As Per NEP 2020

University of Mumbai

Title of the program

A- U.G. Certificate in Multimedia & Mass Communication

B- U.G.Diploma in Multimedia & Mass Communication

C- B.A. in Multimedia & Mass Communication

D- B.A. (Hons.) in Multimedia & Mass Communication

E- B.A. (Hons. with Research) in Multimedia & Mass Communication with Research

Syllabus for

Semester – Sem I & II

Ref: GR dated 20th April, 2023 for Credit Structure of UG

(With effect from the academic year 2024-25 Progressively)

University of Mumbai

(As per NEP 2020)

Sr. No.	Heading		Particulars
1	**Title of program** O: _____A	A	**U.G. Certificate in Multimedia & Mass Communication**
	O: _____B	B	**U.G. Diploma in Multimedia & Mass Communication**
	O: _____C	C	**B.A. in Multimedia & Mass Communication**
	O: _____D	D	**B.A. (Hons.) in Multimedia & Mass Communication**
	O: _____E	E	**B.A. (Hons. with Research) in Multimedia & Mass Communication with Research**
2	**Eligibility** O: _____A	A	12th standard OR Passed Equivalent Academic Level 4.0
	O: _____B	B	Under Graduate Certificate in Multimedia & Mass Communication Academic Level 4.5
	O: _____C	C	Under Graduate Diploma in Multimedia & Mass Communication Academic Level 5.0
	O: _____D	D	Bachelor of Arts in Multimedia & Mass Communication with minimum CGPA of 7.5 Academic Level 5.5
	O: _____E	E	Bachelor of Arts in Multimedia & Mass Communication with minimum CGPA of 7.5 Academic Level 5.5
3	**Duration of program** R: _____	A	One Year
		B	Two Years
		C	Three Years
		D	Four Years

			E	Four Years
4	**Intake Capacity** **R: _____**		**60**	
5	**Scheme of Examination** **R: _____**		NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination	
6	**R: _____ Standards of Passing**		40%	
7	**Credit Structure** **Sem. I - R: _____A** **Sem. II - R: _____B**		Attached herewith	
	Credit Structure **Sem. III - R: _____C** **Sem. IV - R: _____D**			
	Credit Structure **Sem. V - R: _____E** **Sem. VI - R: _____F**			
8	**Semesters**		A	Sem I & II
			B	Sem III & IV
			C	Sem V & VI
			D	Sem VII & VIII
			E	Sem VII & VIII
9	**Program Academic Level**		A	4.5
			B	5.0
			C	5.5
			D	6.0
			E	6.0
10	**Pattern**		Semester	
11	**Status**		New	
12	**To be implemented from Academic Year Progressively**		From Academic Year: 2024-25	

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

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

Sign of the Offg. Dean
Dr. Anil Singh
Humanities

Preamble

1) Introduction

Bachelor of Arts in Multimedia and Mass Communication is a four year all-encompassing degree program that is focused on imparting application based media education to craft successful media personnel of tomorrow.

2) Aims

- To impart knowledge and inculcate values that promotes integrity, credibility and social responsibility in the learner.
- To prepare learners for a variety of careers in media and allied business including, communication advertising, public relations, journalism, research and more.

Objectives:

- To equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
- This programme will also give them an improved sense of self-confidence and selfefficacy and an awareness of their responsibilities as professionals in their field
- They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices

Learning Outcomes

- Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.
- Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues
- Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills
- Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
- Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
- Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues
- Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
- Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

3) Credit Structure of the Program (Sem I, II, III & IV) (Table as per Parishisht 2 with sign of HOD and Dean)

Under Graduate Certificate in MULTIMEDIA AND MASS COMMUNICATION

Level	Semester	Major Mandatory	Major Electives	Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.
R:_____A										
4.5	I	1.Evolution of Communication (2 cr) 2. Fundamentals of Mass Communication (2 cr) 3. Contemporary Affairs (2 cr)		-	2+2	Visual Communication VSC:2, Introduction to Computers - I SEC:2	AEC: (2 cr) VEC:2, IKS:2	CC:2	22	UG Certificate 44
R:_____B										
	II	1.Overview of Print production 2. Basics of Radio & Television 3. Introduction to New Media		2	2+2	Translation Skills VSC:2, Introduction to Computers - II SEC:2	AEC: (2 cr), VEC:2	CC:2	22	
	Cum Cr.	12	-	2	8	4+4	4+4+2	4	44	
Exit option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor										

[Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – on Job Training, FP – Field Project, CEP – Continuing Education Program, CC – Co-Curricular, RP – Research Project]

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	**10**
	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	
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	**10**
	A. Hotstar B. Voot C. Sony Live	
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

TRANSLATION SKILLS

- 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 fin cinematic or dramatic style. B.　Film Adaptations: making films out of literary stories, fiction or plays	
IV	**CULTURAL KNOLEDGE 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 of 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

Sign of the BOS Chairman
Dr. Navita Kulkarni
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 / marketeers/ 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**

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

Sign of the
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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 <mark>Minor</mark>	
Board of Studies in Commerce	
UG First Year Programme	
Semester	**II**
Title of Paper	**Credits 2**
I) Fundamentals of Business I - Introduction to Business	**Credits 2**
II)	
From the Academic Year	**2024-25**

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:**	Minor
3	**Type:**	Theory
4	**Credit**:	2 credits
5	**Hours Allotted:**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) **1. To make the learners aware fundamentals of Business** **2. To discuss the concept of business environment in detail and its constituents,** **…..** **……**	
8	**Course Outcomes**: (List some of the course outcomes) 1. Develop understanding of the basic concepts of business, 2. Help interpret the recent developments in the business sector, 3. Develop understanding of various aspects of project planning, 4. Help understand the concept of entrepreneurship and its different types.	

9	**Modules**:- Per credit One module can be created
	SEMESTER-II **Title : Fundamentals of Business I** **Sub title - Introduction to Business (2Credits)**
	Module 1: Business and Business Environment (15)
	a) Business: Concept, Scope and Significance of business. Objectives of Business and its classification; CSR – Concept and Importance. b) Business Environment: Concept and Importance of business environment, Internal and External Environment, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business. PEDAGOGICAL APPROACH: Lecture Method. Case studies, assignment
	Module 2: Project Planning and Entrepreneurship (15)
	a) Project Planning: Concept and importance of Project Planning; Project Report; feasibility Study types. Concept and Stages of Business Unit Promotion b) Entrepreneurship: Meaning and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Types of Entrepreneurs, Competencies of an Entrepreneur, Incentives to Entrepreneurs in India, 'Make in India' initiative; Problems and Promotion of Women Entrepreneurs. PEDAGOGICAL APPROACH: Lecture Method. Case studies
10	**Text Books:** **1.** **2.** **3.** **4.** **………**

11	**Reference Books:**
	- Service Marketing, Temani, V.K., Prism Pub - Management Of Service Sector, Bhatia, B S, V P Pub - Introduction To E – Commerce, Dhawan, Nidhi, International Book House - Introduction To Retailing, Lusch, Robert F., Dunne,Patrick M., Carver,James R., Cengage Learning - Retailing Management, Levy Michael., Weitz Barton A,Tata Mcgraw Hill - The Information Technology Act, 2000.

12	**Internal Continuous Assessment: 40%**	**External, Semester End Examination Individual Passing in Internal and External 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:** for the final examination	

For row 14:

Format of Question Paper: for the final examination

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	Sign of the Offg. Associate Dean	Sign of the Offg. Associate Dean	Sign of the Offg. Dean
Prof. Dr. Kishori Bhagat	Dr. Ravikant Balkrishna Sangurde	Prof. Dr. Kishori Bhagat	Prof. Kavita Laghate
BOS in Commerce	Faculty of Commerce & Management	Faculty of Commerce & Management	Faculty of Commerce & Management

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: MarketingStrategies 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.	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: 20 marks	**Total: 30 Marks**

14	**Format of Question Paper:**

Total Marks: 30   **Duration: 2 Hours**

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
Dr. Jyotshna Dongardive
Ad-hoc BOS (Computer Science)

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 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.		

