SNDT WOMEN'S UNIVERSITY

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Sir Vithaldas Vidhyavihar, Juhu Tara Road, Santacruz (W),
Mumbai - 400 049

APPLICATION FOR RECOGNITION OF OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

Academic Year 2023-24

February - 2024 Session onwards.

Submitted to

UNIVERSITY GRANTS COMMISSION

DISTANCE EDUCATION BUREAU

NEW DELHI

31ST OCTOBER, 2023

INDEX

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
MUMBAI - 400 020.

Phone : + 91 22 2203 1879
Fax   : + 91 22 2201 6226

A- Grade (CGPA 3.08)

श्रीमती ना. दा. ठाकरसी महिला विद्यापी

१, नाथीबाई ठाकरसी मार्ग, न्यु मरिन लाईन्स,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

UGC/131/2023-24/207

November 4, 2023

To,
The Joint Secretary (DEB),
University Grants Commission
Distance Education Bureau,
35, Feroze Shah Road, New Delhi 110 001

Sub: Submission of Hard Copies of Online application made to UGC-DEB for the recognition of ODL programmes to be offered by SNDT Women's University, Mumbai form academic year 2023-24, academic session beginning from February 2024 and onwards...

Respected Sir/ Madam,

As per the notification F. No. 1-1/2023 (DEB-I) dated October 5, 2023 on the UGC-DEB website, SNDT Women's University has submitted an online application on UGC-DEB portal for recognition of 03 Programmes to be offered from academic year 2023-24, academic session beginning from February 2024 and onwards on 31st October 2023.

As per the instructions in the above mentioned notification, we are submitting hard copies of online application submitted along with all the annexures / attachments.

Please acknowledge and do the needful.

Thanking you with regards,

Yours Sincerely,

(Dr. Vilas Nandavadekar)
Registrar

Enclose: Application along with all annexures/ attachments.

Smt. Nathibai Damodar Thackersey Women`s University

HEI Profile & Administrative Information :

HEI Basic Information :

Registration ID: **HEI-U-0326**	Name of the HEI: **Smt. Nathibai Damodar Thackersey Women`s University**	Institution Type: State
Year of Establishment: Jun 1951	Mode of Education: Dual Mode	City: Mumbai	District: Mumbai
Address_1: SNDT Women's University, 1 Nathibai Thackersy Road	Address_2: Churchgate	Pin Code: 400020
Email: registrar@sndt.ac.in	Telephone: 8698466994	Fax: 02226604758	State: MAHARASHTRA
Official Website of HEI: sndt.ac.in	Official website for Open & Distance Learning: cde.sndt.ac.im	

HEI Authorities

Vice Chancellor

Name of the Vice Chancellor: Prof. Ujwala Chakradeo	Vice Chancellor Email: vc@sndt.ac.in	Vice Chancellor Mobile: 8104587472
Phone (Office): 02222031881	Phone (Residence): 22031879	Highest Education Qualification: Ph.D	Experience: 38

Registrar

Name of the Registrar: Dr. Vilas Nandavadekar	Registrar Email: registrar@sndt.ac.in	Registrar Mobile: 8380017888
Phone (Office): 91-22-22004810	Phone (Residence): 91-22-22004810	Highest Education Qualification: Ph.D	Experience: 26

Director of Centre for Distance and Online Education (CDOE)

Name of Director of Centre for Distance and Online Education (CDOE) : Dr. Smriti Bhosle	Email Id: director@cde.sndt.ac.in	Mobile No: 9819021219
Highest Education Qualification: Ph.D	Date of Joining: 02-02-2023	Appointment Letter: View

CIQA

Whether Center for Internal Quality Assurance (CIQA) is establised or not : Yes

HEI Recognition

Recognition status of the HEI as per UGC Act, 1956: SECTION 2(f)	Is HEI also recognized under 12 B: Yes
Approval of Statutory Authority: Yes	Copy of relevant page of act allowing HEI to offer the programme in ODL : View

UGC DEB Recognition

Whether HEI is recognized by UGC, DEB under UGC (ODL) Regulations, 2017/ UGC (Online Courses or Programmes) Regulations, 2018 or UGC (ODL Programmes and Online Programmes) Regulations, 2020? *

Yes

Year	Regulations	Letter No	Date of UGC recognition letter	File
2018-19	DEB_ODL_2017	88 - 2 /2017 (DEB - IV)	2/28/2019 12:00:00 AM	View (/Uploads/Proposal/recognitionletters/HEI-U-0326/HEI-U-0326_2018-19_DEB_ODL_2017_recognitionletter
2021-22	DEB_ODL_2017	40-6/2021(ODL) (DEB-II)	11/12/2021 12:00:00 AM	View (/Uploads/Proposal/recognitionletters/HEI-U-0326/HEI-U-0326_2021-22_DEB_ODL_2017_recognitionletter

When was SLM delivered to Learner/Student for last academic year?*

Type of Material	Date of commencement of academic year/academic session	Date of delivery of SLM to Learner/Student
Printing Material	dd-MM-yyyy	dd-MM-yyyy
Audio-Video Material	dd-MM-yyyy	dd-MM-yyyy
Online Material	dd-MM-yyyy	dd-MM-yyyy
Computer based Material	dd-MM-yyyy	dd-MM-yyyy

Compliance of Commission decision regarding uploading of annual report of CIQA for recognized/entitled academic year(s)?:- Yes

Reason (If No): null

Year	File	HEI link	Action
2021-22	View (/Uploads/Proposal/CIQADoc/HEI-U-0326/HEI-U-0326_2021-22_20231031125205.pdf)	https://sndt.ac.in/cde/ugc-deb-recognition-status	🗑

NAAC Details

Whether accredited by NAAC? :- Yes

Grade :- A

Score :- 3.08

Validity of NAAC :- 30-05-2024

Upload NAAC Document :- View

Year of assessment of NAAC :- 2023

Whether valid for the academic period January 2021 and onwards :- Yes

NIRF Ranking

Year :- 2021

Ranking :- NotApplicable

Upload NIRF Certificate :-

Year :- 2022

Ranking :- NotApplicable

Upload NIRF Certificate :-

Year :- 2023

Ranking :- NotApplicable

Upload NIRF Certificate :-

Territorial Jurisdiction

Information regarding Territorial Jurisdiction (For ODL only)

Territorial Jurisdiction of HEI as per its Act :- Within State

Copy of Relevant Page to act: Upload :-View

Territorial Jurisdiction as per UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 :- Within State

Infrastructure

Total Build-up area for Open and Distance Learning activity - Minimum 15000 sq.ft. (carpet area):

Build-up Area Type	Minimum Built up area required as per Regulations	Built-Up Area available(Carpet Area Sq. ft)	Difference	Compliance or Not
Academic	7500	8000	500	Yes
Administrative	1500	2000	500	Yes
Academic support such as Library, Reading Room, Computer Centre, Information and Communication technology labs, Video and Audio Labs etc.	4500	4500	0	Yes
Amenities or other support facilities(Excluding toilets)	1500	1500	0	Yes
Total built-up area for ODL activities	15000	16000	1000	Yes

Activity Calendar

Academic Year Planner [Programmes under yearly system]:

		Tentative months schedule (specify months) during Year	
Srno	Name of the Activity	From (Month)	To (Month)
1	Admission	NA	NA
2	Assignment Submission (if any)	NA	NA
3	Evaluation of Assignment	NA	NA
4	Examination	NA	NA
5	Declaration of Result	NA	NA
6	Re–registration	NA	NA
7	Distribution of SLM	NA	NA
8	Contact Programmes(counselling, Practicals,etc.)	NA	NA

Academic Year Planner [Programmes under Semester System]:

		Tentative months schedule (specify months) during Year			
Srno	Name of the Activity	From (Month)	To (Month)	From (Month)	To (Month)
1	Admission	Nov	Dec	NA	NA
2	Assignment Submission (if any)	Feb	Mar	Jul	Aug
3	Evaluation of Assignment	Mar	Mar	Aug	Aug
4	Examination	Apr	Apr	Sep	Sep
5	Declaration of Result	May	May	Oct	Oct
6	Re–registration	Jun	Jul	Nov	Nov
7	Distribution of SLM	Jan	Feb	May	Jun

Srno	Name of the Activity	Tentative months schedule (specify months) during Year			
		From (Month)	To (Month)	From (Month)	To (Month)
8	Contact Programmes(counselling, Practicals,etc.)	Jan	Mar	May	Jul

Payment History

Sr No	Year	Session	Category	No of programme	Fee Amount	Payment Status	Bank Transaction Reference No	PaymentDate
1	2023-24	January	Programme	3	59000.00	Success	645230102020135	30-10-2023

Proposed Programmes

Sr No :-1

Name of Programme :-BACHELOR OF COMPUTER APPLICATION [ANY OTHER]	
Programme to be offered in	ODL
Year	2023-24
Level	UG
Academic Session	January Onwards
Entry Qualification (as per the Specification of Degrees, 2014)	10+2
Duration (as per the Specification of Degrees, 2014)	3
Page No	2990
Serial No	56
Justification	After completion of this degree, students are trained to fulfill needs of the Market. Also the courses provides a strong foundation in Computer Application Skills

Sr No :-2

Name of Programme :-BACHELOR OF ARTS (MASS MEDIA) [ANY OTHER]	
Programme to be offered in	ODL
Year	2023-24
Level	UG
Academic Session	January Onwards
Entry Qualification (as per the Specification of Degrees, 2014)	10+2
Duration (as per the Specification of Degrees, 2014)	3
Page No	2987
Serial No	17
Justification	If students pursue degree in Mass Media they can get several career opportunities in fields such as Print Media, Digital Media and Broadcast Media. Graduates to work as Journalist, News Anchor and Columnists, it also includes content writing and advertising.

Sr No :-3

Name of Programme :-BACHELOR OF MANAGEMENT STUDIES (MANAGEMENT STUDIES) [ANY OTHER] [ANY OTHER]	
Programme to be offered in	ODL
Year	2023-24
Level	UG
Academic Session	January Onwards
Entry Qualification (as per the Specification of Degrees, 2014)	10+2
Duration (as per the Specification of Degrees, 2014)	3
Page No	2989
Serial No	36
Justification	This course creates better job opportunities in finance, management or entrepreneurship in managerial roles and consultancy services

Additional Information

Sr No :- 1

Name of Programme :- BACHELOR OF COMPUTER APPLICATION

Year	2023-24
Academic system followed for proposed programme	Semester
Number of Credits	120
Whether Programme requires Practical or laboratory courses as a curricular requirement	Yes
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	17-10-2023
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	No
Whether Proposed programme already being offered in Conventional with same nomenclature	Yes
If Yes, number of years since being taught in conventional mode	07
No. of Batch passed	5

Sr No :- 2

Name of Programme :- BACHELOR OF ARTS (MASS MEDIA)

Year	2023-24
Academic system followed for proposed programme	Semester
Number of Credits	120
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	17-10-2023
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	No
Whether Proposed programme already being offered in Conventional with same nomenclature	Yes
If Yes, number of years since being taught in conventional mode	07
No. of Batch passed	5

Sr No :- 3

Name of Programme :- BACHELOR OF MANAGEMENT STUDIES (MANAGEMENT STUDIES) [ANY OTHER]

Year	2023-24
Academic system followed for proposed programme	Semester
Number of Credits	120
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	17-10-2023
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	No
Whether Proposed programme already being offered in Conventional with same nomenclature	Yes
If Yes, number of years since being taught in conventional mode	07
No. of Batch passed	5

Programme Compilance

Sr No :- 1

Name of Programme :- BACHELOR OF COMPUTER APPLICATION ()

Year	2023-24
Whether Compliance to following provision for the proposed programme under Both mode is ensured same as for conventional programme	
Entry Level Qualifications	Yes
Curriculum	Yes
Teaching-Learning Scheme	Yes
Pattern of Question Papers For End Semester Examination or Term End Examination	Yes
Pass or Fail Criteria	Yes
Whether proposed programme are being offered by the constituent colleges or Departments or Centre for Distance and Online Education	Yes
Whether Choice Based Credit System (CBCS) is being followed for conventional mode	Yes
Whether Choice Based Credit System (CBCS) will be followed for Both(ODL & OL)	Yes
Whether total Programme fee includes all components as per UGC Norms	Yes
Proposed Annual Fee (in Rs)	31,460/-
Whether 75% attendance in Personal Contact Programme will be mandatory for the proposed programme under ODL mode. If Yes, specify in hours	Yes || 144
Whether any component of the Programme is offered as MOOCs	No

Sr No :- 2

Name of Programme :- BACHELOR OF ARTS (MASS MEDIA)()

Year	2023-24

Whether Compliance to following provision for the proposed programme under Both mode is ensured same as for conventional programme

Entry Level Qualifications	Yes
Curriculum	Yes
Teaching-Learning Scheme	Yes
Pattern of Question Papers For End Semester Examination or Term End Examination	Yes
Pass or Fail Criteria	Yes
Whether proposed programme are being offered by the constituent colleges or Departments or Centre for Distance and Online Education	Yes
Whether Choice Based Credit System (CBCS) is being followed for conventional mode	Yes
Whether Choice Based Credit System (CBCS) will be followed for Both(ODL & OL)	Yes
Whether total Programme fee includes all components as per UGC Norms	Yes
Proposed Annual Fee (in Rs)	25,940/-
Whether 75% attendance in Personal Contact Programme will be mandatory for the proposed programme under ODL mode. If Yes, specify in hours	Yes || 144
Whether any component of the Programme is offered as MOOCs	No

Sr No :- 3

Name of Programme :- BACHELOR OF MANAGEMENT STUDIES (MANAGEMENT STUDIES) [ANY OTHER]()

Year	2023-24

Whether Compliance to following provision for the proposed programme under Both mode is ensured same as for conventional programme

Entry Level Qualifications	Yes
Curriculum	Yes
Teaching-Learning Scheme	Yes
Pattern of Question Papers For End Semester Examination or Term End Examination	Yes
Pass or Fail Criteria	Yes
Whether proposed programme are being offered by the constituent colleges or Departments or Centre for Distance and Online Education	Yes
Whether Choice Based Credit System (CBCS) is being followed for conventional mode	Yes
Whether Choice Based Credit System (CBCS) will be followed for Both(ODL & OL)	Yes
Whether total Programme fee includes all components as per UGC Norms	Yes
Proposed Annual Fee (in Rs)	25,810/-
Whether 75% attendance in Personal Contact Programme will be mandatory for the proposed programme under ODL mode. If Yes, specify in hours	Yes || 144
Whether any component of the Programme is offered as MOOCs	No

Mode of Evaluation

Sr No :- 1

Name of Programme :- BACHELOR OF COMPUTER APPLICATION ()

Year	2023-24
Whether Weightages to continuous assessment and end semester examinations or term end examinations as per clause mentioned in Regulations	Yes
Examination Scheme	Continuous and Term End
Percentage of Continuous Assessment(%)	25
Percentage of Term End Examination(%)	75
Pass or Fail Criteria	35
Pass/Fail Criteria (% Pass Marks)	35
Mode of Examination	
Whether examination through Online(For ODL Programs)	No

Sr No :- 2

Name of Programme :- BACHELOR OF ARTS (MASS MEDIA)()

Year	2023-24
Whether Weightages to continuous assessment and end semester examinations or term end examinations as per clause mentioned in Regulations	Yes
Examination Scheme	Continuous and Term End
Percentage of Continuous Assessment(%)	25
Percentage of Term End Examination(%)	75
Pass or Fail Criteria	35
Pass/Fail Criteria (% Pass Marks)	35
Mode of Examination	
Whether examination through Online(For ODL Programs)	No

Sr No :- 3

Name of Programme :- BACHELOR OF MANAGEMENT STUDIES (MANAGEMENT STUDIES) [ANY OTHER]()

Year	2023-24
Whether Weightages to continuous assessment and end semester examinations or term end examinations as per clause mentioned in Regulations	Yes
Examination Scheme	Continuous and Term End
Percentage of Continuous Assessment(%)	25
Percentage of Term End Examination(%)	75
Pass or Fail Criteria	35
Pass/Fail Criteria (% Pass Marks)	35
Mode of Examination	
Whether examination through Online(For ODL Programs)	No

PPR (Programme Project Report)

Srno	Name of Progrm	Other Details	
1	**BACHELOR OF COMPUTER APPLICATION ()**	Year	2023-24
		Date of Approval of PPR	17-10-2023
		Upload of PPR	View
		Upload Approval of PPR	View
		Expected outcome	• To demonstrate the fundamental concepts of interpersonal and professional communication. • To encourage active listening with focus on content, purpose, ideas. • To facilitate fluent speakingskills in social, academic and professional situations. • To train in reading strategies for comprehending academic and business correspondence. • To promote effective writing skills in business, technology and academic arenas. • To develop logic which will help them to create programs in C. • Demonstrate an understanding of computer programming language concepts. • Design and develop computer programs, analyze, and interpret the concept of pointers, declarations, initialization, operations on pointers and their usage. • By learning the basic programming constructs they can easily switch over to any other language in future.
		Whether Programme Project Report (PPR) prepared for the Programme and approved as per Regulation 13 and Annexure V of UGC (ODL Programmes and Online Programmes) Regulations, 2020	Yes
		Whether HEI compliance to following provision for the Programme Project Report (PPR) as per Annexure V of UGC (ODL Programmes and Online Programmes) Regulations, 2020:	
		Programme's mission & objectives	Yes
		Relevance of the program with HEI's Mission and Goals	Yes
		Nature of prospective target group of learners	Yes
		Instructional Design	Yes
		Procedure for admissions, curriculum transaction and evaluation	Yes
		Requirement of the laboratory support and Library Resources	Yes
		Cost estimate of the programme and the provisions	Yes
		Quality assurance mechanism and expected programme outcomes	Yes
		Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence	Yes

Srno	Name of Progrm	Other Details	
2	**BACHELOR OF ARTS (MASS MEDIA)()**	Year	2023-24
		Date of Approval of PPR	17-10-2023
		Upload of PPR	View
		Upload Approval of PPR	View
		Expected outcome	To understand elements and process of communication. To understand communication approaches of transmission and ritual To know nuances of verbal and non-verbal communication. To build confidence for self expression. To enhance linguistics skills and listening capacities. To sensitize about issues related to formal communication. To enable skills for critical reading. To develop capacity to read and analyze unfamiliar texts. To develop historical perspective on mass communication. To understand role of mass communication. To recognize need and importance of mass communication. To understand functions of mass communication in present day society. To know how technology constitute medium of mass communication. To examine how media and its audiences are related with each other. To understand how society creates and consumes media.
		Whether Programme Project Report (PPR) prepared for the Programme and approved as per Regulation 13 and Annexure V of UGC (ODL Programmes and Online Programmes) Regulations, 2020	Yes
		Whether HEI compliance to following provision for the Programme Project Report (PPR) as per Annexure V of UGC (ODL Programmes and Online Programmes) Regulations, 2020:	
		Programme's mission & objectives	Yes
		Relevance of the program with HEI's Mission and Goals	Yes
		Nature of prospective target group of learners	Yes
		Instructional Design	Yes
		Procedure for admissions, curriculum transaction and evaluation	Yes
		Requirement of the laboratory support and Library Resources	Yes
		Cost estimate of the programme and the provisions	Yes
		Quality assurance mechanism and expected programme outcomes	Yes
		Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence	Yes

Srno	Name of Progrm	Other Details	
3	**BACHELOR OF MANAGEMENT STUDIES (MANAGEMENT STUDIES) [ANY OTHER]()**	Year	2023-24
		Date of Approval of PPR	17-10-2023
		Upload of PPR	View
		Upload Approval of PPR	View
		Expected outcome	• The student understands the importance of the communication, applies concepts to enhance in oral, written and electronic communication skills and personal productivity. • Students will enable the student to understand the basics of accountancy, learn the use of Computer software packages in preparing final accounts. • Students will gain a broad understanding of economics from the management perspective • Student will gain understanding of the elementary aspects of marketing management. • Student understands various aspects of human behavior in relation with the organizational culture. • Student will gain a broad understanding of the natural resources and learn to protect them. The student will also learn about ecosystems and prevent pollution.
		Whether Programme Project Report (PPR) prepared for the Programme and approved as per Regulation 13 and Annexure V of UGC (ODL Programmes and Online Programmes) Regulations, 2020	Yes
		Whether HEI compliance to following provision for the Programme Project Report (PPR) as per Annexure V of UGC (ODL Programmes and Online Programmes) Regulations, 2020:	
		Programme's mission & objectives	Yes
		Relevance of the program with HEI's Mission and Goals	Yes
		Nature of prospective target group of learners	Yes
		Instructional Design	Yes
		Procedure for admissions, curriculum transaction and evaluation	Yes
		Requirement of the laboratory support and Library Resources	Yes
		Cost estimate of the programme and the provisions	Yes
		Quality assurance mechanism and expected programme outcomes	Yes
		Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence	Yes

SLM (Self Learning Material)

Srno	Name of Progrm	Other Details	
1	**BACHELOR OF COMPUTER APPLICATION ()**	Year	2023-24
		Outline of the Syllabus	DEGREE COURSE – BACHELOR OF COMPUTER APPLICATIONS (B.C.A.) Course Name Bachelor of Computer Applications (B.C.A Instructions English Eligibility A candidate for being eligible for admission to the three year course leading to the degree of Bachelor of Higher Secondary School Certificate (Std. XII) examination conducted by the different Divisional Boards of the Maharashtra State Boar with 45% marks (40% for candidates belonging to Reserved category) with the following subjects :- (from any stream). • English • Any Foreign Languages or any classical Language or Information Technology/ Any four subjects carrying 100 marks each. OR • English • A Any three subjects carrying 100 marks each. OR Must have passed the Higher Secondary School Certificate (Std. XII) exami
		Whether SLM approved by Statutory Authority of HEI	Yes
		Statutory bodies approval upload	View
		When was it prepared	11-10-2023
		Last Updated	11-10-2023
		Name of the faculty who prepared SLM	Ms. Harshita Baviskar
		Designation	Assistant Professor
		Department	Department of Computer Applications
		Reference of Self Learning Material	1. OpenStack Essentials, Dan Radez, PACKT Publishing, 2015. 2. OpenStack Operations Guide, Tom Fifield, Diane Fleming, Anne Ge Toews, and Joe Topjian, O'Reilly Media, Inc., 2014https://www.openstack.or
		Upload Sample SLM (Only Content Pages)	View
		SLM Url	https://drive.google.com/file/d/1AnjLEBHmcR77Kluy3zKUdHhYvDf3vNUM/view?usp=sharing

Srno	Name of Progrm	Other Details	
2	BACHELOR OF ARTS (MASS MEDIA)()	Year	2023-24
		Outline of the Syllabus	SNDT WOMEN'S UNIVERSITY Bachelor in Arts (Mass Media) Eligibility for Admission to the Degree Course / Promotion to Various Se First/Second/Third years, open/reserved categories will be applied to all programs. A Admission to First Year 2 a) The students passing Arts / Commerce / Science / Home Science from any recognized Board, with one paper of English are eligible b) Students passing MC are also eligible. c) Students passing three years Government recognized Diplomas after 10th Std. in the relevant subject are also eligi student who has passed B.M.M. Part I from this University or any other recognized University would be eligible for admission to B.M.M Faculties (Non- B.M.M.) can be admitted with prerequisites of 4 credits of specialization and 4 credits of Ge
		Whether SLM approved by Statutory Authority of HEI	Yes
		Statutory bodies approval upload	View
		When was it prepared	11-10-2023
		Last Updated	11-10-2023
		Name of the faculty who prepared SLM	Ms. Shagufta Memon
		Designation	Assistant Professor
		Department	Department of Mass Media and Commnications
		Reference of Self Learning Material	1. Mary B Cassata, Mass Communication: Principles and Practices, 1979, New York, Macmillan. 2. Culture, Society and Media – Micha Janetwoollacott 1983. London. Methuen &Co. Ltd. 3. De Fleur, Melvin & Dennis, Everett; Understanding Mass Communication, Novem Place. 4. Andal, Communication Theoies and Models. 2004, Mumbai, Himalayan publishing house. 5. Narula, Uma, Mass Communicat 6. Dominick, Joseph R. Dynamics of mass communication; McGraw Hill, 1996. 7. Denis McQuait, McQuait'smass communication theor Sixth edition, 2010. 8. Melvin L. Defleur, Understanding mass communication; Houghton Mifflin Company, 1981. Place 9. Brent D. Rub approaches to mass communication; Transaction Publishers, 1987. Place 10. A Cognitive psychology of mass communication; Richard
		Upload Sample SLM (Only Content Pages)	View
		SLM Url	https://drive.google.com/file/d/1RfdVtHLkjtrLin9c5rXgS2QLOCcQy5EO/view?usp=sharing

Srno	Name of Progrm	Other Details	

Srno	Name of Progrm	Other Details	
3	BACHELOR OF MANAGEMENT STUDIES (MANAGEMENT STUDIES) [ANY OTHER]()	Year	2023-24
		Outline of the Syllabus	SNDT Women's University BMS –Revised Syllabus Details Name of the Course : Bachelor of Management Studies (BMS) Duration : 3 yea... Total Number of Papers in 6 Semesters : 30 Total Credits : 120 Structure : As given below BMS –Revised Syllabus Structure Sem General Computers QT/ Vocational I (1) Principles of Management (2) Business Communication (3) Financial Accounting (4) Principles of Marketing Organisational Behaviour (3) Economics - II (4) Environmental Studies (5) Introduction to Quantitative Tecchniques III (1) Business Laws (2 Fundamentals of Production & Operations Mgt (5) Quantitative Techniques for Business IV (1) Strategic Management (2) Financial Manage Quality Management (5) Vocational paper (Choose one) (a) Entrepreneurs
		Whether SLM approved by Statutory Authority of HEI	Yes
		Statutory bodies approval upload	View
		When was it prepared	11-10-2023
		Last Updated	11-10-2023
		Name of the faculty who prepared SLM	Dr. Veena Shete
		Designation	Assistant Professor
		Department	Department of Commerce and Management
		Reference of Self Learning Material	1. https://www.managementstudyhq.com/what-features-importance-and-objectives-of-management-principles.html 2. https://www.managementstudyguide.com/techniques_scientificmanagement.htm 3. https://static1.squarespace.com/static/5006cb3dc4aa3dba77394b45/t/55ba8883e4b0ea65387de8c6/1438288003746/The+Importance+of+ 4. http://kalyan-city.blogspot.com/2011/04/what-is-management-definitions-meaning.html 5. http://www.preservearticles.com/201205173228 https://businessjargons.com/classical-theory.html 7. https://bizfluent.com/info-8375509-four-types-management-theory.html 8. http://smallbu concepts-workplace-17693.html 9. https://www.managementstudyguide.com/planning_function.htm 10. http://www.yourarticlelibrary.com/ma and-techniques-management-function/70032 11. http://kalyan-city.blogspot.com/2011/08/what-is-forecasting-meanin
		Upload Sample SLM (Only Content Pages)	View
		SLM Url	https://drive.google.com/file/d/1NCT9fWMrtShmg8g6dKS62l9dnOoojtya/view?usp=sharing

Examination Centre

Srno	It is certified that all the activities .	Name of Centre	Address of Centre / City/ Pin Code/ State	Briefly write on the methods and steps to be adopted for conduct of examination to ensure security, transparency & credibility of examination	Whether Examination centre fulfills all the requirement mentioned in Annexure II	A) Proposed Examination Centre for term end examinatino for ODL programme for Upcoming Academic Years		
1	Yes	Shahid Virpatni Laxmi Mahavidyalaya, Titave,	Tal – Radhanagari, Dist – Kolhapur - Kolhapur -416208- Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No
2	Yes	Shivam Mahila Shikshan Prasarak Mandal, College of	Kabadi Mohella, Opp. Udasi Math,- Jalna-460203- Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No
3	Yes	Late Paravatibai Jondhale Women's Law School	Vashalitai Jondhale International Centre Opp. New -Dombivali -421204- Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No

Srno	It is certified that all the activities .	Name of Centre	Address of Centre / City/ Pin Code/ State	Briefly write on the methods and steps to be adopted for conduct of examination to ensure security, transparency & credibility of examination	Whether Examination centre fulfills all the requirement mentioned in Annexure II	A) Proposed Examination Centre for term end examinatino for ODL programme for Upcoming Academic Years		
4	Yes	Tulsi College of Fashion Design,	Sant Dnyaneshwar Nagar, Behind Government ITI, - Beed-431122- Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No
5	Yes	S.M.R.K. Arts & Fine Arts, B.K. Comm. & A.K. Home	Prin, T.A. Kulkarni Vidyanagar, - Nasik-422005- Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No
6	Yes	Ashwaghosh Education & Vyayam Prasarak Mandal's Wo	CIDCO, N – 1, Behind Radha Krushna Mandir, - Aurangabad- 431003- Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No

Srno	It is certified that all the activities .	Name of Centre	Address of Centre / City/ Pin Code/ State	Briefly write on the methods and steps to be adopted for conduct of examination to ensure security, transparency & credibility of examination	Whether Examination centre fulfills all the requirement mentioned in Annexure II	A) Proposed Examination Centre for term end examinatino for ODL programme for Upcoming Academic Years		
7	Yes	Umang Geetai College Women's Education,	Panjra, Behind BSNL Office, Koradi Road,-Nagpur-441111-Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No
8	Yes	B.M. Ruia Girls's College,	11, Krishnakunj, Vaccha Gandhi Road, Gamdevi, -Mumbai-400007-Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No
9	Yes	Smt. P. N. Doshi Women's College of Com. And Dr. (	Ratanbaug, Cama Lane, Ghatkopar (W), -Mumbai-400086-Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No

Srno	It is certified that all the activities .	Name of Centre	Address of Centre / City/ Pin Code/ State	Briefly write on the methods and steps to be adopted for conduct of examination to ensure security, transparency & credibility of examination	Whether Examination centre fulfills all the requirement mentioned in Annexure II	A) Proposed Examination Centre for term end examinatino for ODL programme for Upcoming Academic Years		
10	Yes	Amar Shaheed Hemu Kalani Yadgar Mandal's Kothari C	Nr. Inlaks Hospital, Opp. Santoshi Mata Temple Che- Mumbai -400074- Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No
11	Yes	Maniben Nanavati Women's College,	Vallabhbhai Road, Vile Parle (West),- Mumbai-400056- Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No
12	Yes	Shri M.D. Shah Mahila College of Arts and Commerce	B.J. Patel Road, Malad (W). - Mumbai -400064- Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No

