



(नेंक पुनर्मूल्यांकनाद्वारे ३.६५ (सी.जी.पी.ए.) सह अ++ श्रेणी
विद्यार्पीठ अनुदान आयोगाद्वारे श्रेणी १ विद्यार्पीठ दर्जा)

क.वि.प्रा.स.से./आयसीडी/२०२५-२६/३७

दिनांक : २७ मे, २०२५

परिपत्रक:-

सर्व प्राचार्य/संचालक, संलग्नित महाविद्यालय/संस्था, विद्यार्पीठ शैक्षणिक विभागांचे संचालक/ विभाग प्रमुख यांना कळविण्यात येते की, राष्ट्रीय शैक्षणिक धोरण २०२० च्या अमंलबजावणीच्या अनुषंगाने शैक्षणिक वर्ष २०२५-२६ पासून पदवी व पदव्युत्तर अभ्यासक्रम विद्यापरिषदेच्या दिनांक २८ मार्च २०२५ व २० मे, २०२५ च्या बैठकीमध्ये मंजूर झालेले सर्व अभ्यासक्रम मुंबई विद्यार्पीठाच्या www.mu.ac.in या संकेत स्थळावर NEP २०२० या टॅब वर उपलब्ध करण्यात आलेले आहेत.

मुंबई - ४०० ०३२
२७ मे, २०२५

७६/१
(डॉ. प्रसाद कारंडे)
कुलसचिव

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
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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
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16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@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	<p>Faculty of Humanities,</p> <p>Offg. Dean</p> <p>1. Prof.Anil Singh Dranilsingh129@gmail.com</p> <p>Offg. Associate Dean</p> <p>2. Prof.Manisha Karne mkarne@economics.mu.ac.in</p> <p>3. Dr.Suchitra Naik Naiksuchitra27@gmail.com</p>
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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 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 Major Vertical – 1 & 4

**Name of the Programme – B.A. (MULTIMEDIA AND MASS
COMMUNICATION)**

Faculty of Humanities

Board of Studies in MASS MEDIA

U.G. Second Year Programme	Exit Degree	U.G. Diploma in MULTIMEDIA AND MASS COMMUNICATION
Semester		III & IV
From the Academic Year		2025-26

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	Title of program O: _____	B.A. (MULTIMEDIA AND MASS COMMUNICATION)
2	Exit Degree	U.G. Diploma in MULTIMEDIA AND MASS COMMUNICATION
3	Scheme of Examination R: _____	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination
4	Standards of Passing R: _____	40%
5	Credit Structure Sem. III – R. HMU-510C Sem. IV – R. HMU-510D	Attached herewith
6	Semesters	Sem. III & IV
7	Program Academic Level	5.00
8	Pattern	Semester
9	Status	New
10	To be implemented from Academic Year	2025-26

Sd/-

Sign of the BOS
Chairman
Dr. Navita Kulakrni
Board of Studies in
Mass Media

Sd/-

Sign of the
Offg. Associate Dean
Dr. Suchitra Naik
Faculty of
Humanities

Sd/-

Sign of the
Offg. Associate Dean
Prof. Manisha
Karne
Faculty of Humanities

Sd/-

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

Under Graduate Diploma in MULTIMEDIA AND MASS COMMUNICATION

Credit Structure (Sem. III & IV)

Level	Semester	R. HMU-510C									Degree/ Cum. Cr.	
		Major		Minor (Advertising)	Minor (Journalism)	OE	VSC, SEC (VSEC)	AE C, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.		
		Mandatory	Electives									
5.0	III	i) Electronic Media (4 CR) ii) IKS in Communication & Media (2 CR) iii) Film communication 1 (2 CR) 8(4+2+2)		i) (2 CR) ii) (2 CR)	i) (2 CR) ii) (2 CR)	i) (2 CR) ii) (2 CR)	i) Introduction to Photography VSC:2,	1) AEC:2	i) FP : 2 CC:2	22	UG Diploma 88	
		R. HMU-510D										
	IV	i) Mass Media Research (4 CR) ii) Indian Legal Environment (2 CR) iii) Film Communication II (2 CR) 8(4+2+2)		i) (4 CR)	i) (4 CR)	ii) (2 CR) iii) (2 CR) 2	i) Writing and Editing for Media SEC:2	AEC:2	i) CEP: 2 CC:2	22		
	Cum Cr.	28		10		12	6+6	8+4+2	8+4	88		
	Exit option; Award of UG Diploma in Major and Minor with 80-88 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 – Community Engagement Project, CC – Co-Curricular, RP – Research Project]

Note: All minor subjects (Advertising or Journalism), OE, AEC & FP, CEP all subjects to be selected from the university basket.

Sem. - IV

Vertical – 1

Major

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

Title of Paper: MASS MEDIA RESEARCH

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course introduces students to the principles and practices of mass media research, covering both qualitative and quantitative approaches essential for understanding audience behavior, content trends, and media impact. It is highly relevant in today's data-driven media landscape, where research guides decisions in journalism, advertising, broadcasting, and digital content strategy. By exploring tools such as surveys, content analysis, and semiotics, students gain practical skills for application in TRP analysis, consumer studies, and audience measurement. Closely connected with courses in media studies, advertising, and journalism, this course prepares students for careers in media research, analytics, audience insights, and strategic communication roles within media agencies, research firms, and digital platforms.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. To introduce students to the fundamental concepts and scope of mass media research. 2. To familiarize students with the research process including problem identification, hypothesis formulation, and variable classification. 3. To provide knowledge of various research designs and data collection methods relevant to media studies. 4. To develop skills in designing research tools such as questionnaires and attitude measurement scales. 5. To enable students to analyze and interpret data using content analysis and other basic techniques. 6. To explore the real-world application of research in media industries including audience studies, TRP analysis, and advertising research.

8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Explain the relevance and process of conducting research in mass media contexts. 2. Identify and apply appropriate research designs and methodologies to media research problems. 3. Construct effective research instruments and apply sampling methods for data collection. 4. Conduct content analysis and basic data interpretation for media texts and audience studies. 5. Demonstrate understanding of media research applications such as readership surveys, TRPs, and consumer insights. 6. Analyze and evaluate media messages using semiotic tools and communicate research findings effectively in structured reports.
9	<p>Module 1: Foundations of Mass Media Research (15 Hours)</p> <ol style="list-style-type: none"> 1. Introduction to Mass Media Research 2. Relevance, scope, and role of research in media industries 3. Steps in the research process 4. Qualitative vs. Quantitative research approaches 5. Identifying research problems 6. Variables: Independent & Dependent 7. Hypothesis development and significance
	<p>Module 2: Research Design and Data Collection Techniques (15 Hours)</p> <ol style="list-style-type: none"> 1. Understanding research design: Concepts, types, and uses <ul style="list-style-type: none"> • Exploratory, Descriptive, and Causal research designs 2. Primary data collection methods: <ul style="list-style-type: none"> • Focus Groups, Depth Interviews, Surveys, Observations, Experiments 3. Secondary data: <ul style="list-style-type: none"> • Literature review and document analysis 4. Designing effective questionnaires <ul style="list-style-type: none"> • Types, measurement techniques, projective techniques 5. Attitude measurement scales 6. Sampling techniques and procedures
	<p>Module 3: Data Analysis & Interpretation (15 Hours)</p> <ol style="list-style-type: none"> 1. Introduction to content analysis: Definition, uses, limitations 2. Quantitative vs. Qualitative content analysis 3. Steps in conducting content analysis 4. Creating coding categories and quantification systems 5. Data tabulation, interpretation, and visualization basics 6. Structure and format of a research report
	<p>Module 4: Applications and emerging research perspectives</p> <ol style="list-style-type: none"> 1. Application of research in media contexts: <ul style="list-style-type: none"> • Readership & Circulation surveys • Television Rating Points (TRP), Radio Rating Points (RRP) • Audience and media consumption research • Exit polls and media influence • Advertising and consumer behavior research 2. Introduction to Semiotics in Media Research: <ul style="list-style-type: none"> • What is semiotics? • Importance of semiotics in media studies • Media codes, signs, and symbols • Semiotics as a tool for media interpretation

10	Reference Books: <ol style="list-style-type: none"> 1. Research Methodology; Kothari: Wiley Eastern Ltd. 2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP 3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates. 4. Media Research Methods: Gunter, Brrie; (2000); Sage 5. Mass Media Research: Wimmer And Dominick 6. Milestones In Mass Communication: Research De Fleur 	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Class Tests / presentation, project / role play / assignment etc.	

