	Module 1: (10 Hours)	
	1. Introduction to IKS (What is knowledge System, Characteristic Features of Indian Knowledge System) 2. Why IKS? (Macaulay's Education Policy and its impact, Need of revisiting Ancient Indian Traditions) 3. Scope of IKS (The Universality of IKS (from Micro to Macro), development form Earliest times to 18th Century CE) 4. Tradition of IKS (Ancient Indian Education System: Home, Gurukul, Pathashala, Universities and ancient educational centres) 5. Relevant sites in the vicinity of the Institute (Water Management System at Kanheri, Temple Management of Ambarnath, etc.)	

	Module 2: (10 Hours)	
	1. Medicine (Ayurveda) 2. Alchemy 3. Mathematics 4. Logic 5. Art of Governance (Arthashastra)	
	Module 3: (10 Hours) (Select Any FIVE out of the following)	
	1. Aesthetics 2. Town Planning 3. Strategic Studies 4. Krishi Shastra 5. Vyakaran & Lexicography 6. Natyashastra 7. Ancient Sports 8. Astronomy	9. Yoga and Wellbeing 10. Linguistics 11. Chitrasutra 12. Architecture 13. Taxation 14. Banking 15. Trade and Commerce
10	Reference Books 1. Concise history of science in India- D.M. Bose, S.N Sen, B.V. Subbarayappa. 2. Positive sciences of the Ancient Hindus- Brajendranatha seal, Motilal Banarasidas, Delhi 1958. 3. History of Chemistry in Ancient India & Medieval India, P.Ray- Indian Chemicals Society, Calcutta 1956 4. Charaka Samhita- a scientific synopsis, P. Ray & H.N Gupta National Institute of Sciences of India, New Delhi 1965. 5. MacDonnell A.A- History of Sanskrit literature 6. Winternitz M- History of Indian Literature Vol. I, II & III 7. Dasgupta S.N & De S.K- History of Sanskrit literature Vol. I. 8. Ramkrishna Mission- cultural heritage of India Vol. I, II & III. 9. Majumdar R. C & Pushalkar A.D- History & culture of the Indian people, Vol. I, II & III. 10. Keith A.B- History of Sanskrit literature. 11. Varadachari V- History of Sanskrit literature Chaitanya Krishna- A new History of Sanskrit	
11	Continuous Internal Assessment: 20 Marks	Semester End Examination : 30 Marks
12	Continuous Evaluation through: Assignment/ Presentations/ Projects (Group/Individual) / Field Visit Report 10 Marks, class Test / MCQ Test 5 Marks, Overall Conduct and Class Participation 5 Marks	
13	Format of Question Paper: for the final examination Q1. Attempt any TWO Questions out of FIVE. 6 Marks Q2. Attempt any THREE Questions out of SIX 12 Marks Q3. Attempt any THREE Questions out of SIX. 12 Marks	

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As Per NEP 2020

University of Mumbai



Syllabus for Basket of VES	
Board of Studies in Value Education	
UG First Year Programme	
Semester	I
Title of Paper	Credits 2
I) Environmental Management & Sustainable Development -I	
From the Academic Year	2024-25

Name of the Course: **Environmental Management & Sustainable Development -I**

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Environmental awareness transcends academic boundaries. This course transcends academic boundaries, equipping you with a foundational understanding of ecosystems, biodiversity, and the human impact on natural resources and climate. Students will learn about critical issues like pollution and explore solutions for a sustainable future. The knowledge you gain here connects with diverse fields such as biology, economics, and even engineering. It is a foundation for further exploration in environmental science, conservation biology, and environmental policy. This course ignites your interest in environmental issues and opens doors to exciting careers in environmental management, conservation, and sustainable development – fields with growing demand across industries. Prepare for an interactive learning experience through engaging lectures, stimulating group discussions, and insightful case studies examining real-world environmental challenges and solutions.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits / (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To create and disseminate knowledge to the students about environmental problems at local, regional and global scale. 2. To introduce about ecosystems, biodiversity and to make aware for the need of conservation. 3. To sensitize students towards environmental concerns, issues, and impacts of	

	human population. 4. To prepare students for successful career in environmental departments, research institutes, industries, consultancy, and NGOs, etc.
8	Course Outcomes: 1. Use principles of Environmental Science for explaining sustainable development and its related ethical concerns 2. Display scientific perspective for issues confronting our present day environment. 3. Analyze the national and global environmental issues relating air, water, soil, and land use, biodiversity, and pollution. 4. Explain the Role of an individual in relation to human population and environmental pollution.
9	Modules:- Unit I: Ecosystems, Biodiversity and Conservation (8 lectures) Introduction, structure, and function of ecosystems; Energy flow: food chains, food webs and ecological succession. Case studies of the following: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) 1. Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns 2. India as a mega-biodiversity nation; Endangered and endemic species of India 3. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. 4. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value. Unit II: Natural Resources and Sustainable Development (7 lectures) Overview of natural resources: Definition of resource; Classification of natural resources- biotic and abiotic, renewable and non-renewable. Biotic resources: Major type of biotic resources- forests, grasslands, wetlands, wildlife and aquatic (fresh water and marine); Microbes as a resource; Status and challenges. Water resources: Types of water resources- fresh water and marine resources; Availability and use of water resources; Environmental impact of over-exploitation, issues and challenges; Water scarcity and stress; Conflicts over water. Soil and mineral resources: Important minerals; Mineral exploitation; Environmental problems due to extraction of minerals and use; Soil as a resource and its degradation. Energy resources: Sources of energy and their classification, renewable and non-renewable sources of energy; Conventional energy sources- coal, oil, natural gas, nuclear energy;
	Non-conventional energy sources- solar, wind, tidal, hydro, wave, ocean thermal, geothermal, biomass, hydrogen and fuel cells; Implications of energy use on the environment. Introduction to sustainable development: Sustainable Development Goals (SDGs)-

	targets and indicators, challenges and strategies for SDGs.
	Unit III: Human Communities and the Environment (8 lectures)
	1. Human population growth: Impacts on environment, human health and welfare. 2. Resettlement and rehabilitation of project affected persons; case studies. 3. Disaster management: floods, earthquake, cyclones and landslides. 4. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. 5. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. 6. Environmental communication and public awareness, case studies (e.g. CNG vehicles in Delhi).
	Unit IV: Environmental Issues; Local, Regional, and Global (7 lectures)
	Environmental issues and scales: Concepts of micro-, meso-, synoptic and planetary scales; Temporal and spatial extents of local, regional, and global phenomena. Pollution: Impact of sectoral processes on Environment, Types of Pollution- air, noise, water, soil, municipal solid waste, hazardous waste; Transboundary air pollution; Acid rain; Smog. Land use and Land cover change: land degradation, deforestation, desertification, urbanization. Biodiversity loss: past and current trends, impact. Global change: Ozone layer depletion; Climate change.
10	Text Books 1. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006. 2. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders. 3. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi. 4. Chiras, D. D and Reganold, J. P. (2010). Natural Resource Conservation: Management for a Sustainable Future. 10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson. 5. John W. Twidell and Anthony D. (2015). Renewable Energy Sources, 3rd Edition, Weir Publisher (ELBS) 6. Singh, J.S., Singh, S.P. & Gupta, S.R. 2006. Ecology, Environment and Resource Conservation. Anamaya Publications https://sdgs.un.org/goals 7. Down to Earth, Centre of Science and Environment ®. 8. Hawkins R. E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay ®. 9. Harper, Charles L. (2017) Environment and Society, Human Perspectives on Environmental Issues 6th Edition. Routledge. 10. Rajagopalan, R. (2011). Environmental Studies: From Crisis to Cure. India: Oxford University Press. 11. Harris, Frances (2012) Global Environmental Issues, 2nd Edition. Wiley-Blackwell.

11	Reference Books 1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt. 2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press. 3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge. 4. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
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	5. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons. 6. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent. 7. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders. 8. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton. 9. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.	
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, Visits, assignment etc. (at least 4)	
14	Format of Question Paper: for the final examination For OE: External - 30 Marks (2 Credits) Internal - 20 Marks Question Paper Format for 30 Marks Format of Question Paper: 30 Marks per paper Semester End Theory Examination: 1. Duration - These examinations shall be of one hour duration. 2. Theory question paper pattern: a. There shall be 04 questions each of 10 marks out of which students will attempt ANY THREE	

Signature:
Prof. Kavita Laghate
Chairman of Board of Studies in Value Education

As Per NEP 2020

University of Mumbai



Title of the Program

**Co-Curricular Course
Introduction to Sports, Physical Literacy,
Health and Fitness and Yog**

SEM I

Syllabus for Two Credit

(With effect from the academic year 2024-25)

Semester I

Course Structure

Semester	Paper	Title of Paper	No of lecture (Theory)	Internal Evaluation (IE)	End Semester Evaluation	Total Marks	Credits
First	CC	Introduction to Sports, Physical Literacy, Health & Fitness and Yoga	30	20	30	50	02
Second	CC	Introduction to Sports, Physical Literacy, Health & Fitness and Yoga	30	20	30	50	02
Total	-	-	60	40	60	100	04

Semester I

1.1 Preamble:

India is growing rapidly as a global super-power. To face the challenges of the century and to keep up with the pace of the world, maintaining health is of prime importance. Giving thrust to healthy society, Physical Education, Sports, Health & fitness and Yoga are of great significance in today's world. The Government of India insists on Physical Fitness, Mental Health and Overall Development of Personality for every citizen. In these lines, the Government has launched Fit India Movement, Khelo India, TOPS and National Sports Day, International Day of Yoga etc. These initiatives have given impetus and awareness among general public, professional and academicians. However, creating efficient and skilled human resource in the field of Physical Education, Sports and Yoga is identified as the need of the hour. Thus, the Governments of India and Government of Maharashtra have included Physical Education, Sports and Yoga as a key area under the NEP 2020.

1.2 Objectives of the Course:

1. To make students familiarize with concepts of Health, Fitness, Yoga, Sports & Physical Literacy.
2. To sensitize the students about background knowledge of Sports structure of Sports Federations, Indian Olympic Association, Khelo India Schemes, FIT India movement, National Sports Day, Intercollegiate Sports structure of University of Mumbai.

3. To familiarize the students with the various physical education concepts and information regarding various Olympic Sports.
4. To make students aware about famous sports personalities and various awards given to Sportsperson and coaches.
5. To educate students regarding various career opportunities in the sports management, sports coaching, sports industry, health and fitness, sports infrastructure, yoga, etc.
6. The course is designed primarily to educate those interested in becoming a Physical Literacy Trainer/Ambassador as well as those who wish to stay lifelong active and want to influence others to be active for life.

1.3 Salient features of the course:

1. The course is designed to enhance the Competency, attitude and skills related knowledge to Physical Literacy, health & fitness, Sports & Yoga.
2. The course is design to implemented as per CBCS pattern .

1.4 Utility of the course:

1. The course may provide opportunity in the field of physical education, sports management, health & fitness, yoga, etc.
2. The course is significant to enhance the abilities of the student to work in the different fields of physical education in the area of coaching, event management, health & fitness, yoga etc.
3. The professional abilities and personality of the students may be enhanced.

1.5 Program outcomes:

By the end of the program the students will be able to:

1. The curriculum would enable the pass out students to be entrepreneur (to start their own fitness center, gym, yoga studio etc.) and device appropriate fitness program for different genders and age groups at all level
2. The curriculum would enable to officiate, supervise various sports events and organize sports events.
3. Students acquire the knowledge of Physical Education, Sports and Yoga and understand the purpose and its development.
4. The student learns to plan, organize and execute sports events.
5. Student will learn theoretical and practical aspects of game of his choice to apply at various levels for teaching, learning and coaching purposes efficiently.
6. Student acquires the knowledge of opted games, sports and yoga and also learns the technical and tactical experience of it.
7. Student will learn to apply knowledge of Physical fitness and exercise management to lead better quality life.
8. Students will understand and learn different dimension of active life style.
9. Student will learn the knowledge of nutrition and diet.
10. Students will be able to assess the physical fitness in a scientific way.
11. The students will be able to continue professional courses and research in Physical Education, sports and yoga.
12. It helps the student to understand theory and practical aspects of physical literacy. These aspects include role of motivation and confidence, how to focus on positive experience, new styles of teaching, inclusive session planning and review the progress in physical activities.

1.6 Programme Duration: The structure of Sports & Physical Literacy has two semesters in total covering a period of two years.

1.7 Duration of the Course:. First Year comprises two semesters. Each semester will have theory paper 30 marks for End Semester Examination and 20 marks for Internal Evaluation for each paper.

1.8 Modes of Internal Evaluation: Assignment, Tutorial, Presentation, MCQs via Google, Field Visits, any other suitable mode along with marks for Attendance of the students.