Srno	It is certified that all the activities .	Name of Centre	Address of Centre / City/ Pin Code/ State	Briefly write on the methods and steps to be adopted for conduct of examination to ensure security, transparency & credibility of examination	Whether Examination centre fulfills all the requirement mentioned in Annexure II	A) Proposed Examination Centre for term end examinatino for ODL programme for Upcoming Academic Years		
13	Yes	Smt. Maniben M.P. Shah Women's College of Arts and	338, R.A. Kidwai Road, Matunga-Mumbai-400019-Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	No
14	Yes	SNDT Arts and SCB College of Commerce and Science	, Nathibai Thackersey Road, New Marine Lines, Chur-Mumbai-400020-Maharashtra	Final Examination is conducted by Director, Board of Examinations and Evaluations, SNDT Women's University. The question papers are set and scrutinized by the experience teachers of the university. The question papers and the results are made available on portal. there are proper mechanism established to curtail the malpractices. for every examinations special squad is arranged by the university to visit various examinations Centre spread across the state	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure III of UGC (ODL Programmes and online Programmes) Regulations,2020 */td>	Yes
						2	Whether the examination centre is located as per sub regulation 15 and Annexure II of Regulations *	Yes
						3	Provision of CCTV Cameras	No
						4	Provision of Bio-metric attendance	No
						5	Provision of Video recording	Yes

Regional Centre

Srno	Name of Regional Centre	Address of Regional Centre	City	Pin Code	State	Name of the Coordinator/ Counselor	Contact Details of the Coordinator/ Counselor	Email Details of the Coordinator/ Counselor	Qualification of Coordinator/ Counselor	No. of LSCs covered under Regional Centre
1	Sub Centre-Centre for Distance Education	SNDT Women's University	Pune	411038	Maharashtra	Dr. Nalini Patil	9422286034	sndtcdepune@gmail.com	Ph.D.	0

Learner Support Centre (LSC) details

Srno	Name of College & Address	City	Pin Code	State	Whether the College / institute is Private or Govt	Name of Affiliating University / HEI	Name of Co-ordinator	Contact Details of Co-ordinator	Qualifications	No. of Counsellors
1	Centre for Distance Education , SNDT Women's University	Mumbai	400049	Maharashtra	Government	SNDT Women's University	Dr. Mangesh kadam	9594222060	Post-Graduate	1

Programme Wise Information

Srno	Name of College/Institute				
1	Centre for Distance Education	**Proposed Programme**	**Whether LSC is offering same programme under conventional mode**	**If Yes, than years since when being taught in conventional mode**	**No. of years**
		BUSINESS ADMINISTRATION/COMMERCE/ MANAGEMENT/FINANCE - BACHELOR OF COMPUTER APPLICATION ()	Yes	2017	6
		JOURNALISM/ MASS COMMUNICATION/MEDIA - BACHELOR OF ARTS (MASS MEDIA) ()	Yes	2017	6
		BUSINESS ADMINISTRATION/COMMERCE/ MANAGEMENT/FINANCE - BACHELOR OF MANAGEMENT STUDIES (MANAGEMENT STUDIES) [ANY OTHER] ()	Yes	2016	7

Human Resources Information

Academic Staff for ODL Programmes

Type of Staff *	No. of Staff Exclusively of ODL*
Head / Professor	0
Associate Professor	0
Assistant Professor	6

Administrative Staff for ODL Programmes

Type of Staff *	Total No. of Staff Exclusively for ODL
Deputy Registrar	1
Assistant Registrar	1
Section Officer	1
Assistants	18
Computer Operators	2
Class-IV / Mult Tasking Staff	3
Technical / Professional	0
NA	0

Faculty Details for ODL

Srno	Year	Academic Session	Name of Programmes	Faculty			
1	2023-24	January	**JOURNALISM/ MASS COMMUNICATION/MEDIA - BACHELOR OF ARTS (MASS MEDIA) NA**	**Name of faculty**	**Designation**	**Email**	
				Apurva Pitale	Assistant Professor	9819676984	apurvapitale1094@gmail.com
				Uma Prabhu	Assistant Professor	7678017172	umap2285@gmail.com

Srno	Year	Academic Session	Name of Programmes	Faculty			
2	2023-24	January	BUSINESS ADMINISTRATION/COMMERCE/ MANAGEMENT/FINANCE - BACHELOR OF MANAGEMENT STUDIES (MANAGEMENT STUDIES) [ANY OTHER] NA	**Name of faculty**	**Designation**	**Email**	
				Namrata Bhalerao	Assistant Professor	9664557512	bhaleraonamrata9@gmail.com
				Roshani Tare	Assistant Professor	9867294839	roshanitare16@gmail.com
3	2023-24	January	BUSINESS ADMINISTRATION/COMMERCE/ MANAGEMENT/FINANCE - BACHELOR OF COMPUTER APPLICATION NA	**Name of faculty**	**Designation**	**Email**	
				Harshita Baviskar	Assistant Professor	8793847872	hamritkar4@gmail.com
				Gayatri Mahapatra	Assistant Professor	9920804538	gayatrimahapatra1@gmail.com

Computerization / Digitization Status

Srno	Activities	Yes / No
1	Student registration / Admission	Yes
2	Administration	Yes
3	Finance	Yes
4	Academic activities	Yes
5	Student Support System	Yes
6	Continuous Evaluation	Yes
7	Online Support	Yes

Status of a Court case(s)

Srno	W.P.No	Court / Jurisdiction	Status as on date
1	WP No. 1983/2003	Bombay High Court	Admitted (Unready)
2	CIVIL WP No. 2008/2006	Bombay High Court	Admitted (Unready)
3	Appeal No. 06/2010	School Tribunal (Pune)	Pune
4	Suit No. 638 of 2010	Bombay High Court	Pre - Admission
5	WP / 1455 / 2011	Bombay High Court	Pre - Admission
6	CIVIL WP/2160/2016	Bombay High Court	Pre - Admission
7	CIVIL WP/2158/2016	Bombay High Court	Pre - Admission
8	CIVIL WP/2156/2016	Bombay High Court	Pre - Admission
9	CIVIL WP/2159/2016	Bombay High Court	Pre - Admission
10	CIVIL WP/2162/2016	Bombay High Court	Pre - Admission
11	CIVIL WP/3705/2016	Bombay High Court	Next date for hearing
12	WP/376/2016	Bombay High Court	Pre - Admission
13	REVIEW-(L) NO. 95 OF 2018	Bombay High Court	Pre - Admission
14	WP NO-10916/2018	High Court (Aurangabad Bench)	Hearing
15	WP/1727/2018	Bombay High Court	Pre - Admission
16	WP / 3137 / 2018	Bombay High Court	Pre - Admission
17	Civil WP/3855/2019	Bombay High Court	Admitted (Unready)

Srno	W.P.No	Court / Jurisdiction	Status as on date
18	Civil WP/10737 /2019	Bombay High Court	final hearing
19	Civil WP /10645 / 2019	Bombay High Court	final hearing
20	WP / 2301 / 2019	Bombay High Court	Pre - Admission
21	WP / 2639 / 2019	Bombay High Court	Pre - Admission
22	WP/1634/2019	Bombay High Court	Pre – Admission
23	WP/11131/2019	High Court (Aurangabad Bench)	Next date for Hearin
24	WP(L) No. 1900/2019	Bombay High Court	Pre - Admission
25	WP/3158/2019	High Court (Aurangabad Bench)	Pre - Admission
26	WP/408/2019	Bombay High Court	Admitted (Unready)
27	Civil WP / 3640 / 2020	Bombay High Court	Pre - Admission
28	WP NO- 2333/2020	High Court (Nagpur Bench)	Pre - Admission
29	Complaint (ULP) No. 130/2020	Labour Court at Mumbai	Hearing
30	WP /1141/2021	Bombay High Court	final hearing
31	Criminal WP /5895/2021	Bombay High Court	final hearing
32	WP /1367/2021	Bombay High Court	Pre - Admission
33	STWP/14254/ 2021	Bombay High Court	Pre - Admission
34	Civil WP / 2224 / 2021	Bombay High Court	final hearing
35	CWP / 5864 / 2021	Bombay High Court	Pre - Admission
36	Civil WP /8305/ 2021	Bombay High Court	final hearing
37	WP / 2555 / 2021	Bombay High Court	Pre - Admission
38	WP /1734 / 2021	Bombay High Court	Pre - Admission
39	Contempt Pet 28053/2022	Bombay High Court	final hearing
40	Contempt Pet 28051/2022	Bombay High Court	final hearing
41	Contempt Petition in WP/29/2022	Bombay High Court	final hearing
42	CWP / 9233 / 2022	Bombay High Court	final hearing
43	Civil WP / 14647 / 2022	Bombay High Court	final hearing
44	Civil WP / 14646 / 2022	Bombay High Court	final hearing
45	Contempt Pet. In WP /17868/2022	Bombay High Court	Pre - Admission
46	Civil WP / 13260 / 2022	Bombay High Court	Pre - Admission
47	Civil WP / 2812 / 2022	Bombay High Court	Hearing
48	Civil WP / 9175 / 2022	Bombay High Court	Pre - Admission
49	Civil WP /10843 / 2022	Bombay High Court	Pre - Admission
50	WP No-5540/2022	High Court (Aurangabad Bench)	Hearing
51	WP No-5559/2022	High Court (Aurangabad Bench)	Hearing
52	WP No- 5544/2022	High Court (Aurangabad Bench)	Hearing
53	WP NO- 5541/2022	High Court (Aurangabad Bench)	Hearing
54	WP NO.-8559/2022	High Court (Aurangabad Bench)	Hearing
55	WP NO-7528/2022	High Court (Aurangabad Bench)	Hearing
56	WP NO-9860/2022	High Court (Aurangabad Bench)	Hearing
57	WP NO-11002/2022	High Court (Aurangabad Bench)	Hearing
58	WP/5198/2022	High Court (Aurangabad Bench)	Hearing
59	Execution Application Special Darkhast No.59 /2022	Pune City Civil Court	Hearing
60	Execution Application Special Darkhast No.58 /2022	Pune City Civil Court	Hearing
61	Recovery Application PGA 1 – 108 / 2022	Labour Court at Mumbai	Hearing
62	Recovery Application PGA 1 – 160 / 2022	Labour Court at Mumbai	Hearing

Srno	W.P.No	Court / Jurisdiction	Status as on date
63	WP 10737 of 2019	Bombay High Court	final hearing
64	WP 10645/2019	Bombay High Court	final hearing
65	Interim Application/987/ 2023	Bombay High Court	Pre - Admission
66	WP /1367 / 2023	Bombay High Court	Pre - Admission
67	Civil WP No. 7651/2023	Bombay High Court	final hearing
68	Misc-Application No.16 of 2023 (u/s-85) In Appeal	Bombay University College Tribunal	Hearing
69	In Appeal No.13 of 2023	Bombay University College Tribunal	Hearing
70	WP/2375/2023	Bombay High Court	Pre - Admission
71	WP (L) No.29730 of 2023	Bombay High Court	Pre - Admission
72	WP NO-4665/2023	High Court (Aurangabad Bench)	Hearing
73	WP No. 3997/2023	High Court (Aurangabad Bench)	Hearing
74	WP No. 2237/2023	High Court (Aurangabad Bench)	Pre - Admission
75	WP/8557/2023	High Court (Aurangabad Bench)	Pre – Admission
76	WP/5360/2023	High Court (Nagpur Bench)	Pre – Admission

Help Desk

Help Desk Address:	Name of Contact Person:	Designation: Jr Clerk University
Centre for Distance Education, S.N.D.T> Women's University, Juhu Road, Santacruz (Wet) , Mumbai - 400049	MR. BALKRISHANA KALAMBATE	
Phone No: 8689908947	Email: cde@sndt.ac.in	Contact hours for Help Desk: 10:00 a.m. to 05:00 p.m.

Compliance

Compliance to specific provisions of UGC (ODL Programmes and Online Programmes) Regulations, 2020

The HEI undertakes to ensure all the provisions of the regulation and few specific provisions adherence to the following:

Learner Support Centre defined under these regulations will not be the Learner Support Centre for more than two Higher Educational Institutions at a time to offer programmes in Open and Distance Learning mode:-
Yes

Learner Support Centre will not be set up under a franchisee agreement in any case. :- Yes

Academic and instructional facilities at its Learner Support Centres for Open and Distance Learning mode, and information resources for online delivery of programmes meet all the conditions of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and guidelines issued from time to time. :-
Yes

Intake capacity under Open and Distance Learning mode for a programme under science discipline to be offered by HEI shall not be more than three times of the approved intake in conventional mode (in case of Dual Mode). :-
Yes

Learning enrolment under science discipline will commensurate with the capacity of the Learner Support Centres (for Open and Distance Learning only) to provide lab facilities to the admitted learners (for Open University). :-
NA

Private University established under a State Act will be eligible to offer programmes under Open and Distance Learning mode through its Head Quarters. :- NA

Academic and administrative staff has appointed as per University Grants Commission (Minimum Qualifications for Appointment of Teachers and other Academic Staff in the Universities and Colleges and other Measures for the Maintenance of Standards in Higher Education) Regulation, 2018. :-
Yes

Academic Staff mentioned in application are exclusively appointed for the proposed programmes. :- Yes

Examination Centres meet all the guidelines laid under Annexure II of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Upload Affidavit as per the prescribed format :- View

Upload Undertaking as per the prescribed format :-View View

Submission

It is hereby declared and affirmed that the Higher Educational Institution shall adheres to all the provisions mentioned under the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 including following Annexures

☑ Centre for Internal Quality Assurance (CIQA) in Annexure I

☑ Conduct of Examination and Minimum Standards for Examination Centres in Annexure II

☑ Territorial Jurisdiction and Regulating Provisions for Different Types of Higher Educational Institutions in Annexure III (For ODL Programmes)

☑ Human Resource and Infrastructural Requirements in Annexure-IV

☑ Guidelines on Programme Project Report (PPR) in Annexure-V

☑ Quality Assurance Guidelines of Learning Material in Multiple Media and Curriculum and Pedagogy in Annexure-VI

☑ Guidelines on Self-Learning Material and E-Learning Material in Annexure-VII

☑ Learner Support Centres in Annexure-VIII

☑ Assessment Criteria for Offering Online Programmes through Non-SWAYAM Learning Platform as per Annexure-IX

☑ Grievance Redress Mechanism in Annexure-X

Further undertakes to ensure that the HEI shall display on its website a joint declaration by authorized signatories, Registrar and Director of Centre for Internal Quality Assurance, authenticating the documents uploaded on its   website, in compliance of regulation 9 of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

The HEI hereby declare that the information given above and in the enclosed documents is true, correct and nothing material has been concealed therein. The Higher Educational Institution shall be solely responsible for any legal issues arising out of non-compliance of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

The HEI understand that in case information provided is found to be contrary to the fact, it would entail not only withdrawal of permission/recognition for such ODL courses but also for other courses offered by the institutions, on regular and conventional mode

Your application successfully submitted on 31-10-2023 under Eligible category

yment - (Smt. Nathibai Damodar Thackersey Women`s University [HEI-U-0326])

← Back

e Type*

Programme ▾

plying for*

--Select-- ▾

of programme

e Amount*

tal Fees (Including GST 18%) :

Payment

Payment History

Payment logs : 2023-24

Sr No	Year	Session	Category	No of programme	Fee Amount	Payment Status	Bank Transaction Reference No	Paym
1	2023-24	July	Programme	3	59000.00	Success	645230102020135	30-1

Payment logs

Sr No	Year	Session	Category	No of programme	Fee Amount	Bank Transaction Reference No	PaymentDate

ment Notes:

No	Mode	Fees
	One-time registration fee	Rs. 25000/- + GST (18%) as applicable
	Open and Distance learning Programme (ODL)	Starting of Programmes - Rs 10,000/- per programme, subject to minimum of Rs 50,000/- + GST (18%) as applicable
	Online tearning Programmes (OL)	Starting of Programmes - Rs 15,000/- per programme, subject to minimum of Rs 75,000/- + GST (18%) as applicable

महाराष्ट्र शासन राजपत्र

असाधारण भाग आठ

असाधारण क्रमांक ११

प्राधिकृत प्रकाशन

महाराष्ट्र विधानमंडळाचे अधिनियम व राज्यपालांनी प्रख्यापित केलेले अध्यादेश व केलेले विनियम आणि विधि व न्याय विभागाकडून आलेली विधेयके (इंग्रजी अनुवाद).

In pursuance of clause (3) of article 348 of the Constitution of India, the following translation in English of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017), is hereby published under the authority of the Governor.

By order and in the name of the Governor of Maharashtra,

PRAKASH H. MALI,
Principal Secretary to Government,
Law and Judiciary Department.

MAHARASHTRA ACT No. VI OF 2017

(First published, after having received the assent of the Governor in the " Maharashtra Government Gazette ", on the 11th January 2017).

An Act to provide for academic autonomy and excellence, adequate representation through democratic process, transformation, strengthening and regulating higher education and for matters connected therewith or incidental thereto.

WHEREAS it is expedient to provide for academic autonomy to non-agricultural and non-medical universities in the State of Maharashtra and to make better provisions therefor;

AND WHEREAS the Government of Maharashtra had appointed committees under the Chairmanships of Dr. Arun Nigvekar, Dr.Anil Kakodkar, Dr.Ram Takwale and Late Mrs. Kumud Bansal with a view to consider and recommend on different aspects of higher education and learning and to suggest various measures to ensure such autonomy;

5. The university shall have the following powers and duties, namely:—

(1) to provide for instructions, extension, teaching, learning and training in such branches or subjects or disciplines and courses of study including a choice based credit system and any other system that may emerge in future, as the university may, from time to time, determine;

(2) to make provision for research and for the advancement and dissemination of knowledge, and generally to cultivate and promote the arts (including fine arts and performing arts), humanities, social sciences, accounts and commerce, pure and applied sciences, technologies, managements, different forms of medicine, engineering, law, physical education and other branches of learning and culture and their multi-disciplinary and inter-disciplinary areas;

(3) to make provision to enable conducted and affiliated colleges and recognized institutions to undertake specialized studies;

(4) to make provisions for creation of autonomous, empowered autonomous and empowered autonomous cluster of institutions;

(5) to develop procedures and processes for recognition of private skills education providers and empowered autonomous skills development colleges;

(6) to organize, maintain and manage university departments, schools, institutions, laboratories, knowledge resource centers, learning resource centers, libraries, museums and equipment for teaching, learning, training, research and development or extension;

(7) to establish, maintain and manage departments, institutions of research, institutions of specialized studies or academic services unit;

(8) to establish, maintain and manage constituent, community and conducted colleges, institutions, hostels, health centers, auditoria and gymnasiums;

(9) to provide for establishment, on the university campus and Sub-Campuses, of autonomous institutions like multi-university and inter-university centers, research laboratories, modern instrumentation centers and like centers of learning, set up by the University Grants Commission, Central Government or the State Government, teaching or learning or training colleges or institutions at local, regional, national and global level, which may be used by a university or college or group of universities or colleges:

Provided that, in the case of any industry or any non-Government organization availing themselves of such facility of a university or such organizations providing the facility to a university, prior approval of the State Government shall be obtained by the university concerned;

(10) to provide for establishment of sub-campuses for serving a group of colleges, and also to provide for and maintain common resource centers in such sub-campuses in the form of post-graduate departments, multi-disciplinary or inter-disciplinary schools, knowledge resource centers, libraries, laboratories, computer centers, and the like centers of learning and skills training, as per the guidelines laid down by the State Government or the University Grants Commission;

(11) to create posts of directors, principals, university teachers, non-vacation academic staff, non-teaching skilled, administrative, ministerial staff and other posts required by the university, from its funds and from the funds received from other funding agencies, prescribe their qualifications, experience and pay-scales, and make appointments thereto;

(*12*) to make appointments to the posts of directors, principals, university teachers, non-vacation academic staff, non-teaching skilled, administrative, ministerial staff and other posts sanctioned by the State Government as per the qualifications and experience specified by the State Government and the University Grants Commission;

(*13*) to appoint or recognize persons working in any other university or organization as adjunct professors, adjunct associate professors, adjunct assistant professors, visiting professors of the university for specified periods;

(*14*) to facilitate mobility of teachers within the university and to other universities with the consent of the teacher concerned;

(*15*) to prescribe the courses of instruction and studies for the various examinations leading to specific degrees and diplomas or certificates;

(*16*) to prescribe the courses of instruction and studies in choice based credit system for the various examinations leading to specific degrees, diplomas or certificates in a stand-alone format or joint format with other State or national or global universities;

(*17*) to make provision, wherever feasible, in the university departments, colleges, institutions, recognized institutions and schools, for survey and collection of statistics, data and other particulars relevant to various developmental activities including State and National plans, evaluation of the developmental schemes with the participation of the students as a part of their curricular activities;

(*18*) to supervise, control and regulate admission of students for various courses of study in university departments, schools, multi-disciplinary and inter-disciplinary schools, community, conducted and affiliated colleges, institutions and recognized institutions;

(*19*) to guide teaching in colleges by deputation of teachers from a pool of teachers of the university and supplement teaching in colleges for improving their standards;

(*20*) to institute degrees and post-graduate diplomas and post-higher secondary diplomas, certificates and other academic distinctions on the basis of examinations or by other tests or otherwise;

(*21*) to hold examinations or evaluations and confer degrees and post-graduate diplomas and award post-higher secondary diplomas and certificates and other academic distinctions on persons who,—

(*a*) unless exempted therefrom in the manner prescribed, have pursued approved courses of study in the university, or in a college or in an institution or a recognized institution or a school and have passed the examinations and earned the required credits or marks or grades prescribed by the university; or

(*b*) have pursued approved courses of study in the university, or in a college or in an institution or a recognized institution or in an autonomous college or an autonomous recognized institution or in empowered autonomous college or empowered autonomous cluster institutions or a school and have passed the examinations and earned the required credits or marks or grades prescribed by the university; or

(*c*) have engaged in research under conditions provided by Ordinances and Regulations;

(*22*) to confer and award such degrees, diplomas and certificates to, and provide for such lectures, instructions and training for external students, and the students under correspondence and distance education, online and continuing education courses;

(*23*) to confer honorary degrees or other academic distinctions as prescribed by the Statutes;

(5) The State Government shall provide for conduct of the test audit or full audit of the accounts of the university at regular intervals by the auditors appointed by the State Government.

136. (1) The Board of Deans shall prepare the Annual Report containing the administrative, academic, research and development and other activities of the university, colleges and institutions under its jurisdiction, for each academic year and submit it to the Management Council for consideration. The Senate shall discuss and approve the Annual Report as received from the Management Council. Such report as approved by the Senate shall be submitted to the Chancellor and the State Government, within one year from the conclusion of the academic year. — Annual Report.

(2) The State Government shall cause the Annual Report to be laid before each House of the State Legislature.

CHAPTER XIII

SPECIAL PROVISIONS FOR SHREEMATI NATHIBAI DAMODAR THACKERSEY WOMEN'S UNIVERSITY

137. (1) In addition to the other provisions of this Act and Statutes, the provisions set out in this section shall apply to the Shreemati Nathibai Damodar Thackersey Women's University. — Special provisions for Shreemati Nathibai Damodhar Thackersey Women's university.

(2) The territorial limits, within which the powers conferred upon the university by this Act shall be exercised, shall comprise the entire State:

Provided that, the university may, subject to such conditions and restrictions as it and the State Government may think fit to impose, admit any women's educational institution in any other territory to the privileges of the university, with the approval of the Government concerned.

(3) Any female student from any part of the State of Maharashtra or any other territory may register as a private student of the university or join correspondence course or any other external degree or diploma course of the university.

(4) Any society, association or body in the State seeking affiliation or recognition by the university to the college or institution started or conducted by it exclusively for women students need not seek the permission of any other university in the area of which the college or the institution, as the case may be, is to be or is located. On an application of any such society or association or body, the university may, notwithstanding anything contained in any other law for the time being in force, grant the affiliation, with the previous sanction of the State Government, or the recognition, as the case may be, without seeking permission of any other university in the area of which the college or institution, as the case may be, is to be or is located.

(5) The university may, in the interest of women's education, start or conduct a college or research institution in any territory outside the State of Maharashtra, with the approval of the Government concerned.

(6) No educational institution affiliated to or recognized by the university shall be associated in any way with, or seek admission to any privileges of, any other university established by law, except, with the permission of the university and the State Government.

(7) The Senate of the university shall have the following additional members, namely:-

(a) two representatives of women's educational associations or bodies in the State of Maharashtra, nominated by the Vice-Chancellor;

(b) two representatives of women's educational associations or bodies from outside the State admitted to the privileges of the Shreemati Nathibai Damodar Thackersey Women's University, nominated by the Vice-Chancellor;

(c) one representative of women's educational associations or bodies in other territories, nominated by the Vice-Chancellor.

R. 83/61

Certificate of Registration   No. 6-57

It is hereby certified that the Public Trust described below has this day been duly registered under the Bombay Public Trusts Act, 1950 (Bom. XXIX of 1950), at the Public Trusts Registration Office, _____

Name of Public Trust ___ Trust Managed and controlled by _____ N. S. T. Women's University _____

Number in the Register of Public Trusts ___ E. 21, 2 Bombay _____

Certificate issued to Smt. K. H. Cinemali _____

Given under my hand, this _____ th _____ day

of _____ June _____ 1961

Signature _____

Designation _____

Registrar
S.N.D.T. Women's University
Mumbai-400 020.

REG/128/2018-19/21

April 27, 2018

TO WHOM SO EVER IT MAY CONCERN

This is certify that Centre for Distance Education was known as Department of Correspondence Courses from the Year 1956. Since 1979, S.N.D.T. Women's University shifted to dual mode and all Correspondence courses were shifted to Distance Education.

27. 4-2018

(DR. MEENA KUTE)
REGISTRAR (ADDL.CHARGE)

Registrar (Addl. Charge)
SNDT Women's University,
Mumbai - 20.

S.C. Chadha
Deputy Secretary

UGC- 115

NO.F.4-5/2009(CPP-I)   22nd June, 2009

The Vice Chancellor,
S.N.D.T. Women's University,
1,N Thackersey Road
Mumbai (Maharashtara)

**Sub: Inclusion of the SNDT Women's University, Mumbai under
Section 2(f) & 12(B) of the UGC Act, 1956**

Madam,

With reference to your letter No.UGC-79/2009-10/25 dated 4th May, 2009, I am directed to inform you that the SNDT Women's University, Mumbai is included under Section 2(f) & 12(B) of the UGC Act, 1956 and is receiving funds from UGC.

Yours faithfully,

(S.C. Chadha)
Deputy Secretary

राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

An Autonomous Institution of the University Grants Commission

Quality Profile

Name of the Institution : Shreemati Nathibai Damodar Thackersey Women's University

Place : Mumbai, Maharashtra

Criteria	Weightage (W_i)	Criterion-wise Weighted Grade Point (Cr WGP_i)	Criterion-wise Grade Point Averages (Cr WGP_i / W_i)
I. Curricular Aspects	150	430	2.87
II. Teaching-Learning and Evaluation	200	630	3.15
III. Research, Consultancy and Extension	250	790	3.16
IV. Infrastructure and Learning Resources	100	300	3.00
V. Student Support and Progression	100	360	3.60
VI. Governance, Leadership & Management	100	270	2.70
VII. Innovations and Best Practices	100	300	3.00
Total	$\sum_{i=1}^{7} w_i = 1000$	$\sum_{i=1}^{7} (Cr\,WGP_i) = 3080$	

$$\text{Institutional CGPA} = \frac{\sum_{i=1}^{7}(Cr\,WGP_i)}{\sum_{i=1}^{7} W_i} = \frac{3080}{1000} = \boxed{3.08}$$

Grade = $\boxed{A}$ Descriptor = $\boxed{\text{VERY GOOD}}$

Date : January 19, 2016   *Director*

- This certification is valid for a period of *Five* years with effect from January 19, 2016
- An institutional CGPA on four point scale in the range of 3.01 - 4.00 denotes A grade (Very Good), 2.01 - 3.00 denotes B grade (Good), 1.51 - 2.00 denotes C grade (Satisfactory)
- Scores rounded off to the nearest integer

EC(SC)/11/A&A/34.2

ಪ್ರೊ. ಗಣೇಶನ್ ಕಣ್ಣಬೀರನ್
ನಿರ್ದೇಶಕರು

प्रो. गणेशन कन्नाबिरन
निदेशक

Prof. Ganesan Kannabiran
Director

ರಾಷ್ಟ್ರೀಯ ಮೌಲ್ಯೀಕರಣ ಮತ್ತು ಮಾನ್ಯತಾ ಪರಿಷತ್ತು
ವಿಶ್ವವಿದ್ಯಾಲಯ ಅನುದಾನ ಆಯೋಗದ ಸ್ವಾಯತ್ತ ಸಂಸ್ಥೆ

राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद
विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
An Autonomous Institution of the University Grants Commission

NAAC/COVID+Ext/DO/2023/   5th September 2023

Professor Ujwala Chakradeo
Vice-Chancellor,
Shreemati Nathibai Damodar Thakersey Women's University,
1, Nathibai Thackersey Road,
Mumbai - 400020, Maharashtra

Respected *Sir/Madam,*
Greetings from NAAC.

Sub: Extension of Accreditation validity:-reg.

This is to inform that **Shreemati Nathibai Damodar Thakersey Women's University, # 1, Nathibai Thackersey Road, Mumbai - 400020, Maharashtra**, has been accredited with 'A' Grade (2rd Cycle) by NAAC with CGPA of 3.08 from **19/01/2016 to 18/01/2021.**

In the wake of COVID-19 pandemic and with reference to the Notification dated 09.07.2020, this is to inform that the validity period of accreditation of the University stands extended with the existing 'A' Grade and with 3.08 CGPA till 31st December 2022.

The University has submitted online IIQA for cycle-3 on 20/05/2021. Therefore the Validity period for cycle-2 accreditation of the University stands with the existing 'A' Grade and with 3.08 CGPA till the Completion of the 3rd Cycle Assessment & Accreditation.

Thanking you,
With regards,
Yours sincerely,

(Prof. Ganesan Kannabiran)
Encl:a/a

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

Notification to all Higher Education Institution's

Extension of validity period of accreditation
(Considering COVID-19 Pandemic)

Accreditation validity period stands extended for those HEIs whose validity of accreditation expires during the COVID-19 pandemic period, i.e., from 1st March 2020 provided the HEIs submit the online Institutional Information for Quality Assessment (IIQA) within three months from the Government/University notification to resume the normal academic activities by the HEI.

Any HEIs whomsoever have submitted online IIQA/online SSR within the Validity period of accreditation before/during the pandemic period, i.e., 1st March 2020, but the process has been delayed due to the Pandemic, the validity period of accreditation stands extended as per the existing provisions of NAAC, i.e., until the completion of the A&A process of NAAC, provided such institutions do not withdraw their applications and agree to continue with the process within three months from the resuming the normal academic activities as per the Government/University notification.