Syllabus Designed by:

- Dr. Navita Kulkarni (Convener)
- Dr. Hanif Lakdawala (Course Expert)
- Prof. Rani D'Souza (Course Expert)
- Ms. Kavita Makhija

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

Title of Paper: INDIAN LEGAL ENVIRONMENT & ETHICS

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	The course of Indian Legal Environment & Ethics is essential for media students to understand the legal frameworks and ethical responsibilities that govern media practices and personnel. It is highly relevant for ensuring responsible journalism, protecting freedom of expression, and avoiding legal pitfalls. This subject complements courses like journalism, media law, and public policy, and is crucial for careers in media regulation, legal journalism, compliance, and content moderation.
2	Vertical :	MAJOR
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:	<ol style="list-style-type: none"> 1. To familiarize students with the key laws, regulations, and legal institutions that govern media and communication in India. 2. To develop an understanding of ethical principles and professional standards essential for responsible media practice and decision-making.
	Course Outcomes:	<ol style="list-style-type: none"> 1. To provide the learners with an understanding of laws those impact the media. 2. To sensitize them towards social and ethical responsibility of media.
9	Module 1: Constitution and Media (5 Lectures)	<ol style="list-style-type: none"> 1. Core values of the Constitution - Refreshing Preamble, unique features of the 01 Indian Constitution 2. Freedom of Expression - Article 19 (1) (a), Article 19(2)

	<p>Module 2: Regulatory Bodies (5 Lectures)</p> <ol style="list-style-type: none"> 1. Press Council - Brief history: Statutory status; Structure; Powers and limitations 2. TRAI - Role of Telecom Regulatory Authority of India 	
	<p>Module 3: Media Laws (10 Lectures)</p> <ol style="list-style-type: none"> 1. Defamation – 1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies 2. Contempt - Contempt of Court; Contempt of Parliament 3. Right to Privacy – Evolution; Right to Privacy a Fundamental Right 4. Morality and Obscenity – 1. Indecent Representation of Women's Act; 2. 19.2, IPC 292 , 293; 3. Change in perception with time 	
	<p>Module 4: Media Ethics & Social Responsibility (10 Lectures)</p> <ol style="list-style-type: none"> 1. Why Ethics - What is ethics? And why do we need ethics? 2. Ethical responsibility of journalist - 1. Code of conduct for journalist 2. Conflict of interest; 3. Misrepresentation, 4. Shock Value 3. Ethical responsibility of advertisers - Violation of ethical norms by advertisers; Case Studies 	
10	<p>Books / References:</p> <ol style="list-style-type: none"> 1. Basu, D.D. (2005). Press Laws, Prentice Hall. 2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press. 4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications 5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co 6. Media Laws: By Dr S R Myneni, Asian Law 	
11	<p>Internal Continuous Assessment: 40%</p>	<p>External, Semester End Examination 60% Individual Passing in Internal and External Examination</p>
12	<p>Continuous Evaluation through:</p> <ol style="list-style-type: none"> 1. Group Projects based on field visits (Eg. Visit to court) 2. Group Discussion on contemporary issues relating to media laws 3. Test 	

Syllabus Designed by:

- Dr. Hanif Lakdawala
- Prof. Renu Nauriyal
- Prof. Mithun M Pillai
- Prof. Bhushan M Shinde

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

Title of Paper: FILM COMMUNICATION - II

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Film Communication is an important subject for media students as it helps them understand the power of visual storytelling in influencing audiences. It is highly relevant in today's media landscape, offering practical knowledge for analysing and creating film content. The subject connects well with areas like journalism, advertising, and digital media, strengthening both creative and critical skills. It also prepares students for careers in filmmaking, content creation, editing, and roles across film, television, and digital platforms.
2	Vertical :	Major
3	Type :	PRACTICAL
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. To enable learner to critically evaluate films using classical and contemporary theories. 2. To understand the representation of society in cinema: caste, class, gender, politics. 3. To explore promotional, publicity, and marketing strategies in the film industry. 4. To examine trends and content in New Indian Cinema and OTT-driven filmmaking.
8	Course Outcomes:	<ol style="list-style-type: none"> 1. Learners will be able to demonstrate an understanding of film as a medium of visual communication and its evolution across genres, styles, and cultures. 2. Learners will be able to analyze the components of film language—such as shot composition, editing, sound, and lighting—to interpret meaning and emotion. 3. Learners will be able to critically evaluate films using established theories and frameworks from media, communication, and cultural studies. 4. Learners will be able to apply cinematic techniques and storytelling methods in the conceptualization and production of short films or media content. 5. Learners will be able to explore the role of film in shaping public opinion, culture, and identity, and its impact on contemporary media and communication practices.

9	<p>Module 1: Film Theory & Criticism (15 Lectures)</p> <ol style="list-style-type: none"> 1. Overview of Major Film Theories: <ul style="list-style-type: none"> • Auteur Theory • Formalism • Realism 2. Approaches: <ul style="list-style-type: none"> • Feminist • Marxist • Psychoanalytic • Post-colonial 3. Application of Theory to selected Indian & International films
	<p>Module 2: Cinema & Society (15 Lectures)</p> <ol style="list-style-type: none"> 1. Role of Cinema in Shaping & Reflecting Culture & Values 2. Representation of Gender, Class, Caste Minorities & Nationalism 3. Films as tool for Social Reform & Resistance
	<p>Module 3: Publicity, Promotion & Marketing (15 Lectures)</p> <ol style="list-style-type: none"> 1. Theatrical & Digital Film Promotion Tools: <ul style="list-style-type: none"> • Trailers • Teasers • Posters • Press Release • Marketing Mix, • Influencer Campaigns • Festival Circuits 2. Media Planning 3. Understanding the PR ecosystem & Branding of Stars
	<p>Module 4: New Indian Cinema (15 Lectures)</p> <ol style="list-style-type: none"> 1. Defining New Indian Cinema: <ul style="list-style-type: none"> • Post 2000 Realism • Digital Film Making 2. Independent Film Makers, regional Cinema, Censorship Debates 3. Role of OTT Platforms: <ul style="list-style-type: none"> • Content Curation • Accessibility 4. Viewership Shifts
10	<p>Books / References:</p> <ul style="list-style-type: none"> • Film Craft & Cine Art • Handbook of Video Production • The Film Maker's Handbook – Steven Ascher (The Bible) • Film Directing – Shot by Shot – Steven Katz • Making Documentary Films & Videos – Barry Hampe • Understanding Communication media – Jacob Sraampi • Making Movies – Sidney Lumet

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: <ol style="list-style-type: none"> 1. Open discussion on film message, technique & specific appealing scenes analysing the various aspects of the scene. 2. Selective Screen-shots of specific films & analysing for Framing, Colour, Culture from costumes, Background, Body language, Other props. 3. Drawing a story-board from the 20sec/30 sec TVC. 4. Writing script from a small incidence in a story. 5. Visualising & Drawing a storyboard from a given script. 6. Writing a film review on a given movie. 	External Evaluation Methodology: The Subject is entirely Practical/ Project paper & there will be no Written Test. The evaluation is based on the project submitted by the learner & the viva voce based on the project as well as testing the knowledge gained by an individual oral question-answer session. <ul style="list-style-type: none"> • The Project will be a Group project with the members of maximum five clearly holding very specific roles in the film making. The key roles are Script writing, Storyboarding, Cinematography, Direction, Editing. • The on screen participants need not be from same group & may be from another team or outsiders & will have no assessment for acting abilities. Acting is not the part of course. • The project will consist of following subjects: <ul style="list-style-type: none"> ○ Short Film based on Social Cause or a Moral Preaching (Duration: 3min to 10min) ○ Documentary based on a Historical incidence or Current process. (Duration: 10min to 20min) ○ Bulletin/ News reel: Topic based on Citizen Journalism, Reporting with video coverage & well-demonstrated coverage ○ Music Video: Shot & edited by the team with occasional stock shots (not over 25%) for maintaining tempo & rhythm <p>Technical Demonstration: Audio-Visual film on a Technical operation, Working of a Machine or an Artist at Work with progressive shots</p>

Syllabus Designed by:

- Arvind Parulekar (Convenor)
- Dr. Gajendra Deoda (Subject Expert)

As Per NEP 2020

University of Mumbai



Syllabus for Minor Vertical 2

Faculty of HUMANITIES

Board of Studies in MASS MEDIA

Second Year Programme in Minor (Advertising)

Semester	III & IV	
Title of Paper	Sem.	Total Credits 4
1. Introduction to Advertising	III	2
2. Basics of Copywriting	III	2
Title of Paper		Credits
I) Globalisation and Advertising	IV	4
From the Academic Year		2025-26

Sem. - III

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

Title of Paper: INTRODUCTION TO ADVERTISING

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Introduction to Advertising is crucial for media students as it provides foundational knowledge about persuasive communication, branding, and consumer behavior. It is highly relevant and useful in today's media landscape, where advertising drives content creation and revenue. The subject connects with courses like marketing, public relations, and digital media, and its application spans across industries, enhancing students' creativity and strategic thinking. With the growing demand for advertising professionals, it opens up diverse job prospects in agencies, media houses, and corporate communication roles.
2	Vertical :	Major
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:	<ol style="list-style-type: none"> 1. To introduce students to the fundamentals, evolution, and various forms of advertising. 2. To help learners understand the role of advertising in society, along with its ethical, legal, and cultural implications. 3. To equip learner with knowledge of integrated marketing communication tools and different advertising media. 4. To develop students' ability to create and evaluate effective advertisements using creative strategies and techniques.