1.9 Medium of Instruction: English

1.10 Course Structure

Credits: 02

Lectures: 30

Marks: 50

Unit Number	Title of the Unit	No. of Lecture	No. of Credits
1	Introduction to Sports, Physical Literacy, Health & fitness and Yoga 1.1 Meaning and Definition of Sports, Physical Literacy, Health & Fitness and Yoga 1.2 Aim, Objectives & Importance of Sports, Physical Literacy, Health & Fitness and Yoga 1.3 History of Sports, Physical Literacy, Physical Education and Yoga 1.4 Modern trends of Sports, Physical Literacy, Health & Fitness and Yoga	15	1

2	Introduction to Structure of Sports associations, Fitness Training & Yogic Asanas 2.1 Various government schemes, awards and famous sports personalities 2.2 Sports Structure of Sports Federations, Khelo India, Sports Tournaments of University of Mumbai and Indian Olympic Association 2.3 Fundamental Principles of Fitness training and Yoga 2.4 Components of health related and skill related physical fitness 2.5 Types of Yogic practices – Asanas, Pranayama and Meditation	15	1
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References –

1. Bucher, C. A. (n.d.) Foundation of physical education. St. Louis: The C.V. Mosby Co. Deshpande, S. H. (2014). Physical Education in Ancient India. Amravati: Degree college of Physical education.
2. Mohan, V. M. (1969). Principles of physical education. Delhi: Metropolitan Book Dep. Nixon, E. E. & Cozen, F.W. (1969). An introduction to physical education. Philadelphia: W.B. Saunders Co.
3. William, J. F. (1964). The principles of physical education. Philadelphia: W.B. Saunders Co.
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As Per NEP 2020

University of Mumbai



Title of the Program

Introduction to Cultural Activities

SEM I

Syllabus for Two Credit

(With effect from the academic year 2024-25)

Aims and Objectives

- To study the importance of cultural activities in India.
- To discuss the historical importance of cultural activities.
- To define and describe the overview of cultural practices at Indian and Global level.
- To list the various forms of cultural activities and its applied skills.
- To describe the role of organizations for organizing cultural activities in India.

Learning Outcomes

- Understand the significance of cultural activities
- Sensitize students towards Indian culture and its preservation
- Apply the knowledge and skills of the cultural activities in their practical life
- Participate in the various cultural activities

Modules at Glance Semester I

Module No.	Unit	Content	No. of Hours
1	I	Overview to Cultural Activities	05
	II	History of Student Cultural Activities	05
2	III	Forms / Types of Literary and Fine Arts Activities and its Applied Skills	10
	IV	Forms / Types of Performing Arts Activities and its Applied Skills	10
Total No. of Hours			30

Module No.	Unit	Content	No. of Hours
1	I	1.1 Overview to Cultural Activities • Definition of culture and its manifestations • Understanding cultural diversity and inclusivity • The role of cultural activities in preserving heritage • Overview of Indian cultural practices • Overview of global cultural practices	05
	II	2.1 History of Student Cultural Activities □ Role of student cultural activities □ History of student cultural activities in India	05

		• Role of AIU in preserving cultural heritage of India • History of student cultural activities in Maharashtra • Student Cultural activities at University of Mumbai	
2	III	3.1 Forms / Types of Literary and Fine Arts Activities and its Applied Skills 3.1.1 Various Forms of Literary Arts • Elocution: Reading Skills, Soft Skills, Languages, Communication Skills, etc. • Debate: Reading Skills, Soft Skills, Languages, Communication Skills, etc. • Story Writing: Introduction, Plot, Characterization, Presentation, Relevance, Language Style, etc. • Story Telling: Introduction, Plot, Characterization, Presentation, Relevance, Language Style, etc. • Quiz: General Knowledge skills 3.1.2 Various Forms of Fine Arts • Painting: Visualization, Delivery of the Subject, Composition, Colour Application, Presentation and Overall Impact • Collage: Visualization, Delivery of the Subject, Handling of Medium, Composition, Presentation and Overall Impact • Poster Making: Visualization, Delivery of the Subject, Presentation, Tagline and Overall Impact • Clay Modeling: Visualization, Delivery of the Subject, Handling of Medium, Composition, Presentation and Overall Impact • Cartooning: Visualization, Delivery of the Subject, Characters, Synchronization, Colour Application, Composition, Presentation and Overall Impact • Rangoli: Visualization, Delivery of the Subject, Colour Scheme, Elements, Presentation and Overall Impact • Mehendi Designing: Originality, Creativity, Decorative Art with Aesthetic Sense, Presentation and Overall Impact	10

		• Spot Photography: Impact, Composition, Technical Quality and Suitability for the Specific Theme • Installation: Visualization, Delivery of the Subject, Handling of Medium, Synchronization, Composition, Presentation and Overall Impact	
	IV	4.1 Forms / Types of Performing Arts Activities and its Applied Skills 4.1.1 Various Forms of Dance • Folk Dance: History and Origin of Folk Dance In India, Types and their Uniqueness, Significance of Folk Dance, Folk Dances in Maharashtra • Classical Dance: History of Classical Dance, Types and their Peculiarities, Significance of Classical Dances in India 4.1.2 Various Forms of Theatre • History of Indian Theatre • Types and their Uniqueness • Significance of Indian Theatre • Various Forms of Theatre: One Act Play, Skit, Mime, Mimicry 4.1.3 Various Forms of Music • History of Indian Music, • Types and their Uniqueness, • Significance of Music in India • Various Forms of Music: Classical Singing, Light Vocal, Percussion, Non-Percussion, Nattasangeet, Western Vocal, Western Instrumental	10

Scheme of Evaluation

The Scheme of Examination shall be of 50 marks. It will be divided into Internal Evaluation (20 marks) and Semester End Examination (30 Marks).

Semester I (50 Marks, 2 Credits) Internal Evaluation (20 Marks)

Sr. No.	Particulars	Marks
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1	Presentation OR Project OR Assignment	15
2	Participation in Workshop / Conference / Seminar (as decided by the Teacher) OR Participation in Online Workshop / Conference / Seminar (as decided by the Teacher) OR Field Visit OR Attendance	5
Total		20

Semester End Examination (30 Marks)

Question No.	Particulars	Marks
1	Objective Type Questions (All Units)	6
2	Descriptive Question(s) on Unit I [This question may be divided into sub questions like (a) (b) for 3 Marks + 3 Marks or 4 Marks + 2 Marks pattern]	6
3	Descriptive Question(s) on Unit II [This question may be divided into sub questions like (a) (b) for 3 Marks + 3 Marks or 4 Marks + 2 Marks pattern]	6
4	Descriptive Question(s) on Unit III [This question may be divided into sub questions like (a) (b) for 3 Marks + 3 Marks or 4 Marks + 2 Marks pattern]	6
5	Descriptive Question(s) on Unit IV [This question may be divided into sub questions like (a) (b) for 3 Marks + 3 Marks or 4 Marks + 2 Marks pattern]	6
Total		30

Reference Books

- 1) Rabindranath Tagore, The Centre of Indian Culture. Rupa and Co, India, 2017.
- 2) Chopra, J. K. Indian Heritage and Culture. Unique Publisher, India, 2013.
- 3) Patnaik Devdatta, Indian Culture, Art and Heritage. Pearson, India, 2021.
- 4) Cassady Marsh, An Introduction to the Art of Theatre: A comprehensive text- Past, Present and Future. Colorado Springs, Colo, 2017.
- 5) Pingle Bhavanrav A., History of Indian Music: with particular reference to theory and practice, Dev Publishers and Distributors, India, 2021.
- 6) Popley Herbert A., The Music of India. Central Archaeological Library, New Delhi, 1921.

- 7) Tomory Edith, History of Fine Arts in India and the West. Orient Longman, Mumbai, 1989. 8) Arthur Schopenhauer, The Art of Literature, S. Sonnenschein and co London. 1981.
- 9) M. Keith Booker, A Practical Introduction to Literary theory and Criticism. Routledge.Michigan, 1996.
- 10) Vatsyayan Kapila, Indian Classical Dance. Publications Division, Ministry of Information and Broadcasting, Govt. of India, 1992.
- 11) Phyllia S. Weikart, Teaching folk dance: successful steps. High/Scope Press, Mchigan, 1997.
- 12) Gosvami O., The story of Indian Music, its growth and synthesis. Bombay, New York, Asia Pub. House, 1961.

As Per NEP 2020

University of Mumbai



Title of the Program

**Co-Curricular Course
NATIONAL SERVICE SCHEME**

SEM I & SEM II

Syllabus for Two Credit

(With effect from the academic year 2024-25)

UNIVERSITY OF MUMBAI
National Service Scheme

1.1 Preamble:

Students in the National Service Scheme are better able to comprehend all the most recent ideas. These courses include an Introduction to National Service Scheme that covers the concept of social services, which are a variety of public services meant to offer support and help to targeted specific groups, most often the underprivileged. They could be offered by individuals, autonomous, private entities, or under the management of a government body.

1.2 Objectives of the Course:

1. To Introduce National Service Scheme to learners and explain how it is used in current social studies.
2. To make the students aware of the need of having a foundation in social science and NSS.
3. To introduce students to social concepts and issues in society, as well as to get involved in resolving social issues.

1.3 Learning Outcomes of the Course: The students will be able to

1. The course will help students comprehend the foundations of the National Service Program.
2. To understand the unique camping program.
3. Students will learn about the regular activities of NSS.

1.4. Programme Specific Outcomes:

1. Students will be familiar with NSS fundamentals and history, particularly as they pertain to social work.
2. Students will recognize NSS and its ongoing operations.

1.5 Programme Outcomes:

1. Students will comprehend fundamental ideas and facts about the National Service Program.
2. Students will learn the essentials of NSS-related procedures.
3. Students will learn social work skills (such as Voter Awareness, Campus Cleanup, Tree Plantation, and Rallies).

1.6 Modes of Internal Evaluation: Assignment, Tutorial, Presentation, MCQs via Google, Field Visits, any other suitable mode along with marks for Attendance of the students.

UNIVERSITY OF MUMBAI**Semester I****NSS CC****Sub: - Introduction to National Service Scheme****Credits: 02****Marks:50**

Unit Number	SEMESTER 1 Title of the Unit	No. of Lecture
1	Introduction to National Services Scheme NSS- History,Philosophy & Need of Emergence Aims, Objectives, Motto and Emblem of NSS, NSS Theme Song Organizational Structure of NSS-Hierarchy at different levels (National,State,University,College) Roles and Responsibilities of Program Officer Financial Provisions -Grant in Aid for NSS Advisory committees & their functions	15
2	NSS Programmes and Activities (Regular activities) NSS Programmes and Activities (Special Camp activities) Yearly Action Plan of NSS Unit Volunteerism– Meaning, definition, basic qualities of volunteers, need of volunteerism for National development. Opportunities in NSS for Volunteers (Various Camps) Report Writing	15

UNIVERSITY OF MUMBAI

Semester II

NSS CC

Sub: - Leadership and Community Engagement

Credits: 02

Marks: 50

Unit Number	SEMESTER 2 Title of the Unit	No. of Lecture	No. of Credits
1	Leadership & Personality development: Meaning, definition, qualities, and characteristics of a Leader. Meaning of personality, Dimensions of personality. Personality and Leadership nexus.	15	
	Universal Human Values and Ethics for youths Sustainable Development Goals		
2	Activity Based Programmes (Suggestive list given below. Colleges can plan various social activities for learners and make a detailed report) Activities can be conducted throughout the academic year .Evaluation will be based on record keeping of the attendance of the learner.	30	
	Shramadhan – Plantation, Cleaning, Watering, Weeding, Any other activities.		
	Awareness Programmes – Seminar, Workshops, Celebration of National and International days, Personality Development Programmes, Group Activities, etc.,		
	Rally, Visit to Adopted villages, Swatchatha Programme, Visit and Conserving Ancient monuments and heritage site, Socio Economic Survey of village/slum, Nature Camp, Environmental Education, Women Empowerment Programme, Health Camps, Blood grouping awareness and Blood donation, Legal awareness Programme, Literacy Programme, Water Conservation Programme, One Day Special Camp in a village (preferably in adopted village/Adopted areas/Slums/MR Schools etc).		
Note: 1. Above Paper will be exempted if the learner is involved in NSS as Volunteer and Successfully completes 60 hours in each Semester. 2. If learner as a NSS Volunteer attends any Camps at National/State/University/District/ College Special Camp will be exempted from either Sem II OR Sem IV Paper provided they produce Certificate of Participation or Attendance in Camp certified by the Programme Officer.			

Evaluation Pattern

Internal Assessment

Assessment Criteria	Marks
Assignment / Project / Quiz/Presentations	10
Attendance, Class and Activity Participation	10
Total	20

External Assessment Question Paper Pattern

Time: 1:00 Hours

Total Marks: 30

Introduction:- 1. All questions are compulsory.
2. Figure to the Right indicates full marks.
3. Draw neat labeled drawings wherever necessary.