HEIs whose validity period expired before 1st March 2020 and submitted IIQA after expiry, but the process has been delayed due to the Pandemic, the validity period of accreditation DOES NOT STAND extended as per the existing provisions of NAAC. BUT processing of their IIQA/SSR application stages deadlines will be automatically extended for a period of 3 MONTHS after the normal academic activities resume as per the Government/University notification.

Sd/-
Director, NAAC

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL, BENGALURU

F.No. 14-29/2022   10th November 2022

Notification to all Higher Education Institutions (HEIs)

Closure of Extension of Validity Period of Accreditation
(Considering Covid-19 pandemic)

Pursuant to the recommendations of the Ninth Academic Advisory Committee (AAC) and theresolution in the 99th meeting of the Executive Committee of NAAC held on 30th October 2022, the extension of validity period of accreditation of NAAC stands withdrawn w.e.f. 30th September 2022.

Further, validity period of accreditation of HEIs for whom extension was permitted based on the NAAC notification dated 9th July 2020, have to submit online Institutional Information for Quality Assessment (IIQA)without fail on or before 31st December 2022,failing which the validity of accreditation ceases to be in force.

Sd/-
Director, NAAC

राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

An Autonomous Institution of the University Grants Commission

Certificate of Accreditation

The Executive Committee of the

National Assessment and Accreditation Council

on the recommendation of the duly appointed

Peer Team is pleased to declare the

Shreemati Nathibai Damodar Thackersey Women's University

Mumbai, Maharashtra as

Accredited

with CGPA of 3.08 on four point scale

at A grade

valid up to January 18, 2021

Date : January 19, 2016

Director

EC(SC)/11/A&A/34.2

UNIVERSITY GRANTS COMMISSION
DISTANCE EDUCATION BUREAU
~~S. N. D. T. W. UNIVERSITY~~ ROZE SHAH ROAD
MUMBAI-20.   NEW DELHI- 10 001

Speed Post   1 7 NOV 2021

In No. **11**
Registrar Officer

F.No. 40-6/2021 (ODL) (DEB-II)   **November, 2021**

The Registrar,
Smt Nathibai Damodar Thackersey Womens University
Sir Vithal Das Vidyavihar Juhutara Road Sntacruz   **1 2 NOV 2021**
West Mumbai 400 049

Sub: Commission Order on the application, submitted online by the Higher Educational
Institution for recognition of the programmes to be offered in Open and Distance
Learning (ODL) from 2021-22, academic session beginning November, 2021 (revised from
July, 2021) and onwards - regarding

Sir/Madam,

In exercise of the powers conferred by sub-sections (1) and (2) of section 26 read with clause (j)
of section 12 of the University Grants Commission Act, 1956 (3 of 1956), the University Grants
Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 has
been notified in the Gazette of India on dated 4th September, 2020.

2.   The eligibility criteria for Higher Educational Institution is enumerated under Regulation 3 of Part II of
the University Grants Commission (Open and Distance Learning Programmes and Online Programmes)
Regulations, 2020. The Regulation 4 and 5 describes the process of applications for the Open and
Distance Learning and Online Programmes and the approval process whereas Regulations 6 describe
provisions of right to appeal by the Higher Educational Institutions aggrieved with the order of the
Commission and Regulations 7 describe the process of withdrawal of Recognition.

3.   The University Grants Commission has notified the University Grants Commission (Open and Distance
Learning Programmes and Online Programmes) (Amendment) Regulations, 2021, in the Gazette of India
on 1st July, 2021. In accordance with these Regulations, the Commission had invited online applications
from the eligible Higher Educational Institutions for offering Open and Distance Learning and Online
Programmes from **2021-22, the academic session beginning November, 2021 (revised from July,
2021)** and onwards vide public notice F. No. 1-23/2021 (DEB-I) dated 14th July, 2021, mentioning therein
that the online portal for submitting applications shall be open upto 31.07.2021. The last date for
submitting duly certified hard copies was 10.08.2021. The **Smt Nathibai Damodar Thackersey
Womens University, Maharashtra** had submitted its application for recognition of the Open and
Distance Learning and Online Programmes.

4.   Application received from **Smt Nathibai Damodar Thackersey Womens University, Maharashtra** had
been scrutinized and deficiency(s) or defect(s) in application were communicated to HEI as per the
University Grants Commission (Open and Distance Learning Programmes and Online Programmes)
Regulations, 2020 and its amendment to remove or rectify such deficiency(s) or defect(s) with relevant
documentary evidence.

5.   The **Smt Nathibai Damodar Thackersey Womens University, Maharashtra** was invited for a Virtual
Interface Meeting with the Expert Committee duly constituted by the Chairman of the Commission, held
on **07/10/ 2021** in the UGC office, 35 Feroze Shah Road. New Delhi – 110 001.   **2 5 NOV 2021**

CDE

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No. **781.**

6. The Interface Expert Committee, based on the submitted application, compliance to deficiency(ies) or defect(s) communicated earlier, the presentation made by the Higher Educational Institution in the Interface Meeting and as per the provisions of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendment made recommendations for the consideration of the Competent Authority/ Commission.

7. Based on the recommendations of Interface Expert Committee and its approval by Competent Authority/Commission, I am directed to issue this Order, thereby communicating the programme wise recognition for the programmes to be offered in **Open and Distance Learning mode** from academic year 2021-22, academic session beginning November, 2021(**revised from July, 2021**) by the **Smt Nathibai Damodar Thackersey Womens University, Maharashtra**; as detailed in point no. 8 below.

8. **Programme wise recognition status**

   (i) **Open and Distance Learning Programmes Recommended***

S. No.	Name of the ODL Programmes	Period of Recognition
1	BACHELOR OF ARTS (ECONOMICS)	
2	BACHELOR OF ARTS (POLITICAL SCIENCE)	
3	BACHELOR OF ARTS (SOCIOLOGY)	
4	BACHELOR OF ARTS (MARATHI)	
5	BACHELOR OF ARTS (HINDI)	
6	BACHELOR OF ARTS (ENGLISH)	
7	BACHELOR OF ARTS (HISTORY)	
8	BACHELOR OF COMMERCE	2021-22, academic session beginning November, 2021(**revised from July, 2021**) to 2025 -26 (upto January, 2026 only)
9	MASTERS OF ARTS (HINDI)	
10	MASTERS OF ARTS (ECONOMICS)	
11	MASTERS OF ARTS (SOCIOLOGY)	
12	MASTERS OF ARTS (POLITICAL SCIENCE)	
13	MASTERS OF ARTS (HISTORY)	
14	MASTERS OF ARTS (MARATHI)	
15	MASTERS OF ARTS (ENGLISH)	
16	MASTER OF COMMERCE	

*Note:- 1. The assessment sheet duly approved by Competent Authority has already been communicated to the Higher Educational Institution through UGC-DEB portal on 20/10/2021

   (ii) **Open and Distance Learning Programmes Not Recommended:**

S. No.	Name of the ODL Programmes	Reason(s) for refusal
1	MASTERS OF ARTS (EDUCATION)	Mode of evaluation (weightage of Continuous Assessment (max. 30%) and end semester examination or term end examination (min 70%) is not complied.

9. For the programmes recognized in 8(i) above, the Higher Educational Institution shall comply with all the provisions of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 while offering the programmes in Open and Distance Learning mode. Some specific provisions for compliance have been mentioned in **Annexure-1**.

10. For the programmes not recommended for recognition as per 8(ii) above, the Higher Educational Institution may prefer an appeal to the Commission within a period of 30 days from the date of uploading of Interface Meeting Sheet on UGC, DEB portal as per the provision at sub-regulation (1) of Regulations 6 of Part-II of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

11. As stipulated under Sub-Regulation 7 of Regulations 5 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020:

   "No Higher Educational Institution shall offer any Open and Distance Learning Programme and/or Online Programme and admit learners thereto unless it has been granted recognition by the Commission and admission shall not be made in anticipation of the recognition".

12. In the event of any Higher Educational Institution found offering programmes in Open and Distance Learning mode and/or Online mode without recognition of the Commission or in violation to any of the provisions of these regulations and guidelines or orders made there under, the Commission may take actions as per Regulations 7 of Part -II of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Yours faithfully,

(Neethu S. Thulaseedharan)
Education Officer

3

Specific Provisions for Compliance

1) The Higher Educational Institution shall comply to all the terms and conditions mentioned in the Affidavit **27th July, 2021** duly notarized and signed by Dr. Mira K. Desai Registrar and Dr. Smriti Bhosle, Director submitted to the Commission vide letter dated **05th August, 2021**.

2) Intake capacity under Open and Distance Learning mode for a programme under science discipline
   - For Dual Mode University: Intake shall not be more than three times of the approved intake in conventional mode.
   - For Open University: Learning enrolment will commensurate with the capacity of the Learner Support Centres to provide lab facilities to the admitted learners.

3) The Higher Educational Institution shall scrupulously abide by all the terms and conditions of faculty and staff requirements for offering ODL/ Online programmes as mentioned in University Grants Commission Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

4) The total deployment of work force and other support at study or Learner Support Centres in Open and Distance Learning mode shall be as mentioned in Regulations.

5) Higher Educational Institution shall conduct proctored examination as under:
   - For ODL Programmes: Examination through pen-paper or online or computer based testing within Territorial Jurisdiction, in the examination centre as condition laid down in Regulations.
   - For Online Programmes: Examinations either using technology enabled online test with all the security arrangements ensuring transparency and credibility of the examinations, or through the Proctored Examination and in conformity with any other norms for such examination as may be laid down by the Commission

6) Higher Educational Institution offering programmes in Open and Distance Learning mode shall ensure that a Learner Support Centre is established as per Regulations and it also fulfill following conditions as under:
   - Learner Support Centre defined under these regulations shall not be the Learner Support Centre for more than two Higher Educational Institutions at a time to offer programmes in ODL mode.
   - Private University established under the State Act shall be eligible to offer programmes under Open and Distance Learning mode through its Head Quarters; not through any Learner Support Centre.
   - Learner Support Centre will not be set up under a franchisee agreement in any case

7) Higher Educational Institution offering programme in ODL mode and Online mode shall prepare Self Learning Material as per **Annexure-VI** and **Annexure-VII** taking into consideration of the following:
   - At least 60 percent of Self Learning Materials shall be developed by the in-house faculty of the HEI
   - Remaining percent of the materials can be sourced from available resources such as other HEIs, Open Educational Resources (OER) and SWAYAM.

8) Higher Educational Institution shall adhere to the weightage for different components of assessments for Open and Distance Learning mode and Online mode as under:
   - Continuous or formative assessment (in semester): Maximum 30 per cent.
   - Summative assessment (end semester examination or term end examination): Minimum 70 per cent.

9) Based on the Regulatory Authority recommendations/approval, the maximum intake and other condition will be as per the Regulatory Authority recommendation/approval.

(Neethu S. Thulaseedharan)
Education Officer

प्रो० स्वराज बसु
निदेशक
Prof. Swaraj Basu
Director

F.No: DEC/Univ/ State/ 07 / 5844
Dated: 31-8-07 / 219

Sub: Provisional Recognition
****

Dear Sir ,

This has reference to your application to the Distance Education Council requesting for recognition of programmes offered through distance mode by your university.

We would like to inform you that your university has been granted provisional recognition for offering programmes (approved by the statutory bodies of your university) through distance mode for a period of one year w.e.f. the date of issue of this letter.

However, for recognition of your institution for offering programmes through distance mode in the next academic year i.e. from June-July, 2008, you are requested to submit a fresh application in the prescribed format developed by the DEC which may be downloaded from the DEC website: www.dec.ac.in.

We would also like to inform you that the DEC has decided not to insist on territorial jurisdiction to be followed by institutions in offering programmes through distance mode and on that matter universities should be governed by their own Acts and Statutes.

With regards,

Yours sincerely,

(SWARAJ BASU)

Prof Chandrakant Puri
Director
Department of Educational Technology
SNDT – Women's University
Sir V. Thackersey Vidyavihar
Juhu Tara Road, Santacruz (W)
Mumbai – 400049
Maharashtra

प्रो. (डॉ.) जसपाल एस. सन्धू
सचिव
Prof. Dr. Jaspal S. Sandhu
MBBS, MS (Ortho), DSM, FAIS, FASM, FAFSM, FFIMS, FAMS
Secretary

S-56

By Speed Post

D.O. No. F. 12-5/2015 (DEB-III)

13th August, 2015

17 AUG 2015

Dear Sir/Madam,

The Institutional recognition has been given to your University/Institute for offering the programmes in ODL mode for the academic year 2014-15 on the conditions that the same programmes will be offered which were being offered by your university during the academic year 2013-14. It has been decided by the University Grants Commission that the details of all the programmes run by your university are to be put on the website of UGC along with your recognition status as an institution. You are, therefore, requested to kindly supply the list of the programmes being offered by your university under ODL mode along with the requisite documents stating that they are approved by statutory bodies as well as various regulators.

The information may kindly be supplied to UGC about the courses being offered by your esteemed university/institution in ODL mode at email ugc.odl@gmail.com within 15 days from the issue of the letter so that it can be uploaded on the UGC website. In case of failing to do so, the UGC will have no choice but to mention on the UGC website that your university/institution has not supplied the requisite information and fall within the defaultee university/institution.

With kind regards,

Yours sincerely,

(Jaspal Singh Sandhu)

The Vice-Chancellor
Smt. Nathibai Damodar Thackersey
Women's University,
1, Nathibai Thackersey Road,
New Marine Lines,
Mumbai-400 020,
Maharashtra.

URGENT

21/8

Deputy Dir CDE to action

RECOGNITION ACCORDED TO UNIVERSITIES / INSTITUTIONS FOR OFFERING PROGRAMMES THROUGH DISTANCE MODE

IMPORTANT:

Institutional Recognition: The erstwhile DEC had not accorded approval to any specific programme offered by the university / institution and it is the university/ institution to decide the programmes to be offered through distance mode and seek approval of the statutory bodies of the university and other apex bodies, wherever required.

Territorial Jurisdiction: In case of Central Universities and the State Universities, the Territorial Jurisdiction will be as per their Acts and Statutes for offering programmes through distance mode. The Territorial Jurisdiction in case of Deemed University will be as per UGC which mandates the prior approval of the UGC for opening Study Centres / Off Campus Centres outside the HQs. The territorial jurisdiction in case of Private Institutions (other than Universities) shall be their HQs and in no case outside the State concerned. For recent notification of UGC dated 27 June 2013 on Territorial Jurisdiction please refer UGC website www.ugc.ac.in

Study Centres: The Distance Education Bureau (DEB-UGC) does not give approval to the Study Centres of any university/institution either directly or through franchise as they are established by the university/institution concerned as per the provisions available in their Acts and Statutes.

Technical/ Professional Programmes: In case of technical/professional programmes offered by the university is concerned, wherever required, approval from the concerned apex bodies in the country such as AICTE, NCTE, etc. is required to be obtained for which the responsibility vests with the university concerned.

Sl. No.	State	Name & Type of University / Institution	Duration of Recognition (Academic Year)		Types of Recognition	Status of Recognition
			From	To		
1.	Andhra Pradesh	Dr. B. R. Ambedkar Open University, Hyderabad State University	1995-96	2006-07	Post-facto Programme-wise Recognition	**Research Programmes** • M. Phil in Development Studies (in collaboration with the centre for Economic and Social Studies) • Ph. D. in Development Studies ((in collaboration with the centre for Economic and Social Studies) • Ph. D. in Open Distance Education **Masters Programmes** • MA in Economics (Telugu Medium) • MA in History (Telugu Medium) • MA in Political Science (Telugu Medium) • MA in Public Administration (Telugu Medium) • MA in Sociology (Telugu Medium) • MA in English • MA in Mathematics & Applied Mathematics (English Medium) • M. Com. (English Medium) **Post Graduate Diploma Programmes** • PG Diploma in Marketing Management

Sl. No.	State	Name & Type of University / Institution	Duration of Recognition (Academic Year)		Types of Recognition	Status of Recognition
			From	To		
						• P.G. Diploma in Disability Management for Medical Practitioners (PGDDM-MP)
101.	Maharashtra	Sant Gadge Baba Amravati University, Amravati State University	2007-08	2007-08	Provisional Recognition	The erstwhile DEC had given Institutional Recognition to offer programmes through distance mode, which are approved by its statutory bodies. **The Provisional Recognition was discontinued vide DEC Letter dated 21/01/2013 and the university was requested to stop offering any programme through distance mode**
			2008-09	Till Expert Committee visits and submits its recommendations and a decision is taken by the Commission	Continuation of Provisional Recognition	
102.	Maharashtra	Shivaji University, Kolhapur State University	2007-08	2007-08	Provisional Recognition	The erstwhile DEC had given Institutional Recognition to offer programmes through distance mode, which are approved by its statutory bodies.
			2008-09	Till Expert Committee visits and submits its recommendations and a decision is taken by the Commission	Continuation of Provisional Recognition	
103.	Maharashtra	SNDT Women's University, Mumbai State University	2007-08	2007-08	Provisional Recognition	The erstwhile DEC had given Institutional Recognition to offer programmes through distance mode, which are approved by its statutory bodies.
			2008-09	Till Expert Committee visits and submits its recommendations and a decision is taken by the Commission	Continuation of Provisional Recognition	
104.	Maharashtra	Swami Ramanand Teerth Marathwada University, Nanded State University	2007-08	2007-08	Provisional Recognition	The erstwhile DEC had given Institutional Recognition to offer programmes through distance mode, which are approved by its statutory bodies.
			2008-09	Till Expert Committee visits and submits its recommendations and a decision is taken by the Commission	Continuation of Provisional Recognition	

महाराष्ट्र शासन राजपत्र

असाधारण भाग आठ

असाधारण क्रमांक ११

प्राधिकृत प्रकाशन

महाराष्ट्र विधानमंडळाचे अधिनियम व राज्यपालांनी प्रख्यापित केलेले अध्यादेश व केलेले विनियम आणि विधि व न्याय विभागाकडून आलेली विधेयके (इंग्रजी अनुवाद).

In pursuance of clause (3) of article 348 of the Constitution of India, the following translation in English of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017), is hereby published under the authority of the Governor.

By order and in the name of the Governor of Maharashtra,

PRAKASH H. MALI,
Principal Secretary to Government,
Law and Judiciary Department.

MAHARASHTRA ACT No. VI OF 2017

(First published, after having received the assent of the Governor in the " Maharashtra Government Gazette ", on the 11th January 2017).

An Act to provide for academic autonomy and excellence, adequate representation through democratic process, transformation, strengthening and regulating higher education and for matters connected therewith or incidental thereto.

WHEREAS it is expedient to provide for academic autonomy to non-agricultural and non-medical universities in the State of Maharashtra and to make better provisions therefor;

AND WHEREAS the Government of Maharashtra had appointed committees under the Chairmanships of Dr. Arun Nigvekar, Dr.Anil Kakodkar, Dr.Ram Takwale and Late Mrs. Kumud Bansal with a view to consider and recommend on different aspects of higher education and learning and to suggest various measures to ensure such autonomy;

5. The university shall have the following powers and duties, namely:— Powers and duties of university.

(1) to provide for instructions, extension, teaching, learning and training in such branches or subjects or disciplines and courses of study including a choice based credit system and any other system that may emerge in future, as the university may, from time to time, determine;

(2) to make provision for research and for the advancement and dissemination of knowledge, and generally to cultivate and promote the arts (including fine arts and performing arts), humanities, social sciences, accounts and commerce, pure and applied sciences, technologies, managements, different forms of medicine, engineering, law, physical education and other branches of learning and culture and their multi-disciplinary and inter-disciplinary areas;

(3) to make provision to enable conducted and affiliated colleges and recognized institutions to undertake specialized studies;

(4) to make provisions for creation of autonomous, empowered autonomous and empowered autonomous cluster of institutions;

(5) to develop procedures and processes for recognition of private skills education providers and empowered autonomous skills development colleges;

(6) to organize, maintain and manage university departments, schools, institutions, laboratories, knowledge resource centers, learning resource centers, libraries, museums and equipment for teaching, learning, training, research and development or extension;

(7) to establish, maintain and manage departments, institutions of research, institutions of specialized studies or academic services unit;

(8) to establish, maintain and manage constituent, community and conducted colleges, institutions, hostels, health centers, auditoria and gymnasiums;

(9) to provide for establishment, on the university campus and Sub-Campuses, of autonomous institutions like multi-university and inter-university centers, research laboratories, modern instrumentation centers and like centers of learning, set up by the University Grants Commission, Central Government or the State Government, teaching or learning or training colleges or institutions at local, regional, national and global level, which may be used by a university or college or group of universities or colleges:

Provided that, in the case of any industry or any non-Government organization availing themselves of such facility of a university or such organizations providing the facility to a university, prior approval of the State Government shall be obtained by the university concerned;

(10) to provide for establishment of sub-campuses for serving a group of colleges, and also to provide for and maintain common resource centers in such sub-campuses in the form of post-graduate departments, multi-disciplinary or inter-disciplinary schools, knowledge resource centers, libraries, laboratories, computer centers, and the like centers of learning and skills training, as per the guidelines laid down by the State Government or the University Grants Commission;

(11) to create posts of directors, principals, university teachers, non-vacation academic staff, non-teaching skilled, administrative, ministerial staff and other posts required by the university, from its funds and from the funds received from other funding agencies, prescribe their qualifications, experience and pay-scales, and make appointments thereto;

(*12*) to make appointments to the posts of directors, principals, university teachers, non-vacation academic staff, non-teaching skilled, administrative, ministerial staff and other posts sanctioned by the State Government as per the qualifications and experience specified by the State Government and the University Grants Commission;

(*13*) to appoint or recognize persons working in any other university or organization as adjunct professors, adjunct associate professors, adjunct assistant professors, visiting professors of the university for specified periods;

(*14*) to facilitate mobility of teachers within the university and to other universities with the consent of the teacher concerned;

(*15*) to prescribe the courses of instruction and studies for the various examinations leading to specific degrees and diplomas or certificates;

(*16*) to prescribe the courses of instruction and studies in choice based credit system for the various examinations leading to specific degrees, diplomas or certificates in a stand-alone format or joint format with other State or national or global universities;

(*17*) to make provision, wherever feasible, in the university departments, colleges, institutions, recognized institutions and schools, for survey and collection of statistics, data and other particulars relevant to various developmental activities including State and National plans, evaluation of the developmental schemes with the participation of the students as a part of their curricular activities;

(*18*) to supervise, control and regulate admission of students for various courses of study in university departments, schools, multi-disciplinary and inter-disciplinary schools, community, conducted and affiliated colleges, institutions and recognized institutions;

(*19*) to guide teaching in colleges by deputation of teachers from a pool of teachers of the university and supplement teaching in colleges for improving their standards;

(*20*) to institute degrees and post-graduate diplomas and post-higher secondary diplomas, certificates and other academic distinctions on the basis of examinations or by other tests or otherwise;

(*21*) to hold examinations or evaluations and confer degrees and post-graduate diplomas and award post-higher secondary diplomas and certificates and other academic distinctions on persons who,—

(*a*) unless exempted therefrom in the manner prescribed, have pursued approved courses of study in the university, or in a college or in an institution or a recognized institution or a school and have passed the examinations and earned the required credits or marks or grades prescribed by the university; or

(*b*) have pursued approved courses of study in the university, or in a college or in an institution or a recognized institution or in an autonomous college or an autonomous recognized institution or in empowered autonomous college or empowered autonomous cluster institutions or a school and have passed the examinations and earned the required credits or marks or grades prescribed by the university; or

(*c*) have engaged in research under conditions provided by Ordinances and Regulations;

(*22*) to confer and award such degrees, diplomas and certificates to, and provide for such lectures, instructions and training for external students, and the students under correspondence and distance education, online and continuing education courses;

(*23*) to confer honorary degrees or other academic distinctions as prescribed by the Statutes;

(5) The State Government shall provide for conduct of the test audit or full audit of the accounts of the university at regular intervals by the auditors appointed by the State Government.

136. (1) The Board of Deans shall prepare the Annual Report containing the administrative, academic, research and development and other activities of the university, colleges and institutions under its jurisdiction, for each academic year and submit it to the Management Council for consideration. The Senate shall discuss and approve the Annual Report as received from the Management Council. Such report as approved by the Senate shall be submitted to the Chancellor and the State Government, within one year from the conclusion of the academic year. Annual Report.

(2) The State Government shall cause the Annual Report to be laid before each House of the State Legislature.

CHAPTER XIII

SPECIAL PROVISIONS FOR SHREEMATI NATHIBAI DAMODAR THACKERSEY WOMEN'S UNIVERSITY

137. (1) In addition to the other provisions of this Act and Statutes, the provisions set out in this section shall apply to the Shreemati Nathibai Damodar Thackersey Women's University. Special provisions for Shreemati Nathibai Damodhar Thackersey Women's university.

(2) The territorial limits, within which the powers conferred upon the university by this Act shall be exercised, shall comprise the entire State:

Provided that, the university may, subject to such conditions and restrictions as it and the State Government may think fit to impose, admit any women's educational institution in any other territory to the privileges of the university, with the approval of the Government concerned.

(3) Any female student from any part of the State of Maharashtra or any other territory may register as a private student of the university or join correspondence course or any other external degree or diploma course of the university.

(4) Any society, association or body in the State seeking affiliation or recognition by the university to the college or institution started or conducted by it exclusively for women students need not seek the permission of any other university in the area of which the college or the institution, as the case may be, is to be or is located. On an application of any such society or association or body, the university may, notwithstanding anything contained in any other law for the time being in force, grant the affiliation, with the previous sanction of the State Government, or the recognition, as the case may be, without seeking permission of any other university in the area of which the college or institution, as the case may be, is to be or is located.

(5) The university may, in the interest of women's education, start or conduct a college or research institution in any territory outside the State of Maharashtra, with the approval of the Government concerned.

(6) No educational institution affiliated to or recognized by the university shall be associated in any way with, or seek admission to any privileges of, any other university established by law, except, with the permission of the university and the State Government.

(7) The Senate of the university shall have the following additional members, namely:-

(a) two representatives of women's educational associations or bodies in the State of Maharashtra, nominated by the Vice-Chancellor;

(b) two representatives of women's educational associations or bodies from outside the State admitted to the privileges of the Shreemati Nathibai Damodar Thackersey Women's University, nominated by the Vice-Chancellor;

(c) one representative of women's educational associations or bodies in other territories, nominated by the Vice-Chancellor.

(m) There should be a separate device for Local Area Network (switch) and internet connectivity (router) instead of using an integrated device.

(n) Staffs have to verify the student's original ID proof issued by Govt. of India with the ID proof for authentication.

(o) External devices (i.e. mobile, pen drive, tab, laptop, smart watch etc.) or reading materials should not be permitted in exam centres.

(p) The online exam Platform will be accessible *via* user id and password which is unique for each student for each session and exam.

(q) After examination data shall be transferred in encrypted format through an encrypted virtual private network connection from examination application server to central server.

(iv) **Remote Proctoring:**

Following security measures to be ensured for conducting online examination through remote proctoring:

(a) Secure browser: there must be custom application pre-installed on the machine for the examination preventing opening of any other windows or application. This application must prevent Screen Capturing, Recording and Remote Login or taking output to a remote screen through Video Graphic Array (VGA), Universal Serial Bus (USB) or High Definition Multimedia Interface (HDMI) ports features.

(b) Remote Proctoring: remote proctoring shall involve image capturing in intervals or video streaming of the candidate through webcam or screen capturing of the current access screen of the candidate.

(c) Data Encryption: Online examination system's data needs to be encrypted to prevent any kind of misuse. Question Bank and exam data must be stored in a highly secure and encrypted manner. The entire communication between server and client/student machine during the examination needs to be encrypted with a secure mode of communication.

Annexure III

TERRITORIAL JURISDICTION AND REGULATING PROVISIONS FOR DIFFERENT TYPES OF HIGHER EDUCATIONAL INSTITUTIONS

I.   **Central Government and State Government University:**

1. A University established or incorporated by or under a Central Act shall offer programmes in Open and Distance Learning mode and operate all other related activities as per the territorial jurisdiction allotted to it under its Act.

2. A University established or incorporated by or under a State Act shall offer programmes in Open and Distance Learning mode and operate all other related activities only within the territorial jurisdiction allotted to it under its Act and in no case beyond the territory of the state of its location.

3. A Central Government or State Government University can offer recognised programmes under Open and Distance Learning mode and/or Online mode in accordance with the provisions of its respective Act and after the recognition of the University Grants Commission.

4. A Central Government or State Government University can offer recognised programmes under Open and Distance Learning mode through its own Schools/Departments/Centre and its constituent colleges.

5. No university can offer its programmes or other related activities through franchising arrangement for the purpose of conducting courses through Open and Distance Learning mode and Online mode.

6. Territorial Jurisdiction shall not be applicable to these category of Higher Educational Institutions recognised for offering programmes through Online mode under these regulations.

II. Private Universities:

1. Private Universities established or incorporated by or under a State Act shall offer programmes in Open and Distance Learning mode and operate all other related activities only within the territorial jurisdiction allotted to it under its Act and in no case beyond the territory of the state of its location.

2. Private Universities shall be governed by UGC (Establishment and Maintenance of Standards in Private Universities) Regulations, 2003.

3. Private Universities shall be eligible to offer programmes under Open and Distance Learning mode through its Head Quarters only and duly recognised off-campus centres.

4. Private Universities shall not offer programmes under Open and Distance Learning mode through any Learner Support Centre.

5. A Private University established under the State Act shall be a unitary University.

6. Private Universities cannot affiliate any college or institution for conducting programmes leading to award of its diplomas, degrees or other qualifications.

7. No university can offer its programmes or other related activities through franchising arrangement for the purpose of conducting courses through Open and Distance Learning mode and Online mode.

8. Territorial Jurisdiction shall not be applicable to this category of Higher Educational Institutions recognised for offering programmes through the Online mode under these regulations.

III. Institutions Deemed to be Universities:

1. Institutions Deemed to be University shall be governed by UGC (Institutions Deemed to be Universities) Regulations, 2019.

2. Institutions Deemed to be University shall operate only within its Head Quarters or from those off campuses which are approved by the Government of India through notification published in the Official Gazette.

3. Institutions Deemed to be Universities shall be a unitary in nature and cannot affiliate any college or institution for conducting programmes leading to award of its diplomas, degrees or other qualifications.

4. No university can offer its programmes or other related activities through franchising arrangement for the purpose of conducting courses through Open and Distance Learning mode and Online mode.