8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Describe the purpose, types, and components of advertising in various contexts. 2. Discuss the ethical, legal, and cultural considerations involved in advertising practices. 3. Identify and explain the tools and techniques used in integrated marketing communication. 4. Create basic advertising content such as ad copy, storyboards, slogans, and campaign ideas. 																						
9	<p>Module 1: Introduction to Advertising (10 Hours)</p> <table border="1"> <tr> <td data-bbox="208 518 652 608">1. Introduction to advertising</td><td data-bbox="652 518 1446 608">Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising</td></tr> <tr> <td data-bbox="208 608 652 720">2. Types of advertising</td><td data-bbox="652 608 1446 720">Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy</td></tr> <tr> <td data-bbox="208 720 652 833">3. Ethics in advertising</td><td data-bbox="652 720 1446 833">Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations</td></tr> <tr> <td data-bbox="208 833 652 923">4. Social, Cultural and Economic impact of Advertising</td><td data-bbox="652 833 1446 923">Women and advertising, Children and, advertising, Senior citizen and advertising, Pop Culture and advertising</td></tr> </table> <p>Module 2: Integrated marketing communication and tools (10 Hours)</p> <table border="1"> <tr> <td data-bbox="208 990 652 1080">1. Integrated marketing communication</td><td data-bbox="652 990 1446 1080">Emergence, Role, Tools, Communication process, The IMC Planning Process</td></tr> <tr> <td data-bbox="208 1080 652 1304">2. Print Media and Out-of Home Media</td><td data-bbox="652 1080 1446 1304">Basic concepts, Types of Newspapers advertising, advantages and disadvantage of Newspaper advertising, Magazines, Factors to consider for magazine advertising, Out -of home Advertising, On-premise advertising, Transit advertising, Posters, Directory advertising</td></tr> <tr> <td data-bbox="208 1304 652 1484">3. Broadcast Media</td><td data-bbox="652 1304 1446 1484">Radio advertising Advantages and Disadvantages of Radio advertising, Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages</td></tr> <tr> <td data-bbox="208 1484 652 1574">4. Public Relation</td><td data-bbox="652 1484 1446 1574">Meaning of Public Relations, Types of public relations Difference between public relations and advertising,</td></tr> <tr> <td data-bbox="208 1574 652 1754">5. Sales Promotion and Direct Marketing</td><td data-bbox="652 1574 1446 1754">Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages</td></tr> </table> <p>Module 3: Creativity in Advertising (10 Hours)</p> <table border="1"> <tr> <td data-bbox="208 1821 652 1956">1. Introduction to Creativity</td><td data-bbox="652 1821 1446 1956">Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals</td></tr> <tr> <td data-bbox="208 1956 652 2171">2. Role of different elements in ads</td><td data-bbox="652 1956 1446 2171">Logo, Jingle, Company signature, Slogan, tagline, illustration, Creating Radio commercial –Words, sounds, clarity, coherence etc.</td></tr> </table>	1. Introduction to advertising	Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising	2. Types of advertising	Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy	3. Ethics in advertising	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	4. 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	3. Elements of copy	Headline, Sub headline, Layout, Body copy, Types of copy and slogan, creating story board
	4. Latest trends	Rural advertising, Ambush advertising, Internet advertising, email advertising, Advertainment, advertorial, mobile advertising
10	Books / References:	<ul style="list-style-type: none"> Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty Adland: Global History of advertising by mark Tungate Copy paste : How advertising recycle ideas by Joe La Pompe Indian Advertising: Laughter & Tears by Arun Chaudhuri Adkatha The Story Of Indian Advertising by Halve Anand Pandeymonium by Piyush Pandey Introduction to Advertising – Amita Shankar Contemporary Advertising – Loudon & Britta Advertising – Pearson Education www.afaqs.com www.exchange4media.com www.adweek.com
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: 1. Individual/ group project should be given to develop an advertising strategy on any product or service 2. Write a story board/ type of copy. 3. Big Idea – Group project	

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

Title of Paper: Basics of Copywriting

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	The Basics of Copywriting introduce students to the core principles of writing persuasive and impactful content for advertising and marketing. It covers the purpose of copywriting, the role of a copywriter, and the importance of clear, concise, and compelling messaging. Students learn how copy influences consumer behavior, supports brand identity, and communicates value across different platforms. This foundational knowledge sets the stage for advanced creative writing and campaign development.
2	Vertical :	Minor
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:	<ul style="list-style-type: none"> • Understand the role and importance of copywriting in advertising, branding, and marketing communication. • Identify the key responsibilities and skills of a copywriter, including creativity, clarity, and persuasion. • Recognize the essential elements of effective copy, such as headlines, slogans, and calls to action. • Develop awareness of audience-centric writing, focusing on tone, message, and purpose. • Build foundational knowledge that supports creative idea development and media-specific copywriting.

8	<p>Course Outcomes:</p> <ul style="list-style-type: none"> Identify the role and responsibilities of a copywriter. Explain basic concepts and techniques in copywriting and creative thinking. Use various methods like brainstorming, imagination, and observation to generate effective advertising ideas. Develop a creative mindset and discover the “Big Idea” behind successful ad campaigns. Write compelling copy that aligns with different brand voices and tones. Use storytelling and emotional appeals to influence target audiences. 	
Sr. No.	Heading	Particulars
1.	Introduction to Copywriting (10 Hours)	<ul style="list-style-type: none"> Basics of Copywriting <ul style="list-style-type: none"> What copywriting is all about What a copywriter does Creative Thinking <ul style="list-style-type: none"> How to develop a creative mindset How great ideas are formed Finding the <i>one big idea</i> behind a campaign How to make people believe in your brand and take action Techniques for Coming Up With Ideas <ul style="list-style-type: none"> Fun and useful ways to spark creativity like: <ul style="list-style-type: none"> Brainstorming Asking questions Looking at pictures Using imagination and observation Referencing other ideas, dreaming, and more Transcreativity <ul style="list-style-type: none"> What it is and why it's important (adapting creative work across cultures or languages)
2.	Writing for Advertising (10 Hours)	<ul style="list-style-type: none"> Understanding Briefs <ul style="list-style-type: none"> What a marketing brief is What a creative brief is How to Write Persuasive Copy <ul style="list-style-type: none"> Using the right tone of voice Giving your writing personality Writing in a way that grabs attention and changes how people think Using emotion and storytelling Learning from the best ad campaigns today

3.	Media and Audiences (10 Hours)	<ul style="list-style-type: none"> • Writing for Different Media Platforms <ul style="list-style-type: none"> • Print ads: headlines, captions, body text, slogans • TV ads: scripts, visual planning, silence, styles • Outdoor ads like posters • Radio scripts • Digital ads for social media (Facebook, Instagram, etc.) • Web content • How to Write Different Kinds of Ads <ul style="list-style-type: none"> • Direct mailers • Classified ads • Press releases • B2B (business-to-business) content • Email marketing • Advertorials (ads in the form of articles) <p>Infomercials</p>
10	Books / References: <ul style="list-style-type: none"> • “The Copywriter’s Handbook: A Step-by-Step Guide to Writing Copy That Sells” <i>Author:</i> Robert W. Bly • Creative Advertising: An Introduction <i>Author:</i> Miriam Sorrentino • “Advertising Concept and Copy” <i>Author:</i> George Felton 	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: <ol style="list-style-type: none"> 1. Individual/ group project 2. Write a copy for an AD. 3. Presentation 4. Assignment 	

Sem. - IV

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

Title of Paper: Globalisation and Advertising

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	The impact of globalisation on advertising strategies, media planning, and brand communication. Students will examine how international markets, cultures, and consumer behaviors influence advertising messages and campaign execution. Topics include cross-cultural advertising, global brand positioning, international media choices, localization vs. standardization, and regulatory challenges. The course prepares students to develop culturally sensitive and globally relevant advertising strategies for diverse markets.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives:	<ul style="list-style-type: none"> • Understand the concept of globalisation and its influence on the advertising industry and consumer markets worldwide. • Analyze the role of culture in international advertising, and identify the challenges of cross-cultural communication. • Differentiate between global, local, and glocal advertising strategies, and determine when to use each approach. • Evaluate international media choices and the factors affecting global media planning and buying. • Understand regulatory, ethical, and legal considerations in global advertising across different regions. • Develop advertising strategies that are both culturally appropriate and globally consistent for international brands.