Q.1) Rewrite the following by choosing the correct options given below
(with four alternatives) 6 Objectives question of 1 mark each **06 marks.**

- | | | | |
|-------|----|----|----|
| 1. a) | b) | c) | d) |
| 2. a) | b) | c) | d) |

Q.2) Short Notes . (Any Two out of Four) **06marks**

- 1.
- 2.
- 3.
- 4.

Q.3) Answer the following questions (Any Three out of Five) **18 marks**

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

References:

1. National Service Scheme Manual 2006, Government of India
2. Salunkhe P.B. Ed, Chhtrapati Shahu the Pillar of Social Democracy
3. National Service Scheme Manual, Govt. of India
4. Training Programme on National Programme Scheme TISS
5. Orientation Courses for N.S.S. Programme Officers, TISS
6. Hans Gurmeet, Case Material as a Training Aid for Field Workers
7. Tarachand, History of the Freedom Movement in India Vol.II
8. Kapil K. Krishan, Social Service Opportunities in Hospitals (TISS)
9. Ram, Social Problems in India.
10. Arnold, K. (2018). What is R.E.S.P.E.C.T. When it comes to teamwork? Available at: <https://www.extraordinaryteam.com/what-is-r-e-s-p-e-c-t-when-it-comes-to-teamwork/>
11. Barnard, I. C. (1938). Functions of the Executive. Boston: Harvard Press.
12. Barrett, R. (2013). The Values-driven Organisation: Unleashing Human Potential for Performance and Profit. London: Fulfilling Books
13. Barret Values Center (2018). Values-based leadership. Available at: <https://www.valuescentre.com/mapping-values/leadership/values-based-leadership>
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15. Bishop, W. H. (2013). Defining the Authenticity in Authentic Leadership. The Journal of Values-Based Leadership, 6(1), Article 7. Available at : <https://scholar.valpo.edu/cgi/viewcontent.cgi?article=1077&context=jvbl>
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Sem. – II

Syllabus
B.A. MULTIMEDIA AND MASS COMMUNICATION
(Sem.- II)

SEMESTER II			
PARTICULARS	COURSES	CREDITS	TEACHING HOURS
MAJOR (MANDATORY)	OVERVIEW OF PRINT PRODUCTION	2	30
	BASICS OF RADIO & TV	2	30
	INTRODUCTION TO NEW MEDIA	2	30
MAJOR (ELECTIVES)	NIL	-	-
MINOR	NIL	2	30
OPEN ELECTIVES	NIL	2	30
VOCATION SKILL COURSE	TRANSLATION SKILLS	2	30
SKILL ENHANCEMENT COURSE	INTRODUCTION TO COMPUTERS - II	2	30

OVERVIEW OF PRINT PRODUCTION

Module	Topics	Description	Hours
01	The Print	1. Basics of Print – • Hard copy from Hard (Physical) • Hard copy from Soft (Digital) 2. Production = Mass Print – • Multiple impressions • Master to inking & Impression • Creating master 3. Early Printing – • European (14th Century) Gutenberg • Japanese (597AD) Buddhism • Indian (4th Century) Clay tablets • China – Print On paper	10
02	Technologies	4. Criteria – Mass printing • Economy – Cost effectiveness • Speed – Number of copies • Quality – How good & clear • Consistency – From first to last 5. Job size – Minimum quantity required 6. Printing surface – Suitable to technology	
03	Technologies in practice	7. Mass Printing – • Letterpress – Relief • Gravure – Recessed • Lithography (Offset) – plan-o-graphic • Flexography – Modern letterpress • Silk-screen (Screen printing) – Screen making/ Stencil • Digital – Free of all (Lazor, inkjet, Plotter, Flex)	10
04	Stages	8. Pre-press – • Compositing • Colour separation • Halftone 9. Resolution – Quality of Print • DPI/ LPI • Publication Resolution • Flex Resolution • DPI-LPI v/s viewing distance 10. Press – Transfer of Impression • One side direct/ Indirect	

		• Back to Back/ Indirect (blanket) • Progressive content (Digital) • Sheet-fed v/s Web-fed 11. Post-press – Finishing • Book Binding techniques • Creasing/ Die cutting/ • Packaging • Labels, Stickers, Tags • UV Coating, Lamination • Embossing	
05	Commercial Aspects	12. Costing & Economy • Types of paper • Base & Surface • Thickness – GSM • Types of Ink • Job size – Minimum Quantity 13. Colour Printing • Four colour CMYK • Seven colour CMYK-RGB • Foil print • Fragrance & Texture Print 14. Future Trends – Brief comment on Evolution in Print time to time as current trends then, e.g. • 3D Print etc.	`10

BASICS OF RADIO & TELEVISION

Module	Topics	Hours
01	Evolution and growth of radio & Television A. Evolution and growth of radio Satellite radio – The evolution & growth AIR and Community radio – Developmental & Educational role Internet radio & Private FM Channels broadcast on Internet B. Evolution and growth of TV Evolution and growth of Private and Satellite channels Growth of private International , National, Regional TV Networks and fierce Competition for ratings Satellite Television Broadcast – Television channels for niche audiences – entertainment, news, sports, science, health & lifestyle. HDTV telecast Proliferation of DTH services.	10

02	Regional channels A. Rise of regional channels and Importance of regional channels in India & Globally B. Trends in regional radio and Television channels.	
03	News and other non-fictional formats A. TRP – breaking news on television and the TRP race B. Panel discussions – How panel discussions can make the public opinion C. Interviews – Radio and Television interview technique D. Anchoring – qualities of good anchor, voice modulation E. Radio Jockey – Understanding your audience first, voice modulation, clear diction, accurate pronunciation	10
04	Writing for Broadcast media - (radio and Television) A. Preparation of audio and video briefs – Idea generation, scripting, storyboard B. Scripting – Scripting for – Interviews/Documentary/Feature/Drama/Skits on Radio and TV C. Ethics – Ethics including Censorship in presentation of News, Code of conduct, Fact Checking.	
05	Emerging Trends – Mobile technology, social media and Web: eg A. Hotstar B. Voot C. Sony Live	10
06	Digital story telling/Features – A. Story idea B. Development and presentation C. Web Series	
07	Current and Emerging trends in electronic media A. 24/7 news broadcast – Features/ Audience effectiveness, advertisements and dumbing down of News B. Convergence and Multimedia – Use of Facebook and twitter handles by Radio and TV channels C. Internet TV/Radio D. Mobile TV/Radio	

INTRODUCTION TO NEW MEDIA

PROGRAM	BAMMC
YEAR	F.Y.B.A.M.M.C
SEMESTER	II
COURSE:	INTRODUCTION TO NEW MEDIA
	Major Mandatory (2 credits)
COURSE CODE	
PAPER	
TOTAL MARKS	50 (30:20)
NO OF LECTURES	30
SEMESTER II	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCEC-1-101	INTRODUCTION TO NEW MEDIA
COURSE OUTCOME:	
Upon completion of this course, students should be able to: - To familiarize students with the concept of new media and its significance in the field of multimedia mass communication. - To explore the historical development and evolution of new media technologies. - To examine the impact of new media on society, culture, and communication. - To analyze the characteristics, functions, and uses of various new media platforms. - To develop practical skills in navigating, creating, and evaluating new media content. - To encourage critical thinking and ethical considerations in the use of new media.	
1	Introduction to New Media
	- Definition and scope of new media - Distinction between traditional and new media - Historical overview of new media technologies - The convergence of media technologies
2	Cloud technologies and cloud services and its application in media
	- Content Storage and Delivery - Video Streaming and Distribution - Content Production and Collaboration - Media Asset Management - Live Broadcasting and Remote Production - Content Monetization and Analytics
3	IOT and its Application in media
	- Smart Devices for Content Consumption, - Audience Measurement and Analytics - Content Distribution and Delivery - Personalized Advertising and Targeting: - Smart Production and Asset Management

	• Interactive and Immersive Experiences. • Smart Advertising Displays.
4	Augmented reality and virtual reality and its application in Media
	• Immersive Storytelling • Virtual Tours and Travel Experiences • Live Events and Broadcasting • Gaming and Entertainment • Advertising and Marketing • News and Journalism
5.	Machine Learning and Artificial Intelligence (AI) and its application in media industry
	• Content Creation and Curation • Audience Insights and Personalization • Automated Transcription and Translation • Video and Image Analysis • Ad Targeting and Optimization • Automated Content Moderation • Voice Assistants and Chatbots • Predictive Analytics and Audience Engagement • Data Analytics and Decision-Making • Virtual Assistants and Automated Newsrooms
6.	Creative Programming Technologies
	• Generative Adversarial Networks (GANs) • Creative Coding Frameworks and Libraries: • Blockchain and Cryptocurrencies • Data Visualization and Infographics
7.	Big data and application of big data in media
	• Audience Analytics and Segmentation • Content Recommendation Systems • Real-time Analytics for Content Performance • Ad Targeting and Personalization • Social Media Analytics and Sentiment Analysis • Content Optimization and A/B Testing • Predictive Analytics and Forecasting
8.	Online Gaming and its application in Media
	• Esports • Game Streaming • Gaming Content Creation • Gaming Journalism and News • Integration of Gaming into Traditional Media • Advertising and Sponsorship.

	• Community Engagement and Social Interaction
	Reference Books:
	1. "Cloud Computing for Media and Entertainment Industry" by Eshwar Pittampalli 2. "The Internet of Things: Key Applications and Protocols" by Olivier Hersent, David Boswarthick, and Omar Elloumi 3. "Augmented Human: How Technology Is Shaping the New Reality" by Helen Papagiannis - 4. "Artificial Intelligence for Media and Entertainment" by Edward Ross 5. "Data Science for Media and Entertainment" by Maya R. Gupta, Ramesh Jain, and Vishal Monga 6. "Data Science for Media and Entertainment" by Maya R. Gupta, Ramesh Jain, and Vishal Monga 7. "Online Gaming in Context: The Social and Cultural Significance of Online Games" by Garry Crawford and Victoria K. Gosling
SYLLABUS DESIGNED BY:	1. DR. HANIF LAKDAWALA 2. MS. AMRIN MOGER
INTERNAL EVALUATION METHODOLOGY:	(any two to be selected- one individual and one group evaluation) 1. ORAL & PRACTICAL PRESENTATIONS 2. PROJECTS / ASSIGNMENTS 3. DEBATES /GROUP DISCUSSION 4. OPEN BOOK TESTS 5. QUIZ

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Minor	
Board of Studies in Mass Media	
UG First Year Programme	
Semester II	
Title of Paper	Credits
HISTORY OF MEDIA	02
From the Academic Year	2024-2025

HISTORY OF MEDIA

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	History of Media is an introductory paper that provides learners with an outlook on the evolution of different types of mass media, its formats and its relevance.
2	Vertical:	Minor
3	Type:	Theory
4	Credit:	2
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) 1. To trace the chronological development of various forms of Media 2. To understand key technological innovations in media history and their impact 3. To evaluate the impact of media on society, politics, and culture at different points in history.	
8	Course Outcomes: (List some of the course outcomes) 4. Learner will be able to understand Media history through key events in the cultural history 5. To enable the learner to understand the major developments in media history. 6. To understand the history and role of professionals in shaping communications. 7. To understand the values that shaped and continues to influence Indian mass media. 8. Learner will develop the ability to think and analyze about media. 9. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media	

9	Modules:- Per credit One module can be created
	Module 1: EVOLUTION OF PRESS IN INDIA
	a. Newspaper – the rise of the voice of India during British rule b. India’s Freedom Struggle and Role of Media c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India d. Press during the Emergency Period e. Rise of Hindi Language newspapers f. Regional Press and its popularity of Indian regional languages in various regions
	Module 2: MARKETING COMMUNICATION AND ADVERTISING
	a. Introduction to marketing communication in India b. Social norms, values, and traditions influencing advertising and branding c. Advertising in pre-independence era d. Emergence of advertising agencies e. Impact of Liberalization and Globalization f. Emergence of Indian brands
	Module 3: HISTORY OF DOCUMENTARIES AND FILMS
	a. Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzala, The Vanishing Tribe) Role of Documentarians - P V Pathy, D G Tendulkar ,H S Hirlekar, Paul Zils and FaliBillimoria Anandpatwardhan, b. Evolution of film making in India -brief history, Photography to moving films c. Origin of Hindi cinema d. Origin of Short films to what it is today, role of you tube and WhatsApp e. Great masters of world cinema
	Module 4: HISTORY OF RADIO AND TELEVISION IN INDIA
	a. Radio & Television as Mass Media b. Radio and Television Broadcasting c. The beginning of Radio and Television Shows ● A New Era in Broadcasting in India ● Satellite Television & Privatization in Broadcasting ● Advertising in India d. Internet Protocol Television