5. Territorial Jurisdiction shall not be applicable to this category of Higher Educational Institutions recognised for offering programmes through Online mode under these regulations.

Annexure IV

HUMAN RESOURCE AND INFRASTRUCTURAL REQUIREMENTS

I. Open Universities

A. Staffing Norms at Head Quarters:

1. The following positions are on full time and dedicated basis, excluding the designated positions in the Open Universities as per their respective Act(s):-

   (i) Head for each school at the Professor level.

महाराष्ट्र **MAHARASHTRA**   ⓪ 2020 ⓪   XS 716198

A F F I D A V I T

I, Dr. MEENA KUTE, aged: 61 yrs., presently working in the capacity of the Re gistrar of SNDT Womens' University, Mumbai (Head Office at INT Road, Churchgate, Mumbai-400 020), here by solemnly affirm and declare as under :-

That, its Centre for Distance Education situated at SNDT Women's University, Juhu Tara Road, Santacruz, Mumbai-400 049;

1. Shall offer programmes in Open and Distance Learning mode and operate all other related activities only within the territorial Jurisdiction allotted to it under the Maharashtra Public Universities Act, 2016 and in no case beyond the territory of the State of Maharashtra.

2. Shall not offer its programmes or other related activities through franchising arrangement for the purpose of conducting courses through Open and Distance Learning mode and online mode.

DEPONENT

1 6 FEB 2021

फक्त प्रतिज्ञापत्रासाठी (अनुच्छेद-४)
Only for Affidavit (Article 4)
प्रतिज्ञापत्र कोणाकडे सादर करावयाचे
For Submitting to _____
प्रतिज्ञापत्राचे कारण
Reason for Affidavit _____
मुद्रांक विकत घेणाऱ्याचे नाव व रहिवाशी पत्ता
Stamp Purchaser's name/
Place of residence _____

PRASHANT KUMAR T. SHAHARE
B.A.LL.B.
ADVOCATE HIGH COURT
1st Floor, Bar Room, Esplanade Court, Killa Court,
Mahapalika Marg, Mumbai 400 001

मुद्रांक विक्री बाबताची नोंदवही अनु.क्र. /ता.
l.al No. 16914 Date: _____
दिनांक घेणा-याची सही
Stamp Purchaser's Sign _____

1 6 FEB 2021

अनाघारक मुद्रांक विक्रेत्याची सही

Kadam

Mrs. SWARALI S. KADAM
Stamp Vendor, Lic. No.1212020
Opp M.S.E.B. Office, K.B.Road, Ambarnath(W)
व कारणासाठी त्यांनी मुद्रांक खरेदी केला त्यानी त्याच कारणासाठी
मुद्रांक खरेदी केल्यानागुर व प्रतिज्ञपत्र वगैरे स्वमनाची

-2-

Verification:

Verified at Mumbai on this day 26th February, 2021 that
the contents of the above affidavit are true to best of
my knowledge and belief and nothing has been concealed
therein.

(signature)

(Dr. Meena Kute)
Deponent
Registrar (Addl. Charge)
SNDT Women's University
Mumbai - 20.

Before me

BEFORE ME

S. M. H. ZAIDI
NOTARY
Government of India
Mumbai & Thane Dist

2 6 FEB 2021

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
MUMBAI - 400 020.

Phone : + 91 22 2203 1879
Fax   : + 91 22 2201 6226

A- Grade (CGPA 3.08)

श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ
१, नाथीबाई ठाकरसी मार्ग, न्यु मरिन लाईन,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website   : sndt.ac.in

REG/128/2023-24/ १९७

October 26, 2023

To,
Dr. Smriti A. Bhosle
Director,
Centre for Distance Education,
Sir Vithaldas Vidyavihar, Juhu Tara Road,
Santacruz (W), Mumbai – 400 020

Subject: "Centre for Internal Quality Assurance" (CIQA) Committee constituted for Center for Distance Education of SNDT Women's University, Mumbai.

Madam,

This is to inform you that, the Hon. Vice-Chancellor of the SNDT Women's University, has constituted the 'Centre for Internal Quality Assurance' (CIQA) Committee for the Academic Year 2023-24 and 2024-25 for the Centre for Distance Education (CDE). The CIQA Committee is constituted as per the University Grants Commission (Open and Distance Learning and online programmes) Regulations 2020, (Part III section 10 (i) page no. 68 / Annexure-I Clause IV (1)

The composition of the CIQA committee

Sub-Clauses	Particulars	Name of the Member
(a)	**Chairperson – Vice Chancellor**	1. **Prof. Ujwala Chakradeo**
(b)	Three Senior Teachers of Higher Educational Institution – Members	1. Dr.Jayashree Shinde P.G. Department of Educational Technology,S.N.D.T. Women's University, Mumbai
		2. Dr. Shital More, Head, Department of Music, S.N.D.T. Women's University, Pune Campus.
		3. Dr. Subhash Patil, Head, Department of Economics, S.N.D.T. Women's University, Pune Campus.
(c)	Three Head of three Depts. or School of Studies offering recognized programs in Open and Distance Learning and Online mode – members	1. Dr. Pramod Khandare, Director, School of Computer Science, YCMOU, Nashik
		2. Dr. Vaibhav Jadhav, I/C Director, School of Open & Distance Learning, Savitribai Phule Pune University, Pune.
		3. Dr. Mandar Bhanushe, Assistant Professor–cum-Assistant Director, Institute of Open and Distance Learning, University of Mumbai
(d)	Two external experts of Open and Distance Learning and/or online education-members	1. Pravin Ghodeswar, Director, Students Services Division, YCMOU, Nashik.
		2. Dr. Dinkar More, Director, Centre for Distance and Online Education, Shivaji University, Kolhapur.
(e)	Officials from the Administration and Finance departments of the Higher Educational Institution-Members	1. Dr.Vilas Nandavadekar, Registrar, S.N.D.T. Women's University, (official from administration)
		2. Mr. Vikas Desai, Finance & Accounts Officer, S.N.D.T. Women's University, Mumbai (official from administration)
(f)	Director, Member Secretary	1. Dr. Smriti Bhosle, Director, Centre for Distance Education, S.N.D.T. Women's University, Mumbai.

(Dr. Vilas Nandavadekar)
Registrar

SHREEMATI NATHIBAI DOMODAR THACKERSEY WOMEN'S UNIVERSITY, MUMBAI – 400 020.

LIST OF MEMBERS OF THE BOARD STUDIES
IN
COMPUTER SCIENCE AND INFORMATION TECHNOLOGY

(Term – September 01, 2022 to August 31, 2027)

Section 40(2)(a)

Head of the university department or institution in the relevant subject: Provided that, where there is no university department in the subject, the Board shall, at its first meeting co-opt the head of the department who is recognized for imparting teaching to post graduate students in an affiliated college or a recognized institution having post graduate teaching in that subject;

1) **Dr. Ganesh Magar,**
   Head,
   Dept. of Computer Science,
   S.N.D.T Women's University,
   Juhu Road, Santacruz (W),
   Mumbai- 400 049,
   Mobile: 9423365143,
   Email: computersc@sndt.ac.in / drgmmagar@gmail.com

Section 40(2)(b)

Six teachers having minimum ten years teaching experience, nominated by the Vice-Chancellor in consultation with the Dean of the respective faculty, from the following categories, namely :—

40(2)(b)(i) One teacher from amongst the full time teachers of the university departments in the relevant subject;

2) **Dr. Anita Chaware,**
   Dept. of Computer Science,
   S.N.D.T Women's University,
   Juhu Road, Santacruz (W),
   Mumbai- 400 049,
   Email: computersc@sndt.ac.in

40(2)(b)(ii) Two teachers from amongst recognized post-graduate teachers in affiliated colleges, or recognized institutions or post-graduate centers offering postgraduate programme in the concerned subject;

3) i. **Vacant**

4) ii. **Vacant**

40(2)(b)(iii)   Three teachers from affiliated colleges and recognized institutions other than heads of departments;

     5)   i.   **Vacant**

     6)   ii.   **Vacant**

     7)   iii.   **Vacant**

40(2)(b)(c)

Three heads of departments from affiliated colleges and recognized institutions to be elected from amongst the collegiums of heads of departments of affiliated colleges and recognized institutions.

     8)   i.   **Vacant**

     9)   ii.   **Vacant**

     10)   iii.   **Vacant**

40 (2) (d)

The Board of Studies, at its first meeting, shall,-

40 (2)(d)(i)   Subject to the provisions of section 65, to elect one of the members as a chairperson of the board of the studies from amongst its members: Provided that the member to be elected as a chairperson of Board of Studies shall be a post graduate recognized teacher imparting teaching to post graduate students;

     11)   i.   **Dr. Ganesh Magar,**   - (**Chairperson)**
                Head,
                Dept. of Computer Science,
                S.N.D.T Women's University,
                Juhu Road, Santacruz (W),
                Mumbai- 400 049,
                Mobile: 9423365143,
                Email: computersc@sndt.ac.in / drgmmagar@gmail.com

40 (2)(d)(ii)   To co-opt one professor from other universities; and

     12)   i.   **Dr. Arun Kulkarni**
                Professor,
                E-102, Yudhishtir,
                N.L Complex, Anand Nagar,
                Dahisar (East), Mumbai 400 068
                Mobile : 9833428466
                Email : arun.kulkarni@thadomal.org

40 (2)(d)(iii) To co-opt four experts as under :-

13) A) A person holding a rank not lower than that of Assistant Director, in national laboratories or institutions; or recognized institutions or industry or experts in the related field having published at least one reference book in the subject; or at least three research papers in recognized national or international journals;

    i. **Dr. Padmaja Joshi,**
Associate Director,
Centre for Development of Advanced Computing (C-DAC)
Gulmohar Cross Road no. 9,
Juhu, Mumbai.
Mobile: 9870186793 , 7045692665
Email: padmaja@cdac.in / padmajanjoshi@gmail.com

14) B) An eminent scholar in the subject;

    ii. **Dr. Sanjay Shitole,**
HOD and Associate Professor,
Dept. of Information Technology,
Usha mittal Institute of Technology,
SNDT Women's University,
Santacruz (W), Juhu
Mumbai-400 049.
Mobile: 9892301603
Email: shitoles@rediffmail.com

15) C) An eminent person from the subject-related industries or association or professional body;

    iii. **Mr. Jayant Dani,**
Product Owner,
MasterCraft Data Plus,
Tata Consultancy Services,
Mumbai.
Mobile: 9223315183
Phone: (022) 267325948
Email: jayant.dani@tcs.com

16) D) Person having at least ten years working or ownership or advisory or consultancy experience in the field relevant to the subject.

    iv. **Prof. Vilas Nandavadekar**
Registrar,
SNDT Women's University,
Churchgate, Mumbai – 400 020.
Mobile : 9881142852/8380017888
Email : nvilas073@gmail.com / vilasn073@yahoo.com/
registrar@sndt.ac.in

40 (2) (e)

Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

(i) **Mansi Joshi**

Will require restructuring of some degrees being offered by a few universities:			
BHTM	be restructured as	BHM/ BHMCT /BTTM	
BTA	be restructured as	BTTM/ BBA (Tourism & Travel)	
MTA	be restructured as	MTTM or as MBA (Tourism & Travel Management)	
BHMTT	be restructured as	BHM/BHMCT/BTTM	

	Sciences				
	Specified Degrees		Level	Minimum Duration (Years)	Entry Qualification
	Abbreviated	Expanded			
54.	B.Sc./B.Sc. (Hons)	Bachelor of Science/Bachelor of Science (Hons)	BACHELOR'S	3	10+2
55.	M. Sc.	Master of Science	MASTER'S	2	BACHELOR'S
56.	BCA	Bachelor of Computer Applications	BACHELOR'S	3	10+2
57.	MCA	Master of Computer Applications	MASTER'S	3	BACHELOR'S
58.	B. Stat	Bachelor of Statistics	BACHELOR'S	3	10+2
59.	M. Stat	Master of Statistics	MASTER'S	2	BACHELOR'S
	B. S. Sc	be restructured as B. Sc (Sanitary Sciences)			
	Engineering/Technology/Architecture/Design				
	Specified Degrees		Level	Minimum Duration (Years)	Entry Qualification
	Abbreviated	Expanded			
60.	B. Tech	Bachelor of Technology	BACHELOR'S	4	10+2
61.	M. Tech	Master of Technology	MASTER'S	2	BACHELOR'S
62.	BE	Bachelor of Engineering	BACHELOR'S	4	10+2
63.	ME	Master of Engineering	MASTER'S	2	BACHELOR'S
64.	B. Arch	Bachelor of Architecture	BACHELOR'S	5	10+2
65.	M. Arch.	Master of Architecture	MASTER'S	2	BACHELOR'S
66.	B. Plan	Bachelor of Planning	BACHELOR'S	4	10+2
67.	M. Plan	Master of Planning	MASTER'S	2	BACHELOR'S
68.	B.I.D	Bachelor of Interior Design	BACHELOR'S	4	10+2
69.	M.I.D	Master of Interior Design	MASTER'S	2	BACHELOR'S
70.	B. Des.	Bachelor of Design	BACHELOR'S	4	10+2
71.	M. Des.	Master of Design	MASTER'S	2	BACHELOR'S
	B. Ch. E.	be restructured as	B. Tech/BE (Chemical Engineering)		
	B. Chem. Tech	be restructured as	B. Tech/BE (Chemical Technology)		
	BCE	be restructured as	B. Tech/BE (Civil Engineering)		
	BEE	be restructured as	B. Tech/BE (Electrical Engineering)		
	MEE	be restructured as	M. Tech/ME (Electrical Engineering)		

	Vocational Education				
72.	B.Voc.	Bachelor of Vocation	Bachelor's	3	10+2

	Medicine & Surgery/ Ayurveda/ Unani/Homeopathy/Health & Allied Sciences/Paramedical/Nursing:				
	Specified Degrees		Level	Minimum Duration (Years)	Entry Qualification
	Abbreviated	Expanded			
73.	MBBS	Bachelor of Medicine and Bachelor of Surgery	BACHELOR'S	5-1/2	10+2
74.	MD	Doctor of Medicine	MASTER'S	3	BACHELOR'S
75.	MS	Master of Surgery	MASTER'S	3	BACHELOR'S
76.	DM	Doctor of Medicine	Post MASTER'S	3	MASTER'S

SHREEMATI NATHIBAI DOMODAR THACKERSEY WOMEN'S UNIVERSITY, MUMBAI – 400 020.

LIST OF MEMBERS OF THE BOARD STUDIES
IN
MANAGEMENT STUDIES

(Term – September 01, 2022 to August 31, 2027)

Section 40(2)(a)

Head of the university department or institution in the relevant subject: Provided that, where there is no university department in the subject, the Board shall, at its first meeting co-opt the head of the department who is recognized for imparting teaching to post graduate students in an affiliated college or a recognized institution having post graduate teaching in that subject;

1) **Dr. Meera Shanker,**
   Head, Department of Education Management &
   Director Incharge JDBIMS,
   SNDT Women's University,
   Juhu Campus, Santacruz (W),
   Mumbai – 400 049.
   Mobile No.: +919867755971
   Tel.: 022 26614043, Off.: 022-26606607/26606626
   Fax No.: 26606598
   E mail.: meera.shanker2@gmail.com / edumanagement@sndt.ac.in

Section 40(2)(b)

Six teachers having minimum ten years teaching experience, nominated by the Vice-Chancellor in consultation with the Dean of the respective faculty, from the following categories, namely :—

40(2)(b)(i) One teacher from amongst the full time teachers of the university departments in the relevant subject;

2) **Dr. Nitin Wani,**
   Associate Professor
   Jankidevi Bajaj Institute of Management Studies (JDBIMS),
   SNDT Women's University,
   Sir Vithaldas Vidyavihar, Juhu Road,
   Santacruz (West),
   Mumbai - 400049
   Phone No: 022-26614043
   Mobile No: 08956539900 / 07588103011
   Email: drnitinwani@gmail.com

40(2)(b)(ii) Two teachers from amongst recognized post-graduate teachers in affiliated colleges, or recognized institutions or post-graduate centres offering postgraduate programme in the concerned subject;

3) i. **Vacant**

4) ii. **Vacant**

40(2)(b)(iii) Three teachers from affiliated colleges and recognized institutions other than heads of departments;

5)   i.   **Dr. Balkrishna R. Parab,**
JBIMS , 164, DN House , HT
Parekh Marg , Backbay
Reclamation, Churchgate,
Mumbai -400 020
Mobile : 9833528351
Email : balkrishnaparab@jbims.edu

6)   ii.   **Dr. Veena Shete,**
7B/710, Siddhi Sai Parsad CHS,
N.S Phadke Road,
Saiwadi, Andheri (E),
Mumbai – 400 069.
Mobile: 9969265288
Email: shete.veena@gmail.com /
coordinatobms@spndoshi.com

7)   iii.   **Vacant**

40(2)(b)(c)

Three heads of departments from affiliated colleges and recognized institutions to be elected from amongst the collegiums of heads of departments of affiliated colleges and recognized institutions.

8)   i.   **Vacant**

9)   ii.   **Vacant**

10)   iii.   **Vacant**

40 (2) (d)

The Board of Studies, at its first meeting, shall,-

40 (2)(d)(i) Subject to the provisions of section 65, to elect one of the members as a chairperson of the board of the studies from amongst its members: Provided that the member to be elected as a chairperson of Board of Studies shall be a post graduate recognized teacher imparting teaching to post graduate students;

11)   i.   **Dr. Meera Shanker,**   -   **(Chairperson)**
Head, Department of Education Management &
Director Incharge JDBIMS,
SNDT Women's University,
Juhu Campus, Santacruz (W),
Mumbai – 400 049.
Mobile No.: +919867755971
Tel.: 022 26614043, Off.: 022-26606607/26606626
Fax No.: 26606598
E mail.: meera.shanker2@gmail.com /
edumanagement@sndt.ac.in

40 (2)(d)(ii) To co-opt one professor from other universities; and

12) i. **Prof. Chandrahans Chavan,**
Parth CHS, 203B, Plot No 228,
Sector 13, Near Shilp Chowk ,
Khargar , Navi Mumbai - 410210.
Mobile :- 9819361848, 7977758913
E- Mail: chandrahauns@gmail.com ;
crchavan@jbims.edu

40 (2)(d)(iii) To co-opt four experts as under :-

13) A) A person holding a rank not lower than that of Assistant
Director, in national laboratories or institutions; or
recognized institutions or industry or experts in the related
field having published at least one reference book in the
subject; or at least three research papers in recognized
national or international journals;

i. **Dr. Deepak Godbole,**
Freelance Academic Advisor,
Mumbai University,
Kalina, Santacurz,
Mumbai – 400 098
Mobile : +91 9821929640
Email : deengee@gmail.com

14) B) An eminent scholar in the subject;

ii. **Dr. G. T. Thampi,**
Principal,
Thadomal Shahani Engineering College,
37th Road T.Ps. Iii off Linking Road,
Bandra (W), Mumbai-400 050.
Mobile : +91-9594696888
Email : gtthampi@yahoo.com, gtthampi@gmail.com

15) C) An eminent person from the subject-related industries or
association or professional body;

iii. **Dr. Satish Modh,**
10/134, Juhu Sai Darshan, Gulmohur,
Cross Road No. 6, Jvpd Scheme,
Vile Parle (W), Mumbai 400049
Mobile : 9869021511
Email: satishmodh@gmail.com

16) D) Person having at least ten years working or ownership or
advisory or consultancy experience in the field relevant to the
subject.

iv. **Dr. Neil Sequeira**
Chief Operating officer,
6/10 Sahakar Nagar,
Wadala, Mumbai- 400 031
Mobile : 9820181892 / 9619499766
Email: neilswqueria@hotmail.com

40 (2) (e)

top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

36.	BMS	Bachelor of Management Studies	BACHELOR'S	3	10+2
37.	MMS	Master of Management Studies	MASTER'S	2	BACHELOR'S

	BBS/BBM/BBE	be restructured as	BBA or B. Com or B. Com (Hons)		
	BIBF	be restructured as	BBA or B.Com (International Business & Finance)		
	MFM/MFC	be restructured as	MBA (Financial Management)		
	MIB/MIBM	be restructured as	MBA/M.Com. (International Business)		
	MHRD/MHROD	be restructured as	MBA/M.Com (Human Resource Development)		
	M. Mkt. M.	be restructured as	MBA/M.Com. (Marketing Management)		
	MFT	be restructured as	MBA/M.Com. (Foreign Trade)		
	MHA	be restructured as	MBA/M.Com (Hospital Administration)		
	MFA	be restructured as	MBA/M.Com. (Financial Analysis)		
	MBE	be restructured as	MA/MBA/M.Com (Business Economics)		

	Library & Information Sciences:				
	Specified Degrees		Level	Minimum Duration (Years)	Entry Qualification
	Abbreviated	Expanded			
38.	B. Lib. Sc.	Bachelor of Library Sciences	BACHELOR'S	1	BACHELOR'S
39.	B. Lib. I. Sc	Bachelor of Library & Information Sciences	BACHELOR'S	1	BACHELOR'S
40.	M. Lib. Sc	Master of Library Sciences	MASTER'S	1	B. Lib. Sc.
41.	M. Lib .I. Sc	Master of Library & Information Sciences	MASTER'S	1	B. Lib. I. Sc
	M. L. I. Sc.	be restructured as M. Lib. I. Sc			

	Fine Arts/Performing Arts/Visual Arts/Applied Arts				
	Specified Degrees		Level	Minimum Duration (Years)	Entry Qualification
	Abbreviated	Expanded			
42.	BFA	Bachelor of Fine Arts	BACHELOR'S	4	10+2
43.	MFA	Master of Fine Arts	MASTER'S	2	BACHELOR'S
44.	BVA	Bachelor of Visual Arts	BACHELOR'S	4	10+2
45.	MVA	Master of Visual Arts	MASTER'S	2	BACHELOR'S
46.	BPA	Bachelor of Performing Arts	BACHELOR'S	4	10+2
47.	MPA	Master of Performing Arts	MASTER'S	2	BACHELOR'S
	B. Dance	be restructured as	BPA(Dance)/BFA (Dance)		
	M. Dance	be restructured as	MPA (Dance)/MFA (Dance)		
	B. Mus.	be restructured as	BPA (Music)/BFA (Music)		
	M.Mus.	be restructured as	MPA (Music)/MFA (Music)		
	D. Mus.	be restructured as	PhD		

	Hotel Management/Hospitality/Tourism/Travel				
	Specified Degrees		Level	Minimum Duration (Years)	Entry Qualification
	Abbreviated	Expanded			
48.	BHM	Bachelor of Hotel Management	BACHELOR'S	4	10+2
49.	MHM	Master of Hotel Management	MASTER'S	2	BACHELOR'S
50.	BHMCT	Bachelor of Hotel Management & Catering Technology	BACHELOR'S	4	10+2
51.	MHMCT	Master of Hotel Management & Catering Technology	MASTER'S	2	BACHELOR'S
52.	BTTM	Bachelor of Tourism & Travel Management	BACHELOR'S	4	10+2
53.	MTTM	Masters of Tourism & Travel Management	MASTER'S	2	BACHELOR'S

SHREEMATI NATHIBAI DOMODAR THACKERSEY WOMEN'S UNIVERSITY
MUMBAI – 400 020.

LIST OF MEMBERS OF THE BOARD STUDIES
IN
COMMUNICATION AND MEDIA STUDIES

(Term – September 01, 2022 to August 31, 2027)

Section 40(2)(a)

Head of the university department or institution in the relevant subject: Provided that, where there is no university department in the subject, the Board shall, at its first meeting co-opt the head of the department who is recognized for imparting teaching to post graduate students in an affiliated college or a recognized institution having post graduate teaching in that subject;

1) **Dr. Mira Desai,**
   Head ,
   Department of Extension Education,
   SNDT Women's University, Santacruz (W),
   Mumbai – 400 049,
   Mob.: 9819529129.
   Email: extensionedu@sndt.ac.in / drmiradesai@gmail.com

Section 40(2)(b)

Six teachers having minimum ten years teaching experience, nominated by the Vice-Chancellor in consultation with the Dean of the respective faculty, from the following categories, namely :—

40(2)(b)(i) One teacher from amongst the full time teachers of the university departments in the relevant subject;

   2) **Vacant**

40(2)(b)(ii) Two teachers from amongst recognized post-graduate teachers in affiliated colleges, or recognized institutions or post-graduate centers offering postgraduate programme in the concerned subject;

   3) i. **Vacant**

   4) ii. **Vacant**

40(2)(b)(iii) Three teachers from affiliated colleges and recognized institutions other than heads of departments;

   5) i. **Vacant**

   6) ii. **Dr. Rahul Surve**
            Professor,
            Smt. Ratnaprabhadevi Mohite Patil College
            of Home Science for Women,
            Akluj Tal- Malshiras Dist. Solapur 413 101
            Mobile : 9423125817
            Email : rahulsurve2678@gmail.com

1

7)   iii.   **Dr. Nimisha Nitin Kambli,**
         2/16, Pancharati Society,
         Bhatwadi,Kaju Pada,
         Ghatkopar (W),Mumbai – 400 086.
         Mob.: 9819800508 / 25141399
         Email.: nimishakambali@gmail.com

40(2)(b)(c)

Three heads of departments from affiliated colleges and recognized institutions to be elected from amongst the collegiums of heads of departments of affiliated colleges and recognized institutions.

8)   i.   **Vacant**

9)   ii.   **Vacant**

10) iii. **Vacant**

40 (2) (d)

The Board of Studies, at its first meeting, shall,-

40 (2)(d)(i)   Subject to the provisions of section 65, to elect one of the members as a chairperson of the board of the studies from amongst its members: Provided that the member to be elected as a chairperson of Board of Studies shall be a post graduate recognized teacher imparting teaching to post graduate students;

11) i.   **Dr. Mira Desai,**   **-   (Chairperson)**
         Head ,
         Department of Extension Education,
         SNDT Women's University, Santacruz (W),
         Mumbai – 400 049,
         Mob.: 9819529129.
         Email: extensionedu@sndt.ac.in / drmiradesai@gmail.com

40 (2)(d)(ii)   To co-opt one professor from other universities; and

12) i.   **Prof. Madhavi Reddy,**
         Professor & Head, Department of Media and Communication studies,
         Savitribai Phule Pune University,
          Ganeshkhind, Pune- 411007:
         Mobile :
         Email : madhavirk@unipune.com,
         emailtomadhavi@gmail.com

40 (2)(d)(iii) To co-opt four experts as under :-

13) A) A person holding a rank not lower than that of Assistant Director, in national laboratories or institutions; or recognized institutions or industry or experts in the related field having published at least one reference book in the subject; or at least three research papers in recognized national or international journals;

    i. **Prof. Radheshyam Jadhav,**
Director,
Center of Communication for Development,
Vishwa Karma University,
Pune – 411 048.
Mobile : +44 7448672748
Email : radheshyamj@gmail.com

14) B) An eminent scholar in the subject;

    ii. **Dr. Sunitha Chitrapu,**
'Shubhangi,' First Floor,
Military Road, Juhu,
Mumbai – 400 049
Mobile : 98700 94638
Email : schitrap@gmail.com

15) C) An eminent person from the subject-related industries or association or professional body;

    iii. **Ms. Alpana Killawala,**
Advisor,
Strategic Communication,
402, New Bharat Villa,
Church Road, Opp. St. Xavier's School,
Vile Parle (W),
Mumbai- 400 056.
Mobile No.: 9820292784
Email : alpanakillawala@gmail.com

16) D) Person having at least ten years working or ownership or advisory or consultancy experience in the field relevant to the subject.

    iv. **Dr. Nitin Malekar**
B-19, Samadhan Cooperative Society,
Chakala, Sahar Road,
Andheri (E),
Mumbai – 400069.
Mob.: 9920118733
Email.: malekarnitin@hotmail.com /
malekarnitin@gmail.com

40 (2) (e)

Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

UNIVERSITY GRANTS COMMISSION

SPECIFICATION OF DEGREES

NEW DELHI, March, 2014

NO. F. 5-1/2013 (CPP-II)--In exercise of the powers conferred by sub-Section (3) of Section 22 of the University Grants Commission Act, 1956 (3 of 1956) and in supersession of all earlier Gazette Notifications pertaining to specification of degrees, the University Grants Commission (UGC) with the approval of the Central Government hereby specifies the nomenclature of degree for the purposes of the said section.

SPECIFIED DEGREES

Broad discipline-wise nomenclatures of degrees at all levels of higher education should be taken as the specified degree, which the universities/institutions must adhere to, are given below. Alongside the nomenclature of the degrees, minimum entry-level qualifications and duration of the programmes have also been indicated. The information is presented in a tabular form for clarity. In the bottom-most row of each table, nomenclatures of degrees that are presently in vogue in some institutions were found to be neither conventional, nor reflective of a real innovation in knowledge and are de-specified with the suggestion that the same may be restructured/changed as suggested therein.

	Universal/Common to All Disciplines				
	Specified Degrees		Level	Minimum Duration (Years)	Entry Qualification
	Abbreviated	Expanded			
1.	D.Litt.	Doctor of Literature	Post Doctoral	....	PhD
2.	D.Sc.	Doctor of Science	Post Doctoral	.....	PhD
3.	L.L.D.	Doctor of Laws	Post Doctoral	2	PhD
4.	Ph.D. /D. Phil	Doctor of Philosophy	Doctoral	2	MASTER'S
5.	M. Phil	Master of Philosophy	Pre Doctoral	1-1/2	MASTER'S
	Agriculture & Allied Disciplines:				
	Specified Degrees		Level	Minimum Duration (Years)	Entry Qualification
	Abbreviated	Expanded			
6.	B.Sc. (Agriculture)	Bachelor of Science (Agriculture)	BACHELOR'S	4	10+2
7.	M.Sc. (Agriculture)	Master of Science (Agriculture)	MASTER'S	2	BACHELOR'S
8.	B.Sc. (Sericulture)	Bachelor of Science (Sericulture)	BACHELOR'S	4	10+2
9.	M.Sc. (Sericulture)	Master of Science (Sericulture)	MASTER'S	2	BACHELOR'S
10.	B.V. Sc	Bachelor of Veterinary Sciences	BACHELOR'S	4	10+2
11.	M.V. Sc.	Master of Veterinary Sciences	MASTER'S	2	BACHELOR'S
12.	B. F. Sc.	Bachelor of Fisheries Sciences	BACHELOR'S	4	10+2
13.	M. F. Sc.	Master of Fisheries Sciences	MASTER'S	2	BACHELOR'S

	Journalism/Mass Communication/Media:				
	Specified Degrees		Level	Minimum Duration (Years)	Entry Qualification
	Abbreviated	Expanded			
14.	BJ	Bachelor of Journalism	BACHELOR'S	1	BACHELOR'S
15.	MJ	Master of Journalism	MASTER'S	1	BJ
16.	BA(Journalism)	Bachelor of Arts (Journalism)	BACHELOR'S	3	10+2
17.	MA (Journalism)	Masters of Arts (Journalism)	MASTER'S	2	BACHELOR'S
	BJMC/BMC be restructured as BA (Journalism & Mass Communication)				
	MJMC/MMC be restructured as MA (Journalism & Mass Communication)				
	BMM be restructured as BA (Multimedia)/ B. Sc (Multimedia)				
	MMC be restructured as MA (Mass Communication)				

SHREEMATI NATHIBAI DAMODAR THACKERSEY WOMEN'S UNIVERSITY

1, Nathibai Thackersey Road,
Mumbai – 400 020.