8	<p>Course Outcomes:</p> <ul style="list-style-type: none"> • Explain how globalisation influences advertising strategies, consumer behavior, and brand communication across international markets. • Identify and apply principles of cross-cultural communication to create culturally sensitive and effective advertising messages. • Compare and contrast global, local, and glocal advertising strategies, and assess their suitability for different markets. • Evaluate international media options and plan media strategies for global advertising campaigns. 				
Sr. No.	<table border="1"> <thead> <tr> <th data-bbox="114 563 212 653">Heading</th><th data-bbox="212 563 1454 653">Particulars</th></tr> </thead> <tbody> <tr> <td data-bbox="114 653 212 1203">AD AGENCIES, ACCOUNT PLANNING, CLIENT SERVICING AND AD CAMPAIGN MANAGEMENT (15 HOURS)</td><td data-bbox="212 653 1454 1203"> <ul style="list-style-type: none"> • Advertising Agencies a. Agencies role, Functions, Organization and Importance b. Different types of ad agencies • Account Planning - Role of account planning & planner in advertising , Account Planning Process • Client Servicing- <ul style="list-style-type: none"> a) The Client - Agency Relationship and Stages in the client-agency relationship b) 3P's of Service: Physical evidence, Process and People c) The Gaps Model of service quality d) How Agencies Gain Clients ?Why Agencies Lose Clients? e) The roles of advertising Account executives • Advertising campaign Management - Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation </td></tr> </tbody> </table>	Heading	Particulars	AD AGENCIES, ACCOUNT PLANNING, CLIENT SERVICING AND AD CAMPAIGN MANAGEMENT (15 HOURS)	<ul style="list-style-type: none"> • Advertising Agencies a. Agencies role, Functions, Organization and Importance b. Different types of ad agencies • Account Planning - Role of account planning & planner in advertising , Account Planning Process • Client Servicing- <ul style="list-style-type: none"> a) The Client - Agency Relationship and Stages in the client-agency relationship b) 3P's of Service: Physical evidence, Process and People c) The Gaps Model of service quality d) How Agencies Gain Clients ?Why Agencies Lose Clients? e) The roles of advertising Account executives • Advertising campaign Management - Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation
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	<p>AGENCY RESPONSE PROCESS , COMPENSATION METHODS, PITCHING, SALES PROMOTION MANAGEMENT (15 HOURS)</p>	<ul style="list-style-type: none"> ● The Response Process- <ul style="list-style-type: none"> a) Traditional Response Hierarchy Models: AIDA b) DAGMAR: An Approach to Setting Objectives ● Agency Compensation various methods of Agency Remunerations. ● The Pitch: request for proposal, speculative pitches, Pitch Process ● References, Image and reputation, PR ● Sales Promotion Management- <ul style="list-style-type: none"> a) The Scope and Role of Sales Promotion b) Reasons for the Increase in Sales Promotion c) Objectives and Techniques of Trade-Oriented Sales Promotion & Consumer Oriented Sales Promotion <p>(Study and Analyse current Advertising campaigns of the best advertising agencies for their clients)</p>
10	<p>Books / References:</p> <ul style="list-style-type: none"> ● Advertising & Promotion: An Integrated Marketing Communications Perspective” <i>Authors:</i> George E. Belch & Michael A. Belch ● “Global Marketing and Advertising: Understanding Cultural Paradoxes” <i>Author:</i> Marieke de Mooij ● “Advertising Worldwide: Advertising Conditions in Selected Countries” <i>Editor:</i> Rolf H. Weber ● “Advertising Principles and Practice” <i>Authors:</i> Sandra Moriarty, Nancy Mitchell, and William Wells 	
11	<p>Internal Continuous Assessment: 40%</p>	<p>External, Semester End Examination 60% Individual Passing in Internal and External Examination</p>
12	<p>Continuous Evaluation through:</p> <ol style="list-style-type: none"> 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment 	

QUESTION PAPER PATTERN (External and Internal)

PAPER PATTERN – 1 (30 MARKS)

Semester End Examination: 30 Marks

Time : 1.00 hr

QUESTION PAPER PATTERN

Question No	Questions	Marks
Q 1	Practical/ Case study / Concept Testing	10
Q 2	Practical/ Theory	10
Q 3	Practical/ Theory	10
	TOTAL	30

Note:

1. Equal Weightage is to be given to all the modules.
2. 10 marks question may be subdivided into 5 and 5 marks each. Internal option shall be given. For direct 10 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.	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:

5. Equal Weightage is to be given to all the modules.
6. 15 marks question may subdivide into 8 and 7 marks each. Internal option shall be given. For direct 15 Marks question option should be given. Attempt any one out of two.
7. Use of simple calculator is allowed in the examination.
8. 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

Sd/-

Sign of the BOS
Chairperson,
Dr. Navita Kulkarni,
Board of Studies in
Mass Media

Sd/-

Sign of the Offg.
Associate Dean,
Dr. Suchitra Naik
Faculty of Humanities

Sd/-

Sign of the Offg.
Associate Dean,
Dr. Manisha Karne
Faculty of Humanities

Sd/-

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

Sem. - IV

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

Title of Paper: Reporting and Editing

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course offers a foundational understanding of the principles and practices of news reporting and editing in the context of print and digital journalism. Students will learn how to gather, verify, and present news accurately and ethically, while also developing the skills required for effective newsroom editing.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives:	<ul style="list-style-type: none"> • Recognize the key components of a news story, including attribution, verification, balance, fairness, and brevity. • Identify the functions of key editorial staff such as editors, news editors, and sub-editors. • Apply editing techniques including rewriting, proofreading, and following style guides. • Evaluate the advantages and limitations of different printing technologies.
8	Course Outcomes:	<ul style="list-style-type: none"> • Cover and report on a range of subjects including crime, politics, business, sports, science, agriculture, and lifestyle with clarity and journalistic integrity. • Differentiate between primary and secondary sources, and verify facts using professional journalistic standards. • Create headlines that reflect the tone and content of a story while following layout constraints and design principles.

Sr. No.	Heading	Particulars
	Module I: Understanding News and the Reporting Process (15 Hours)	<ul style="list-style-type: none"> • The journey of news: from the event to the audience • Understanding news values in the Indian context • Core elements of a news story: attribution, verification, balance, fairness, and brevity • The reporter's role: duties, responsibilities, and essential qualities • Identifying and verifying sources of news • Techniques of fact-gathering • Types of reporting: spot news, live reporting • Coverage of public affairs, official meetings, conferences, cultural programs, civic and social events
	Module II: Specialized Forms of Reporting (15 Hours)	<ul style="list-style-type: none"> • Reporting across key beats: crime, legislature, judiciary, business, agriculture, science & technology, and sports • Advanced reporting styles: investigative, interpretative, trend-based, in-depth, and advocacy reporting • Writing curtain-raisers and backgrounder • Mastering interview techniques for various contexts • Reporting fashion, lifestyle, and human-interest stories • Developing and using background research effectively
	Module III: The Editorial Department and Newsroom Functions (15 Hours)	<ul style="list-style-type: none"> • Organizational structure of a newspaper's editorial wing • Roles and responsibilities of editorial team members: editor, news editor, chief sub-editor, and sub-editor • Key qualities and skills required for sub-editing • News processing and the role of various news sources • Understanding different types of news copy: agency, bureau, and district-level copy • News values and criteria for selection • Overview of various editorial desks: general news, sports, features, business, and others
	Module IV: The Editing Process and Printing Technologies (15 Hours)	<ul style="list-style-type: none"> • Editing different types of copy: rewriting, proofing, and using style guides • Crafting headlines: functions, types, formats, and headline schedules • Understanding unit count and layout planning • Basics of desktop publishing