10	Text Books: 1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR 2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA 3. MEDIA’S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPOSE 4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN 5. <u>DOCUMENTARY FILMS AND INDIAN AWAKEN</u> BY JAGMOHAN, PUBLICATIONS DIVISIONS MINISTRY OF BROADCASTING AND INFORMATION, GOVERNMENT OF INDIA 6. HISTORY OF INDIAN CINEMA PAPERBACK – 1 JAN 2012 BY RENU SARAN 7. HISTORY OF BROADCASTING IN INDIA BY DR. P. THANGAMANI 8. INDIA ON TELEVISION BY NALIN MEHTA(HARPER COLLINS PUBLISHERS) 9. PRESS IN INDIA: NEW HISTORY HARDCOVER – 1 AUG 1995 BY G.S.C. RAGUAVAN 10. COMMUNICATION IN HISTORY: STONE AGE SYMBOLS TO SOCIAL MEDIA BY DAVID CROWLEY (AUTHOR), PETER URQUHART (AUTHOR), PAUL HEYER (AUTHOR)		
11	Reference Books: 11. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR 12. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA 13. MEDIA’S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPOSE 14. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN 15. <u>DOCUMENTARY FILMS AND INDIAN AWAKEN</u> BY JAGMOHAN, PUBLICATIONS DIVISIONS MINISTRY OF BROADCASTING AND INFORMATION, GOVERNMENT OF INDIA 16. HISTORY OF INDIAN CINEMA PAPERBACK – 1 JAN 2012 BY RENU SARAN 17. HISTORY OF BROADCASTING IN INDIA BY DR. P. THANGAMANI 18. INDIA ON TELEVISION BY NALIN MEHTA(HARPER COLLINS PUBLISHERS) 19. PRESS IN INDIA: NEW HISTORY HARDCOVER – 1 AUG 1995 BY G.S.C. RAGUAVAN 20. COMMUNICATION IN HISTORY: STONE AGE SYMBOLS TO SOCIAL MEDIA BY DAVID CROWLEY (AUTHOR), PETER URQUHART (AUTHOR), PAUL HEYER (AUTHOR) 21.		
12	<table border="1"> <tr> <td data-bbox="207 1633 873 1829"> Internal Continuous Assessment: 40% </td><td data-bbox="873 1633 1430 1829"> External, Semester End Examination 60% Individual Passing in Internal and External Examination </td></tr> </table>	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination		

13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	1. PROJECTS/ ASSIGNMENTS 2. ORAL & PRACTICAL PRESENTATIONS 3. GROUP INTERACTIONS 4. DEBATES & DISCUSSIONS 5. QUIZ (Screening of Short Films and Documentaries are to done in the classroom with history being discussed)															
14	Format of Question Paper: for the final examination Question.1 is compulsory. Attempt any 1 from Q2. And Q3. Each question carries 15 Marks <table><tr><th>Question No</th><th>Questions</th><th>Marks</th></tr><tr><td>Q 1</td><td>Practical/ Case study</td><td>15</td></tr><tr><td>Q 2</td><td>Practical/ Theory</td><td>15</td></tr><tr><td>Q 3</td><td>Practical/ Theory</td><td>15</td></tr><tr><td></td><td>TOTAL</td><td>30</td></tr></table> Note: 1. Equal Weightage is to be given to all the modules. 2. Internal option shall be given in Q1. 3. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two. 4. Use of simple calculator is allowed in the examination. Wherever possible more importance is to be given to the practical problems.		Question No	Questions	Marks	Q 1	Practical/ Case study	15	Q 2	Practical/ Theory	15	Q 3	Practical/ Theory	15		TOTAL	30
Question No	Questions	Marks															
Q 1	Practical/ Case study	15															
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Q 3	Practical/ Theory	15															
	TOTAL	30															

Sign of the BOS Chairman
Dr. Navita Kulkarni
BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Suchitra Naik
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Open Elective Courses	
Board of Studies in Computer Science	
UG First Year Programme	
Semester	II
Title of Paper	Credits 2/ 4
I) Social Media Marketing	2
I)	
From the Academic Year	2024 – 2025

Open Elective Courses

Name of the Course: Social Media Marketing

Sr. No.	Heading	Particulars
1	Description the course:	Introduction: This course serves as an introduction to the dynamic world of social media marketing, offering students the foundational knowledge and practical skills needed to thrive in this rapidly evolving field. Relevance: Social media marketing has become an integral part of modern marketing strategies, as businesses increasingly rely on platforms like Facebook, LinkedIn, and Twitter to connect with their target audience, build brand awareness, and drive sales. Understanding how to leverage these platforms effectively is crucial for success in today's digital landscape. Usefulness: The skills learned in this course are highly practical and applicable across various industries and sectors. Whether students aspire to work in e-commerce, advertising, public relations, or entrepreneurship, a solid understanding of social media marketing is invaluable. Application: Through hands-on exercises and practical assignments, students will apply theoretical concepts to real-world scenarios, such as creating Facebook ad campaigns, optimizing LinkedIn profiles, and analyzing YouTube analytics. This approach ensures that students develop tangible skills that they can immediately put into practice. Interest: Social media marketing is a dynamic and creative field that appeals to students with a passion for digital communication, branding, and analytics. The course's emphasis on practical learning and creativity will engage students and foster their interest in exploring new marketing strategies and techniques. Connection with Other Courses:

		This course complements other courses in marketing, advertising, communications, and digital media by providing a focused understanding of social media platforms and their role in contemporary marketing strategies. Students can apply the knowledge and skills gained in this course to enhance their understanding of broader marketing principles and practices. Demand in the Industry: With the increasing importance of digital marketing, there is a growing demand for professionals with expertise in social media marketing. Businesses of all sizes are seeking skilled individuals who can effectively navigate and leverage social media platforms to achieve their marketing goals. By completing this course, students will position themselves as valuable assets in the job market. Job Prospects: Graduates of this course will be well-equipped to pursue various roles in the field of social media marketing, including social media managers, digital marketing specialists, content creators, and marketing analysts. The practical skills and industry-relevant knowledge gained from this course will enhance students' employability and open up a wide range of career opportunities in the rapidly expanding digital marketing sector.
2	Vertical:	Open Elective
3	Type:	Practical
4	Credits:	2 credits (1 credit = 30 Hours of Practical work in a semester)
5	Hours Allotted:	60 hours
6	Marks Allotted:	50 Marks
7	Course Objectives (CO): CO 1. To provide students with a comprehensive understanding of social media marketing principles, strategies, and best practices. CO 2. To familiarize students with the various social media platforms and their respective features, audiences, and advertising capabilities. CO 3. To equip students with the practical skills needed to create, manage, and optimize social media marketing campaigns across different platforms. CO 4. To cultivate students' ability to analyze social media metrics and use data-driven insights to refine marketing strategies and enhance campaign performance.	

	CO 5. To explore emerging trends and technologies in social media marketing and their implications for future marketing practices. CO 6. To encourage critical thinking and creativity in developing innovative social media marketing solutions to meet business objectives.
8	Course Outcomes (OC): After successful completion of this course, students would be able to - OC 1. Demonstrate a solid understanding of social media marketing concepts, including audience targeting, content creation, engagement strategies, and campaign measurement. OC 2. Identify the strengths and weaknesses of different social media platforms and select the most appropriate channels for achieving specific marketing objectives. OC 3. Develop proficiency in using social media management tools and advertising platforms to create and manage effective marketing campaigns. OC 4. Analyze social media metrics to assess the performance of marketing campaigns, identify areas for improvement, and make data-driven decisions. OC 5. Demonstrate creativity and problem-solving skills by developing original social media marketing concepts and campaigns that resonate with target audiences. OC 6. Effectively communicate their ideas, insights, and recommendations through written reports, oral presentations, and collaborative group discussions focused on social media marketing topics.
9	Modules: Module 1: Introduction to Digital Marketing (30 hours): Introduction to Social Media Marketing Definition and purpose of Social Media Marketing (SMM) Importance of SMM in the digital landscape Overview of different social media platforms and their significance Facebook Marketing Creating and managing a Facebook business page Strategies for engaging with the audience on Facebook Utilizing Facebook advertising tools and creating effective ad campaigns Practical: Create a Facebook business page for a fictional business and design a sample ad campaign LinkedIn Marketing Leveraging LinkedIn for business marketing and networking Crafting a LinkedIn marketing strategy to reach the target audience Lead generation techniques and content strategy on LinkedIn

	Practical: Optimize your LinkedIn profiles and develop a sample content strategy for a professional networking scenario Influencer Marketing Understanding the role of influencers in social media marketing Identifying and collaborating with influencers to amplify brand reach and engagement Practical: Identify potential influencers for a given scenario and create a collaboration plan X Marketing (formerly Twitter Marketing) Developing content strategies for X (replace X with any emerging platform) Utilizing X advertising tools for promoting businesses Engaging with the audience and building brand presence on X Practical: Create sample tweets and design a mock X ad campaign targeting a specific audience
	Module 2 Advanced Digital Marketing Techniques (30 hours) YouTube Marketing Optimizing video content for YouTube Promoting businesses through YouTube ads and sponsored content Monetization strategies and leveraging YouTube analytics for insights Practical: Create and upload a sample promotional video on YouTube and analyze its performance using YouTube analytics Email Marketing Understanding different types of emails and email marketing tools Building and managing mailing lists for effective email campaigns Implementing email marketing automation and analyzing email deliverability Practical: Design and send out a sample email campaign using an email marketing platform and analyze the campaign metrics Content Marketing and SEO Introduction to content marketing and its importance in SMM Creating and optimizing content for social media platforms Overview of SEO techniques for improving website visibility and Google rankings Practical: Create sample social media posts and develop a content calendar for a content marketing campaign, with a focus on SEO optimization

	Mobile Marketing Exploring the role of mobile devices in marketing strategies Understanding mobile advertising and engagement techniques Developing mobile-specific campaigns and measuring mobile marketing ROI Practical: Design a mobile-friendly ad campaign for a fictional product or service and assess its performance metrics Emerging Trends and Web Analytics Exploring new and emerging trends in social media marketing Understanding how to leverage trends like live streaming, augmented reality, and chatbots Introduction to web analytics and tools like Google Analytics Practical: Analyze website performance using Google Analytics and identify areas for optimization and improvement													
10	Text Books 1. Digital Marketing, Seema Gupta, McGraw Hill Education, 2nd Edition													
11	Reference Books 1. Fundamentals of Digital Marketing, Punit Singh Bhatia, Pearson, 2nd Edition 2. “Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation”, Damian Ryan, Calvin Jone. Kogan Page, 4th Edition													
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%												
13	The internal evaluation will be determined by the completion of practical tasks and the submission of corresponding write-ups for each session. Each practical exercise holds a maximum value of 10 marks. The total evaluation, out of 100 marks, should be scaled down to a final score of 20 marks. Total: 20 marks	A Semester End Practical Examination of 2 hours duration for 30 marks as per the paper pattern given below. Certified Journal is compulsory for appearing at the time of Practical Exam Total: 30 Marks												
14	Format of Question Paper: Total Marks: 30 Duration: 2 Hours <table border="1"> <thead> <tr> <th>Question</th><th>Practical Question Based On</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>Q. 1</td><td>Module 1</td><td>12</td></tr> <tr> <td>Q. 2</td><td>Module 2</td><td>12</td></tr> <tr> <td>Q. 3</td><td>Viva</td><td>06</td></tr> </tbody> </table>		Question	Practical Question Based On	Marks	Q. 1	Module 1	12	Q. 2	Module 2	12	Q. 3	Viva	06
Question	Practical Question Based On	Marks												
Q. 1	Module 1	12												
Q. 2	Module 2	12												
Q. 3	Viva	06												

Sign of the BOS Chairman
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Ad-hoc BOS (Computer Science)

Sign of the Offg. Associate Dean
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Faculty of Science & Technology

Sign of Offg. Dean
Prof. Shivram S. Garje
Faculty of Science & Technology

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Business Economics	
UG First Year Programme	
Semester - II	B- Semester - II
Title of Paper	Credits 2/ 4
I) Economics of Mass Media	4
II)	2
III)	2
From the Academic Year	2024- 2025

OPEN ELECTIVE – II

Programme Name: B. Com (Business Economics)

Course Name: Economics of Mass Media

Total Credit: 2

University Assessment: 50 Marks

Pre-Requisite: This course requires students to have a foundational understanding of basic micro-economics.

Course Objectives:

- To equip with knowledge and relevance of various aspects of economics of mass media.
- To analyze and interpret the process of disseminating and exchanging information through diverse media platforms to reach the masses.
- To comprehend the techniques, processes of mass media in the economic perspectives.
- To acquire knowledge about the current trends in the mass media.

Course Outcome:

CO1: Apply economic principles to analyze and solve real world mass media issues effectively.

CO2: Explore the media institutional trends and practices.

CO3: Evaluate the economic theories and concepts and apply to the mass media in India and the world.