Ref. No.: Univ. Sec. AC/2023-24/ 493   October 27, 2023

To,
Dr. Smriti Bhosale,
Director,
Centre for Distance Education,
SNDT Women's University,
Juhu Campus,
Santacruz (West),
Mumbai 400 049.

Madam,

This is to inform you that, the Academic Council at its meeting held on Tuesday October 17, 2023 has considered the following item and passed the resolution as attached herewith.

AGENDA ITEM NO.6
To start the programs viz Bachelor of Management Studies ,Bachelor of Arts (Mass Media) and Bachelor of Computer Application along with Programme Project Report and Self Learning Material.

In view of the above you are hereby requested to take necessary action in the matter in accordance with the resolutions passed by the Academic Council and kindly submit the compliance report in the prescribed format, within eight days of receipt of the communication to the University Secretariat.

Yours faithfully

(Prof. Vilas Nandavadekar)
Registrar

c.c.to: 1.   The Hon'ble VC office
        2.   The Hon'ble PVC office.
        3.   The office of the Registrar
        4.   The Assistant Registrar, Academic Section
        5.   The Assistant Registrar, Affiliation Section

AGENDA ITEM NO.6
To start the programs viz Bachelor of Management Studies ,Bachelor of Arts (Mass Media) and Bachelor of Computer Application along with Programme Project Report and Self Learning Material in Centre for Distance Education.

Information:
The UGC-DEB has invited applications from Eligible Higher Education Institution's (HEIs) for recognition to offer programmes under Open and Distance Learning (ODL) mode and/ or Online mode for academic year 2023-24, academic session beginning February, 2024 and onwards.

In respect to that, we would like to inform you that Centre for Distance Education wish to start the following programmes from academic year 2023-24, academic session beginning February, 2024 and onwards;.

1. Bachelor of Management Studies
2. Bachelor of Arts (Mass Media)
3. Bachelor of Computer Application

The above programmes are approved by the Academic Council and are implemented by the affiliated Colleges of the University

This is to bring to your notice that the Bachelor of Management Studies and B.A. Mass Media programme through Centre for Distance Education were already approved by the academic council in its meeting dated 09.02.2018 and Fee Structure for the same were approved as per the University Letter Ref: Acad./Fees Structure- B.A. MM/2018-19/828 dated 22/10/2018 and University Letter Ref: Acad./Fees Structure- B.A. MM/2018-19/828 dated 22/10/2018 respectively.

This is to request you to place this matter before the Academic Council for its consideration and for its approval and grant us permission to start Bachelor of Management Studies, Bachelor of Arts (Mass Media) and Bachelor of Computer Application programmes at Centre for Distance Education from academic year 2023-24 and onwards.

RESOLUTION:
Resolved that, the programs viz. Bachelor of Management Studies , Bachelor of Arts (Mass Media) and Bachelor of Computer Application along with Programme Project Report and Self Learning Material be permitted to start in Centre for Distance Education.

(Prof. Vilas Nandavadekar)
Registrar

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
Mumbai – 400 020.

Phone : +91 22 2203 1879
Fax   : +91 22 2201 6226

श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ

९, नाथीबाई ठाकरसी मार्ग, न्यु मरिन लाईन,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

ESTB-I/File – 68/2023-24/158

May 2, 2023

To,
Dr. Smriti A. Bhosle
A-401, Crystal Avenue,
Western Express Highway,
Kandivali (East),
Mumbai- 400 101

**Sub :   Appointment to the post of Director, Centre for Distance Education, SNDT
Women's University, Mumbai**

Madam,

I am directed to inform you that, the Hon'ble Madam Vice-Chancellor h**as appointed you to
the post of Director, Centre for Distance Education, SNDT Women's University,**
on the following terms & conditions:

1. Your appointment as **Director, at Centre for Distance Education** is made from
   02.02.2023.
2. Your appointment is full time basis initially on consolidated salary of Rs. 95,000/-
   (Rupees :- Ninety Five Thousand only) w.e.f. 02.02.2023 for the period of one
   year from the date of joining on the said post and likely to be continued further
   on the basis of your performance.
3. Your services will be governed by the terms and conditions as stipulated in the
   Maharashtra Public Universities Act, 2016 and /or susbsequent terms and
   conditions as passed by the Competent Authorities of the University.
4. You will be reporting to the Vice-Chancellor/Pro. Vice-Chancellor/Registrar of
   the University or other authorized on his/her behalf.
5. Your services can be terminated by the competent authorities, if the
   performance will be not up to the mark.

(DR. VILAS D. NANDAVADEKAR)
REGISTRAR

CC:-
1. The office of the Vice-Chancellor/Pro. Vice-Chancellor/Registrar/Finance and
   Accounts officer/Director, Board of Examinations and Evaluation…for information
2. All officers of the University…for information
3. The Deputy Registrar, Establishment /Special Cell
4. SPP Unit

AM/Appointment order/2023-24

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
Mumbai – 400 020.

Phone : +91 22 2203 1879
Fax   : +91 22 2201 6226

श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ

१, नाथीबाई ठाकरसी मार्ग, न्यु मरिन लाईन,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

ESTB-I/File – 68/2023-24/1874

October 23, 2023

To,
Ms. Roshani Tare
101, Krishna Tare Apartment,
New Vithalwadi, At. Post. Mohane,
Ambivali(East).

Sub : Appointment of Assistant Professor on temporary basis for the academic year 2023-24.

Sir/Madam,

This is to inform you that, **you are appointed as Assistant Professor for B.M.S. on temporary basis at Centre for Distance Education, SNDT Women's University, Mumbai – 400 049** on the following terms & conditions:

1. Your appointment is made **on purely temporary basis on remuneration of Rs. 25,000/- p.m.** for the academic year 2023-24, **subject to the recognition of the programme by Distance Education Bureau (DEB) – UGC, New Delhi and sufficient enrollments.**

2. Your services will be governed by the terms and conditions as stipulated by the relevant Statutes for the temporary teaching staff of this University and by other terms and conditions as passed by the University.

3. The Director, Centre for Distance Education, Mumbai her nominee will be your reporting authority & you should follow orders/instructions given by him/her.

4. Your performance will be evaluated and if it is not found satisfactory, your temporary services will be terminated at any time without giving notice/reason thereon.

5. Further, it may be noted that on the basis of above appointment you shall not claim any permanent post.

6. This appointment order automatically stands cancelled (a) on completion of the academic year 2023-24 **OR** (b) Once the post is filled by permanent appointment, **WHICHEVER IS EARLIER.**

7. The remuneration will be disbursed from the Centre for Distance Education fund.

(DR. VILAS D. NANDAVADEKAR)
REGISTRAR

CC:-

1. The Director, Centre for Distance Education, SNDT Women's University, Mumbai -49
2. The Finance & Accounts Officer
3. The Deputy Registrar, Establishment/Special Cell of the University
4. DFAO/AR SPP Unit/SPP Unit

R.R/- ALL DOCU. – YEAR – (2023) – APPT Order for 2023-24

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
Mumbai – 400 020.

Phone : +91 22 2203 1879
Fax   : +91 22 2201 6226

श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ

९, नाथीबाई ठाकरसी मार्ग, न्यु मरिन लाईन,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

ESTB-I/File – 68/2023-24/1875

October 23, 2023

To,
Ms. Namrata Bhalerao
E/43, 4th Floor, Unnati CHS,
Senapati Bapat Marg,
Near Johnson Company,
Mahim (W), Mumbai – 400 016

Sub : Appointment of Assistant Professor on temporary basis for the academic year 2023-24.

Sir/Madam,

This is to inform you that, **you are appointed as Assistant Professor for B.M.S. on temporary basis at Centre for Distance Education, SNDT Women's University, Mumbai – 400 049** on the following terms & conditions:

1. Your appointment is made **on purely temporary basis on remuneration of Rs. 25,000/- p.m.** for the academic year 2023-24, **subject to the recognition of the programme by Distance Education Bureau (DEB) – UGC, New Delhi and sufficient enrollments.**

2. Your services will be governed by the terms and conditions as stipulated by the relevant Statutes for the temporary teaching staff of this University and by other terms and conditions as passed by the University.

3. The Director, Centre for Distance Education, Mumbai or her nominee will be your reporting authority & you should follow orders/instructions given by her.

4. Your performance will be evaluated and if it is not found satisfactory, your temporary services will be terminated at any time without giving notice/reason thereon.

5. Further, it may be noted that on the basis of above appointment you shall not claim any permanent post.

6. This appointment order automatically stands cancelled (a) on completion of the academic year 2023-24 **OR** (b) Once the post is filled by permanent appointment, **WHICHEVER IS EARLIER.**

7. The remuneration will be disbursed from the Centre for Distance Education fund.

(DR. VILAS D. NANDAVADEKAR)
REGISTRAR

CC:-

1. The Director, Centre for Distance Education, SNDT Women's University, Mumbai -49
2. The Finance & Accounts Officer
3. The Deputy Registrar, Establishment/Special Cell of the University
4. DFAO/AR SPP Unit/SPP Unit

R.R/- ALL DOCU. – YEAR – (2023) – APPT Order for 2023-24

ESTB-I/File – 68/2023-24/1876

October 23, 2023

To,
Ms. Gayatri Mahapatra
807, Jhelum Co.-op. Housing,
Gyan Prakash School lane, Sanjay Kokate Marg,
Bhatwadi, Ghatkopar (W),
Mumbai – 400 084

Sub : **Appointment of Assistant Professor on temporary basis for the academic year 2023-24.**

Sir/Madam,

This is to inform you that, **you are appointed as Assistant Professor for B.C.A on temporary basis at Centre for Distance Education, SNDT Women's University, Mumbai – 400 049** on the following terms & conditions:

1. Your appointment is made **on purely temporary basis on remuneration of Rs. 25,000/- p.m.** for the academic year 2023-24., **subject to the recognition of the programme by Distance Education Bureau (DEB) – UGC, New Delhi and sufficient enrollments.**

2. Your services will be governed by the terms and conditions as stipulated by the relevant Statutes for the temporary teaching staff of this University and by other terms and conditions as passed by the University.

3. The Director, Centre for Distance Education, Mumbai or her nominee will be your reporting authority & you should follow orders/instructions given by her.

4. Your performance will be evaluated and if it is not found satisfactory, your temporary services will be terminated at any time without giving notice/reason thereon.

5. Further, it may be noted that on the basis of above appointment you shall not claim any permanent post.

6. This appointment order automatically stands cancelled (a) on completion of the academic year 2023-24 **OR** (b) Once the post is filled by permanent appointment, **WHICHEVER IS EARLIER.**

7. The remuneration will be disbursed from the Centre for Distance Education fund.

(DR. VILAS D. NANDAVADEKAR)
REGISTRAR

CC:-
1. The Director, Centre for Distance Education, SNDT Women's University, Mumbai -49
2. The Finance & Accounts Officer
3. The Deputy Registrar, Establishment/Special Cell of the University
4. DFAO/AR SPP Unit/SPP Unit

R.R/- ALL DOCU. - YEAR - (2023) – APPT Order for 2023-24

ESTB-I/File – 68/2023-24/1879

October 23, 2023

To,
Ms. Apurva Pitale
27, Gurjar Building,
3rd Floor, Block No. 7, Sadashiv Cross Lane,
Girgaon, Mumbai – 400 004

Sub : Appointment of Assistant Professor on temporary basis for the academic year 2023-24.

Madam,

This is to inform you that, **you are appointed as Assistant Professor for B.A. in Mass Media on temporary basis at Centre for Distance Education, SNDT Women's University, Mumbai – 400 049** on the following terms & conditions:

1. Your appointment is made **on purely temporary basis on remuneration of Rs. 25,000/- p.m. for the academic year 2023-24, subject to the recognition of the programme by Distance Education Bureau (DEB) – UGC, New Delhi and sufficient enrollments.**

2. Your services will be governed by the terms and conditions as stipulated by the relevant Statutes for the temporary teaching staff of this University and by other terms and conditions as passed by the University.

3. The Director, Centre for Distance Education, Mumbai or her nominee will be your reporting authority & you should follow orders/instructions given by her.

4. Your performance will be evaluated and if it is not found satisfactory, your temporary services will be terminated at any time without giving notice/reason thereon.

5. Further, it may be noted that on the basis of above appointment you shall not claim any permanent post.

6. This appointment order automatically stands cancelled (a) on completion of the academic year 2023-24 **OR** (b) Once the post is filled by permanent appointment, **WHICHEVER IS EARLIER.**

7. The remuneration will be disbursed from the Centre for Distance Education fund.

(DR. VILAS D. NANDAVADEKAR)
REGISTRAR

CC:-

1. The Director, Centre for Distance Education, SNDT Women's University, Mumbai -49
2. The Finance & Accounts Officer
3. The Deputy Registrar, Establishment/Special Cell of the University
4. DFAO/AR SPP Unit/SPP Unit

R.R/- ALL DOCU – YEAR – (2023) – APPT Order for 2023-24

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
Mumbai – 400 020.

Phone : +91 22 2203 1879
Fax   : +91 22 2201 6226

श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ

१, नाथीबाई ठाकरसी मार्ग, न्यु मरिन लाईन,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

ESTB-I/File – 68/2023-24/ 1878

October 23, 2023

To,
Ms. Uma Prabhu
201, Thakur Prasad,
V.N. Purav Marg, Chunnabhatti,
Sion, Mumbai – 400 022

Sub : **Appointment of Assistant Professor on temporary basis for the academic year 2023-24.**

Madam,

This is to inform you that, **you are appointed as Assistant Professor for B.A. in Mass Media on temporary basis at Centre for Distance Education, SNDT Women's University, Mumbai – 400 049** on the following terms & conditions: -

1. Your appointment is made **on purely temporary basis on remuneration of Rs. 25,000/- p.m.** for the academic year 2023-24, **subject to the recognition of the programme by Distance Education Bureau (DEB) – UGC, New Delhi and sufficient enrollments.**

2. Your services will be governed by the terms and conditions as stipulated by the relevant Statutes for the temporary teaching staff of this University and by other terms and conditions as passed by the University.

3. The Director, Centre for Distance Education, Mumbai or her nominee will be your reporting authority & you should follow orders/instructions given by her.

4. Your performance will be evaluated and if it is not found satisfactory, your temporary services will be terminated at any time without giving notice/reason thereon.

5. Further, it may be noted that on the basis of above appointment you shall not claim any permanent post.

6. This appointment order automatically stands cancelled (a) on completion of the academic year 2023-24 **OR** (b) Once the post is filled by permanent appointment, **WHICHEVER IS EARLIER.**

7. The remuneration will be disbursed from the Centre for Distance Education fund.

(DR. VILAS D. NANDAVADEKAR)
REGISTRAR

CC:-
1. The Director, Centre for Distance Education, SNDT Women's University, Mumbai -49
2. The Finance & Accounts Officer
3. The Deputy Registrar, Establishment/Special Cell of the University
4. DFAO/AR SPP Unit/SPP Unit

R.R/- ALL DOCU. – YEAR – (2023) – APPT Order for 2023-24

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
Mumbai – 400 020.

Phone : +91 22 2203 1879
Fax   : +91 22 2201 6226

श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ

९, नाथीबाई ठाकरसी मार्ग, न्यु मरिन लाईन,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

ESTB-I/File – 68/2023-24/ 1877

To,

Ms. Harshita R. Baviskar
B-Wing, 302 - Tulsi Complex,
Near New D.P.Road, Katrap,
Badlapur East, Pin code – 421 503

October 23, 2023

Sub : **Appointment of Assistant Professor on temporary basis for the academic year 2023-24.**

Madam,

This is to inform you that, **you are appointed as Assistant Professor for B.C.A. on temporary basis at Centre for Distance Education, SNDT Women's University, Mumbai – 400 049** on the following terms & conditions:

1. Your appointment is made **on purely temporary basis on remuneration of Rs. 25,000/- p.m. for the academic year 2023-24., subject to the recognition of the programme by Distance Education Bureau (DEB) – UGC, New Delhi and sufficient enrollments.**

2. Your services will be governed by the terms and conditions as stipulated by the relevant Statutes for the temporary teaching staff of this University and by other terms and conditions as passed by the University.

3. The Director, Centre for Distance Education, Mumbai or her nominee will be your reporting authority & you should follow orders/instructions given by her.

4. Your performance will be evaluated and if it is not found satisfactory, your temporary services will be terminated at any time without giving notice/reason thereon.

5. Further, it may be noted that on the basis of above appointment you shall not claim any permanent post.

6. This appointment order automatically stands cancelled (a) on completion of the academic year 2023-24 **OR** (b) Once the post is filled by permanent appointment, **WHICHEVER IS EARLIER.**

7. The remuneration will be disbursed from the Centre for Distance Education fund.

**(DR. VILAS D. NANDAVADEKAR)
REGISTRAR**

CC:-

1. The Director, Centre for Distance Education, SNDT Women's University, Mumbai -49
2. The Finance & Accounts Officer
3. The Deputy Registrar, Establishment/Special Cell of the University
4. DFAO/AR SPP Unit/SPP Unit

R.N/- ALL DOCU. – YEAR – (2023) – APPT Order for 2023-24

मा. श्री. ना. दा. ठाकरसी महिला विद्यापीठ
१. नाथीबाई ठाकरसी मार्ग, न्यू मरिन लाईन्स,
चर्चगेट, मुंबई - ४०० ०२०.

Estb-17/2023-24/1880   Dated :- 01/10/2023

OFFICE ORDER :

Shri. Giridhar Gajabe, Deputy Registrar, Campus Office Pune, S.N.D.T. Women's University, Pune Campus, Pune – 411 038 is hereby informed that, he has been assigned the additional charge of Deputy Registrar at Centre for Distance Education, SNDT Women's University, Juhu Campus, Mumbai – 400 049 for 6 months w.e.f. 01/10/2023.

(DR. VILAS D. NANDAVADEKAR)
REGISTRAR

To,
Shri. Giridhar Gajabe,
Deputy Registrar,
Campus Office Pune,
S.N.D.T. Women's University,
Pune Campus,
Pune – 411 038.

CC to. :

1. The Campus In-Charge, Campus Office Pune, S.N.D.T. Women's University, Pune Campus, Pune – 411 038.
2. The Director, Centre for Distance Education, SNDT Women's University, Juhu Campus, Mumbai – 400 049.
3. The Finance & Accounts Officer, Finance and Accounts Department, Churchgate Campus, Mumbai – 400 020.
4. The Deputy Registrar (Additional Charge), Special Cell, S.N.D.T. Women's University, Churchgate Campus, Mumbai – 400 020.
5. Assistant Registrar, SPP Unit, S.N.D.T. Women's University, Churchgate Campus, Mumbai – 400 020.

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Director
Centre for Distance Education
SNDT Women's University,
Juhu Road, Santacruz (West),
Mumbai – 400 049.

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
Mumbai – 400 020.

Phone : +91 22 2203 1879
Fax   : +91 22 2201 6226

श्रीमती. ना. दा. ठाकरसी महिला विद्यापीठ

१, नाथीबाई ठाकरसी मार्ग, न्यु मरिन लाईन,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

आस्था/ता.नियुक्ती-१/२०२३-२४/७६०

दिनांक :- ०७/०६/२०२३

प्रति,

श्री. शुभम सोनावणे,
बी-१०४, अनंतीबाई अपार्टमेंट,
गावदेवी मंदिराजवळ,
नांदिवली तलाव रोड,
नांदिवली गाव,
कल्याण (पूर्व),
ठाणे - ४२१ ३०६.

विषय :- अस्थायी स्वरुपात सहाय्यक कुलसचिव या पदावर नियुक्तीबाबत.
संदर्भ :- मा. कुलगुरु यांचे दिनांक २०/०५/२०२३ चे आदेश.

आपणास कळविण्यात येते की, आपली नियुक्ती सहाय्यक कुलसचिव या पदावर रु. २५,०००/-
इतक्या एकमुठी मानधनावर अस्थायी स्वरुपात दूरस्थ शिक्षण विभाग, जुहू आवार, येथे दिनांक
११/०५/२०२३ ते दिनांक १०/०४/२०२४ या कालावंधी करीता करण्यात येत आहे.

आपली अस्थायी नियुक्ती खालील अटींना अनुसरुन करण्यात येत आहे :-

१. विभागप्रमुखांनी वेळोवेळी दिलेल्या कार्यालयीन कामाच्या जबाबदा-यांचे पालन करणे.

२. विद्यापीठाने नेमून दिलेल्या वेळेचे पालन करावे.

३. कार्यालयीन वेळेत कोणतीही तक्रार प्राप्त झाल्यास आपणांस अस्थायी सेवेतून कमी करण्यात
    येईल.

४. वेळोवेळी विद्यापीठाच्या व्यवस्थापन परिषदेने घेतलेले निर्णय आपणांस लागू राहतील.

५. आपली नियुक्ती पूर्णत: अस्थायी स्वरुपाची असून आपण सदर पदावर स्थायी करण्याबाबतचा दावा
    करु शकत नाही.

(डॉ. विलास द. नांदवडेकर)
कुलसचिव

प्रत रवाना :-

१. संचालक, दूरस्थ शिक्षण विभाग, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, जुहू आवार, मुंबई - ४०० ०४९.

२. सहाय्यक कुलसचिव, एस.पी.पी. विभाग, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, चर्चगेट आवार, मुंबई - ४०० ०२०.

३. सहाय्यक कुलसचिव (अतिरिक्त कार्यभार), आस्थापना विभाग, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, चर्चगेट आवार,
   मुंबई - ४०० ०२०.

४. संग्रहार्थ.

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd. Santacruz (West)
Mumbai - 400049.

SHREEMATI NATHIBAI DAMODAR THACKERSEY WOMEN'S UNIVERSITY

01, Nathibai Thackersey Road, Churchgate, Mumbai - 400 020
Telegram : UNIWOMEN Telephone : 22031879 Fax : 2201 8226
Website : www.sndt.ac.in

Estb/Gen-78/2022-23/ 2678   29.12.2022

OFFICE ORDER :

With reference to the recommendations of the Departmental Promotion Committee held on 29.12.2022, Smt. Kalpana Sawant (Open), Senior Clerk (Open) Centre for Distance Education (Self Supporting Unit), SNDT Women's University, Juhu Campus, Mumbai 400 049 is hereby informed that, she is considered for promotion to the post of Head Clerk (Open) at Centre for Distance Education(Self Supporting Unit), SNDT Women's University, Juhu, Mumbai 400 049 in the time scale of Rs.38600-122800 (Level –14) plus admissible allowances with effect from 29.12.2022 on the following conditions:-

1. Against the decision given by Hon'ble High Court, Mumbai in Writ Petition No. 2797/2015 dated 4th August 2017, the State Government has filed Special Leave Petition No.28306/2017 in the Supreme Court. The petition submitted is still pending. As per the provisions of G.R. No. BCC/2018/pra.kra.366/16B dated 7th May 2021, all the vacancies in the promotion quota as on 25th May, 2004 are being filled purely on temporary basis only on the basis of seniority subject to decision of the Hon'ble Supreme Court. Hence his promotion is made purely on temporary basis subject to decision of the Hon'ble Supreme Court.

2. Her pay and post will be fixed subject to approval of competent authority of the University.

3. As and when there is an exigency of work, she shall be required to put more hours of work and also have to be available for work before and after office hours and on Sunday/General holidays as per the requirements and also have go on tour if the assignment demands.

4. Her services will be governed by the Regulations, Ordinances and Statutes as prescribed by the University and M.C.S. Rule of the State Government from time to time..

5. Her services are transferable inter and intra Campuses.

6. She is advised to submit her acceptance to the conditions hereof in writing within three days from the receipt of this order and report to assigned duty from the stipulated reporting date failing which it will be presumed that she is not interested in the promotion and in that event the University will be at liberty to fill in the post by promoting next candidate from the seniority list.

7. This order will be effective only after her acceptance to the conditions as mentioned hereinabove.

8. She will work under the supervision of the Director Centre for Distance Education (Self Supporting Unit), SNDT Women's University, Juhu, Mumbai-400 049.

S.N.D.T.W. University
Center for Distance Education
Mumbai- 400 049.

2 0 MAR 2023

No. 1537

(Dr. Vilas Nandavadekar)
REGISTRAR

Smt. Kalpana Sawant
Senior Clerk
Centre for Distance Education,
SNDT Women's University,
Juhu Campus,
Mumbai-400 049.
Encl: Acceptance Form.

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai- 400049.

Cc to:1) V.C and Pro-V.C's Secretariat, 2) Finance & Accounts Officer, Finance & Accounts Department, 3) The Director, Centre for Distance Education, SNDT Women's University, Juhu 4) The Deputy Registrar (Addl. Charge), Special Cell, 5)The Deputy Registrar, Establishment Department 6) Master file.

Esth/Gen-78/2022-23/2679

29.12.2022

OFFICE ORDER :

With reference to the recommendations of the Departmental Promotion Committee held on 29.12.2022, Shri. Bhagawan Barge (Open), Senior Clerk (Open) Centre for Distance Education (Self Supporting Unit), SNDT Women's University, Juhu Campus, Mumbai 400 020 is hereby informed that, he is considered for promotion to the post of Head Clerk (Open) at Centre for Distance Education(Self Supporting Unit), SNDT Women's University, Juhu, Mumbai 400 049 in the time scale of Rs.38600-122800 (Level –14) plus admissible allowances with effect from 29.12.2022 on the following conditions:-

1. Against the decision given by Hon'ble High Court, Mumbai in Writ Petition No. 2797/2015 dated 4th August 2017, the State Government has filed Special Leave Petition No.28306/2017 in the Supreme Court. The petition submitted is still pending. As per the provisions of G.R. No. BCC/2018/pra.kra.366/16B dated 7th May 2021, all the vacancies in the promotion quota as on 25th May, 2004 are being filled purely on temporary basis only on the basis of seniority subject to decision of the Hon'ble Supreme Court. Hence his promotion is made purely on temporary basis subject to decision of the Hon'ble Supreme Court.

2. His pay and post will be fixed subject to approval of competent authority of the University.

3. As and when there is an exigency of work, he shall be required to put more hours of work and also have to be available for work before and after office hours and on Sunday/General holidays as per the requirements and also have go on tour if the assignment demands.

4. His services will be governed by the Regulations, Ordinances and Statutes as prescribed by the University and M.C.S. Rule of the State Government from time to time.

5. His services are transferable inter and intra Campuses.

6. He is advised to submit his acceptance to the conditions hereof in writing within three days from the receipt of this order and report to assigned duty from the stipulated reporting date failing which it will be presumed that he is not interested in the promotion and in that event the University will be at liberty to fill in the post by promoting next candidate from the seniority list.

7. This order will be effective only after his acceptance to the conditions as mentioned hereinabove.

8. He will work under the supervision of the Director, Centre for Distance Education(Self Supporting Unit), SNDT Women's University, Juhu, Mumbai-400 049.

(Dr. Vilas Nandavadekar)
REGISTRAR

Shri. Bhagawan Barge.
Senior Clerk
Centre for Distance Education,
SNDT Women's University,
Juhu Campus,
Mumbai-400 049.
Encl: Acceptance Form.

Cc to:1) V.C and Pro-V.C's Secretariat, 2) Finance & Accounts Officer, Finance & Accounts Department, 3) Director, Centre for Distance Education, SNDT Women's University, Juhu 4) The Deputy Registrar (Addl. Charge), Special Cell, 5)The Deputy Registrar, Establishment Department 6) Master file.

SHREEMATI NATHIBAI DAMODAR THACKERSEY

WOMEN'S UNIVERSITY

1, Nathibai Thackersey Road, Churchgate, Mumbai - 400 020.
Telegram : UNIWOMEN ● Telephone : 2203 1879 ● Fax : 2201 8226
Website : www: sndtwomensuniversity.in

Ref. No.   12.08.2011
         Estb/Gen-78/2011-2012/515

<u>OFFICE ORDER :</u>

Smt. Archana Jambhavadekar, (Open) Jr. Clerk, (Self supporting unit), at Centre for Distance Education,
S.N.D.T. Women's University, Juhu Campus, Mumbai, having the pay scale of 5200 – 20200 plus GP
2400/- + admissible allowances is given functional promotion w.e.f. 12.08.2011 as Sr. Clerk (Open) at
Centre for Distance Education, (Self supporting unit), SNDT Women's University, Mumbai-49, in
accordance with the recommendation of D.P.C. on the following conditions :

01.   Her promotion is made in the Open category.
02.   She is posted at the Centre for Distance Education, S.N.D.T. Women's University, Juhu Campus,
      Mumbai - 49
03.   As and when there is an exigency of work, she will be required to put more hours of work and also
      have to be available for work before and after office hours and on Sunday/General Holydays as per
      the requirements and also have go on tour if the assignment demands.
04.   Her services will be governed by the Standard Code Rules 1984, regulations, ordinances and
      statutes as prescribed by the University and MCS Rule of State Government from time to time.
05.   As far as her leave and other benefits are concerned she will be eligible for the same from the date
      of her first appointment.
06.   Her services are transferable inter and intra Campuses.
07.   Her date of increment will be remain unchanged i.e. 1st July.
08.   She is advised to submit her acceptance to the condition hereof in writing within three days from
      the receipt of this order and report to assigned duty from the stipulated reporting date failing which
      it will be presumed that she is not interested in the promotion and in that event the University will
      be at liberty to fill in the post by promoting next candidate from the seniority list.
09.   This order will be effective only after her acceptance to the condition as mentioned herein above.
10.   She will work under the supervision of Co-ordinator, Centre for Distance Education, Juhu.

                                                    (Dr. Madhu Madan)
                                                    REGISTRAR

Smt. Archana Jambhavadekar
Junior Clerk,
Centre for Distance Education,
S.N.D.T. Women's University,
Juhu , Mumbai- 49   Director,
                                                    Centre for Distance Education
                                                    SNDT Women's University
Acceptance Form   Juhu Rd, Santacruz (West)
                                                    Mumbai - 400049.