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

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

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

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

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:-

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

10 संदर्भ ग्रंथ सूची -

1. हिंदी भाषा शिक्षण के विविध आयाम - प्राध्यापक डॉ. राठौर, किनले एडिशन
2. अभिनव पत्र लेखन - डॉ अनिल सिंह
3. हिंदी के व्यावहारिक रूप - डॉ संतोष मोटवानी, परिदृश्य प्रकाशन, मुंबई
4. 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:** **मूल्यांकन प्रारूप** *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:** *बाह्य मूल्यांकन- लिखित परीक्षा- 30- अंक* *परीक्षा अवधि- 01 घंटा* *निम्नलिखित तीन में से किन्हीं दो प्रश्नों के उत्तर लिखिए* *30 अंक* कुलयोग- **30 अंक**	

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

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 :** १. विविध कार्यक्रम व घटना-प्रसंगीच्या भाषणाचे स्वरूप समजावून सांगणे. २. विविध घटना प्रसंगीच्या निवेदनाचे स्वरूप समजावून सांगणे. ३. प्रभावी भाषण करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे. ४. प्रभावी निवेदन करण्यासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे. ५. प्रत्यक्ष भाषण आणि निवेदन करण्याची संधी उपलब्ध करून देणे.	
8	**Course Outcomes :** १. विद्यार्थ्यांना विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या भाषणाचे स्वरूप कळेल. २. विद्यार्थ्यांना विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या निवेदनाचे स्वरूप कळेल. ३. विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या भाषणासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा विद्यार्थ्यांना परिचय होईल. ४. विविध कार्यक्रम व घटना-प्रसंगी करावयाच्या निवेदनासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा विद्यार्थ्यांना परिचय होईल. ५. 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
	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)
10	**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	**Sign of the Offg. Associate Dean**	**Sign of the Offg. Dean**
Name of the Chairman	**Name of the Associate Dean**	**Name of the Offg. Dean**
Name of the BOS	**Name of the Faculty**	**Name of the Faculty**

As Per NEP 2020

University of Mumbai

Title of the Course Law related to Intellectual

Property Rights

Semester – Sem I

Syllabus for Two Credit

(With effect from the academic year 2024-25)

Law related to Intellectual Property Rights	
PROGRAM	**BA /BSc/ BCom**
SEMESTER	I
COURSE TITLE	Law related to Intellectual Property Rights
VERTICLE /CATEGORY	E (Value Education Course)
COURSE LEVEL	50
COURSE CODE	
COURSE CREDIT	2
HOURS PER WEEK THEORY	2
HOURS PER WEEK PRACTICAL/TUTORIAL	

COURSE OBJECTIVE
☐ Learners will be enabled with the knowledge of the branch of the law that rights given to persons over the creation of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period.
☐ To impart knowledge on identification of diverse types of Intellectual Properties (IPs), the right of ownership, scope of protection as well as the ways to create and to extract value from IP.
☐ Learners will be able to recognize the crucial role of IP in organizations of different industrial sectors for the purposes of product and technology development.
☐ To facilitate students to identify activities and constitute IP infringements and the remedies available to the IP owner and describe the precautious steps to be taken to prevent infringement of proprietary rights in products and technology development

COURSE OUTCOME
CO1: Learners will be able to study development and reform of intellectual propertyright institutions and their impact on creativity and innovation.
CO2: Learners will be able to critically analyze the principles of Tortious liability, develop familiarization of process of Intellectual Property Management (IPM) andvarious approaches for IPM and conducting IP and IPM auditing and explain how IP can be managed as a strategic resource and suggest IPM strategy
CO3: Learners will be well equipped with the expensive characteristics of judicialtrend related to IPR and the remedies provided under the mechanism set up by the Government Convention of IPR

ORGANISATION OF THE COURSE		
UNIT NO	COURSE UNITS	HOURS PERWEEK
1	Nature, Concept and forms of Intellectual Property and Patents	10
2	Patents and Trade Marks	10
3	Copy Rights and Geographical Indicators	10
	TOTAL HOURS	30