CO4: Use the economic perception of media for business decision making, allowing learners to make more informed choices in the knowledge economy.

Modules	Units	Lecture Hours
1: Introduction to Mass Media Economics	Mass Media and the weightless economy; Mass Media as the cornerstone institution in the Knowledge economy	15
	The role of Mass Media in the economic development of India; Mass Media penetration: assess the impact of the spread of ICT and press freedom on corruption, inequality and poverty.	
	Media Economics: the economic policies and practices of media companies and disciplines including journalism and the print media, outdoor media, broadcasting media and digital media.	
2: Current trends of Mass Media in the Dynamic World	Digital competencies, Digital divide and connecting to unconnected; The internet's effects on the media industry.	15
	Monopolies, oligopolies and the lack of diversity in media ownership or content; mass media laws: ethics and practices comprising copyright, piracy and circulation.	
	Current trends of mass media in India: Growth and market dynamics of new media firms.	

Reference Books:

1. Boukes, M., Damstra, A., & Vliegenthart, R. (2019). Media effects across time and subject: How news coverage affects two out of four attributes of consumer confidence. *Communication Research*, 48(3), 454–476.
2. Chadwick, A. (2017). *The hybrid media system: Politics and power*: Oxford University Press.
3. Doms, M., & Morin, N. J. (2004). *Consumer sentiment, the economy, and the news media*. (Working Paper Series 2004-09): Federal Reserve Bank of San Francisco.
4. *Evolving Research and Theories in Media Economics*, Brendan M. Cunningham, Routledge, 2018

5. Fengler, S. (2021). A comparative analysis of media analysis across the globe. Models, Frameworks, Perspectives. In S. Fengler, T. Eberwein, & M. Karmasin (Eds.), *The global handbook of media accountability*. London: Routledge, pp. 549–602.
6. *Handbook of Media Management and Economics*, edited by Alan B. Albarran, Sylvia M. Chan Olmsted, Michael O. Wirth, Lawrence Erlbaum, 2006
7. *Media Economics: Theory and Practice*, edited by Alison Alexander, James E. Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco, Lawrence Erlbaum, 2004
8. Picard, R. G. (2002). *The economics and financing of media firms*. New York: Fordham University Press.
9. *The Indian Media Business*, Vanita Kohli Khandekar, Response, 2010.
10. *Understanding Media Economics*, Gillian Doyle, Sage, 2013

INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

Continuous evaluation pattern		
1	Class Test based on objectives on-line/offline	10 marks
2	Assignment / Project / Presentation	10 marks
3	Book review / Newspaper review (in any language) / Case Study writing	10 marks
	Take best of TWO out of THREE from above	20 Marks

SEMESTER END EXAMINATION: 30 MARKS

Format of Question Paper		
Time: 1 Hour		Marks: 30
Note: 1. Attempt any Two questions out of Three. 2. Figures to the right indicate full marks.		
Q1	Answer the following question (Any 1)	10 Marks
A.		
B.		
Q2	Answer the following question (Any 1)	10 Marks
A.		
B.		
Q2	Write Short Notes (Any 2 out of 3) (5 Marks Each)	10 Marks
A.		
B.		
C.		

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& Management

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Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce

Sign of the
Offg. Associate
Dean
Prin. Kishori Bhagat
Faculty of
Management

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Offg. Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management

TRANSLATION SKILLS

COURSE OUTCOME:

- to identify and discuss basic concepts and problems in the area of Translation Studies.
- to provide an opportunity for an in-depth and hands-on study of many areas of applied translation and linguistics (e.g. semantics, pragmatics, sociolinguistics, and others) in the context of interlingual and intercultural transfer of meaning.
- To introduce the students to several modes and types of translation, as well as translation strategies and techniques
- To familiarize students with the role and functions of translator/interpreter in the process of intercultural communication.
- To introduce the students to concepts of translation/interpreting for specific purposes (legal translation and court interpreting; health care interpreting; conference interpreting; technical translation; literary translation; translation of advertising, entertainment and journalism material

MODULE	TOPICS	DETAILS	Hours
I	BASICS OF TRANSLATION	A. What is Translation? How is it done in different modes and disciplines and application in media. B. Myths about Translation. Meaning of Faithful Translation (The Task of the Translator, Walter Benjamin's essay). C. Learning how to translate: Communicative translation. Transliteration as the failure of translation	5
II	TYPES OF TRANSLATION	A. Formal translation and Word to Word translation: Verbal, literal and lexical level B. Semantic Translation C. Grammatical level, including symbols, images, literary devices and style in translation. D. Adaptation and Transfer of form or Inter-Media Translation: E. Media Transfer in fiction to film or drama to film and so on. Elements of Style. (practical and INTERNAL marks) F. Use of imagery, non-verbal communication and intonation in translation. G. Free Translation: The Translator's license and question of zero translatability	10
III	TRANSLATION AND ADAPTATION	A. Translating biographies of important personalities in cinematic or dramatic style. B. Film Adaptations: making films out of literary stories, fiction or plays	
IV	CULTURAL KNOWLEDGE AND COMPUTER	A. Translation as Transference of Meaning, as Interpretation and as a Political,	10

	ASSISTED TRANSLATION (CAT)	Social Protest in the different streams of writing (the Feminist, Post-Colonial and Postmodern literature B. Understanding differences between people with different backgrounds. Moral, spiritual values, customs and traditions Idioms and phrases, references and slang, etc C. Translation in Social Media and Literature: A Comparative glance D. Understanding Computer Assisted Computer softwares	
V	JOBS AS TRANSLATORS	A. Roles and responsibilities 2. New possibilities in Literature, National and International education, International Affairs, law, business, finance, science, technology and medicine	5

SYLLABUS DESIGNED BY:

1. MS. SHAMALI GUPTA
2. MR. GAJENDRA DEODE

INTERNAL EVALUATION METHODOLOGY:

(any two to be selected- one individual and one group evaluation)

1. WRITTEN & PRACTICAL PRESENTATIONS
2. GROUP ASSIGNMENT ON ANY 10 PERSONALITIES AND THEIR BIOGRAPHIES
3. translate a literary text of about 1200 words from any Indian language to be translated into English or the other way by the students and comment on the experiment with the discussion on the original text, problems faced and the solutions found or not found in the process of translation

REFERENCE BOOKS/JOURNALS/MANUALS:

1. Baker, Mona and Gabriela Saldanha, eds. Routledge Encyclopaedia of Translation
2. Studies. Routledge, London/New York, 1998.
3. Bassnett, Susan-McGuire. Translation Studies. Methun /Routledge, London, 1980.
4. Bassnett, Susan-McGuire and Andre Lefever (eds). Translation, History and
5. Culture. Pinter Publishers, London, 1990.
6. Lakshmi, H (ed). Problems of Translation. Hyderabad: Books links Corporation, 1993.
7. Mukherjee, Sujit. Translation as Discovery. Orient Longman, 1994.
8. Robinson, Douglas(ed). Western Translation Theory from Herodotus to Nietzsche. St Jerome publishing, Manchester, 1997

Introduction to Computers II

COURSE CODE		COURSE NAME	
		Introduction to Computers II	
Syllabus			
Modules		Details	Hours
1	Photoshop: Advanced Image Editing		
	1. Working with multiple images	Mixing Selection marquee, Lasso, Magnetic lasso, feather	10

		Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool	
	2. Image Effects	Editing Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters	
	3. Working with Layers	Layer basics Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masts and extractions Layer effects, Adjustment layers	
	4. Wonders of Blend Modes	Blend modes Advanced blending options Layer blends	
	5. Fully Editable Text	Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools	
2	Adobe Illustrator: Vector based Drawing software		
	1. Introduction to Adobe Illustrator	Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats	10
	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects	
	3. Creating Simple designs	Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity	
	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	
	5. Exporting in Illustrator	Exporting, Types of export, Exporting for other soft wares	
3	InDesign: Layout Software		
	1. Introduction to Adobe In Design	List the menus, List the tools, Palates Benefits of using In Design, Application of In Design	
	2. Text Edits in	Format of text,	

	InDesign	Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	
	3. Using palettes	Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate	
	4. Colour correction in InDesign	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication	
	5. Exporting files	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	
		Managing quality while exporting,	
		Rendering and maintain file format,	
		Improving quality and time to render techniques	
4	Adobe Dreamweaver: Web designing software		
	1. Introduction to Dreamweaver	Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver	10
	2. Working with DW	Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW	
	3. Linking pages	Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links	
	4. Using Tables	Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables, Changing span, Making image into clickable link	
	5. Typo in DW	Changing Font typefaces, size, style, colours Text to hyperlink	
	Total		
Syllabus Committee Members			
1. Prof. Arvind Parulekar (Convener) 2. Pro. Izaz Ansari (Subject Expert) 3. Mr. Ashish Gandhre (Industry Expert)			
Sr. no.	Project/Assignment	Reason/Justification	
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-	

	promotion) using either InDesign or PS or Illustrator	experience.
02 Electronic	Making a short clip with the use of premiere	Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc.) Embedding video with Dreamweaver

Bibliography:

- Photoshop Bible, McLeLand ,Willey Publication
- Adobe Illustrator Classroom in a book: Adobe House
- InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
- Adobe Premiere Pro: Practical Video Editing
- Dreamweaver: Web designing made easy: Todd Palamar

CREDIT STRUCTURE AND WEIGHTAGE OF MARKS

SR. NO.	COURSE CREDIT	TEACHING HOURS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
1	2	30	20	30	50
2	3	45	30	45	75
3	4	60	40	60	100

PAPER PATTERN – 1 (30 MARKS)**Semester End Examination: 30 Marks****Time: 1.00 hr****QUESTION PAPER PATTERN**

Attempt any 2 from Q1. –Q.3
Each question carries 15 Marks

Question No	Questions	Marks
Q 1	Practical/ Case study	15
Q 2	Practical/ Theory	15
Q 3	Practical/ Theory	15
	TOTAL	30

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Practical based projects.	10
2	Participation in Workshop / Conference/ Seminar/ Live Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	10

PAPER PATTERN – 2 (60 MARKS)

Semester End Examination: 60 Marks

Time : 2.00 hr

QUESTION PAPER PATTERN

Question.1. is compulsory

Attempt any 3 from Q2. –Q.5

Each question carries 15 Marks

Question No	Questions	Marks
Q 1	Practical/ Case study	15
Q 2	Practical/ Theory	15
Q 3	Practical/ Theory	15
Q 4	Practical/ Theory	15
Q 5	Practical/ Theory	15
	TOTAL	60

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (40 marks)

	Assessment/ Evaluation	Marks
1	Practical based projects.	20
2	Participation in Workshop / Conference/ Seminar/ Live Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	20

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6

5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

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BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Mala Lalwani
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities

Appendix B

Justification for B.A. (Multimedia and Mass Communication)

1.	Necessity for starting the course:	To meet the contemporary demand of the media and communication industry as well as to train the students to become successful journalists / advertisers / marketers/ etc.
2.	Whether the UGC has recommended the course:	YES
3.	Whether all the courses have commenced from the academic year 2023-24	YES
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available:	YES
5.	To give details regarding the duration of the Course and is it possible to compress the course:	NO
6.	The intake capacity of each course and no. of admissions given in the current academic year:	60 Per Division per College
7.	Opportunities of Employability / Employment available after undertaking these courses:	YES

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Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities

As Per NEP 2020

University of Mumbai



Syllabus for Basket of AEC	
Board of Studies in HINDI	
UG First Year Programme	
Semester	II
Title of Paper	Credits
हिन्दी भाषा : कौशल के आधार	2
From the Academic Year	2024-25

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	हिन्दी भाषा : कौशल के आधार हिंदी राजभाषा होने के साथ-साथ भारत में बोलीजने वाली एक प्रमुख भाषा है। भारत के अधिकांश निवासी और यहां तक कि भारत के बाहर बसनेवाले भारतवंशी भी अपने दैनिक आपसी वार्तालाप, कार्य-व्यवहार में हिंदी भाषा का ही प्रयोग करते हैं। विश्व की प्रमुख पांच भाषाओं के अंतर्गत हिंदी का अस्तित्व है, इस दृष्टि से हिंदी को लेकर विभिन्न प्रकार के कौशल सीखे और सिखाए जा सकते हैं। विद्यार्थियों के लिए हिंदी एक सामान्य भाषा होने के साथ विशेष भाषा तब बन जाती है जब वह हिंदी के माध्यम से अपने कौशल में अभिवृद्धि करें, हिंदी के माध्यम से रोजगार के कई अवसरों को प्राप्त करें। इस दृष्टि से पाठ्यक्रम अत्यंत लाभवर्धक और उपयोगी सिद्ध होगा। हिंदी भाषा में कौशल विकास की असीम संभावनाएं हैं और कौशल के विभिन्न आयाम जुड़े हुए हैं जो अलग-अलग दिशाओं में देखे जा सकते हैं। पाठ्यक्रम विद्यार्थियों में लेखन, वाचन कौशल की अभिवृद्धि करने के साथ रोजगारपरक अवसर प्रदान करता है।
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) 1. विद्यार्थियों को लेखन, वाचन कौशल का ज्ञान देना एवं रोजगार के अवसरों से जोड़ना। 2. विद्यार्थियों को लेखन, वाचन कौशल से परिचय करते हुए अभिव्यक्ति की शैलियों का विकास करना। 3. विद्यार्थियों को भाषण कला के विविध रूपों को समझाना, मौलिकता में अभिवृद्धि लाना एवं विशेषज्ञता दिलाना। 4. विद्यार्थियों को श्रवण कौशल की विशेषताओं से परिचय कराते हुए श्रवण कौशल के लाभों से अवगत कराना।	