		<ul style="list-style-type: none"> • Overview of the printing process: letterpress, offset, and gravure printing • Detailed study of offset printing: its advantages and limitations
10	Books / References:	<ul style="list-style-type: none"> • Mencher, Melvin – <i>News Reporting and Writing</i> (McGraw-Hill Education) • Bruce D. Itule & Douglas A. Anderson – <i>News Writing and Reporting for Today's Media</i> (McGraw-Hill Education) • Jan R. Hakemulder, Fay A.C. de Jonge, P.P. Singh – <i>News Reporting and Editing</i> (Anmol Publications)
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: <ol style="list-style-type: none"> 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment 	

QUESTION PAPER PATTERN (External and Internal)

PAPER PATTERN – 1 (30 MARKS)

Semester End Examination: 30 Marks

Time : 1.00 hr

QUESTION PAPER PATTERN

Question No	Questions	Marks
Q 1	Practical/ Case study / Concept Testing	10
Q 2	Practical/ Theory	10
Q 3	Practical/ Theory	10
	TOTAL	30

Note:

1. Equal Weightage is to be given to all the modules.
2. 10 marks question may be subdivided into 5 and 5 marks each. Internal option shall be given. For direct 10 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.	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 8 and 7 marks each. Internal option shall be given. 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

Sd/-

Sign of the BOS
Chairperson,
Dr. Navita Kulkarni,
Board of Studies in
Mass Media

Sd/-

Sign of the Offg.
Associate Dean,
Dr. Suchitra Naik
Faculty of Humanities

Sd/-

Sign of the Offg.
Associate Dean,
Dr. Manisha Karne
Faculty of Humanities

Sd/-

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

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 :	<p>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:</p> <ul style="list-style-type: none"> • 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. <p>Regardless of major, environmental awareness is crucial. This course empowers learner to:</p> <ul style="list-style-type: none"> • 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. <p>Explore solutions and career paths: Discover potential careers in environmental management, conservation, or sustainable development.</p>
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	<p>Course Objectives:</p> <ol style="list-style-type: none"> 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 	

	<p>conservation.</p> <p>3. To sensitize students towards environmental concerns, issues, and impacts of human population.</p> <p>4. To prepare students for successful career in environmental departments, research institutes, industries, consultancy, and NGOs, etc.</p>
8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 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	<p>Modules:-</p> <p>Unit I: Environmental Pollution and Health (8 lectures)</p> <p>Understanding pollution: Production processes and generation of wastes; Assimilative capacity of the environment; Definition of pollution; Point sources and non-point sources of pollution.</p> <p>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.</p> <p>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.</p> <p>Soil pollution and solid waste: Soil pollutants and their sources; Solid and hazardous waste; Impact on human health.</p> <p>Noise pollution: Definition of noise; Unit of measurement of noise pollution; Sources of noise pollution; Noise standards; adverse impacts of noise on human health.</p> <p>Thermal and Radioactive pollution: Sources and impact on human health and ecosystems.</p> <p>Unit II: Environmental Management (7 lectures)</p> <p>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.</p> <p>Environmental management system: ISO 14001</p> <p>Life cycle analysis; Cost-benefit analysis</p> <p>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.</p>

	<p>Unit III: Environmental Treaties and Conventions (8 lectures)</p> <p>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.</p> <p>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</p>
	<p>Unit IV: Case Studies and Field Survey (7 lectures)</p> <p>The students are expected to be engaged in some of the following or similar identified activities:</p> <ul style="list-style-type: none"> • 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	<p>Text Books</p> <ol style="list-style-type: none"> 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 Lame (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: <ol style="list-style-type: none"> 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

Vertical - 4

SEC

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

Title of Paper WRITING AND EDITING FOR MEDIA

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Writing and Editing for Media is an essential course for media students, as it develops their ability to craft clear, accurate, and engaging content across various media platforms. It is highly relevant to fields like journalism, advertising, public relations, and digital media, where strong writing and editing skills are in constant demand. The subject complements courses such as journalism, media law, and communication skills, and offers career opportunities in content creation, copy editing, publishing, and media production.
2	Vertical :	SEC
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:	<ol style="list-style-type: none"> 1. To introduce students to the principles and techniques of writing and editing for various media formats including print, broadcast, and digital. 2. To develop the ability to write clearly, accurately, and ethically for different types of media content and audiences. 3. To train students in editing skills, including grammar, structure, style, and content verification, in line with professional media standards.

8	<p>Course Outcomes: (List some of the course outcomes)</p> <ol style="list-style-type: none"> 1. Demonstrate proficiency in writing news stories, features, and other media content with clarity, accuracy, and adherence to journalistic norms. 2. Apply editing techniques to improve structure, style, grammar, and factual accuracy in media content. 3. Analyze and adapt writing for different platforms and audiences, including print, online, and broadcast media.
9	<p>Module 1: Writing for Media Platforms (15 Hours)</p>
	<ol style="list-style-type: none"> 1. Understanding Newsworthiness <ul style="list-style-type: none"> • What makes news? (12 determinants) • Differences between news, feature, editorial, article 2. Fundamentals of Media Writing <ul style="list-style-type: none"> • Art and tools of writing • Steps and elements in writing (Editorial, Features, Reviews) 3. Writing for Different Media <ul style="list-style-type: none"> • Print: Newspapers and Magazines • Broadcast: Radio and Television • Digital: Web writing essentials, convergence with video 4. Writing Techniques and Formats <ul style="list-style-type: none"> • Leads, nut shelling, story structure • Writing styles and stylebooks • Script formats for Radio/TV • Storyboarding basics for commercials 5. Writing for Public Communication <ul style="list-style-type: none"> • Public Relations and Corporate writing • Advertisements (brief intro to all formats)
	<p>Module 2: Editing and Emerging Trends in Media (15 Hours)</p> <ol style="list-style-type: none"> 1. Editing for Accuracy and Impact <ul style="list-style-type: none"> • Checking grammar, spelling, and headlines • Rewriting leads • Fitment for print and digital layouts • Online editing and layout clarity 2. Digital Media Proficiency <ul style="list-style-type: none"> • Differences in print vs web writing • Writing for web: headlines, subheads, hyperlinking • Email/SMS advertising writing 3. Emerging Media Trends <ul style="list-style-type: none"> • Blogging and micro-blogging (LinkedIn, X/Twitter) • Online radio, podcasting, and RJ basics • Handling breaking news and fake news in real time 4. Evaluation of Multimedia Content <ul style="list-style-type: none"> • Use of graphics and illustrations • Editing ad copies and maintaining flow • Website content evaluation: content, clarity, design

10	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. James glen stovall, writing for the mass media, sixth edition, published by Dorling kindersley (India) 2. Artwick, Claudette G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005 3. The associated press stylebook. . Associated press (current edition) 4. Chicago guide to fact-checking (Chicago Guides To Writing, Editing And Publishing)By Brooke Borel 5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima 10 April 2013 6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill 7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger 8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications 9. Writing for journalists (media skills) by Wynford Hicks 10. Feature writing for Journalists (Media Skills) by Sharon Wheeler 11. Writing for News Media: The Storyteller's Craft by Ian Pickering 27 November 2017 12. An introduction to writing for electronic media: scriptwriting essentials across the genres by Musburger, PhD, Robert B. 	
12	<p>Internal Continuous Assessment: 40%</p>	<p>External, Semester End Examination 60% Individual Passing in Internal and External Examination</p>
13	<p>Continuous Evaluation through:</p> <ol style="list-style-type: none"> 1. Written assignments for print media 2. Digital /online written assignment 3. Writing blogs 4. Open book tests 5. Oral and practical presentations 6. Projects 	

Syllabus Designed by:

- Prof. Rani D'souza (Convener)
- Mr. Adith Charlie (Industry Expert)
- Ms. Shreya Bhandary (Industry Expert)

QUESTION PAPER PATTERN (External and Internal)

PAPER PATTERN – 1 (30 MARKS)