Cc to: 1. Hon'ble Vice-Chancellor / Pro.V.C. / Registrar's Secretariats - for Information.
       2. Director/Co-ordinator, C.D.E.,SNDT Women's University, Mumbai 49.
       4. Asst. Registrar, Estb. 5. S.P.P. Unit - for inf. & n/a. 6. Master file 7. Special Cell
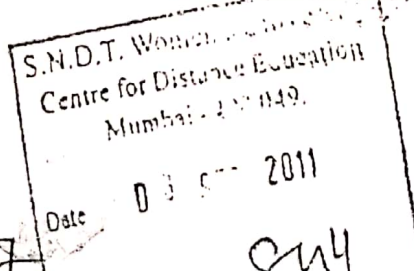
S.N.D.T. Women ....
Centre for Distance Education
Mumbai - 400 049.
Date

SHREEMATI NATHIBAI DAMODAR THACKERSEY

WOMEN'S UNIVERSITY

1, Nathibai Thackersey Road, Churchgate, Mumbai - 400 020.
Telegram : UNIWOMEN • Telephone : 2203 1879 • Fax : 2201 8226
Website : www.sndtwomensuniversity.in

Ref. No.

Estb/Gen-78/2014-2015/1810

November 7, 2014

OFFICE ORDER:

With reference to the recommendation of the Departmental Promotion Committee, Shri Santosh Gaikwad (ST), Clerk-cum-Typist, Centre for Distance Education, SNDT Women's University, Mumbai -49 is hereby informed that he is considered for promotion to the post of **Sr. Clerk (Class III)** at the SNDT Women's University, Mumbai, on a basic pay of **Rs. 9840/-** plus GP 2400/- + admissible allowances in the pay band of **Rs. 5200 – 20200 with G.P. 2400/-** with effect from **November 7, 2014** on the following conditions:

1. His promotion is made against ST Category as he belongs to same category.
2. He is posted to **Centre for Distance Education,** SNDT Women's University, Mumbai – 400 049.
3. His promotion to the post of Sr. Clerk and the pay fixation on the said post will be subject to approval of Competent Authority of the University.
4. As and when there is an exigency of work, he will be required to put more hours of work and also have to be available for work before and after office hours and on Sunday/General Holidays as per the requirements and also have go on tour if the assignment demands.
5. His services will be governed by the regulations, ordinances and Statutes as prescribed by the University and M.C.S. Rule of the State Government from time to time.
6. His services are transferable inter and intra Campuses.
7. His next date of increment will be on 1st July, 2015.
8. He is advised to submit his acceptance to the condition hereof in writing **within three days** from the receipt of this order and report to assigned duty from the stipulated reporting date failing which it will be presumed that he is not interested in the promotion and in that event the University will be at liberty to fill in the post by promoting next candidate from the seniority list.
9. This order will be effective only after his acceptance to the condition as mentioned herein above.
10. He will work under the supervision of the Director, Centre for Distance Education, SNDT Women's University, Juhu, Mumbai – 400 049

(Dr. S. Kumudhavalli)
REGISTRAR

Shri Santosh Gaikwad
Clerk-cum-Typist,
Centre for Distance Education,
SNDT Women's University,
Mumbai – 400 049

Encl: Acceptance Form

Cc to: 1. Secretariat of the Vice Chancellor - for inf. 2) The Director, Centre for Distance Education, SNDT Women's University, Mumbai -49 3) The Deputy Registrar, Establishment Section 4) SPP Unit for inf. & n/a 5) Special Cell 6) Master file.

S. N. D. T. W. University
Centre for Distance Education
Mumbai - 400 0

1 2 NOV 2014

No............ 1498

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Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd. Santacruz (West)
Mumbai - 400049.

88

SNDT Women's University

Nathibai Thackersey Road,
Mumbai 400 020
Ph: +91 22 2203 1879,
+91 22 2201 8226

श्रीमती ना. दा. ठाकरसी विद्यापीठ
१, नाथीबाई ठाकरसी रोड,
मुंबई ४०० ०२०
Telegram: UNIVERSITY
Website: sndt.ac.in

Estb/Gen-78/2018-2019/**2242**   1ˢᵗ Dec 2018

OFFICE ORDER:

With reference to the recommendation of the Departmental Promotion Committee
Shri. Nitin Amrale, Clerk cum Typist, Center for Distance Education, SNDT Women's
University, Juhu is hereby informed that, he is considered for temporary promotion to the post
of Sr. Clerk (Open) at the Center for Distance Education (Self Supporting Unit), SNDT
Women's University, Juhu in the pay band of Rs. 5200 – 20200 with G.P. 2400/- with effect
from 1ˢᵗ December 2018 on the following terms and conditions :

1. This promotion is effected **purely on temporary basis** as per the directives of the
   Government of Maharashtra issued vide its letter No. BCC-2017/pra.kra.312A 16-B dated
   29ᵗʰ Dec. 2017 and Circular No. BCC-2013/pra.kra 354/part-4/2013 /16B dated 4ᵗʰ May 2017
   subject to the verdict of the Hon'ble Supreme Court of India in the Special Leave Petition
   No.28306 / 2017.

2. His promotion is made on **unreserved post.**

3. His pay in the promotional post will be fixed subject to approval of the Competent Authority
   of the University

4. His services shall be governed by the prevailing M.C.S. Rules of the State Government,
   Rules or Statutes, Regulations as made applicable from time to time.

5. His services shall be transferable inter and intra Campuses.

6. As and when there is any exigency of work, he shall be required to put in more hours
   work and also have to be available for work before and after office hours and on
   Sundays/General Holidays as per the requirements and also have to go on tour if the
   assignment demands.

7. He will be required to submit his acceptance to the terms and conditions as stated herein
   writing **within three days** from the receipt of this order to 1) the Establishment Section
   2) S.P.P. Unit 3) concerned Head of the Dept./Principal and 4) Dy. Registrar, Special Cell
   and report to assigned duty within the stipulated reporting date failing which it will be
   presumed that he is not interested in the promotion and in that event the University will be
   liberty to fill in the post by promoting next candidate from the seniority list. from
   concerned feeder cadre.

8. This order shall be effective only after his acceptance to the terms and conditions
   mentioned herein.

9. He shall   work under supervision of the Director, Centre for Distance Education, SNDT
   Women's University, Juhu

(Dr. Meena Kute)
REGISTRAR (Addl. Charge)

Shri. Nitin Amrale,
Clerk cum Typist,
Centre for Distance Education,
SNDT Women's University,
Juhu.
Encl: Acceptance Form
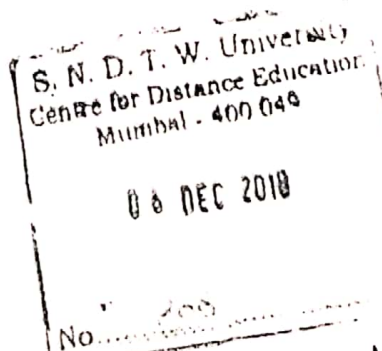
S. N. D. T. W. University
Centre for Distance Education
Mumbai - 400 049

0 6 DEC 2018

No.......

89

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

Estb/Gen-78/2019-2020/**1160**   13th Sept. 2019

OFFICE ORDER:

With reference to the recommendation of the Departmental Promotion Committee held on 13.09.2019 Shri. Hemant Chavan, Clerk cum Typist (Open), Center for Distance Education, SNDT Women's University, Juhu is hereby informed that, he is considered for **temporary promotion** to the post of **Sr. Clerk (Open)** at the **Center for Distance Education (Self Supporting Unit)**, SNDT Women's University, Juhu in the pay band of Rs. 5200 – 20200 with G.P. 2400/- with effect from 13th Sept. 2019 on the following terms and conditions :

1. This promotion is effected purely on temporary basis as per the directives of the Government of Maharashtra issued vide its letter No. BCC-2017/pra.kra.312A/16-B dated 29th Dec. 2017 subject to the verdict of the Hon'ble Supreme Court of India in the Special Leave Petition No.28306 /2017.
2. His promotion is made on **unreserved post**.
3. His pay in the promotional post will be fixed subject to approval of the Competent Authority of the University.
4. His services shall be governed by the prevailing M.C.S. Rules of the State Government or Rules or Statutes, Regulations as made applicable from time to time.
5. His services shall be transferable inter and intra Campuses.
6. As and when there is any exigency of work, he shall be required to put in more hours of work and also have to be available for work before and after office hours and on Sundays/General Holidays as per the requirements and also have to go on tour if the assignment demands.
7. He will be required to submit his acceptance to the terms and conditions as stated herein in writing **within three days** from the receipt of this order to 1) the Establishment section, 2) S.P.P. Unit 3) concerned Head of the Dept./Principal and 4) Dy. Registrar, Special cell and report to assigned duty within the stipulated reporting date failing which it will be presumed that he is not interested in the promotion and in that event the University will be at liberty to fill in the post by promoting next candidate from the seniority list, from the concerned feeder cadre.
8. This order shall be effective only after his acceptance to the terms and condition as mentioned herein.
9. He shall work under supervision of the I/C Director, Centre for Distance Education, SNDT Women's University, Juhu.

(Dr. Deepak Deshpande)
REGISTRAR

Shri. Hemant Chavan,
Clerk cum Typist,
Centre for Distance Education,
Juhu.
Encl: Acceptance Form

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

SHREEMATI NATHIBAI DAMODAR THACKERSI
WOMEN'S UNIVERSITY

01, Nathibai Thackersey Road, Churchgate, Mumbai - 400 020
Telegram : UNIWOMEN Telephone : 22031879 Fax : 2201 8226
Website : www.sndt.ac.in

Estb/Gen-52/2023-24/141   28.04.2023

OFFICE ORDER :

Smt. Shweta Mohite, Sr. Clerk, Patkar Hall (Self Supporting Unit), SNDT Women's University, Churchgate, Mumbai - 400 020 is hereby inform that, she is relieved from the services of the Patkar Hall, SNDT Women's University, Mumbai 20 from the **02.05.2023** to join at Centre for Distance Education (Self supporting Unit), Juhu, SNDT Women's University, Mumbai 400 049.

She is requested to report to the Director, Centre for Distance Education, Juhu, SNDT Women's University, Mumbai 400 049.

(Dr. Vilas Nandavadekar)
Registrar

To,
Smt. Shweta Mohite,
Sr. Clerk
Patkar Hall,
SNDT Women's University,
Churchgate, Mumbai.

S.N.D.T.W. University
Center for Distance Education
Mumbai- 400 049.

02 MAY 2023

No.
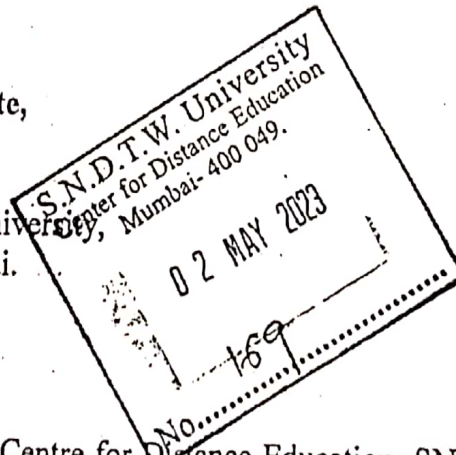
C.C. to :

1) The Director, Centre for Distance Education, SNDT Women's University, Juhu.
2) Finance and Accounts Officer, SNDT Women's University, Mumbai
3) Deputy. Registrar, Establishment Dept., SNDT Women's University, Mumbai.
4) Patkar Hall, SNDT Women's University, Mumbai 20.

91

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

Mr. Balkrishna Gosavi

SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY
01, Nathibai Thackersey Road, Churchgate, Mumbai – 400 020
Telegram : UNIWOMEN Telephone : 22031879 Fax : 2201 8226
Website : www.sndt.ac.in

Estb/Gen-78/2022-23/2686   29.12.2022

OFFICE ORDER :

With reference to the recommendations of the Departmental Promotion Committee held on 29.12.2022, Shri. Balkrishna Gosavi, (NT-B) Clerk Cum Typist (NT-B), Centre for Distance Education (Self supporting Unit), SNDT Women's University, Juhu, Mumbai 400 049 is hereby informed that he is considered for promotion to the post of **Senior Clerk, (Open)** at **Centre for Distance Education (Self Supporting Unit), SNDT Women's university, Juhu, Mumbai – 400 049** in the time scale of **Rs. 25,500 – 81,100** with **(Level-8)** plus admissible allowances **with effect from 29.12.2022** on the following conditions :

1. Against the decision given by Hon'ble High Court, Mumbai in Writ Petition No. 2797/2015 dated 4th August 2017, the State Government has filed Special Leave Petition No.28306/2017 in the Supreme Court. The petition submitted is still pending. As per the provisions of G.R. No. BCC/2018/pra.kra.366/16B dated 7th May 2021, all the vacancies in the promotion quota as on 25th May, 2004 are being filled purely on temporary basis only on the basis of seniority subject to decision of the Hon'ble Supreme Court. Hence his promotion is made purely on temporary basis subject to decision of the Hon'ble Supreme Court.
2. His pay and post will be fixed subject to approval of Competent Authority of the University.
3. As and when there is an exigency of work, he shall be required to put more hours of work and also have to be available for work before and after office hours and on Sunday/General holidays as per the requirements and also have go on tour if the assignment demands.
4. His services will be governed by the Regulations, Ordinances and Statutes as prescribed by the University and M.C.S. Rule of the State Government from time to time.
5. His services are transferable inter and intra Campuses.
6. He is advised to submit his acceptance to the conditions hereof in writing within three days from the receipt of this order and report to assigned duty from the stipulated reporting date failing which it will be presumed that he is not interested in the promotion and in that event the University will be at liberty to fill in the post by promoting next candidate from the seniority list.
7. This order will be effective only after his acceptance to the conditions as mentioned hereinabove.
8. He will work under the supervision of the Director, Centre for Distance Education, SNDT Women's University, Juhu, Mumbai-400 049

S.N.D.T.W. University
Center for Distance Education
Mumbai- 400 049.

2 0 MAR 2023

No. 1534

(Dr. Vilas Nandavadekar)
REGISTRAR

Shri. Balkrishna Gosavi,
Clerk cum Typist,
Centre for Distance Education,
SNDT Women's University,
Juhu, Mumbai –49

Encl: Acceptance Form.
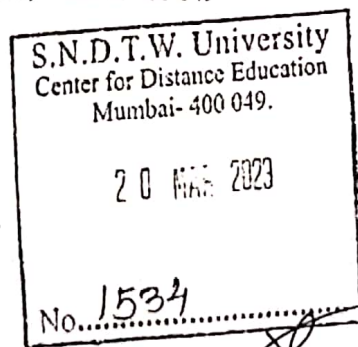
Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai 400049.

Cc to : 1) V.C and Pro-V.C's Secretariat, 2) Director, Centre for Distance Education, SNDT Women's University, Juhu, Mumbai-400 4) Finance & Accounts Officer, Finance & Accounts Department, 5) The Deputy Registrar, Establishment 6) The Deputy Registrar (Addl. Charge), Special Cell, 7) Master file.

18th June 2012

Ref. No. Estb-New file 2012-13 352

APPOINTMENT ORDER

Sub : Appointment to the post of "Clerk-cum-Typist (OBC)(unaided)"
Ref. : Govt. of Maharashtra, GAD, G.R. No.Anukampa 1007/1295.P.K.181/07-08 dated 23.04.2008

With reference to the appointment for the post of Clerk-cum-Typist and as per the above mentioned G.R., I am pleased to inform you that **Ms. Madhuri Shivaji Chavan (OBC)**, is appointed as **Clerk-cum-Typist (Self Supporting Unit)** at the SNDT Women's University on the following conditions :

1) Her appointment is made on Compassionate ground against post (self supporting unit) held by Shri Shivaji R. Chavan, who expired while in service on 13.04.2008, subject to the approval from the University authorities.

2) Her appointment is made against OBC category as she belongs to the said category.

3) Her appointment is made on probation for a period of two years w.e.f. 19th June 2012 on the basic pay of Rs. 5830/-p.m. in the pay band of Rs. 5200-20200 +G.P. Rs.1900/-+admissible allowance as per rule.

4) She is posted to Centre for Distance Education(Self Supporting Unit), SNDT Women's University, Juhu, Mumbai 49.

5) She will be considered for confirmation or otherwise during her period of probation of 2 years from the date of her acceptance of appointment to the said post. However she will be eligible to draw annual increment in the scale on completion of one year's of active service if her work is satisfactory.

6) She will be entitled to receive the allowances as per rules prevailing at present and as may be revised from time to time.

7) She will produce the Non-creamy Layer certificate within one month from the receipt of this order.

8) As per the conditions laid down in the letter of approval from Director of Education (HE), Maharashtra State, Pune, he will have to acquire the following abilities and produce the necessary certificates i.e. MS-CIT (G.R. No. Prashikshan 2000/pra.kra. 61/2001/39 dated 19.03.2003) and Typing Certificates of GCC in Marathi – 30 w.p.m. and English – 40 w.p.m. within the period of two years. In case of non compliance of these conditions, the services of the incumbent will be reverted back to the original post.

9) As her appointment is made on or after 1st November, 2005, she would be covered under New "Defined Contribution Pension Scheme" and that the existing pension scheme (i.e. Maharashtra Civil Service (Pension) Rule, 1982 and Maharashtra Civil Services (Commutation of Pension Rule, 1984) and General Provident Fund Scheme will not be applicable to her subject to approval of Management Council.

10) She will be governed by Standard Code Rule, 1984 Regulation, Ordinances & Statutes as prescribed by the University and M.C.S. Rule of State Government from time to time.

11) As and when there is an exigency of work she will be required to put more hours of work and will also have to be available for work before and after office hours or on General Holidays as per the requirement of the University/Department.

12) She is required to undergo medical examination within three months on her joining by the University Medical Officer.

13) For her assignment of work, she will be responsible to the competent authority of the SNDT Women's University, Mumbai 20 to whom she is assigned.

14) Her services are transferable inter and intra Campuses.

15) She will have to give the enclosed undertaking form with signature stating that she will take care of her family in all respect in keeping with the conditions laid down by the Government of Maharashtra and the various GRs, issued for the appointment on Compassionate basis from time to time and G.R.No. Govt. of Maharashtra, GAD, G.R. No.Anukampa 1007/1295/P.K.181/07/08 dated 23.04.2008, while accepting the appointment on compassionate ground.

16) To confirm her acceptance she should sign three (03) copies of declaration forms of terms and conditions for the appointment enclosed herewith and send them to the undersigned at the earliest but not later than one month of the receipt of this appointment order.

(Dr. S. Kumudhavalli)
Registrar

Ms. Madhuri Shivaji Chavan
Sai Samarth Bldg., Ambedkar Nagar,
Datta Mandir Raod, Malad (E), Mumbai

19/06/12

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

Cc to : 1. Hon'ble Vice-Chancellor / Pro-Vice Chancellor's Secretariats , for inf. 2. The Registrar for Distance Education, 4) S.P.P. Unit 5. Special Cell 6. Master file.

WOMEN'S UNIVERSITY

1, Nathibai Thackersey Road, Churchgate, Mumbai - 400 020.
Telegram : UNIWOMEN • Telephone : 2203 1879 • Fax : 2201 8226
Website : www.sndtwomensuniversity.in

Ref. No.Estb/Gen-101/2016-17/2417

15th March 2017

Order of the Registrar
No. Estb/Gen-1/2016-17/ dated 16.12. 2016

OFFICE ORDER :

With reference to this Office Order no. Estb-New file/2014-15/1405 dated 04th September 2014, **Mr. Darpan Parshuram Jadhav**, Clerk Cum Typist (Open), Centre for Distance Education, Self Supporting Unit of S.N.D.T. Women's University, Mumbai-49 is hereby informed that, on the basis of the satisfactory report of his work submitted by the Reporting Officer, he has been confirmed to the post of **Clerk Cum Typist (Open) from 10.09.2016** i.e. on completion of probationary period of two years in the pay band of Rs.5200-20200 + G.P. Rs.1900/-.

(Dr. S. N. Bharambe)
Registrar

Mr. Darpan Parshuram Jadhav
Clerk Cum Typist,
Centre for Distance Education,
SNDT Women's University,
Mumbai – 400 049.

C.C. to 1) Secretariat of Hon'ble Vice Chancellor, - for inf. 2) The Registrar, SNDT Women's University, Mumbai 20, 3) The Director, Centre for Distance Education, SNDT Women's University, Mumbai 49 4) Deputy Registrar, Establishment Dept. 5) SPP Unit -- for inf. & n.a. 6) Special Cell, 7) Master file.
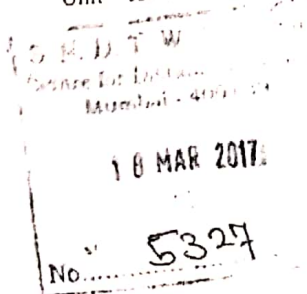
S. N. D. T. W
Centre for Distance
Mumbai - 400

1 8 MAR 2017

No. 5327

Received
20/3/2017

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

Ref. No. Estb/Gen-101/2016-17/ 69

15th March 2017

Order of the Registrar
No. Estb/Gen-1/2016-17/ dated 16.12. 2016

OFFICE ORDER :

With reference to this Office Order no. Estb-New file/2014-15/1409 dated 4th Sept. 2014, **Shri Vitthal Natha Jawale**, Clerk Cum Typist (NT-D), Centre for Distance Education, Self Supporting Unit of S.N.D.T. Women's University, Mumbai-49 is hereby informed that, on the basis of the satisfactory report of his work submitted by the Reporting Officer, he has been **confirmed** to the post of Clerk Cum Typist **(NT-D) from 10.09.2016** i.e. on completion of probationary period of two years in the pay band of Rs.5200-20200 + G.P. Rs.1900/-.

(Dr. S. N. Bharambe)
Registrar

Shri Vitthal Natha Jawale,
Clerk Cum Typist,
Centre for Distance Education,
SNDT Women's University,
Mumbai – 400 049.

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

95

SHREEMATI NATHIBAI DAMODAR THACKERSEY

WOMEN'S UNIVERSITY

1, Nathibai Thackersey Road, Churchgate, Mumbai - 400 020.
Telegram : UNIWOMEN • Telephone : 2203 1879 • Fax : 2201 8226
Website : www.sndtwomensuniversity.in

Ref. No.

Estb/Gen-101/2016-17/2416

15th March 2017

Order of the Registrar
No. Estb/Gen-1/2016-17/ dated 16.12. 2016

OFFICE ORDER :

With reference to this Office Order no. Estb-New file/2015-16/402 dated 17th June 2015, **Shri. Rahul Rameshwar Surange**, Clerk Cum Typist (OBC), Centre for Distance Education, Self Supporting Unit of S.N.D.T. Women's University, Mumbai-49 is hereby informed that, on the basis of the satisfactory report of his work submitted by the Reporting Officer, he has been **confirmed** to the post of Clerk Cum Typist (OBC) from 20.09.2016 i.e. on completion of probationary period of two years in the pay band of Rs.5200-20200 + G.P. Rs.1900/-.

(Dr. S. N. Bharambe)
Registrar

Shri. Rahul Rameshwar Surange,
Clerk Cum Typist,
Centre for Distance Education,
SNDT Women's University,
Mumbai – 400 049.

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

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SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY
1, Nathibai Thackersey Road, Churchgate, Mumbai - 400 020.
Telegram : UNIWOMEN • Telephone : 2203 1879 • Fax : 2201 8226
Website : www.sndtwomensuniversity.in

Ref. No. Estb-New file/2014-15/1412 4th September, 2014

APPOINTMENT ORDER

With reference to his application for the post of Clerk Cum Typist (Self supporting department) in response to the Advertisement No.07 of 2013 and on the basis of his performances at written test, typing test and subsequent interview held before the Selection committee, Mr. Rahul Shamrao Sonawane, is hereby informed that he is appointed as Clerk Cum Typist against post reserved for ST category (Self supporting department) subject to the following terms and conditions :

1) His appointment is made on probation for a period of two years w.e.f. 05th September 2014 on the basic pay of Rs.5830/- in the pay band of Rs.5200-20200 + G.P. Rs.1900/- plus admissible allowance as per rule.

2) His post and pay of the appointment is made subject to the approval of Competent Authority of the University.

3) His appointment is made in ST category as he belong to same category.

4) He is requested to join immediately.

5) He is posted to Center for Distance Education (Self supporting department), SNDT Women's University, Juhu, Mumbai – 49.

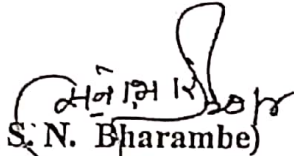6) He will be considered for confirmation or otherwise after the completion of period of his probation of 2 years from the date of his joining to the said post. However he will be eligible to draw annual increment in the pay on completion of one year's of active service if his work is satisfactory.

7) He will be entitled to receive the allowances as per rules prevailing at present and as may be revised from time to time.

8) He will be entitled for the post retirement benefit as per existing rules of the University for unaided post and rules adopted by the University from time to time.

9) As and when there is an exigency of work he will be required to put more hours of work and will also have to be available for work before and after office hours or on General Holidays as per the requirement of the University and its Department/ Institutes / Colleges.

10) His services will be governed by the regulations, ordinances and Statutes as prescribed by the University and M.C.S. Rule of the State Government from time to time.

11) His services are transferable inter and intra Campuses.

12) He is required to undergo medical examination within three months on his joining by the University Medical Officer.

13) To confirm his acceptance he should sign three (03) copies of declaration forms in the prescribed format, of terms and conditions for the appointment enclosed herewith and send them to the undersigned at the earliest but not later than one month of the receipt of this appointment order.

14) For his assignment of work, he will be responsible to the Director, Center for Distance Education, SNDT Women's University, Juhu, Mumbai-49 to whom he is assigned.

15) This order will be effective only after his acceptance of the conditions as mentioned herein above.

16) He is required to produce relieving letter from his present employer if employed, at the time of joining.

(Dr. S. Kurmudhavatti)
Registrar N. D. T. W. Unive
Centre for Distance Ed
Mumbai - 4

साक्षांकित प्रत

1 6 SEP 2014

Mr. Rahul Shamrao Sonawane,
14/B, Khanderao Police Society,
Chidod Road, Dhule. Pin Code – 424001.

Encl : As above

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)

No..........

SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY
01, Nathibai Thackersey Road, Churchgate, Mumbai - 400 020
Telegram : UNIWOMEN Telephone : 22031879 Fax : 2201 8226
Website : www.sndt.ac.in

Estb/Gen-78/2022-23/ 353
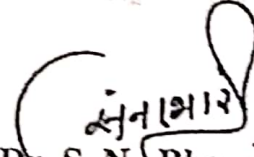
<u>OFFICE ORDER :</u>   10.05.2022

With reference to the recommendations of the Departmental Promotion Committee held on 10.05.2022, Shri. Satyawan Raut, (Open), Peon, (Unaided Department), (Class IV), Centre for Distance Education (Self Supporting Unit), SNDT Women's University, Mumbai–49 is hereby informed that he is considered for promotion to the post of Clerk-cum-Typist, (Class III) at Centre for Distance Education (Self Supporting Unit), SNDT Women's university, Juhu Campus, Mumbai - 49 in the time scale of Rs. 5200-20200 with GP Rs.1900/-plus admissible allowances with effect from 10.05.2022 on the following conditions :

1. This promotion is effected purely on temporary basis as per the directives of the Government of Maharashtra issued vide its letter No. BCC-2018/pra.kra.366/16-B dated 7th May 2021 and GR No. Sankirn2015/pra.kra.57/2015/visu-1 dated 14.01.2016.
2. His pay and post will be fixed subject to approval of Competent Authority of the University.
3. He will have to acquire the Typing/Computer Qualifications i.e. GCC in Marathi – 30 w.p.m. and GCC in English – 40 w.p.m. and MS-CIT as per G.R. No. Prashikshan 2000/ pra.kra. 61 /2001/39 dated 19.03.2003, within a period of two years. In case of his failure to acquire the said qualifications, his promotion so granted shall stand withdrawn on expiry of two years from the date of the promotion.
4. As and when there is an exigency of work, he shall be required to put more hours of work and also have to be available for work before and after office hours and on Sunday/General holidays as per the requirements and also have go on tour if the assignment demands.
5. His services will be governed by the Regulations, Ordinances and Statutes as prescribed by the University and M.C.S. Rule of the State Government from time to time.
6. Since his promotion is in the Class III cadre, his age of retirement will be as per rules of retirement for Class III employees (i.e. 58 years instead of 60 years as in Class IV) or as per the State Government orders, issued from time to time.
7. As far as his leave and other benefits are concerned, he will be eligible for the same, from the date of his first appointment in the University.
8. His services are transferable inter and intra Campuses.
9. He is advised to submit his acceptance to the conditions hereof in writing within three days from the receipt of this order and report to assigned duty from the stipulated reporting date failing which it will be presumed that he is not interested in the promotion and in that event the University will be at liberty to fill in the post by promoting next candidate from the seniority list.
10. This order will be effective only after his acceptance to the conditions as mentioned hereinabove.
11. He will work under the supervision of the Director, Centre for Distance Education, Juhu

Recurved by 26/5/2022 4:pm

Shri. Satyawan Raut,
Peon
Centre for Distance Education,
SNDT Women's University,
Juhu, Mumbai–49

Encl: Acceptance Form.

CENTRE FOR
DISTANCE EDUCATION,
JUHU CAMPUS,
MUMBAI - 400 049
SIGNATURE.......
DATE.......

(Dr. Vandana Sharma)
REGISTRAR (Addl. Charge)

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

Cc to : 1) The Finance and Accounts Officer, for inf. & n.a. 2) the I/C Director, Centre for Distance Education, Juhu, Mumbai 49 -with a request to send a joining report of the concerned employee. 3) The Deputy Registrar, Establishment Department 4) The Deputy Registrar, Special Cell 5) Master file

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दिनांक :- ११/०९/२०२३

आस्था/ता.नियुक्ती-१/२०२३-२४/२४७

प्रति,
श्रीमती. दिपाली कदम,
ए-४, न्यू स्वप्न सृष्टी,
को.ऑ.हा. सोसायटी, पाटील पाडा,
साकासार नगर, कुलगांव,
बदलापूर (पूर्व),
महाराष्ट्र - ४२१ ५०३.

विषय :- अस्थायी स्वरुपात कम्प्युटर ऑपरेटर या पदावर नियुक्तीबाबत.
संदर्भ :- मा. कुलगुरु यांचे दिनांक ०८/०५/२०२३ चे आदेश.