8	Course Outcomes: (List some of the course outcomes) CO-1) विद्यार्थियों को लेखन, वाचन कौशल के ज्ञान प्राप्ति के साथ मौलिक अभिव्यक्ति में बदलाव आएगा। CO-2) विद्यार्थियों का लेखन, वाचन कौशल द्वारा मानसिक विकास होगा, पठन-शक्ति, शैली का विकास होगा। CO-3) विद्यार्थियों को लेखन, भाषण कौशल से भाषिक-शक्ति, शैलियों का संवर्धन होगा विशेषज्ञता आएगी। CO-4) विद्यार्थियों को लेखन, वाचन, श्रवण, भाषण कौशल की विशेषताओं और उपयोगिता का ज्ञान प्राप्त होगा।									
9	Modules:- <table><tr><th>इकाई</th><th>पाठ</th><th>व्याख्यान संख्या</th></tr><tr><td>इकाई -1</td><td>1. लेखन कौशल का अर्थ एवं स्वरूप 2. लेखन कौशल की उपयोगिता एवं महत्व 3. लेखन कौशल की विधियाँ 4. लेखन कौशल के भेद एवं विशेषताएँ 5. वाचन कौशल का अर्थ, स्वरूप एवं विशेषताएँ 6. वाचन कौशल की उपयोगिता 7. वाचन कौशल की विधियाँ एवं विशेषताएँ</td><td>व्याख्यान- 15 क्रेडिट- 01</td></tr><tr><td>इकाई -2</td><td>8. भाषण कौशल का अर्थ एवं स्वरूप 9. भाषण कौशल का महत्व एवं उपयोगिता 10. भाषण कौशल की विशेषताएँ 11. भाषण कौशल की विधियाँ 12. श्रवण कौशल का अर्थ एवं स्वरूप 13. श्रवण कौशल का महत्व एवं उपयोगिता 14. श्रवण कौशल की विशेषताएँ</td><td>व्याख्यान- 15 क्रेडिट- 01</td></tr></table>	इकाई	पाठ	व्याख्यान संख्या	इकाई -1	1. लेखन कौशल का अर्थ एवं स्वरूप 2. लेखन कौशल की उपयोगिता एवं महत्व 3. लेखन कौशल की विधियाँ 4. लेखन कौशल के भेद एवं विशेषताएँ 5. वाचन कौशल का अर्थ, स्वरूप एवं विशेषताएँ 6. वाचन कौशल की उपयोगिता 7. वाचन कौशल की विधियाँ एवं विशेषताएँ	व्याख्यान- 15 क्रेडिट- 01	इकाई -2	8. भाषण कौशल का अर्थ एवं स्वरूप 9. भाषण कौशल का महत्व एवं उपयोगिता 10. भाषण कौशल की विशेषताएँ 11. भाषण कौशल की विधियाँ 12. श्रवण कौशल का अर्थ एवं स्वरूप 13. श्रवण कौशल का महत्व एवं उपयोगिता 14. श्रवण कौशल की विशेषताएँ	व्याख्यान- 15 क्रेडिट- 01
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इकाई -2	8. भाषण कौशल का अर्थ एवं स्वरूप 9. भाषण कौशल का महत्व एवं उपयोगिता 10. भाषण कौशल की विशेषताएँ 11. भाषण कौशल की विधियाँ 12. श्रवण कौशल का अर्थ एवं स्वरूप 13. श्रवण कौशल का महत्व एवं उपयोगिता 14. श्रवण कौशल की विशेषताएँ	व्याख्यान- 15 क्रेडिट- 01								
10	संदर्भ ग्रंथ सूची - - हिंदी भाषा शिक्षण के विविध आयाम - प्राध्यापक डॉ. राठौर, किनले एडिशन - अभिनव पत्र लेखन - डॉ अनिल सिंह - हिंदी के व्यावहारिक रूप - डॉ संतोष मोटवानी, परिदृश्य प्रकाशन, मुंबई - हिंदी भाषा लेखन कौशल - गुलीबाबा पब्लिकेशन प्राइवेट लिमिटेड									

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: <u>मूल्यांकन प्रारूप</u> आंतरिक मूल्यांकन- 20- अंक रचनात्मक कार्य, प्रकल्प इत्यादि- 10 अंक, कक्ष शिक्षण के दौरान सहभागिता इत्यादि - 05 अंक अकादमिक, व्यावसायिक एवं कौशल संवर्धन गतिविधियाँ- 05 अंक कुलयोग -20 अंक	
13	Format of Question Paper: <u>बाह्य मूल्यांकन- लिखित परीक्षा- 30- अंक</u> <u>परीक्षा अवधि- 01 घंटा</u> <u>निम्नलिखित तीन में से किन्हीं दो प्रश्नों के उत्तर लिखिए</u> <u>30 अंक</u> कुलयोग- 30 अंक	



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As Per NEP 2020

University of Mumbai



Syllabus for Basket of AEC	
Board of Studies in Marathi	
UG First Year Programme	
Semester	II
Title of Paper	Credits
भाषिक कौशल्यांचे उपयोजन – १ (भाषण व निवेदन कौशल्ये)	2
From the Academic Year	2024-25

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	भाषिक कौशल्यांचे उपयोजन – १ (भाषण व निवेदन कौशल्ये) राष्ट्रीय शैक्षणिक धोरण- २०२० नुसार पदवीच्या प्रथम वर्षातील एका सत्रात क्षमता विकसन अभ्यासक्रम (Ability Enhancement Course) या शीर्षकांतर्गत आधुनिक भारतीय भाषेचे अध्ययन अनिवार्य करण्यात आले आहे. आधुनिक भारतीय भाषेचा प्रस्तुत अभ्यासक्रम व अध्ययन प्रामुख्याने भाषा क्षमता विकसन केंद्री असावे, असेही या धोरणात नमूद करण्यात आले आहे. त्यामुळे या अभ्यासपत्रिकेच्या अध्ययनातून विद्यार्थ्यांना भाषिक कौशल्यांचा तपशीलवार परिचय करून देणे तसेच ती कौशल्ये आत्मसात करण्याची संधी उपलब्ध करून देणे अभिप्रेत आहे. या पार्श्वभूमीवर भाषण व निवेदन कौशल्ये या दोन भाषिक कौशल्यांचा परिचय करून देणारी ही अभ्यासपत्रिका आहे. या अभ्यासपत्रिकेच्या अध्ययनातून भाषण व निवेदनाचे स्वरूप, विविध कार्यक्रम व घटना-प्रसंगीची भाषणे व निवेदन, विविध स्वरूपांच्या भाषण व निवेदनाची पूर्वतयारी, त्यासाठी आवश्यक क्षमता व तंत्रांचा व भाषिक-आंगिक-वाचिक कौशल्यांचा परिचय व्हावा, असे अपेक्षित आहे. या अभ्यासपत्रिकेचे अध्ययन करणाऱ्या विद्यार्थ्यांमध्ये भाषण व निवेदनाची जाण व क्षमता विकसित होईल, हे लक्षात घेऊन प्रस्तुत अभ्यासपत्रिकेची आखणी करण्यात आली आहे.
2	Vertical :	Ability Enhancement Course
3	Type :	Theory + Practical
4	Credit:	02 (1 credit = 15 Hours for Theory in a Semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives : - विविध कार्यक्रम व घटना-प्रसंगीच्या भाषणाचे स्वरूप समजावून सांगणे. - विविध घटना प्रसंगीच्या निवेदनाचे स्वरूप समजावून सांगणे. - प्रभावी भाषण करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे. - प्रभावी निवेदन करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे. - प्रत्यक्ष भाषण आणि निवेदन करण्याची संधी उपलब्ध करून देणे.	
8	Course Outcomes : - विद्यार्थ्यांना विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या भाषणाचे स्वरूप कळेल. - विद्यार्थ्यांना विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या निवेदनाचे स्वरूप कळेल. - विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या भाषणासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा विद्यार्थ्यांना परिचय होईल. - विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या निवेदनासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा विद्यार्थ्यांना परिचय होईल. - विद्यार्थ्यांना प्रत्यक्ष भाषण आणि निवेदन करण्याची संधी उपलब्ध होईल व त्यांच्या क्षमता विकसित होतील.	

9	Modules (अभ्यास घटक) :	
	Module 1 (घटक- ०१) : भाषण कौशल्य	
	१. भाषण : संकल्पना, भाषण : स्वरूप वैविध्य, भाषण प्रकार. २. भाषण कौशल्याचे उपयोजन : भाषणाची पूर्वतयारी, भाषण संहिता (लिखित व मौखिक), भाषिक-आंगिक-वाचिक कौशल्ये (६० मिनिटांच्या १५ तासिका, श्रेयांकन - १)	
	Module 2 (घटक- ०२) : निवेदन कौशल्य	
10	१. निवेदन : संकल्पना, निवेदनाचे स्वरूप वैविध्य, निवेदनाचे प्रकार. २. निवेदन कौशल्याचे उपयोजन : निवेदनाची पूर्वतयारी, निवेदन संहिता (लिखित व मौखिक), काल-परिस्थिती भान, भाषिक-वाचिक कौशल्ये. (६० मिनिटांच्या १५ तासिका, श्रेयांकन - १)	
	Text Books : N.A.	
11	Reference Books: १. केळकर अशोक, वैखरी : भाषा आणि भाषाव्यवहार, स्नेहवर्धन प्रकाशन, पुणे, २०००. २. तौर पृथ्वीराज (संपा०), मराठी भाषिक कौशल्य विकास, अथर्व पब्लिकेशन्स, धुळे, २०१८. ३. नसिराबादकर ल० रा० व्यावहारिक मराठी, भाषा संशोधन केंद्र, कोल्हापूर, २०२३. ४. केळकर अशोक, मध्यमा : भाषा आणि भाषाव्यवहार, मराठी भाषा आणि वाचिक अभिनय, मेहता पब्लिशिंग हाऊस, पुणे, १९९६. ५. भाषिक सर्जन आणि उपयोजन, राजन गवस, अरूण शिंदे, गोमटेश्वर पाटील, दर्या प्रकाशन, पुणे, २०१२	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: अंतर्गत मूल्यमापन : २० गुण चाचणी परीक्षा / मौखिक परीक्षा / प्रकल्पलेखन, नियत कार्य (Assignment) / सादरीकरण/ प्रश्नमंजूषा उपरोक्त कोणत्याही पद्धतीचा अवलंब करून अंतर्गत मूल्यमापन करता येईल. (प्रत्यक्ष उपस्थिती किंवा ऑनलाईन पद्धती)	
14	Format of Question Paper: (बहिर्गत परीक्षेच्या प्रश्नपत्रिकेचे स्वरूप) बहिर्गत परीक्षा ३० गुण (वेळ एक तास) - एकूण तीन प्रश्न विचारावेत. - प्रत्येक घटकावर अंतर्गत पर्याय असलेले प्रत्येकी १० गुणांचे दोन प्रश्न विचारावेत. - तिसरा प्रश्न हा घटक १ आणि २ वर आधारित दहा गुणांचा वस्तुनिष्ठ स्वरूपाचा असावा.	