Semester End Examination: 30 Marks

Time : 1.00 hr

QUESTION PAPER PATTERN

Question No	Questions	Marks
Q 1	Practical/ Case study / Concept Testing	10
Q 2	Practical/ Theory	10
Q 3	Practical/ Theory	10
	TOTAL	30

Note:

1. Equal Weightage is to be given to all the modules.
2. 10 marks question may be subdivided into 5 and 5 marks each. Internal option shall be given. For direct 10 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.	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:

5. Equal Weightage is to be given to all the modules.
6. 15 marks question may subdivide into 8 and 7 marks each. Internal option shall be given. For direct 15 Marks question option should be given. Attempt any one out of two.
7. Use of simple calculator is allowed in the examination.
8. 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

Sd/-

**Sign of the BOS
Chairman
Dr. Navita Kulakrni
Board of Studies in
Mass Media**

Sd/-

**Sign of the
Offg. Associate Dean
Dr. Suchitra Naik
Faculty of
Humanities**

Sd/-

**Sign of the
Offg. Associate Dean
Prof. Manisha
Karne
Faculty of
Humanities**

Sd/-

**Sign of the
Offg. Dean
Prof. Anil Singh
Faculty of
Humanities**

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of AEC**

Board of Studies in English

UG First Year B.A. Programme

Semester	IV
Title of Paper	Credits
Communication Skills in English II	02
From the Academic Year	2024-2025

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	<p>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.</p> <p>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.</p> <p>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.</p>
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	<p>Course Objectives:</p> <ol style="list-style-type: none"> 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	<p>Course Outcomes:</p> <p>At the end of the course, learners will be able to:</p> <ol style="list-style-type: none"> 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	<p>Modules:- Per credit One module can be created</p> <p>Module 1: Introduction to Communication Skills, Reading Skills and Listening Skills (15 lectures)</p>
	<p>1. Introduction to Communication Skills</p> <ul style="list-style-type: none"> • Indianism and Indian English • Information and Communication Technology and Use of English • Reading for different purposes • Study skills in English • Elevator Pitch <p>This section provides theoretical base for the following units that are practical in nature.</p> <p>2. Reading Skills:</p> <ul style="list-style-type: none"> • Understanding language structure (such as subject verb agreement, voice, direct and reported speech) • Note making • Summarizing <p>Passages of around 200- 250 words from fables, folk stories, short stories, non-fiction, history, business or environment could be chosen in this section.</p> <p>3. Listening Skills</p> <ul style="list-style-type: none"> • Predicting content and guessing meaning • Making inferences from the audio-visual text • Listening for opinion/argument/counter-arguments etc. • Taking notes

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. Conversation in English

- Building a conversation
- Leaving and closing a conversation
- Conversation in group in various situations

ii. Speaking at an Event

- Anchoring/compering an event
- Introducing guests/ speakers/dignitaries
- Proposing a vote of thanks

2. Formal Writing Skills :

i. Emails:

- Job acceptance and joining
- Resignation
- Requests for references

ii. Report Writing:

- News report
- Activity/Event report

10 Text Books: N.A.

11 Reference Books:

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, Yajnaseni & 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 Heasiey. 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 *Effective Academic Writing*. Oxford: OUP, 2005
23. Sethi, J. *Standard English and Indian usage: Vocabulary and grammar*. PHI Learning Pvt. Ltd., 2011.
24. Taylor, Grant. *English Conversation Practice*. 1967. Tata McGraw-Hill, 2013
25. Turton, Nigel D. *A B C of Common Grammatical Errors*. 1995. Macmillan India Ltd., 1996
26. Vas, Gratian. *English Grammar for Everyone*. Mumbai, Shree Book Centre, 2015
27. Watson, T. *Reading Comprehension Skills and Strategies: Level 6*. Saddleback Educational Publishing, 2002

Web link Resources:

- A rendezvous with Simi Garewal: Ratan Tata:
<https://www.youtube.com/watch?v=ozenTgOHu78&t=510s>Here Ratan Tata

discusses his personal life, his expectations, his experience as a CEO of Tata and sons.

- A rendezvous with Simi Garewal: Kiran Bedi: <https://youtu.be/vX2NyKvEAXQ> In this video, Kiran Bedi shares her daring adventures, her field, her passion for career with Simi Garewal.
- In Conversation: Rajiv Mehrotra with J.R.D.Tata: <https://youtu.be/68otfg601HI> J. R. D. Tata discloses his dream of India, his experiences with Pandit Nehru, Mahatma Gandhi, Sardar Patel and his contribution to modern India.
- The Tharoor Guide To Indian English: <https://youtu.be/Nsyl9LIXbFM> Shashi Tharoor talks of new words like “defenstrate”, “brinjal”; talks about Indian English, ethnicity and so on.
- Dr.A.P.J Abdul Kalam on Discovery, invention and innovation:<https://youtu.be/9CKCfiX3uO0> Dr. Kalam addresses IIT Delhi students.
- Malala Yousafzai's speech on the occasion of her Nobel Peace Prize (2014) on education:<https://youtu.be/c2DHzIkUI6s>
- Kailash Satyarthi's speech on the occasion of Nobel Peace Prize(2014) on the innocence of children; he gives voice to voiceless in his speech:https://youtu.be/wt0LSCEuc_M
- Speech by Mr. Ratan Tata: <https://youtu.be/m7-tKX7aZXM>
- “I Have a Dream” speech by Martin Luther King Jr. HD (subtitled) <https://www.youtube.com/watch?v=vP4iY1TtS3s> “I Have a Dream” is a public speech that was delivered by American civil rights activist Martin Luther King Jr. during the March on Washington for Jobs and Freedom on August 28, 1963, in which he called for civil and economic rights and an end to racism in the United States.
- Speech by Emma Watson on Gender Equality :<https://youtu.be/nlwU-9ZTTJc> 11. Imaginative science video: Could humans live in underwater cities? <https://youtu.be/GUGtU7li1yk>
- A conversation about household appliances: <https://youtu.be/rAPI0fSborU> 13. Video on psychology: Why do we dream? <https://youtu.be/2W85Dwxx218>
- Video on space: Solar system 101: <https://youtu.be/libKVRa01L8>
- Video on evolution: How Apocalypses paved the way for Humans <https://youtu.be/libKVRa01L8> 16. Video on biology: Why Bats Aren't as Scary as You Think https://youtu.be/D6e_qh3YRPs
- 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 Languagehttps://youtu.be/o_XVt5rdpFY
- Expressing opinions: If Cinderella Were a Guy:<https://youtu.be/p4OyCNctKXg>
- Telling stories without words: Partly Cloudy <https://youtu.be/ix13P9NqBjo>
- Telling stories without words: Tree of Unity <https://youtu.be/sAo41Gyl6hY> 17

	<ul style="list-style-type: none"> • Bonding over the Radio: A special storytelling series by the much loved author Ruskin Bond: akashvaniair https://youtu.be/oxf60BIR2Q4 • Video on the English language: Where did English come from? https://youtu.be/YEaSxhcns7Y • Video on biology: The science of skin colour: https://youtu.be/_r4c2NT4naQ • Video on advertising: The Science of Persuasion https://youtu.be/cFdCzN7RYbw <p>“The Happy Prince” Oscar Wilde Michael Mills Classic Animated Short 1974</p>						
12	Internal Continuous Assessment: 40% External, Semester End Examination Individual Passing in Internal and External Examination : 60%						
13	<p>Continuous Evaluation through:</p> <ul style="list-style-type: none"> • 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 <p>Suggested Activities:</p> <ul style="list-style-type: none"> • 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 <p>Making short presentations on given topics</p>						
14	<p>Format of Question Paper: for the final examination</p> <table> <tr> <td>Q.1. Short Notes on Module 1. 1 (2 out of 4)</td> <td>10 Marks</td> </tr> <tr> <td>Q.2. Unseen Passage (200-250 words) for Summarization (Module 1.2) (Main ideas-2 marks, Sub-ideas-2 marks, Writing Summary -6 marks)</td> <td>10 Marks</td> </tr> <tr> <td>Q. 3 Writing Skills on Module 2.2</td> <td>10 Marks</td> </tr> </table>	Q.1. Short Notes on Module 1. 1 (2 out of 4)	10 Marks	Q.2. Unseen Passage (200-250 words) for Summarization (Module 1.2) (Main ideas-2 marks, Sub-ideas-2 marks, Writing Summary -6 marks)	10 Marks	Q. 3 Writing Skills on Module 2.2	10 Marks
Q.1. Short Notes on Module 1. 1 (2 out of 4)	10 Marks						
Q.2. Unseen Passage (200-250 words) for Summarization (Module 1.2) (Main ideas-2 marks, Sub-ideas-2 marks, Writing Summary -6 marks)	10 Marks						
Q. 3 Writing Skills on Module 2.2	10 Marks						