COURSE DESIGN

UNIT TITLE	OUTCOME	DESCRIPTION	PEDAGOGICAL APPROACH
Intellectual Property: Meaning,Nature and Significance	Learners will understand the concept of IPR andanalyze the conceptof liabilities.	Nature& Concept of Intellectual Property,General Principles of IP	Lecture and seminar method,Case laws
Various forms ofIntellectual Properties:	Learners will be ableacquire the knowledge of the fundamentals of Intellectual property right and judicial perspective towards persons and properties.	Copyright, Patent, Trademark, Design, Geographical indication, Semi-Conductor and Plantvariety	Lecture and seminar method,Case laws
Major international instruments relatingto the protection of Intellectual Properties:	Learners will be ableto evaluate the process of IPR mechanism set by thegovernment.	The Paris Convention,1883, the Berne Convention, 1886,The WIPO Convention, 1967,The TRIPS Agreement, 1994 andrecent amendments.	Lecture and seminar method,Case laws

CONTINUOUS ASSESSMENT TESTS (CAT) & SEMESTER END EXAMINATION (SEE)			
NATURE OF ASSESSMENT	**MARKS**	**METHODOLOGY**	**COURSE OUTCOME**
CAT 1*	10	Online Quiz, Open booktest, Class test, Assignment and Viva	CO1
CAT 2*	10	Online Quiz, Open booktest, Class test, Assignment and Viva	CO1, CO2
CAT 3*	10	Online Quiz, Open booktest, Class test, Assignment and Viva	CO3
SEE	30	Four questions of 10 markseach (from each course unit), to be attempted any 3, 10 marks may be subdivided into two sub questions of 5 marks	CO1, CO2,CO3

*Any two.

Practical Activities and Aspect ofthe Course	Analysis of landmark cases, Field visit patent office, Visit to Trademark office,Workshop on IPR.

ESSENTIAL READINGS	W.R.Cornish and D. Llewelyn, Intellectual Property: Patents, Copyrights, Trademarks and Allied Rights, Sweet& Maxwell. P. Narayanan, Intellectual Property Law, Eastern Law House

ADDITIONAL READINGS	V.K. Ahuja, Law Relating to Intellectual Property Rights, LexisNexis

Syllabus Drafting Committee -

Dr. Rajeshri N.Varhadi, Professor and In-Charge Director
(UMLA)Dr. Gouri Gargate, Professor of IIT Kharagpur.
Dr. Swati Rautela, Professor and Head Department of
Law.Dr. Sanjay Jadhav, Associate Professor
Department of Law.
Prof. Uma Nehare, Assistant Professor, University of Law Academy.

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

University of Mumbai

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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/2024-25/234

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), 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
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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

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	Dean
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	Associate Dean
	
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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 direcotr@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 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.

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1.4 Programme Duration: The structure of the Credit Couse 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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University of Mumbai

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

No. AAMS_UGS/ICC/2024-25/ 219

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

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	   ssgarje@chem.mu.ac.in
	
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	2. Dr. Madhav R. Rajwade
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	Faculty of Inter-Disciplinary Studies,
	Dean
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	   aksingh@trcl.org.in
	
	Associate Dean
	
	2.Prin.Chadrashekhar Ashok Chakradeo
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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 direcotr@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 Aesthic 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

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- *Kapila, V. (2002). Indian art: A history. Penguin India.*
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- *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.*

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. Universal Human Values and Ethics for youths Sustainable Development Goals	15	
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. **Shramadhan – P**lantation, 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, SwatchathaProgramme, 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 awarenessProgramme, Literacy Programme, Water Conservation Programme,One Day Special Camp in a village (preferably in adopted village/Adopted areas/Slums/MR Schools etc).	30	

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

<div align="center">

Internal Assessment

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

</div>

<div align="center">

External Assessment
Question Paper Pattern

</div>

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:

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2. Salunkhe P.B. Ed, Chhtrapati Shahu the Pillar of Social Democracy
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