Sign of the BOS
Chairman
Name of the
Chairman
Name of the BOS

Sign of the
Offg. Associate Dean
Name of the Associate
Dean
Name of the Faculty

Sign of the
Offg. Dean
Name of the Offg. Dean
Name of the Faculty

AC –
Item No. –

As Per NEP 2020

University of Mumbai



Syllabus for Basket of VES	
Board of Studies in Value Education	
UG First Year Programme	
Semester	II
Title of Paper	Credits 2
I) Environmental Management & Sustainable Development -II	
From the Academic Year	2024-25

**Name of the Course: Environmental Management
& Sustainable Development -II**

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This introductory course explores the interconnectedness of our environment and the challenges it faces. Designed for students from all faculties, it equips you with a foundational understanding of: - Ecosystems and biodiversity: Explore the intricate web of life on Earth and the importance of species diversity. - Human impact: Analyse how human activities affect natural resources, climate, and pollution. - Sustainability: Discover principles for living in harmony with the environment and meeting our needs without compromising future generations. Regardless of major, environmental awareness is crucial. This course empowers learner to: - Become an informed citizen: Make responsible choices and advocate for environmental protection. - Understand complex environmental issues: Gain a holistic view of challenges like climate change and pollution. Explore solutions and career paths: Discover potential careers in environmental management, conservation, or sustainable development.
2	Vertical :	Open Elective
3	Type :	Theory / Practical
4	Credit:	2 credits / (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To create and disseminate knowledge to the students about environmental problems at local, regional and global scale. 2. To introduce about ecosystems, biodiversity and to make aware for the need of	

	conservation. 3. To sensitize students towards environmental concerns, issues, and impacts of human population. 4. To prepare students for successful career in environmental departments, research institutes, industries, consultancy, and NGOs, etc.
8	Course Outcomes: 1. Use principles of Environmental Science for explaining sustainable development and its related ethical concerns 2. Display scientific perspective for issues confronting our present day environment. 3. Analyze the national and global environmental issues relating air, water, soil, and land use, biodiversity, and pollution. 4. Explain the Role of an individual in relation to human population and environmental pollution. 5. Recognize the importance of collective efforts for environmental sustainability as reflected in various treaties, conventions and laws
9	Modules:- Unit I: Environmental Pollution and Health (8 lectures) Understanding pollution: Production processes and generation of wastes; Assimilative capacity of the environment; Definition of pollution; Point sources and non-point sources of pollution. Air pollution: Sources of air pollution; Primary and secondary pollutants; Criteria pollutants- carbon monoxide, lead, nitrogen oxides, ground-level ozone, particulate matter and Sulphur dioxide; Other important air pollutants- Volatile Organic compounds (VOCs), Peroxyacetyl Nitrate (PAN), Polycyclic aromatic hydrocarbons (PAHs) and Persistent organic pollutants (POPs); Indoor air pollution; Adverse health impacts of air pollutants; National Ambient Air Quality Standards. Water pollution: Sources of water pollution; River, lake and marine pollution, groundwater pollution; water quality parameters and standards; adverse health impacts of water pollution on human and aquatic life. Soil pollution and solid waste: Soil pollutants and their sources; Solid and hazardous waste; Impact on human health. Noise pollution: Definition of noise; Unit of measurement of noise pollution; Sources of noise pollution; Noise standards; adverse impacts of noise on human health. Thermal and Radioactive pollution: Sources and impact on human health and ecosystems. Unit II: Environmental Management (7 lectures) Introduction to environmental laws and regulation: Constitutional provisions- Article 48A, Article 51A (g) and other derived environmental rights; Introduction to environmental legislations on the forest, wildlife and pollution control. Environmental management system: ISO 14001 Life cycle analysis; Cost-benefit analysis Pollution control and management; Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Ecolabeling /Ecomark scheme. Introduction to Millennium Development Goals, Sustainable Development Goals, & Mission Life.

	Unit III: Environmental Treaties and Conventions (8 lectures)
	1) Major International Environmental Agreements: Stockholm Conference on Human Environment, 1972, Ramsar Convention on Wetlands, 1971, Montreal Protocol, 1987, Basel Convention (1989), Earth Summit at Rio de Janeiro, 1992, Kyoto Protocol, 1997, Earth Summit at Johannesburg, 2002. 2) Major Indian Environmental Legislations: The Wild Life (Protection) Act, 1972; The Water (Prevention and Control of Pollution) Act, 1974; The Forest (Conservation) Act, 1980; The Air (Prevention and Control of Pollution) Act, 1981; The Environment (Protection) Act, 1986; The Biological Diversity Act, 2002
	Unit IV: Case Studies and Field Survey (7 lectures)
	The students are expected to be engaged in some of the following or similar identified activities: • Discussion on one national and one international case study related to the environment and sustainable development. • Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report. • One student one tree initiative. • Documentation of campus biodiversity. • Campus environmental management activities such as solid waste disposal, water management, and sewage treatment.
10	Text Books 1. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI). 2. Central Pollution Control Board Web page for various pollution standards. https://cpcb.nic.in/standards/ 3. Masters, G. M., & Ela, W. P. (2008). Introduction to environmental engineering and science (No. 60457). Englewood Cliffs, NJ: Prentice Hall. 4. Jørgensen, Sven Marques, Erik João Carlos and Nielsen, Søren Nors (2016) Integrated Environmental Management, A transdisciplinary Approach. CRC Press. 5. Barrow, C. J. (1999). Environmental management: Principles and practice. Routledge. 6. Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press. 7. Richard A. Marcantonio, Marc Lane (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press. 8. UNEP (2007) Multilateral Environmental Agreement Negotiator's Handbook, University of Joensuu, ISBN 978-952-458-992-5 9. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions & Programmes. https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf 10. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions & Programmes. https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf 11. India Code – Digital repository of all Central and State Acts: https://www.indiacode.nic.in/ 12. University Grants Commission, D.O.No.F. 14-5/2015(CPP-II) dated 2nd August 2019.

12	Internal Continuous Assessment: 40%	Semester End Examination : 60%
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, Field Visits, Case Studies, assignments, One Student one tree initiative etc. (at least 4)	
14	Format of Question Paper: for the final examination For OE: External - 30 Marks (2 Credits) Internal - 20 Marks Question Paper Format for 30 Marks Format of Question Paper: 30 Marks per paper Semester End Theory Examination: 1. Duration - These examinations shall be of one hour and 30 minutes duration. 2. Theory question paper pattern: There shall be 04 questions each of 10 marks out of which students will attempt ANY THREE	

Signature:
Prof. Kavita Laghate
Chairman of Board of Studies in Value Education

As Per NEP 2020

University of Mumbai



Title of the Program

**Co-Curricular Course
NATIONAL SERVICE SCHEME**

SEM I & SEM II

Syllabus for Two Credit

(With effect from the academic year 2024-25)

UNIVERSITY OF MUMBAI
National Service Scheme

1.1 Preamble:

Students in the National Service Scheme are better able to comprehend all the most recent ideas. These courses include an Introduction to National Service Scheme that covers the concept of social services, which are a variety of public services meant to offer support and help to targeted specific groups, most often the underprivileged. They could be offered by individuals, autonomous, private entities, or under the management of a government body.

1.2 Objectives of the Course:

1. To Introduce National Service Scheme to learners and explain how it is used in current social studies.
2. To make the students aware of the need of having a foundation in social science and NSS.
3. To introduce students to social concepts and issues in society, as well as to get involved in resolving social issues.

1.3 Learning Outcomes of the Course: The students will be able to

1. The course will help students comprehend the foundations of the National Service Program.
2. To understand the unique camping program.
3. Students will learn about the regular activities of NSS.

1.4. Programme Specific Outcomes:

1. Students will be familiar with NSS fundamentals and history, particularly as they pertain to social work.
2. Students will recognize NSS and its ongoing operations.

1.5 Programme Outcomes:

1. Students will comprehend fundamental ideas and facts about the National Service Program.
2. Students will learn the essentials of NSS-related procedures.
3. Students will learn social work skills (such as Voter Awareness, Campus Cleanup, Tree Plantation, and Rallies).

1.6 Modes of Internal Evaluation: Assignment, Tutorial, Presentation, MCQs via Google, Field Visits, any other suitable mode along with marks for Attendance of the students.

UNIVERSITY OF MUMBAI**Semester I****NSS CC****Sub: - Introduction to National Service Scheme****Credits: 02****Marks:50**

Unit Number	SEMESTER 1 Title of the Unit	No. of Lecture
1	Introduction to National Services Scheme NSS- History,Philosophy & Need of Emergence Aims, Objectives, Motto and Emblem of NSS, NSS Theme Song Organizational Structure of NSS-Hierarchy at different levels (National,State,University,College) Roles and Responsibilities of Program Officer Financial Provisions -Grant in Aid for NSS Advisory committees & their functions	15
2	NSS Programmes and Activities (Regular activities) NSS Programmes and Activities (Special Camp activities) Yearly Action Plan of NSS Unit Volunteerism– Meaning, definition, basic qualities of volunteers, need of volunteerism for National development. Opportunities in NSS for Volunteers (Various Camps) Report Writing	15

UNIVERSITY OF MUMBAI

Semester II

NSS CC

Sub: - Leadership and Community Engagement

Credits: 02

Marks: 50

Unit Number	SEMESTER 2 Title of the Unit	No. of Lecture	No. of Credits
1	Leadership & Personality development: Meaning, definition, qualities, and characteristics of a Leader. Meaning of personality, Dimensions of personality. Personality and Leadership nexus.	15	
	Universal Human Values and Ethics for youths Sustainable Development Goals		
2	Activity Based Programmes (Suggestive list given below. Colleges can plan various social activities for learners and make a detailed report) Activities can be conducted throughout the academic year .Evaluation will be based on record keeping of the attendance of the learner.	30	
	Shramadhan – Plantation, Cleaning, Watering, Weeding, Any other activities.		
	Awareness Programmes – Seminar, Workshops, Celebration of National and International days, Personality Development Programmes, Group Activities, etc.,		
	Rally, Visit to Adopted villages, Swatchatha Programme, Visit and Conserving Ancient monuments and heritage site, Socio Economic Survey of village/slum, Nature Camp, Environmental Education, Women Empowerment Programme, Health Camps, Blood grouping awareness and Blood donation, Legal awareness Programme, Literacy Programme, Water Conservation Programme, One Day Special Camp in a village (preferably in adopted village/Adopted areas/Slums/MR Schools etc).		

Note:

- Above Paper will be exempted if the learner is involved in NSS as Volunteer and Successfully completes 60 hours in each Semester.
- If learner as a NSS Volunteer attends any Camps at National/State/University/District/ College Special Camp will be exempted from either Sem II OR Sem IV Paper provided they produce Certificate of Participation or Attendance in Camp certified by the Programme Officer.

Evaluation Pattern

Internal Assessment

Assessment Criteria	Marks
Assignment / Project / Quiz/Presentations	10
Attendance, Class and Activity Participation	10
Total	20

External Assessment Question Paper Pattern

Time: 1:00 Hours

Total Marks: 30

Introduction:- 1. All questions are compulsory.
2. Figure to the Right indicates full marks.
3. Draw neat labeled drawings wherever necessary.

Q.1) Rewrite the following by choosing the correct options given below
(with four alternatives) 6 Objectives question of 1 mark each **06 marks.**

- | | | | |
|-------|----|----|----|
| 1. a) | b) | c) | d) |
| 2. a) | b) | c) | d) |

Q.2) Short Notes . (Any Two out of Four) **06marks**

- 1.
- 2.
- 3.
- 4.

Q.3) Answer the following questions (Any Three out of Five) **18 marks**

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

References:

1. National Service Scheme Manual 2006, Government of India
2. Salunkhe P.B. Ed, Chhtrapati Shahu the Pillar of Social Democracy
3. National Service Scheme Manual, Govt. of India
4. Training Programme on National Programme Scheme TISS
5. Orientation Courses for N.S.S. Programme Officers, TISS
6. Hans Gurmeet, Case Material as a Training Aid for Field Workers
7. Tarachand, History of the Freedom Movement in India Vol.II
8. Kapil K. Krishan, Social Service Opportunities in Hospitals (TISS)
9. Ram, Social Problems in India.
10. Arnold, K. (2018). What is R.E.S.P.E.C.T. When it comes to teamwork? Available at: <https://www.extraordinaryteam.com/what-is-r-e-s-p-e-c-t-when-it-comes-to-teamwork/>
11. Barnard, I. C. (1938). Functions of the Executive. Boston: Harvard Press.
12. Barrett, R. (2013). The Values-driven Organisation: Unleashing Human Potential for Performance and Profit. London: Fulfilling Books
13. Barret Values Center (2018). Values-based leadership. Available at: <https://www.valuescentre.com/mapping-values/leadership/values-based-leadership>
14. Bauman, D. C. (2013). Leadership and the three faces of integrity. The Leadership Quarterly, 24(3), 414-426.
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17. Cameron, K. (2008). Positive Leadership. San Francisco: Berret-Koehler.
18. Clarke, S. (2018). Why your values are key to your leadership. Leaderonomic.com Available: <https://leaderonomics.com/leadership/values-key-leadership>
19. Clarke, N. (2011). An integrated conceptual model of respect in leadership

University of Mumbai

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aams3@mu.ac.in



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Meetings & Services (AAMS)
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Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICC/2024-25/ 2\9

Date: 31st January, 2025

CIRCULAR:-

Attention of all the Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head University Departments is invited to this office Circular No. AAMS_UGS/ICC/2024-25/04 dated 11th June, 2023 relating to the NEP UG & PG Syllabus.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in N.C.C./N.S.S./Sports Co-Curricular at its meeting held on 23rd November, 2024 and subsequently passed by the Board of Deans at its meeting held on 30th December, 2024 vide item No. 8.1 (N) have been accepted by the Academic Council at its meeting held on 27th January, 2025 vide item No. 8.1 (N) and that in accordance therewith to introduce 2 Credit Programme Co-Curricular Course Foundation and Exploration of Performing Fine Arts Sem II as per appendix (NEP 2020) with effect from the academic year 2024-25.