Sd/- Sign of BOS Chairman Dr. Sachin Labade Board of Studies in English	Sd/- Sign of the Offg. Associate Dean Dr. Suchitra Naik Faculty of Humanities	Sd/- Sign of the Offg. Associate Dean Dr. Manisha Karne Faculty of Humanities	Sd/- Sign of the Dean Prof. Dr. Anil Singh Faculty of Humanities
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**UNIVERSITY OF MUMBAI
SYLABUS FOR (NEP-2020)**

CO-CURRICULAR COURSE IN SPORTS

Introduction to Sports, Physical Literacy, Health and Fitness and Yog

SEMESTER IV

(Syllabus to be implemented from, June 2025 onwards)

Course (Optional): Introduction to Sports, Physical Literacy, Health & Fitness and Yog

CBCS (Choice Based Credit System)
Second Year- Semester IV
Course Structure

Semester	Paper	Title of Paper	No of lecture (Theory)	Internal Evaluation (IE)	End Semester Evaluation	Total Marks	Credits
Fourth	CC	Advanced Sports Training and Performance Evaluation	30	20	30	50	02
Total	-	-	30	20	30	50	02

University of Mumbai

Semester IV

(w.e.f. June, 2025)

Sub:- Advanced Sports Training and Performance Evaluation

Preamble:

In an era where fitness and sports are pivotal to the holistic development of individuals, an understanding of sports training and performance evaluation is essential. This course bridges the gap between theoretical knowledge and its practical application in sports and fitness domains. Students will gain hands-on experience in training methodologies, measurement techniques, and assessment strategies to excel in their chosen field of sports and fitness.

Objectives of the Course:

- To impart practical skills in sports training and evaluation techniques.
- To encourage participation in various sports and fitness activities.
- To develop a scientific approach to training and performance assessment.
- To enhance organizational and leadership skills through event planning and volunteering.
- To foster a deeper understanding of training intensity, recovery, and testing protocols.

Program Outcomes:

By the end of the program, students will:

- Gain practical knowledge of sports training principles and methods.
- Develop the ability to conduct, evaluate, and interpret various fitness and skill-based tests.
- Learn to design and implement personalized and professional training programs.
- Acquire experience in organizing and volunteering in sports and fitness events.
- Understand the role of psychological, fitness, and skill tests in enhancing performance.

UNIVERSITY OF MUMBAI
Semester – IV
(w.e.f. June, 2025)

Module No.	Unit No	Title of the Unit	No. of Practical hours	No. of Credits
1	I II III	Advanced Sports Training Fundamentals of Sports Training <ul style="list-style-type: none"> • Warm-ups and cool-downs • Fitness training (strength, endurance, flexibility) • Group activities and game practice Training Methods Practical Sessions <ul style="list-style-type: none"> • Interval and circuit training sessions (Time, Type) • Plyometric and weight training demonstrations • Fartlek & Continuous training sessions • Flexibility training session Basic Guidelines for Designing Exercise Plans and Training Schedules (Practically to be done by the students on peer groups formed by the Sports Incharge) <ul style="list-style-type: none"> • Current Health Status • Medical History • Level of Fitness • Training Load • Periodisation • Holistic/Integrated Approach • Person-Centred Approach • Training Intensity 	10 15 5	1

UNIVERSITY OF MUMBAI

Semester – IV

(w.e.f. June, 2025)

Sub:- Advanced Sports Training and Performance Evaluation

Credits: 02

Practical Lectures: 60

Marks:50

Module No.	Unit No	Title of the Unit	No. of Practical hours	No. of Credits
1	I	Performance Evaluation in Sports Practical sessions of Fitness & Skill testing (To be conducted by Coach/Fitness Instructor/Sports In charge/Any other P.E. Expert appointed by the College)	10	
	II	<ul style="list-style-type: none"> Practical demonstrations of fitness tests (e.g., Cooper's test, 12-minute run, flexibility tests) Basic skill tests/modified skills tests for popular sports in the college campus. 	15	
	III	Practical sessions of Fitness & Skill testing <ul style="list-style-type: none"> Practical Testing Sessions Skill-based tests: Dribbling, agility, passing (e.g., basketball, football) Fitness tests: Speed, strength, and endurance measurements Psychological Tests - Conducting motivation and stress assessments Conduct of the above mentioned tests by students on the peer groups formed by Sports Incharge/ Sports Director of the college / Students Sport coordinator Testing of the students must be held under the observation of Coach/ Fitness Instructor/ Sports In charge/Any other P.E. Expert appointed by the College Evaluation of the tests <ul style="list-style-type: none"> Date analysis and reporting Interpretation of test results Writing of practical reports Conclusion and recommendation 	5	1
		Total	30	1

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 IV (50 Marks - 2 Credits) Internal Evaluation (20 Marks)

Sr. No.	Particulars	Marks
1	Conduct of the practical test and demonstration	15
2	Attendance of all practical sessions conducted for Sports Training and performance evaluation/ Sports practice training session conducted by the college	5

Semester End Examination (30 Marks)

Evaluation type	Particulars	Marks
VIVA	Viva on Advanced Sports training & testing methods and evaluation protocols	20
Submission of report	Submission of psychological or fitness testing reports	10
Total		30*

***Note - OR**

- Participation in Sports Competitions Conducted by University of Mumbai Sports Department
(Students who have represented Mumbai University or College at Intercollegiate / Inter Zonal / West Zone Inter University / All India Inter University/ International tournament)
- Students who have represented in the above mentioned competitions should be exempted from VIVA & submission of report and should be evaluated on the basis of his/ her performance in the above mentioned competitions.

References -

1. Singh, Hardayal. *Science of Sports Training*. DVS Publication.
2. Bompa, Tudor. *Periodization: Theory and Methodology of Training*. Human Kinetics.
3. Sharma, J. P. *Principles of Sports Training*. Friends Publications.
4. Matveyev, L. P. *Fundamentals of Sports Training*. Progress Publishers.
5. Cooper, Kenneth H. *The Aerobics Program for Total Well-Being*. Bantam Books.
6. Clarke, Harrison. *Application of Measurement to Health and Physical Education*. Prentice Hall.
7. Fox, Edward L., and Donald K. Mathews. *The Physiological Basis of Physical Education and Athletics*. Saunders College Publishing.
8. Barrow, Harold M., and McGee, Rosemary. *A Practical Approach to Measurement in Physical Education*. Lea & Febiger.
9. Shephard, Roy J. *Fitness and Health*. Human Kinetics.
10. Verma, J. P. *A Textbook on Sports Statistics and Measurement*. Sports Publications.

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Co-Curricular			

Semester IV

As per NEP 2020

Integrated Theatre Production: Stage Craft, Costume, Music and Technology

Syllabus for Two Credits Programme

With effect from Academic Year 2025-2026

Aims and Objectives

- Theorize the semiotic and emotional functions of lighting and costume design within various theatrical traditions.
- Critically examine the historical evolution and theoretical paradigms of lighting and costume design in stagecraft.
- Explore the interplay between visual design elements and narrative dramaturgy in theatrical performance.
- Understand technical terminologies and design documentation processes from a theoretical perspective.
- Discuss the role of modern technologies (e.g., DMX, lighting consoles) and their theoretical implications on visual design aesthetics.
- Evaluate costume design strategies in relation to character psychology, period accuracy, and genre conventions.

Learning Outcomes

The course will enable the learner to

- **Define and describe** key theoretical concepts related to lighting and costume design in theatre.
- **Interpret** the narrative and symbolic meanings conveyed through visual design elements in performance.
- **Analyze** lighting and costume designs using appropriate theoretical and historical frameworks.
- **Discuss** the interrelationship between text, character, and design from a theoretical standpoint.
- **Compare and contrast** design practices across different theatrical genres and periods.
- **Evaluate** how technological advancements have influenced theoretical approaches to stage design.