आपणास कळविण्यात येते की, आपली नियुक्ती कम्प्युटर ऑपरेटर या पदावर रु. १३,१९०/- इतक्या एकमुठी मानधनावर अस्थायी स्वरुपात दूरस्थ शिक्षण विभाग, जुहू आवार, येथे दिनांक ०८/०९/२०२३ ते दिनांक ०७/११/२०२३ या कालावधी करीता करण्यात येत आहे.

आपली अस्थायी नियुक्ती खालील अटींना अनुसरुन करण्यात येत आहे :-

१. विभागप्रमुखांनी वेळोवेळी दिलेल्या कार्यालयीन कामाच्या नबांबदा-यांचे पालन करणे.
२. विद्यापीठाने नेमून दिलेल्या वेळेचे पालन करावे.
३. कार्यालयीन वेळेत कोणतीही तक्रार प्राप्त झाल्यास आपणांस अस्थायी सेवेतून कमी करण्यात येईल.
४. वेळोवेळी विद्यापीठाच्या व्यवस्थापन परिषदेने घेतलेले निर्णय आपणांस लागू राहतील.
५. आपली नियुक्ती पूर्णतः अस्थायी स्वरुपाची असून आपण सदर पदावर स्थायी करण्याबाबतचा दावा करु शकत नाही.

(डॉ. विलास द. नांदवडेकर)
कुलसचिव

प्रत रवाना :-
१. संचालक, दूरस्थ शिक्षण केंद्र, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, जुहू आवार, मुंबई - ४०० ०४९.
२. सहाय्यक कुलसचिव, एस.पी.पी. विभाग, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, चर्चगेट आवार, मुंबई - ४०० ०२०.
३. सहाय्यक कुलसचिव, आस्थापना विभाग, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, चर्चगेट आवार, मुंबई - ४०० ०२०.
४. संग्रहार्थ.

Reg
SNDT Wom'
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Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
Mumbai - 400 020.

Phone : +91 22 2203 1879
Fax : +91 22 2201 6220

श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ
१, नाथीबाई ठाकरसी मार्ग, न्यु मरीन लाईन्स,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

आस्था/ता.नियुक्ती-१/२०२३-२४/८८२

दिनांक :- ११/०५/२०२३

प्रति,

श्रीमती. प्रिया जाधव,
जाधव निवास, एल्. इन्ड्यु. एम.-१६१/१/२,
गारोडीया इस्टेट, टी.पी.एस.-६, सब वे रोड नं. ०२,
सांताकुझ (पश्चिम),
मुंबई - ४०० ०५४.

विषय :- अस्थायी स्वरुपात लिपिक-नि-टंकलेखक या पदावर नियुक्तीबाबत.
संदर्भ :- मा. कुलगुरु यांचे दिनांक ०८/०५/२०२३ चे आदेश.

आपणास कळविण्यात येते की, आपली नियुक्ती लिपिक-नि-टंकलेखक या पदावर रु. १३,१९०/- इतक्या एकमुठी मानधनावर अस्थायी स्वरुपात दूरस्थ शिक्षण विभाग, जुहु आवार, येथे दिनांक ०८/०५/२०२३ ते दिनांक ०७/११/२०२३ या कालावधी करीता करण्यात येत आहे.

आपली अस्थायी नियुक्ती खालील अटींना अनुसरुन करण्यात येत आहे :-

१. विभागप्रमुखांनी वेळोवेळी दिलेल्या कार्यालयीन कामाच्या जबाबदा-यांचे पालन करणे.
२. विद्यापीठाने नेमून दिलेल्या वेळेचे पालन करावे.
३. कार्यालयीन वेळेत कोणतीही तक्रार प्राप्त झाल्यास आपणांस अस्थायी सेवेतून कमी करण्यात येईल.
४. वेळोवेळी विद्यापीठाच्या व्यवस्थापन परिषदेने घेतलेले निर्णय आपणांस लागू राहतील.
५. आपली नियुक्ती पूर्णतः अस्थायी स्वरुपाची असून आपण सदर पदावर स्थायी करण्याबाबतचा दावा करु शकत नाही.

(डॉ. विलास द. नांदवडेकर)
कुलसचिव

प्रत रवाना :-
१. संचालक, दूरस्थ शिक्षण केंद्र, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, जुहु आवार, मुंबई - ४०० ०५९.
२. सहाय्यक कुलसचिव, एस.पी.पी. विभाग, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, चर्चगेट आवार, मुंबई - ४०० ०२०.
३. सहाय्यक कुलसचिव, आस्थापना विभाग, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, चर्चगेट आवार, मुंबई - ४०० ०२०.
४. संग्रहार्थ.

Director,
Centre for Distance Education
SNDT Women's University
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Mumbai - 400049.

१००

आस्था/ता.नियुक्ती-९/२०२३-२४/२८३

दिनांक :- ११/०७/२०२३

प्रति,
श्रीमती. सारिका देठे,
रुम नं. ०८, चाळ नं. १४,
ई-वार्ड, डॉ. बी.आर. आंबेडकर मार्ग,
माटुंगा लेबर कँम्प,
माटुंगा (पूर्व),
मुंबई - ४०० ०१९.

विषय :- अस्थायी स्वरुपात लिपिक-नि-टंकलेखक या पदावर नियुक्तीबाबत.
संदर्भ :- मा. कुलगुरु यांचे दिनांक ०८/०७/२०२३ चे आदेश.

आपणास कळविण्यात येते की, आपली नियुक्ती लिपिक-नि-टंकलेखक या पदावर रु. १३,१९०/- इतक्या एकमुठी मानधनावर अस्थायी स्वरुपात दूरस्थ शिक्षण विभाग, जुहू आवार, येथे दिनांक ०८/०७/२०२३ ते दिनांक ०७/११/२०२३ या कालावधी करीता करण्यात येत आहे.

आपली अस्थायी नियुक्ती खालील अटींना अनुसरुन करण्यात येत आहे :-

१. विभागप्रमुखांनी वेळोवेळी दिलेल्या कार्यालयीन कामांच्या जबाबदा-यांचे पालन करणे.
२. विद्यापीठाने नेमून दिलेल्या वेळेचे पालन करावे.
३. कार्यालयीन वेळेत कोणतीही तक्रार प्राप्त झाल्यास आपणांस अस्थायी सेवेतून कमी करण्यात येईल.
४. वेळोवेळी विद्यापीठाच्या व्यवस्थापन परिषदेने घेतलेले निर्णय आपणांस लागू राहतील.
५. आपली नियुक्ती पूर्णतः अस्थायी स्वरुपाची असून आपण सदर पदावर स्थायी करण्याबाबतचा दावा करु शकत नाही.

(डॉ. विलास द. नांदिवडेकर)
कुलसचिव

प्रत रवाना :-
१. संचालक, दूरस्थ शिक्षण केंद्र, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, जुहू आवार, मुंबई - ४०० ०४९.
२. सहाय्यक कुलसचिव, एस.पी.पी. विभाग, श्रीमती ना. दा. ठा. महिला विद्यापीठ, चर्चगेट आवार, मुंबई - ४०० ०२०.
३. सहाय्यक कुलसचिव, आस्थापना विभाग, श्रीमती. ना. दा. ठा. महिला विद्यापीठ, चर्चगेट आवार, मुंबई - ४०० ०२०.
४. संग्रहार्थ.

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
Mumbai - 400 020.

Phone : +91 22 2203 1879
Fax   : +91 22 2201 6226

श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ

१, नाथीबाई ठाकरसी मार्ग, न्यु मरिन लाईन,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

आस्था/ता.नियुक्ती-१/२०२३-२४/ ६७ ९

दिनांक :- २७/०६/२०२३

प्रति,

श्री. बाळकृष्ण कंळबटे,
रुम क्रमांक २५६,
शास्त्री नगर, आलियावर जंग मार्ग,
सहार हॉटेलजवळ,
विले पार्ले (पूर्व),
मुंबई - ४०० ०५७.

विषय :- अस्थायी स्वरुपात लिपिक-नि-टंकलेखक पदावर नियुक्तीबाबत.

संदर्भ :- मा. कुलगुरु यांचे दिनांक २४/०६/२०२३ चे आदेश.

आपणास कंळविण्यात येते की, आपली नियुक्ती लिपिक-नि-टंकलेखक या पदावर रु. १३,१९०/- इतक्या एकमुठी मानधनावर अस्थायी स्वरुपात दूरस्थ शिक्षण विभाग, जुहु आवार, येथे दिनांक २३/०६/२०२३ ते दिनांक २२/१२/२०२३ या कालावधी करीता करण्यात येत आहे.

आपली अस्थायी नियुक्ती खालील अटींना अनुसरुन करण्यात येत आहे :-

१. विभागप्रमुखांनी वेळोवेळी दिलेल्या कार्यालयीन कामाच्या जबाबदा-यांचे पालन करणे.
२. विद्यापीठाने नेमून दिलेल्या वेळेचे पालन करावे.
३. कार्यालयीन वेळेत कोणतीही तक्रार प्राप्त झाल्यास आपणांस अस्थायी सेवेतून कमी करण्यात येईल.
४. वेळोवेळी विद्यापीठाच्या व्यवस्थापन परिषदेने घेतलेले निर्णय आपणांस लांगू राहतील.
५. आपली नियुक्ती पूर्णतः अस्थायी स्वरुपाची असून आपण सदर पदावर स्थायी करण्याबाबतचा दावा करु शकत नाही.
६. सदर नियुक्ती ०६ महिने किंवा निविदा प्रक्रिया होईपर्यंत जे आधी घडेल तेवढ्या कालावधीसाठी असेल.
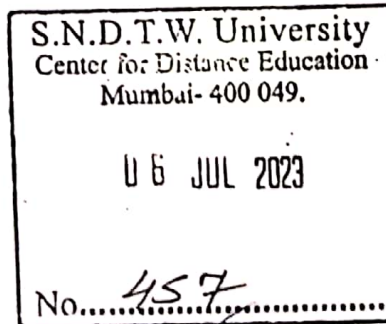
(डॉ. विलास द. नांदवडेकर)
कुलसचिव

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

१०२

Estb/Gen-78/2019-2020/ ६८२   June 15, 2019

OFFICE ORDER :

With reference to the recommendation of the Departmental Promotion Committee held on 15.06.2019, Smt. Malati Shinde (S.C.), Maid Servant, SNDT Women's University Hostel, Churchgate is hereby informed that, she is considered for temporary promotion to the post of Hawaldar at Centre for Distance Education (Self supporting Unit), SNDT Women's University, Juhu in the pay band of Rs. 4440-7440 with G.P. 1600/- with effect from 15.06.2019 on the following terms and conditions :

1. This promotion is effected purely on temporary basis as per the directives of the Government of Maharashtra issued vide its letter No. BCC-2017/pra.kra.312A/16-B dated 29th Dec. 2017 subject to the verdict of the Hon'ble Supreme Court of India in the Special Leave Petition No.28306 /2017.
2. Her promotion is made on unreserved post.
3. Her pay in the promotional post will be fixed subject to approval of competent authority of the SNDT Women's University, Mumbai.
4. Her services shall be governed by the prevailing M.C.S. Rules of the State Government or Rules or Statutes, Regulations as made applicable from time to time.
5. Her services shall be transferable inter and intra Campuses.
6. As and when there is any exigency of work, she shall be required to put in more hours of work and also have to be available for work before and after office hours and on Sundays/General Holidays as per the requirements and also have to go on tour if the assignment demands.
7. She will be required to submit her acceptance to the terms and conditions as stated herein in writing within three days from the receipt of this order to 1) The Director, CDE, Juhu, 2) The Establishment section, 3) S.P.P. Unit 4) concerned Head of the Dept./Principal and 5) Dy. Registrar, Special cell and report to assigned duty within the stipulated reporting date failing which it will be presumed that she is not interested in the promotion and in that event the University will be at liberty to fill in the post by promoting next candidate from the seniority list, from the concerned feeder cadre.
8. This order shall be effective only after her acceptance to the terms and condition as mentioned herein.
9. She shall be work under supervision of The Director, Centre for Distance Education, SNDT Women's University, Juhu.

S. N. D. T. W. University
Centre for Distance Education
Mumbai - 400 040

1 0 JUL 2019

No............ 1368

(Dr. Deepak Deshpande)
REGISTRAR

Smt. Malati Shinde,
Maid Servant,
SNDT Women's University Hostel,
Churchgate Campus, Mumbai

Encl: Acceptance Form
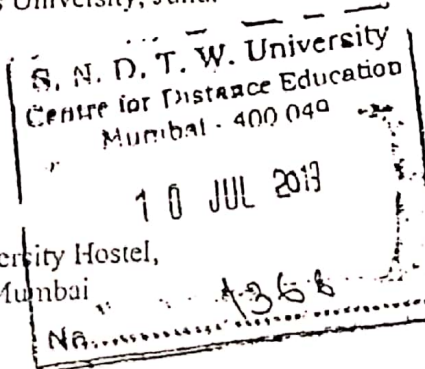
Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

Cc to: 1) Secretariat of the Vice Chancellor - for inf. 2) The I/C Director, Centre for Distance Education, Juhu 3) Finance and Accounts officer, S.N.D.T. Women's University, Mumbai -20 4) The Deputy Registrar, Establishment Section 5) The Deputy Registrar, Special Cell   6) SPP Unit 7) Master file.

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SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY

Estb/Gen-52/2000-01/
1301

1, Nathibai Thackersey Road.
Mumbai - 400 020.

November 28, 2000

ORDER OF THE REGISTRAR'S NO.
Estb/Gen-52/2000-01 dated 17th Oct. 2000

OFFICE ORDER:

With reference to the Office letter No.CDE/50/2000-01/423 dated September 19, 2000, Shri Mangesh Kate, Peon, Centre for Distance Education, SNDT Women's University, Mumbai-49 is hereby informed that he is confirmed in his post of Peon with effect from 1st July 2000 in the pay scale of Rs.2550-55-2660-60-3200.

(Dr. A.G. Bhalwankar)
Registrar (Addl. Charge)

Shri Mangesh Kate,
Peon,
Centre for Distance Education,
SNDT Women's University,
Mumbai - 400 049.

pgn:

c.c.to: 1. The Director, Centre for Distance Education,
SNDT Women's University, Mumbai-49.
2. Finance & Accounts Dept.
3. W. University, University Secretariat 4. Master file

M.K. Kate
9/10/2000

1 copy to Accounts, Original to Master
Personal file

.W. University
Distance Education

DEC 2000

Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049

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S.N.D.T. Women's University
1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
Mumbai - 400 020.
Phone : +91 22 2203 1879
Fax : +91 22 2201 6226

श्रीमती ना. दा. ठकरसी महिला विद्यापीठ
१, नाथीबाई ठाकरसी मार्ग, न्यू मरीन ला‍ईन,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

आस्था/ता नियुक्ती-१/२०२३-२४/१६३८

दिनांक :- ०५/१०/२०२३

प्रति,
श्री. निरज चुमार सिंग;
रुम क्र. बी. ३०२, महेश्वरी अपार्टमेंट,
नादब्रह्म सोसायटीसमोर,
अल्कापूरी, आचोळे रोड,
नालासोपारा (पूर्व) - ४०१ २०९.

विषय :- अस्थायी स्वरुपात शिपाई या पदावर नियुक्तीबाबत.
संदर्भ :- मा. कुलगुरू यांचे दिनांक २७/०९/२०२३ चे आदेश

आपणास कळविण्यात येते की, आपली नियुक्ती शिपाई या पदावर रु. १५,०५०/- इतक्या एकमुस्त मानधनावर अस्थायी स्वरुपात दुरस्थ शिक्षण विभाग, श्रीमती नाथीबाई दामोदर ठकरसी महिला विद्यापीठ, जुहू आवार, जुहू - ४०० ०४९, येथे दिनांक २५/०९/२०२३ ते दिनांक २२/०३/२०२४ या कालावधी करीता करण्यात येत आहे.

आपली अस्थायी नियुक्ती खालील अटींना अनुसरुन करण्यात येत आहे.

१. विभाग प्रमुखांनी वेळोवेळी दिलेल्या कार्यालयीन कर्मांच्या जबाबदा-यांचे पालन करणे.
२. विद्यापीठाने नेमून दिलेल्या वेळेचे पालन करावे.
३. कार्यालयीन वेळेत कोणतीही तक्रार प्राप्त झाल्यास आपणास अस्थायी सेवेतून कमी करण्यात येईल.
४. वेळोवेळी विद्यापीठाच्या व्यवस्थापन परिषदेने घेतलेले निर्णय आपणास लागू राहतील.
५. आपली नियुक्ती पूर्णत: अस्थायी स्वरुपाची असून आपण सदर पदावर स्थायी करण्याबाबतचा दावा करु शकत नाही.
६. सदर नियुक्ती ०६ महिने किंवा निविदा प्रक्रिया होईपर्यंत जे आधी घडेल तेवढ्या कालावधीसाठी असेल.

डॉ. विलास द. नांदवडेकर
कुलसचिव

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Director,
Centre for Distance Education
SNDT Women's University
Juhu Rd, Santacruz (West)
Mumbai - 400049.

SHREEMATI NATHIBAI DAMODAR THACKERSEY

WOMEN'S UNIVERSITY

Pariksha Bhavan, Sir Vithaldas Vidyavihar, Juhu Road, Santacruz (West), Mumbai-400 049.
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Confidential : 2661 2265
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BACHELOR OF COMPUTER APPLICATIONS (Sem. III to VI)

1. AURANGABAD –(A.E.V.P.M) **College:-223 Centre:-172** Ms.Raavee More (9960932424) **Superintendent of Examination** AEVPM Women's College, Behind Radha Krishna Mandir, Cidco N-1 Auranagabad-431001 Tel. : 0240-2473755 Email-223womenscollege@gmail.com	**2. AURANGABAD - (I.I.F.S.T)** **College:-178 Centre:-232** Mr. GaneshSonawane (9309989877/8055226801) **Superintendent of Examination** Indian Institute of Food Science & Technology, Opp. Nath Seeds, Paithan Road, Plot No.1, Itkeda, Near MaaBaapkiDarga, Aurangabad – 431001 Tel. : 02406452313 / 8055226801 Email-exam@iifst.org
3. CHEMBUR **College : 283 Centre : 250** Ms.Priyanka Mahadik (9619105987) **Superintendent of Examination** Jamanabai H Wadhwa College of Technology, Opp. Inlaks Hospital, Chembur Colony, Mumbai 400074. Email-spvulchi@yahoo.com / priya9rahate@gmail.com	**4. CHIPLUN (REGAL COLLEGE)** **College:- 264 Centre : 036** Mrs.Vaishali Shahaji Bhosale (9158563643) **Superintendent of Examination** Regal College of Technology At Post Kondhe, Guhagar Road, Tal-Chiplun, Dist-Ratnagiri Pin- 415605. Tel.: 8329104876/935684246 vaishalibhosale753@gmail.com
5. DHULE **College :-028 Centre :- 010** Mr.Dilip Chaudhari (9423918184) **Superintendent of Examination** W.K.B. SevaMandal's Art's & Commerce College for Women, Vidyanagari, Deopur-Dhule, Pin-424005 Tel. : 02562-272949 Email – prin_wkbs@rediffmail.com	**6 . AURANGABAD (KHOJEWADI)** **College : 477 Centre : 351** Mrs.Savita Khatode (9637162222) **Superintendent of Examination** ManavVikas Kalyan Pratisthan Defence Career Academy Sr.college, ShahapurBanjar, Khhojewadi, Post-Asegaon, Tal-Gangapur, Dist-Aurangabad-431002 Tel : 9637162222 Email : dcasr477@gmail.com mvkp.dca@gmail.com/ksrahane@gmail.com
7. MALAD **College:-024 College :-006** Ms.Deepa Sharma (9820495951) **Superintendent of Examination** Shri M.D.Shah Mahila College of Arts & Commerce, B J Patel Road, Malad-(West), Mumbai-400064 Tel-28824860/61319000 Email- shrimdshahcollege@gmail.com	**8. OROS** **College:-343 Centre:-254** Ms.Shubhada Gandhgale (9730247691) **Superintendent of Examination** Dnyankunj College of Information Technology & Management, Rawalnath Nagar, Oros. Tal-Kudal, Dist-Sindhudurg. Pin-416628 Tel-02362-228761, Email- dnyankunjcollege@gmail.com

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E-mail : arexam@sndt.ac.in; ar2exam@sndt.ac.in

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Degree, Migm., Certi. : 2661 2877
M.Phil., Ph.D : 2660 3259
Confidential : 2661 2265
Tech., Pharm., BCA, BMS : 2661 5985

9. MALEGAON **College** :- 284 **Centre** :- 015 Mr.Tushar P. Sharma (9423549307) **Superintendent of Examination** Kai Bhausaheb Hiray Smarnika Samiti Trusts Indira College, Dr.B.V.HireMarg,GolibarMaidan, DabhadiMarg, Malegaon, Nashik Malegaon -423105. Tel:- 9822347820 Email :-284.hiraybca@gmail.com hiraybca@gmail.com	**10.MAHAD (REGAL)** **College:-** 316 **Centre:-** 245 Ms. Siddhi Bhosale (7066034202) **Superintendent of Examination** Regal College of Technology,Navenagar, KunbiBhavan, Near S T Depot, Dist-Raigad , Mahad -402301 Tel:-02145-222181 Email :-sampada.shirke93@gmail.com
11.PUNE S.N.D.T College :-15 Centre:-012 Dr.Anjali Kadam. (9403186439) **Superintendent of Examinations** ShreematiNathibaiDamodarThackersey Arts & Commerce College for Women, Maharshi Karve Vidya Vihar, Karve Road, Pune-411038. Tel:-8805669762 Email:- : collegepune@sndt.ac.in jeclerk2@collegepune.sndt.ac.in sndtartspune@gmail.com	**12.WAI (SATARA)** **College**:-429 **Centre**:-217 Ms.Swaranjali Ingawale (9145582119) **Superintendent of Examination** Bachelor of Computer Applications College, 410, Madhaliali, Tal-Wai, Dist-Satara. Pin-412803 Tel-02167-220116, 220052 Email :-bcacollegewai429@gmail.com
13.AURANGABAD (MBSS)- **College : 476** **Centre : 357** Ms. Dhanashree Kulkarni (8468900849) **Superintendent of Examination** ShriManmathswamiBahuuddeshiya SevabhaviSanstha, EklavyaMahavidyalaya, At-SataraParisar, Tal &Dist-Aurangabad Maharashtra – 431010 Tel : 8149539366 Email : aryacomputer.net@gmail.com eklavyacollegeaurangabad@gmail.com	**14.KOLHAPUR (MODERN)** **College**:-242 **Centre**:-031 Ms. Swati Patil (9922633177) **Superintendent of Examination** Dr. C. H. Kawchale Charitable Trust's Modern College Kolhapur, 1961 'E' Ward, Rajarampuri 10th Lane, Kolhapur-416008. Tel :-0231-2526588/67 Email:-242.moderncollege@gmail.com privk92@gmail.com
15.LATUR :KESHARBAI KALE **College : 277** **Centre : 236** Mr.Satish Kamble (8055143700) **Superintendent of Examination** Kesharbai Kale Girls College of Computer Science & Information Technology, 2nd floor, Padhmalaksh Complex, Near UshakiranTheater, Latur-413512. Tel:-02382-222308/8805060777 Email-277kkcollege@gmail.com	**16. PUNE: K. B. JOSHI** **College** : 017 **Centre** : 058 Ms. Swati Sayankar (9822091969) **Superintendent of Examination** MaharshiKarveStreeShikshanSamstha's K B Joshi Institute of Information Technology, BCA College, Karvenagar, Cummins College Campus, Pune-411052. Tel : 020-25470171/25477599 Email :-Swatisayankar@rediffmail.com

SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY
Pariksha Bhavan, Sir Vithaldas Vidyavihar,
Juhu Road, Santacruz (West), Mumbai-400 049.
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M.Phil., Ph.D : 2660 3259
Confidential : 2661 2265
Tech., Pharm., BCA, BMS : 2661 5985

17. SANGLI : C.B.SHAH **College** : 026 **Centre** : 013 Dr.SujataKarade (9850195027) **Superintendent of Examination** Smt.ChampabenBalchand Shah Mahila Mahavidyalaya, Ratanshinagar, Sangli 416416. Tel : 9822198122 Email :- cbshah10@yahoo.com shahshidkhilare@gmail.com	**18. AKKALKUWA : KHAPER** **College :** 285 **Centre :** 226 Prof. Ajabsing S.Padvi (8007783332) **Superintendent of Examination** D.A.V. ShaikshanikMandal's Devmogra Mata Art's College & BCA College for Women, At-Khaper, Tal- Akkalkuwa, Dist-Nandurbar-425419 Email :- mailme.vkpatil@rediffmail.com
19. PARBHANI **College :** 333 **Centre:** 116 Mr. Shaikh Afzal Usman (8788254950) **Superintendent of Examination** Priyadarshani Women's BCA College, C/O Bhalerao Hospital Building, Shivaji Nagar, Tal &Dist-Parbhani 431401 Tel : 02452-228844 Email :-pwbcacollege@gmail.com ashokajoshi.123@gmail.com	**20. NANDURBAR : S.R.AJMERA** **College :** 266 **Centre :** 018 Shri. Sanjay M. Marathe (7768931624) **Superintendent of Examination** W.K.BhaginiSevaMandalDhule's Dr.S.R.Ajmera BCA College for Women, Kamala Nehru Campus, Station Road, Nandurbar-425412. Tel : 02564-222751/8421634445 Email : bca266nandurbar@gmail.com
21. DOMBIVALI (W) **College :** 448 **Centre :** 457 Mr.Sndeep S.Magar (Left college) (8693051733/8082433734) **Superintendent of Examination** Knowledge Park for Rural Development, Late ParvatibaiJondhale Women's Law College Old Domboivali Road, Shastrinagar, Dist-Thane, Dombivali-421202 Email :-vjsrc.principal@gmail.com magardasharat@yahoo.com pjondhale.womenslaw@gmail.com	**22. MATUNGA (AUTONOMOUS)** **College :** 041 **Centre :** 007 Dr. Mala Pandurang (9323072805/9869377536) **Superintendent of Examination** Smt.KamalabenGambhirchand Shah Departmenr of Computer Applications Dr.BhanubenMahendraNanavati College of Home Science, 338, R A Kidwai Road, Matunga, Mumbai-400019. Email :- smesedu@gmail.com
23. NAGPUR (SADABAI RAISONI) **College :** 187 **Centre :** 016 Mr. Ganesh Prasad (9306321984) **Superintendent of Examination** Sadabai Raisoni women's College, 1st Floor,345, Shraddha House Kingsway, Nagpur- 440001. Tel : 91-712-6617181 / 0712-6464047	**24. RATNAGIRI** **College :** 056 **Centre :** 026 Ms. Sneha Kotawadekar (9423290983) **Superintendent of Examination** MaharshiKarveStreeShikshanSamstha's College of Computer Applications for Women, Shirgaon, Ratnagiri : 415629. College Contact : 7972997567 Email : snehu5174@rediffmail.com 056.mksssbcartn@gmail.com

SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY
Pariksha Bhavan, Sir Vithaldas Vidyavihar, Juhu Road, Santacruz (West), Mumbai-400 049.
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Degree, Migm., Certi. : 2661 2877
M.Phil., Ph.D : 2660 3259
Confidential : 2661 2265
Tech., Pharm., BCA, BMS : 2661 5985

25. SATARA (M.K.) **College : 061　　　Centre : 050** Mrs. Nikam Samiksha (9822024691) **Superintendent of Examination** MKSS College of Computer Application for Women, 714 A/B, Kanyashala, ShaniwarPeth, Satara-415002. Tel : 02162- 227647/231052 College Contact:8421915560 Email : bca_college@rediffmail.com	**26. SHAHADA** **College : 267　　　Centre : 065** Mr. R. G. Khedkar (8983013413) S. T. Co. Op. Education Society's Art's College for Women, Limited, Sr. Arts MahilaMahavidyalaya, Shahada, Dist- Nandurbar – 425409. Tel : 02565 – 223532 Email : 070.artsshahada@gmail.com rgkhedkar40@gmail.com
25. GRANT ROAD (GAMDEVI) **College : 408　　　Centre : 263** Dr. Santosh Kaul Kak (9819762337) **Superintendent of Examination** Marwadi Sammelan's Sitaram Deora Institute of Management Studies, 11, Krishna Kunj, Waccha Gandhi Road, Gaodevi, Grant Road(W), Mumbai. E-mail skkbmr@gmail.com , 408.sdeorainstgmt@gmail.com Email : principal@bmrgirlscollege.com	**26. BHANDUP** **College : 359　　　Centre : 194** Ms.Rajitha Nair (8879235522) **Superintendent of Examination** K.S.E.T'S College of Computer Applications, AadarshVidyalaya& Jr. College, Nardas Nagar, TembiPada Road, Bhandup-(West), Mumbai- 400078.　Tel : 022-25963030 Email : ksetcollege359@gmail.com nair.rajitha67@gmail.com
27. SHRIWARDHAN **College : 358　　　Centre : 247** Mr. Anil K. Wani (9850671543) **Superintendent of Examination** MaharshiKarve Modern College for Women, I.T.I Building, Ganesh Aali, Shriwardhan, Dist-Raigad – 402110　Tel : 02147-223432 Email : anilwani62@gmail.com maharshikarvecollege@sndt.sc.in	**28. UDGIR** **College : 265　　　Centre : 041** Mr. Dinesh Patil (9493928196) **Superintendent of Examination** AhilyaBahuuddeshiyaShikshanPrasarakMandal's, Swami Samarth Computer Science College, Nidebun Road, near TulsiDham, Udgir, Dist-Latur-413531 Tel : 02385-253453 Email : 265.ssbcacollegeudgir@gmail.com
29. AHMEDNAGAR (NEWASA) **College : 346　　　Centre : 258** Jitendra Koli. (9021638715) **Superintendent of Examination** SulochanaBhalekarSamajik&BahuUddeshiy ShikshanSamstha'sBhanshivre, Bachelor of Computer Applications (BCA) Tal :Newasa , Dist : Ahmednagar. Tel : 02427-244891 Email : bcabhabshivre@gmail.com	**30. GHATKOPAR** **College : 022　　　Centre : 005** Dr. Asha Menon (9892474794) **Superintendent of Examination** Smt.P.N.Doshi Women's College of Art's, Cama Lane, Ghatkopar-(West) Mumbai-400086. Tel : 25135439 / 25123484 Email : principalspndoshi@gmail.com