(The said circular is available on the University's website www.mu.ac.in).

MUMBAI – 400 032

31st January, 2025

(Dr. Prasad Karande)
REGISTRAR

To,

The Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Departments.

AC 8.1 (N) /27/01/2025

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Interdisciplinary,
- 3) The Chairman, Ad-hoc Board of Studies in N.C.C./N.S.S./Sports Co-Curricular,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Department of Students Development,
- 6) The Director, Department of Information & Communication Technology,
- 7) The Director, Centre for Distance and Online Education (CDOE), Vidyanagari,
- 8) The Deputy Registrar, Admissions, Enrolment, Eligibility & Migration Department (AEM).



Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentre@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), Dlleuniversityofmumbai@gmail.com

Copy for information :-

1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Associate Dean 2. Dr.Suchitra Naik Naiksuchitra27@gmail.com 3.Prof.Manisha Karne mkarne@economics.mu.ac.in
	Faculty of Commerce & Management, Dean 1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in Associate Dean 2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu 3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in@gmail.com DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE

Ad- hoc Board of Studies in N.C.C./N.S.S./Sports Co-Curricular

UG First Year Programme - Co-Curricular Course

Semester

II

Title of Paper

Credits

Foundation and Exploration of
Performing Fine Arts

2

From the Academic Year

2024-25

Semester II
As per NEP 2020

Foundation and Exploration of Performing and Fine Arts

Syllabus for Two Credits Programme

With effect from Academic Year 2024-2025

Aims and Objectives

- To study the foundation and essentials of performing arts.
- To understand the chronicles of Indian Artistry.
- To comprehend the modern art forms.
- To explore various career opportunities in fine arts.

Learning Outcomes

The course will enable the learner to

- Identify and trace the historical evolution of Indian performing and fine arts.
- Analyze the transition from traditional to modern art forms in performing arts.
- Identify and describe a range of career paths in the fine and performing arts.

Modules at Glance

Semester I

Module No.	Unit	Content	No. of Hours
1	I	Foundation of Performing Arts	08
	II	Essential Skill Sets in Performing Arts	07
2	III	Chronicles of Indian Artistry	08
	IV	Contemporary and Modern Art	07
Total No. of Hours			30

Module No.	Unit	Content
1	I	1.1 Foundation of Performing Arts • Introduction to Performing Arts • Historical Evolution and Cultural Significance of Performing Arts • Basic Elements of Performing Arts
	II	1.2 Essential Skill Sets in Performing Arts • Character Development and Analysis

		• Emotional Exploration and Expression • Fundamentals of Voice Modulation and Projection • Improvisation Skills • Scene Study and Script Interpretation • Career Options in Performing Arts
2	III	2.1 Chronicles of Indian Artistry • Indus Valley Civilization • Folk and Tribal Art Forms • Impact of Aesthetic Art on Sacred Architecture • Revival and Preservation of Ancient Indian Art
	IV	2.2 Contemporary and Modern Art • Modern Trends in Indian Art • Eminent Contemporary Artists of India • Career Options in Fine Arts

Scheme of Evaluation

The Scheme of Examination shall be of 50 marks. It will be divided into Internal Evaluation (20 marks) and Semester End Examination (30 Marks).

Semester I (50 Marks - 2 Credits)

Internal Evaluation (20 Marks)

Sr. No.	Particulars	Marks
1	Presentation OR Project OR Assignment	15
2	Participation in Workshop / Conference / Seminar (as decided by the Teacher) OR Participation in Online Workshop / Conference / Seminar (as decided by the Teacher) OR Field Visit OR Attendance	5

Semester End Examination (30 Marks)

Question No.	Particulars	Marks
1	Objective Type Questions (All Units)	06
2	Descriptive Question(s) on Unit I The Question may be divided into sub questions: Attempt any 2 out of 4 (Each of 3 Marks)	06
3	Descriptive Question(s) on Unit II The Question may be divided into sub questions: Attempt any 2 out of 4 (Each of 3 Marks)	06
4	Descriptive Question(s) on Unit III The Question may be divided into sub questions: Attempt any 2 out of 4 (Each of 3 Marks)	06
5	Descriptive Question(s) on Unit IV The Question may be divided into sub questions: Attempt any 2 out of 4 (Each of 3 Marks)	06
Total		30

Reference Books

- Hennessey, B. (2019). *The artist's career handbook: A guide to building your career as a visual artist*. Allworth Press.
- Kapila, V. (2002). *Indian art: A history*. Penguin India.
- Mitter, P. (2001). *Indian art*. Oxford University Press.
- Chekhov, M. (2002). *To the actor: On the technique of acting*. Routledge.
- Strasberg, L. (1987). *A dream of passion: The development of the method*. Plume.
- Dehejia, V. (1997). *Indian art*. Phaidon Press.
- Nath, A. (2013). *Preservation of art and architecture in ancient India*. Bharatiya Kala Prakashan.
- Chawla, K. (2010). *Opportunities in fine arts careers*. Vikas Publishing House.
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- *Dalmia, Y. (2001). The making of modern Indian art: The progressives. Oxford University Press.*



No. AAMS_UGS/ICC/2024-25/234

Date: 14th February, 2025

CIRCULAR:-

Attention of all the Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head University Departments is invited to this office Circular No. AAMS_UGS/ICC/2024-25/04 dated 11th June, 2023 relating to the NEP UG & PG Syllabus.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in N.C.C./N.S.S./Sports Co-Curricular at its meeting held on 06th February, 2025 has been accepted by the Hon'ble Vice Chancellor as per the powers confirmed upon him under Section 12 (7) of the Maharashtra Public Universities Act, 2016 and that in accordance therewith syllabus of **Co-Curricular Course Introduction to Sports, Physical Literacy, Health and Fitness & Yog Sem II** as per appendix (NEP 2020) with effect from the academic year 2024-25.

(The said circular is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
14th February, 2025


(Dr. Prasad Karande)
REGISTRAR

To,

The Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Departments.

BOS/06/02/2025

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Interdisciplinary,
- 3) The Chairman, Ad-hoc Board of Studies in N.C.C./N.S.S./Sports Co-Curricular,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Department of Students Development,
- 6) The Director, Department of Information & Communication Technology,
- 7) The Director, Centre for Distance and Online Education (CDOE), Vidyanaagari,
- 8) The Deputy Registrar, Admissions, Enrolment, Eligibility & Migration Department (AEM).

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3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
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18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), Dlleuniversityofmumbai@gmail.com

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3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Associate Dean 2. Dr.Suchitra Naik Naiksuchitra27@gmail.com 3.Prof.Manisha Karne mkarne@economics.mu.ac.in
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As Per NEP 2020

University of Mumbai



Syllabus for Sports Co-Curricular Vertical - 6	
Board of Studies in NCC/NSS/Sports Co-Curricular	
UG First Year Programme	
Semester	II
Title of Paper	Credits
I) Sports, Physical Literacy, Health and Fitness & Yog	2
From the Academic Year	2024-25

Semester II

1.1 Preamble:

India is growing rapidly as a global super-power. To face the challenges of the century and to keep up with the pace of the world, maintaining health is of prime importance. Giving thrust to healthy society, Physical Education, Sports, Health & fitness and Yoga are of great significance in today's world. The Government of India insists on Physical Fitness, Mental Health and Overall Development of Personality for every citizen. In these lines, the Government has launched Fit India Movement, Khelo India, TOPS and National Sports Day, International Day of Yoga etc. These initiatives have given impetus and awareness among general public, professional and academicians. However, creating efficient and skilled human resource in the field of Physical Education, Sports and Yoga is identified as the need of the hour. Thus, the Governments of India and Government of Maharashtra have included Physical Education, Sports and Yoga as a key area under the NEP 2020.

1.2 Objectives of the Course:

1. To understand the importance of Physical Education, Sports, & Physical Activity
2. To increase participation of students in various games and sports and fitness activities
3. To develop the physical as well as mental health through physical activity
4. To create interest regarding sports , physical fitness to inculcate healthy habits for lifelong

1.3 Program outcomes:

By the end of the program the students will be able to:

1. The student will participate in various games, sports and physical activities and they will also learn the technical and tactical experience of it.
2. Students will understand the importance and benefits of participation in any fitness activity or sports.
3. Own choice based activities will be the stress buster for the students and this will inculcate healthy habits in the students
4. Students will able to organize, plan activities and will develop administrative qualities through these events
5. Students acquire the knowledge of Physical Education, Sports and Yoga and understand the purpose and its development.
6. The student learns to plan, organize and execute sports events.
7. Student will learn theoretical and practical aspects of game of his choice to apply at various levels for teaching, learning and coaching purposes efficiently.
8. Student acquires the knowledge of opted games, sports and yoga and also learns the technical and tactical experience of it.
9. Student will learn to apply knowledge of Physical fitness and exercise management to lead better quality life.
10. Students will understand and learn different dimension of active life style.

1.4 Programme Duration: The structure of the Credit Course in Sports has two semesters in total covering a period of two years i.e. 2 credits in each semester till the fourth semester as per the guidelines of NEP 2020.

1.5 Modes of Internal & External Evaluation: Students will submit a hard copy of the report of total 60 hours spent for semester II in any physical activities/ training sessions/ Sports events/ yoga/ adventure activities/ any sports/ gym or pilates / to the teacher. Students will be evaluated on the basis of activities participated for the semester II.

1.6 Modules at Glance – Semester II

Module No.	Unit	Content	No. of Practical Hours
1	I	Importance of Physical Education and Sports	15
	II	Participation in any physical activities	15
2	III	Volunteering in any sports events or fitness events	15
	IV	Participation in University or any other Sports competitions	15
Total No. of Hours			60

Module No.	Unit	Content
1	I	1.1 Importance of Physical Education and Sports & Yoga • Development of physical health as well as mental health through Physical Activities. • Group Sports & Fitness Activities • Fitness activities conducted by any sports/fitness instructor such as Yoga, Zumba, Aerobics etc.
	II	1.2 Participation in any Physical activities • Participation in any sports practice sessions conducted by our college/ any club / any institution • Completion of any Yoga/ Pilates/ Gym course/ any fitness related course • Participation in any other physical activities of the interest of student
2	III	2.1 Volunteering in any sports events or fitness events • Volunteering done in sports or fitness events organized by the college • Volunteering in any other fitness or sports activities organized by NGO or local clubs
	IV	2.2 Participation in University or any other Sports competitions • Participation in University Intercollegiate/ Inter Zonal / West Zone/ All India / National / State tournaments organized by University of Mumbai or State or District Sports Federation • Participation in any other intra college competition organized by college • Participation in any recognized Sports or Fitness competitions

Scheme of Evaluation

The Scheme of Examination shall be of 50 marks. It will be divided into Internal Evaluation (20 marks) and Semester End Examination (30 Marks).

Students will submit a brief report of 60 hours spent for Semester II in any of the physical activities along with geo tagged photo, receipt, sports training session's attendance, course certificates, etc. Report should include the explanation of the following questions. A report can have multiple physical activities done for the completion of 60 hours per semester. For eg. A student can enroll himself/ herself in Yoga/ Gym and any sport simultaneously and can give proof of the attendance for the same in the report. A student must complete 60 hours in any physical activity. Students should also enroll themselves as volunteers for any sports and fitness events held in the college.

1. Why did the student select a physical activity mentioned in the report?
2. What were the benefits and experience after the completion of the 60 hours of physical activity?
3. What were the challenges faced by the student during the activity?
4. Geotagged photos of the activity clicked in the beginning, during and on the last day of the activity.
5. Enrollment receipts, ID card, certificate of the activity.
6. Conclusion remark by the student.

Semester II (50 Marks - 2 Credits)

Internal Evaluation (20 Marks)

Sr. No.	Particulars	Marks
1	Presentation OR Project OR Assignment (Students must include the Geo Tagged photos, Enrolment receipt, Certificate etc. in the report)	10
2	Volunteering in any Sports / Fitness activities conducted by college or local clubs or NGO	10

Semester End Examination (30 Marks)

Question No.	Particulars	Marks
1	VIVA Conducted by teacher/ Sports In charge/ Sports Director regarding participation in Physical / Sports / Fitness activities / Fitness or Yoga Course completed by students OR Participation in Sports Competitions Conducted by University at State or National Level (Students who have represented Mumbai University or College at Intercollegiate / Inter Zonal / West Zone Inter University / All Indi Inter University/ International tournament) Students who have represented in the above mentioned competitions should be exempted from VIVA and should be evaluated on the basis of his/ her performance in the above mentioned competitions.	30
Total		30

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