Modules at Glance
Semester IV

Module No.	Unit	Content	No. of Hours
1	I	Stage Lighting Design and Documentation	07
	II	Principles and Practice of Costume Design	08
2	III	Background Music and Sound Design	07
	IV	Technological Tools in Theatre Production	08
Total No. of Hours			30

Module No.	Unit	Content
1	I	<p>Stage Lighting Design and Documentation</p> <ul style="list-style-type: none"> • Introduction to lighting as a narrative and emotional tool in theatre • Preparation and documentation: <ul style="list-style-type: none"> ◦ Lighting layout plan ◦ Ground plan ◦ Cue sheet making • Study of light placement, intensity, color, and timing • Introduction to modern lighting technology: <ul style="list-style-type: none"> ◦ Use of computerized and automated lighting systems (DMX, consoles, software) • Integration of lighting with sound and stage movement.
	II	<p>Principles and Practice of Costume Design</p> <ul style="list-style-type: none"> • Elements and principles of costume design: texture, silhouette, line, color, proportion • Costume construction techniques: fabric selection, stitching, pattern-making • Embellishment and ornamentation: embroidery, painting, appliquéd • Costumes for theatrical styles: • Realistic/Representational theatre: historically and culturally accurate costume design • Stylized/Presentational theatre: symbolic, abstract, and thematic design approaches
2	III	<p>Background Music and Sound Design</p> <ul style="list-style-type: none"> • Objectives and importance of background music in theatre production. • Methods of using sound: <ul style="list-style-type: none"> • Live performance effects vs. recorded effects • Synchronizing sound with cues, lighting, and performance • Introduction to musical instruments used in theatre:

		<ul style="list-style-type: none"> String instruments (e.g., sitar, violin) Wind instruments (e.g., flute, shehnai) Percussion instruments (e.g., tabla, drums) Music cue sheets: structure, timing, and application in live performance.
	IV	<p>Technological Tools in Theatre Production</p> <ul style="list-style-type: none"> Overview of sound equipment: microphones, mixers, speakers Integration of computers and software in sound and music production Use of digital platforms in cueing, editing, and managing technical aspects of performance Case studies/examples from contemporary and traditional performances integrating modern technology.

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 IV (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

- Angeloglou, M. (1970). *A history of make-up*.
- Malvil, H. (n.d.). *Magic of makeup for stage*.
- Strenkovsky, S. (1937). *The art of make-up*. Frederick Muller.
- Pilbrow, R. (2008). *Stage lighting design: The art, the craft, the life*. Quite Specific Media Group.
- Dasgupta, G. N. (1986). *Guide to stage lighting*. Annapurna Dasgupta.
- Corry, P. (1958). *Lighting the stage*. Pitman.
- Welker, D. (1969). *Theatrical set design: The basic techniques*. Allyn and Bacon

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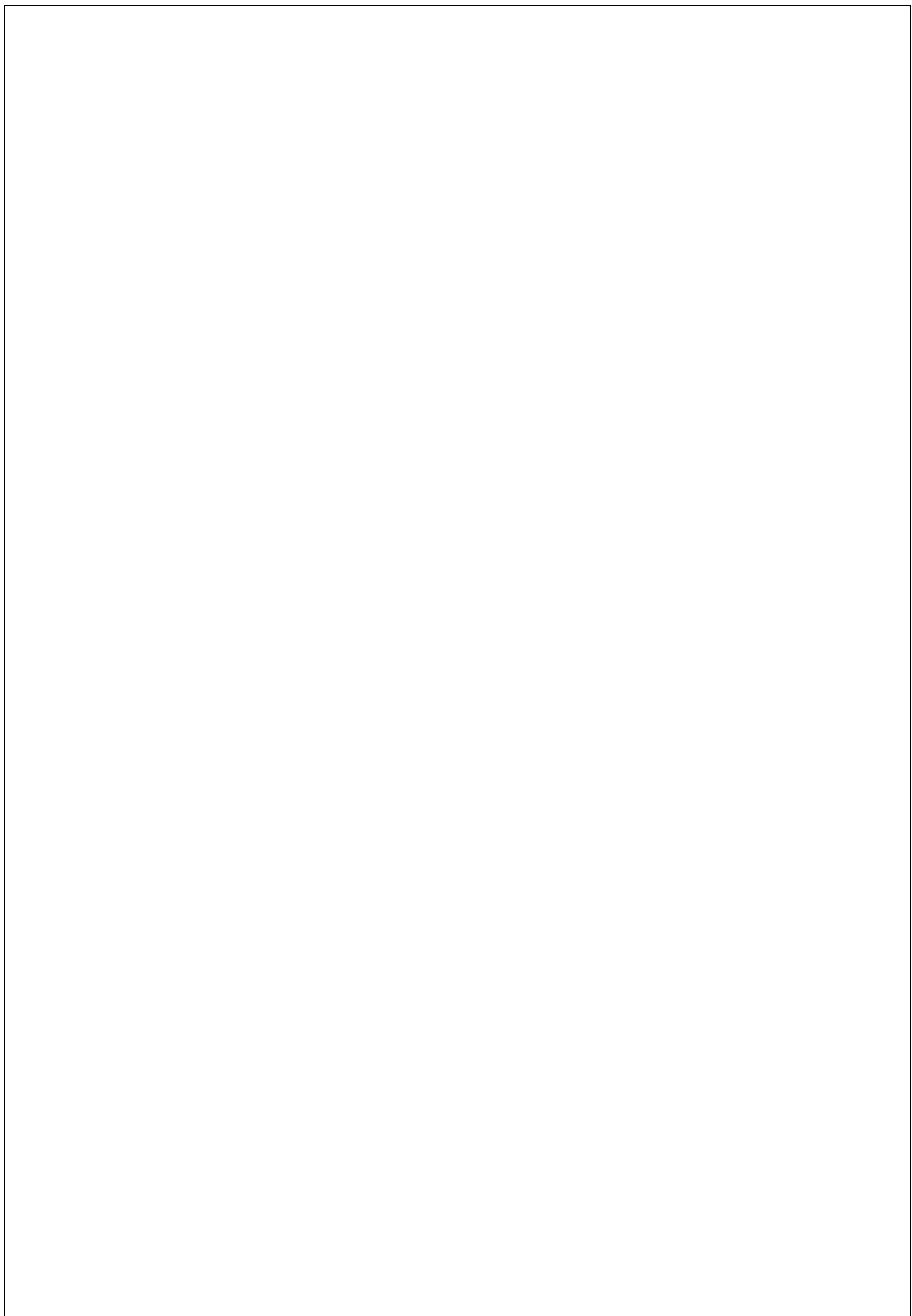
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Faculty of Interdisciplinary Studies



UNIVERSITY OF MUMBAI

Semester IV

(w.e.f. June, 2025)

Sub: - NSS- Youth and Disaster Management

Credits: 02

Lectures: 30

Marks:50

Unit	SEMESTER 4	No. of	No. of
Number	Title of the Unit	Lecture	Credits
1	Youth and Disaster Management- Meaning and Types of Disasters – Natural and Man-Made disasters, preparedness, Disaster Risk reduction: Preparedness, Mitigation, Response, Relief, Rehabilitation, Reconstruction.	10	
2	Project: <ul style="list-style-type: none"> Project work is mandatory for all the students in IV semester. They can carry out project work under the supervision of the teacher in-charge of NSS and at the end of the semester a project report shall be presented and viva voce shall be conducted. The Project work can be carried out independently or in a group. The project work shall be community based and selected preferably from the adopted villages/ slums/ neighborhoods .		
	Project Submission and Presentation VIVA-VOCE	20	
Note: <ol style="list-style-type: none"> 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.



NSS Project Report Format

(For Projects in Adopted Area / Village)

➤ **Cover Page**

- Name of the Institution
- Title of the Project (e.g., "Cleanliness Drive in XYZ Village")
- Name(s) of Student Volunteer(s)
- Name of Programme Officer
- Duration of the Project
- Date of Submission

➤ **Certificate**

- Issued by the Programme Officer/NSS Coordinator certifying the successful completion of the project.

➤ **Acknowledgment**

- Brief section to thank authorities, community members, NSS coordinators, peers, etc.

➤ **Index**

- A table listing all sections with corresponding page numbers.

1. Introduction
2. Profile of the Adopted Area / Village
3. Objectives of the Project
4. Planning and Preparation
5. Implementation of Activities
6. Outcomes and Impact
7. Challenges Faced
8. Feedback
9. Conclusion and Suggestions

➤ **Annexures**

- Photographs (with captions)
- Survey forms or questionnaires used
- Newspaper clippings (if any)
- Charts, posters, or flyers prepared

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