31.KALYAN (REGAL) **College : 344**　　　**Centre : 248** Ms.Sunita Barhatte (7678047686) **Superintendent of Examination** Regal College of Technology & Management, 05th Floor, RamkrishnaBhavan Building, Above Indusland Bank, Agra Road, SahjanandChowk, Kalyan-West – 421301 Email : regalcollegekalyan@gmail.com	**32.KANKAVALI (REGAL)** **College : 345**　　　**Centre : 037** Ms.Trupti Mondkar (9420028849) **Superintendent of Examination** Regal College of Computer Application, At Post-Janavali (Dalviwadi), Tal-Kankavali, Mumbai-Goa Highway, Dist-Sindhudurg, Pin-416602, Tel : 7066034204 Email : regalcollege.kankavli@gmail.com
33.NAGPUR (AAKAR) **College : 422**　　　**Centre : 271** Ms. Pooja H. Rane (9096917684,7722088207) **Superintendent of Examination** Aakar Bahuuddeshiya Gramin Vikas Sanstha, Near Tahshil Office, Hingna, Kanholibara Road, Nagpur- 441110 Tel : 7104295466 Email : aakarwomens@gmaial.com	**36. LATUR (JEEVAN REKHA)** **College : 241**　　　**Centre : 235** Mr.SantoshTrimukhe (8788298900) **Superintendent of Examination** JeevanRekhaPratishthanLatur, Mahila BCA College, Near IT Park, Plot No-E-51, M.I.D.C,　Latur 413512 Tel : 02382-224556 / 8788298900 Email : jrp.latur@gmail.com 241.mahilalatur@gmail.com
37 KOLHAPUR (GURUKUL) **College : 420**　　　**Centre : 278** Mr. Prasad D. Koli (8888753263) **Superintendent of Examination** Gurukul Shikshan Sanstha, Bachelor of Computer Application, Royal Gate Way office no. 0/6A, 2nd Floor, Opp. RenukaMandir, Main Road, Kasaba Gawada,　Tal-Karveer, Dist-Kolhapur 416003. Tel : 8888753263	**38 KOLHAPUR (TITAVE)** **College : 452**　　　**Centre : 324** Mr. Prashant Palkar (7218180066) **Superintendent of Examination** **Shahid Shikshan Prasarak Mandal,** Shahid Virpatni Laxmi Mahavidyalay Titave, Tal-Radhanagari, Dist-Kolhapur Pin-416208 Email : svlm.titave@gmail.com
39 SAWANTWADI **College : 320**　　　**Centre : 019** Ms. Minakshi S Patil (9423216416) **Superintendent of Examination** Centre for Education Technology & Health women's College of Computer Studies & Research,　　　BCA　　　College, wccsrbca@gmail.com 02363-2711120 Dist- Sindhudurg, Sawantwadi-416510 tivarekarsamiksha33@gmail.com	

BACHELOR OF COMPUTER APPLICATIONS
SEM. III

40 JALGAON (VP) **(Only Sem. III)**	41 KRANTICHOWK (AURANGABAD) **(Only Sem. III)**
College : 068 **Centre : 459** Prof. Yogita Ghongade (9892453796) **Superintendent of Examination** Godavari Foundation's Dr. Varshatai Patil Women's College of Computer Application, 306, BaliramPeth, Near TahsilKacheri, B/H ZillaParishad, Jalgaon-425001 Email:- varshapatilbca@gmail.com	**College : 492** **Centre : 368** Ms. Jyoti More (8767864719) **Superintendent of Examination** Savitrimai Mahila College, Kranti Chowk, Aurangabad, Dist- Aurangabad. Email :492savitrimaibca@gmail.com Mr. Santosh Pradhan (8625091775)
42 PARBHANI (KHADRABAD) **(Only Sem. III)**	43 NARHE (PUNE) **(Only Sem. III)**
College : 511 **Centre : 382** Mr.Kazi (9923003895) **Superintendent of Examination** Kazi Education & social Welfare Society, Indira Gandhi Mhavidyalaya, Khadrabad Plot, Parbhani - Tel : 8380890368 511.indiragandhimahavidyalaya@gmail.com	**College : 543** **Centre : 166** Mr.BhalchandraDeshmukh (9850066450) **Superintendent of Examination** KarmaveerShikshanPrasarakMandal, KarmveerVarishthaSr.College, Narhe, Pune Email 543karmveercollegepune@gmail.com

Prepared by : _____

Verified by : _____   (Dr.Pradnya Wakpainjan)

Assistant Registrar : _____   **Director (Addl Ch.)**

Board of Examinations and Evaluation

Ref.: Exam /BAMM /2023-24/25

Date: - 17/10/2023

TIME TABLE

Name of the Faculty	:	Faculty of Interdisciplinary
Name of Program/Exam	:	Bachelor of Arts (Mass Media)
Semester /Yearly	:	III (Fresh/Repeater)
Pattern	:	Revised- 2018
Exam Month / Year	:	November - 2023

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Thursday 23/11/2023	3011	Introduction to Print Media	75	11.00 a.m. to 01.30 p.m.
Saturday 25/11/2023	3012	Basics of Advertising	75	11.00 a.m. to 01.30 p.m.
Wednesday 29/11/2023	3013	Fundamentals of Public Relations	75	11.00 a.m. to 01.30 p.m.

Note: Practical & College Level Examination Should be conducted before University Theory Examinations.

Prepared by : 17/10/23

Verified by :

Assistant Registrar : 17/10/23

P.S.
12/10/23
(Dr. Pradnya Wakpainjan)
Director (Addl Ch.)
Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____

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Ref.: Exam /BAMM /2023-24/25   Date: - 17/10/2023

TIME TABLE

Name of the Faculty	:	Faculty of Science and Technology
Name of Program/Exam	:	Bachelor of Arts (Mass Media)
Semester /Yearly	:	III (Repeater)
Pattern	:	Revised- 2014
Exam Month / Year	:	November - 2023

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Thursday 23/11/2023	3001	Introduction to Print Media	75	11.00 a.m. to 01.30 p.m.
Saturday 25/11/2023	3002	Basics of Advertising	75	11.00 a.m. to 01.30 p.m.
Wednesday 29/11/2023	3003	Fundamentals of Public Relations	75	11.00 a.m. to 01.30 p.m.

Note: Practical & College Level Examination Should be conducted before University Theory Examinations.

Prepared by : _17/10/23_

Verified by : _____

Assistant Registrar : _17/10/23_

P S _____ 17/10/23

(Dr. Pradnya Wakpainjan)

Director (Addl Ch.)

Board of Examinations and Evaluation

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SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY
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Juhu Road, Santacruz (West), Mumbai-400 049.**
www.sndt.ac.in . E-mail : doee@sndt.ac.in; drexam@sndt.ac.in
E-mail : arexam@sndt.ac.in; ar2exam@sndt.ac.in

DOEE (D) : 2661 5159
Dy. Registrar : 2661 1524
Asst. Registrar : 2661 5138
Asst. Registrar 2 : 2660 3259
M.A., B.Ed., H. Sc., Nsg. : 2660 3322
B.A., B. Com, M. Com, Law : 2661 1595
Accounts : 2660 8374
Degree, Mgm., Certi. : 2661 2877
M.Phil., Ph.D : 2660 3259
Confidential : 2661 2265
Tech., Pharm., BCA, BMS : 2661 5985

Ref.: Exam /BAMM /2023-24/25

Date: - 17/10/2023

TIME TABLE

Name of the Faculty	:	Faculty of Interdisciplinary	
Name of Program/Exam	:	Bachelor of Arts (Mass Media)	
Semester /Yearly	:	IV (Repeater)	
Pattern	:	Revised- 2018	
Exam Month / Year	:	November - 2023	

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Thursday 23/11/2023	4011	Introduction to Broadcast Media	75	02.00 p.m. to 04.30 p.m.
Saturday 25/11/2023	4012	Integrated Marketing Communication	75	02.00 p.m. to 04.30 p.m.
Wednesday 29/11/2023	4013	Introduction to New Media	75	02.00 p.m. to 04.30 p.m.

Note: Practical & College Level Examination Should be conducted before University Theory Examinations.

Prepared by : _____ 17/10/23

Verified by : _____

Assistant Registrar : _____

(Dr. Pradnya Wakpainjan)
Director (Addl Ch.)
Board of Examinations and Evaluation

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E-mail : arexam@sndt.ac.in; ar2exam@sndt.ac.in

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TIME TABLE

Name of the Faculty	:	Faculty of Science and Technology
Name of Program/Exam	:	Bachelor of Arts (Mass Media)
Semester /Yearly	:	IV (Repeater)
Pattern	:	Revised- 2014
Exam Month / Year	:	November - 2023

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Thursday 23/11/2023	4001	Introduction to Broadcasting	75	02.00 p.m. to 04.30 p.m.
Saturday 25/11/2023	4002	Integrated Marketing Communication	75	02.00 p.m. to 04.30 p.m.
Wednesday 29/11/2023	4003	Introduction to New Media	75	02.00 p.m. to 04.30 p.m.

Note: Practical & College Level Examination Should be conducted before University Theory Examinations.

Prepared by : 17/10/23

Verified by : _____

Assistant Registrar : _____ 17/10/23

P S. _____
17/10/23
(Dr. Pradnya Wakpainjan)
Director (Addl Ch.)
Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____

Ref.: Exam /BAMM /2023-24/25   Date: - 17/10/2023

TIME TABLE

Name of the Faculty	:	Faculty of Interdisciplinary
Name of Program/Exam	:	Bachelor of Arts (Mass Media)
Semester /Yearly	:	V (Fresh/Repeater)
Pattern	:	Revised-2018
Exam Month / Year	:	November - 2023

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Friday 24/11/2023	5111	Introduction to Research (Advertising)	75	11.00 a.m. to 01.30 p.m.
	5211	Introduction to Research (Journalism)		
	5311	Introduction to Research (Animation)		
Tuesday 28/11/2023	5112	Advertising and Marketing	75	11.00 a.m. to 01.30 p.m.
	5212	Political and Economic Reporting		
	5312	Introduction to Animation		
Thursday 30/11/2023	5113	Branding	75	11.00 a.m. to 01.30 p.m.
	5214	Magazines and Journals		
	5314	Animation and Scripting		

**Note: Practical & College Level Examination Should be conducted before University Theory
Examinations.**

Prepared by : _17./10/23_

Verified by : _____

Assistant Registrar : _____ 17/10/23

P. S. _____ 17/10/25
(Dr. Pradnya Wakpainjan)
Director (Addl Ch.)
Board of Examinations and Evaluation

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Ref.: Exam /BAMM /2023-24/25

Date: - 17/10/2023

TIME TABLE

Name of the Faculty	:	Faculty of Science and Technology
Name of Program/Exam	:	Bachelor of Arts (Mass Media)
Semester /Yearly	:	V (Repeater)
Pattern	:	Revised-2014
Exam Month / Year	:	November - 2023

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Friday 24/11/2023	5101	Introduction to Research (Advertising)	75	11.00 a.m. to 01.30 p.m.
	5201	Introduction to Research (Journalism)		
	5301	Introduction to Research (Animation)		
Tuesday 28/11/2023	5102	Advertising and Marketing	75	11.00 a.m. to 01.30 p.m.
	5202	Political and Economic Reporting		
	5302	Introduction to Animation		
Thursday 30/11/2023	5103	Branding	75	11.00 a.m. to 01.30 p.m.
	5205	Magazines and Journals		
	5305	Animation and Scripting		

Note: Practical & College Level Examination Should be conducted before University Theory Examinations.

Prepared by : _____ 17/10/23

Verified by : _____

Assistant Registrar : _____

(Dr. Pradnya Wakpainjan)

Director (Addl Ch.)

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____

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Ref.: Exam /BAMM /2023-24/25   Date: - 17/10/2023

<u>TIME TABLE</u>

Name of the Faculty	: Faculty of Interdisciplinary
Name of Program/Exam	: Bachelor of Arts (Mass Media)
Semester /Yearly	: VI (Repeater)
Pattern	: Revised-2018
Exam Month / Year	: November - 2023

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Friday 24/11/2023	6111	Advertising & Society	75	02.00 p.m. to 04.30 p.m.
	6211	News Media Organization and Management		
	6311	Advanced Web Designing		
Tuesday 28/11/2023	6113	Laws & Ethics In Advertising	75	02.00 p.m. to 04.30 p.m.
	6213	Press Laws and Ethics		
	6312	3D Animation		
Thursday 30/11/2023	6313	SFX in Animation	75	02.00 p.m. to 04.30 p.m.

Note: Practical & College Level Examination Should be conducted before University Theory Examinations.

Prepared by : _____ 17 /10/23

Verified by : _____

Assistant Registrar : _____ 19/10/23

(Dr. Pradnya Wakpainjan)
Director (Addl Ch.)
Board of Examinations and Evaluation

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Date: - 17/10/2023

TIME TABLE

Name of the Faculty	:	Faculty of Science and Technology
Name of Program/Exam	:	Bachelor of Arts (Mass Media)
Semester /Yearly	:	VI (Repeater)
Pattern	:	Revised-2014
Exam Month / Year	:	November - 2023

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Friday 24/11/2023	6101	Advertising & Society	75	02.00 p.m. to 04.30 p.m.
	6201	News Media Organization and Management		
	6301	Advanced Web Designing		
Tuesday 28/11/2023	6104	Laws & Ethics In Advertising	75	02.00 p.m. to 04.30 p.m.
	6203	Press Laws and Ethics		
	6302	3D Animation		
Thursday 30/11/2023	6303	SFX in Animation	75	02.00 p.m. to 04.30 p.m.

Note: Practical & College Level Examination Should be conducted before University Theory Examinations.

Prepared by : ___17/10/23___

Verified by : _____

Assistant Registrar : ___17/10/23___

P.S. _____ 17/10/23
(Dr. Pradnya Wakpainjan)
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Centers and name of the Superintendent of Examinations for the Bachelor of Arts (Mass Media)
Nov/Dec - 2023

1. GHATKOPAR **CENTRE CODE :- 005 COLLEGE CODE:- 022** Dr. Asha Menon Princiapal, Smt. P.N.Doshi Women's College of Arts and Kum. U.R. Shah Women's College of Commerce, Ratan Baug, Cama Lane, Ghatkopar (W), Mumbai – 400 086. Mob. No. : 9892474794 Tel.No.: 022 - 2513 5439 / 2512 3484 E-mail: principalspndoshi@gmail.com	**2. MALAD** **CENTRE CODE :- 006 COLLEGE CODE :- 024** Dr. Deepa Sharma Princiapal, Shri. M.D. Shah Mahila College of Arts & Commerce, Bhailabhai Patel Road, Malad (West), Mumbai – 400 064. Mob. No. : 9820495951 Tel.No.: 022 - 2882 4860 / 2883 1622 E-mail: shrimdshahmahilacollege@gmail.com

3. GAMDEVI
CENTRE CODE :- 263   COLLEGE CODE :- 408
 	
Dr. Santosh Kaul Kak
Princiapal,
Sitaram Deora Institute of Management Studies 11/Krisha kunj, Vachha Gandhi Road Gamdevi
Mumbai: 400 007.
Mob. No. : 9819762337
Tel No : 022 - 2380 8130 / 2381 1881
E-mail : skkbmr@gmail.com
      408.sdeorainstmgmt@gmail.com
	4. NOIDA
	CENTER CODE:202 COLLEGE CODE:302
	
	Ms. Priyanka Sarkar
	HOD
	Satyam Fashion Institute,
	C -56 A/14&15, Sector- 62,
	Noida - 201309
	Phone- 01204242805, 4540130,
	Mobile: 9716662558
	email ID: office@satyamfashion.ac.in
	      programehead.bmm@satyamfashion.ac.in

5. KOLHAPUR **CENTER CODE:324 COLLEGE CODE:452** Mr. Prashant M Palkar Incharge Principal Shahid Virpatni Laxmi Mahavidhyalaya, Titave, Tal Radhanagari Dist: Kolhapur- Ph.: 02321-253471 Mob: -7218180066 email ID : svlm.titave@gmail.com	**6. JALANA** **CENTER CODE:311 COLLEGE CODE:451** Dr. Abhijit Kurkute Shivam Mahila Shikshan Prasarak Mandal, College of Home Science Kabadi Mohella, Opp,Udasi Math, Dist: Jalana Pin-460 203 Mob: -7888226658/7755999954 email ID : - 451clg@gmail.com / shiv58jaiswal@gmail.com

Prepared by : _17 /10/ 23_

Verified by : _____

Assistant Registrar : _17/10/23_

P. S. _17/10/23_
(Dr. Pradnya Wakpainjan)
Director (Addl Ch.)
Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____

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INSTRUCTIONS TO THE STUDENTS

1. The University reserves right to make changes in Examination Schedule and Centers.

2. Student should remain present in Examination Hall before half an hour of the commencement of the examination.

3. Students will not be permitted in Examination Hall without PRN number, valid Admit Card and Identity Proof.

4. Students should follow the instructions given by the Supervisor/ Superintendent of Examination.

5. Examination time will be as per time table all regular/repeater students, as the case may be.

6. Seat numbers will be displayed on the Notice Board of the Examination Centers, two days prior to the date of commencement of the examination.

7. Students will be admitted to Examination Hall only on the production of valid Admit Card issued by the University and valid Identity Card issued by the college.

8. Students are forbidden to take any books, papers and mobile phones into the Examination Hall.

9. Students will be permitted to appear for examination only in the subjects stated in the Admit Card.

10. If at any time, it is detected that the student has failed to satisfy any of the requirements prescribed under the rules OR that the university has not received her Examination Forms and Examination fee within the prescribed time limit, her appearance at the examination shall be invalid and her performance at the examination will not be taken into consideration.

11. Students are advised to retain their Admit Card till they receive their mark sheet and if they have any query regarding the appearance at the examination, they should write to the undersigned along with the photocopy of the Admit Card.

12. Students should write all the details of the examination on the cover page of the answer bookwith black or blue ink ball pen and avoid overwriting.

13. Students appearing for their practical examination are advised to contact the Examination Centers/Colleges to ascertain the dates of Practical Examination.

P.S.
17|10|24

(Dr. Pradnya Wakpainjan)
Director (Addl Ch.)
Board of Examinations and Evaluation

SHREEMATI NATHIBAI DAMODAR THACKERSEY

WOMEN'S UNIVERSITY

**Pariksha Bhavan, Sir Vithaldas Vidyavihar,
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TIME TABLE

Name of the Faculty	:	Faculty of Interdisciplinary
Name of Program/Exam	:	Bachelor of Arts (Mass Media)
Semester /Yearly	:	I (Fresh/Repeater)
Pattern	:	2018
Exam Month / Year	:	December - 2023
	:	College Level

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Monday 11/12/2023	1011	Effective Communication Skills	100	11.00 a.m. to 02.00 p.m.
Tuesday 12/12/2023	1012	Fundamentals of Mass Communication	75	11.00 a.m. to 01.30 p.m.
Wednesday 13/12/2023	1013	Contemporary World History	75	11.00 a.m. to 01.30 p.m.
Thursday 14/12/2023	1014	Introduction to Sociology	75	11.00 a.m. to 01.30 p.m.
Friday 15/12/2023	1021	Traditional Media	75	11.00 a.m. to 01.30 p.m.

Prepared by : _____ 17/10/23

Verified by : _____

Assistant Registrar : _____ 17/10/23

P S _____ 17/10/23

(Dr. Pradnya Wakpainjan)

Director (Addl Ch.)

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____

Ref.: Exam /BAMM /2023-24/25   Date: - 17/10/2023

TIME TABLE

Name of the Faculty	:	Faculty of Science and Technology
Name of Program/Exam	:	Bachelor of Arts (Mass Media)
Semester /Yearly	:	I (Repeater)
Pattern	:	Revised- 2014
Exam Month / Year	:	December - 2023
	:	College Level

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Monday 11/12/2023	1001	Effective Communication Skills	100	11.00 a.m. to 02.00 p.m.
Tuesday 12/12/2023	1002	Fundamentals of Mass Communication	75	11.00 a.m. to 01.30 p.m.
Wednesday 13/12/2023	1003	Contemporary World History	75	11.00 a.m. to 01.30 p.m.
Thursday 14/12/2023	1004	Traditional Media	75	11.00 a.m. to 01.30 p.m.
Friday 15/12/2023	1005	Introduction to Sociology	75	11.00 a.m. to 01.30 p.m.

Prepared by : _17 /10 /23_

Verified by : _____

Assistant Registrar : _____ 17/10/23

P.S. _____ 17/10/23

(Dr. Pradnya Wakpainjan)

Director (Addl Ch.)

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____

CamScanner

Ref.: Exam /BAMM /2023-24/25   Date: - 17/10/2023

TIME TABLE

Name of the Faculty	:	Faculty of Interdisciplinary
Name of Program/Exam	:	Bachelor of Arts (Mass Media)
Semester /Yearly	:	II (Repeater)
Pattern	:	Revised- 2018
Exam Month / Year	:	December - 2023
	:	College Level

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Monday 11/12/2023	2011	Environment Studies	75	02.00 p.m. to 04.30 p.m.
Tuesday 12/12/2023	2012	Indian Political and Economical Systems	75	02.00 p.m. to 04.30 p.m.
Wednesday 13/12/2023	2013	Introduction to Psychology	75	02.00 p.m. to 04.30 p.m.
Thursday 14/12/2023	2021	Events Management	100	02.00 p.m. to 05.00 p.m.
Friday 15/12/2023	2014	Introduction to Computers	100	02.00 p.m. to 05.00 p.m.

Prepared by : _____ 17/10/23

Verified by : _____

Assistant Registrar : _____ 17/10/23

(Dr. Pradnya Wakpainjan)

Director (Addl Ch.)

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____

Ref.: Exam /BAMM /2023-24/25   Date: - 17/10/2023

TIME TABLE

Name of the Faculty	: Faculty of Science and Technology
Name of Program/Exam	: Bachelor of Arts (Mass Media)
Semester /Yearly	: II (Repeater)
Pattern	: Revised- 2014
Exam Month / Year	: December - 2023
	: College Level

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Monday 11/12/2023	2001	Environmental Studies	75	02.00 p.m. to 04.30 p.m.
Tuesday 12/12/2023	2002	Indian Political and Economical Systems	75	02.00 p.m. to 04.30 p.m.
Wednesday 13/12/2023	2003	Introduction to Psychology	75	02.00 p.m. to 04.30 p.m.
Thursday 14/12/2023	2004	Events Management	75	02.00 p.m. to 04.30 p.m.
Friday 15/12/2023	2005	Introduction to Computers	75	02.00 p.m. to 04.30 p.m.

Prepared by : _17 /10 /23_

Verified by : _____

Assistant Registrar : _17/10/23_

P S. _17/10/23_
(Dr. Pradnya Wakpainjan)
Director (Addl Ch.)
Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____

CamScanner

CENTRE FOR THE
BACHELOR OF MANAGEMENT STUDIES (B.M.S.) SEM. III TO VI
EXAMINATIONS TO BE HELD IN NOV/DEC – 2023

1	CHURCHGATE	2	MATUNGA
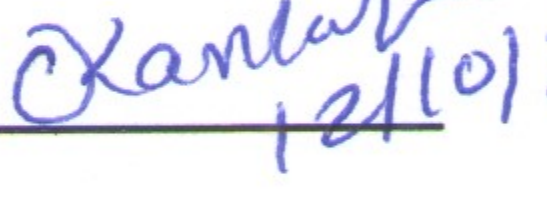
1 CHURCHGATE

Centre Code :004   College Code :002

To,
Dr. Vandana Sharma
Superintendent of Examinations,
SNDT Arts and SCB College of Commerce and
Science for Women.
1,Nathibai Thackersey Road, New Marine Lines,
Churchgate, Mumbai : 400 020.
Tel. No. 22093789, Mob. No. 9323961047
Email. Sndt.acsw@yahoo.com
principalsndtvs@gmail.com

2 MATUNGA

Centre Code :007   College Code :021

To,
Dr. Archana Patki
(Superintendent of Examinations)
Smt. Maniben M.P Shah Women's College of
Arts and Commerce,
338, R.A Kidwai Road,
Matunga
Mumbai – 400 019
Mobile:- 9920929532/9920385557
Tel No. 022-2409 5869 / 2401 3964
Email Id:- 021.mmpshah@gmail.com

3 MALAD

Centre Code :006   College Code :024

To,
Dr. Deepa Sharma
Superintendent of Examinations,
Shri. M.D. Shah Mahila College of Arts and
Commerce, B.J. Patel Road, Malad (W),
Mumbai-400 064.
Tel. No. 28824860, Mob. No. 9820495951
Staff: Mrs. Saraswathi Karkera - 8879178040
Email. Shrimdshahmahilacollege@gmail.com
mrsdeepasharma@gmail.com

4 BHAVNAGAR

Centre Code :003   College Code :032

To,
Mr. Vishnu G. Bagul
Superintendent of Examinations,
Smt.N. C. Gandhi and Smt. B.V. Gandhi Mahila
Arts & Comm. College.
883, Diamond Chowk, Bhavnagar-364 001.
Tel. No. 0278-2203180/2210108
Mob. No. 09409535578
Email. gandhimahilacollege@gmail.com

5 VILE-PARLE (WEST)

College Code: 027   Centre Code: 008

To,
Dr. (Mrs.) Rajeshree P. Trivedi
(Superintendent of Examinations)
Maniben Nanavati Women's College,
Vallabhbhai Road,
Vile-Parle (West), Mumbai – 400 056.
Mobile: 9820375069/ 9975090465
Staff: Mr. Naresh Lad - 9969163945
        Mr. Prashant Chaugule - 8286250031
Email Id – mnwcollege@hotmail.com
rita.chandarana@mnwc.edu.in

6 CHEMBUR

Centre Code :250   College Code :282

To,
Mrs. Shobha Kailash Kokane
Superintendent of Examinations,
Amar Shaheed Hemu Kalani Yadgar Mandal's
Kothari College of Management Studies,
Nr. Inlaks Hospital, Opp. Santoshi Mata Temple,
Chembur Colony, Mumbai-400 074.
Mob. No. 9967671471/ 8291889881
Staff: Mrs. Pratibha V. Ghorpade - 8082180535
Email: 282.kotharibms@gmail.com
Hemukalani_trust@yahoo.co.in
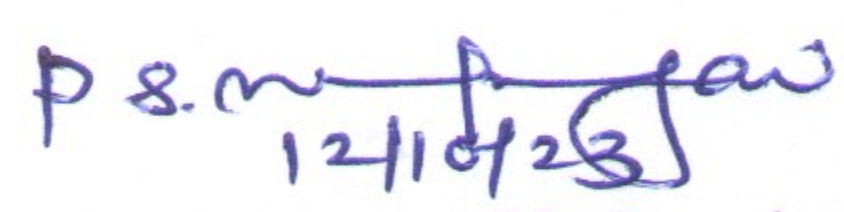
7	**GHATKOPAR** **Centre Code :005 College Code :022** To, **Dr. Asha Menon** Superintendent of Examinations, Smt. P. N. Doshi Women's College of Com. And Dr. (Smt.) Nanavati B.M. Women's College of Home Science, Ratanbaug, Cama Lane Ghatkopar (W), Mumbai - 400 086. Tel. No. 022-25135439 /25123484 Mob. No. 9969265288/ 9892474794 Staff: Ms. Rohini Pardeshi - 9022273589 Email. principalspndoshi@gmail.com	8	**GAMDEVI** **College Code: 023 Centre Code: 263** To, **Dr. Santosh Kaul Kak** (Superintendent of Examinations) B.M. Ruia Girl's college, 11, KrishnaKunj, Vaccha Gandhi Road, Gamdevi, Mumbai – 400 007. Tel. No: 2380 8130 / 2381 1881 Mobile: 9819 762 337/ 8422930956 Staff: Mr. Ashok Sauda - 9322916729 Email Id :- principal1958@gmail.com 023.bmrgirlscollege@gmail.com
9	**NAGPUR** **College Code: 425 Centre Code: 016** To, **Dr. Durgesh Wasnik** Superintendent of Examinations, Umang Geetai College Women's Education, Panjra, Behind BSNL Office, Koradi Road, Nagpur-441 111. Mob. No. 9970466049 Staff : Mr. Nilesh Meshram - 8208233253 Email.umanggeetaicollege0425@gmail.com	10	**AURANGABAD** **COLLEGE:223 CENTRE: 172** To, **Mrs. Raavee Rajendra More** (Superintendent of Examinations) Ashwaghosh Education &Vyayam Prasarak Mandal's Women's college of Bachelor in Computer Application, CIDCO, N-1, Behind Radha Krushna Mandir, Aurangabad – 431 003. Tel.: 0240-2486617/2473755 Mob. No. 9960932424/ 9960932424 Staff: Jogdand Randheer Rangnathrao 9179231212 Email id : 223womenscollege@gmail.com
11	**NASHIK** **Centre Code :011 College Code :037** To, **Mr. Yashwant S. Kelkar** Superintendent of Examinations, S.M.R.K. Arts & Fine Arts, B.K. Comm. & A.K. Home Science Mahila Mahavidyalaya, Prin, T.A, Kulkarni Vidyanagar Nashik - 422 005. Mob. No. 9960883540 / 7507190014 Email.kelkaryashwant@gmail.com	12	**BEED** **College Code:444 Centre Code: 119** To, **Dr.Ashwini S Bhedre** (Superintendent of Examinations) Tulsi College of Fashion Design, Sant Dnyaneshwar Nagar, Behind Government ITI , Beed -431122 Tel. No. **Principle Mob:- 8767222936** **Staff Mob:-9823383660.** **E-Mail 444tulsifashion@gmail.com**

13	**DOMBIVALI (THANE)**	14	**JALNA**

<table>
<tr><td>

College Code: 448   **Centre Code:009**

To,

Mr. Sandeep S. Magar
(Superintendent of Examinations)
Late Paravatibai Jondhale Women's Law School
Vashalitai Jondhale International Centre,
Opp New Lodha Palava, Khoni,
Dombivali (E) - 421 204.
Sup. No. 8693051733
Principle. Mob. 9167732019
Staff – Mr. Sudam A. Chavan
8767403333/ 8082433734
Email.vjsrc.principal@gmail.com
Pjondhale.womenslaw@gmail.com

</td><td>

College Code – 451   **Centre Code-311**

To,

Mr. Mangesh Mudiraj
Superintendent of Examinations,
Shivam Mahila Shikshan Prasarak Mandal,
College of Home Science, Kabadi Mohella
Opp Udasi
Math, Jalna -460203
Mob.: 7755999954
Mob. 7558512599 (Coll. No.)
Mob.: 9834034643 (Coll. Clerk)
Email - shiv58jaiswal@gmail.com

</td></tr>
</table>

Prepared by : _____
Verified by : _____ 12/10/23
Assistant Registrar : _____

(Dr. Pradnya Wakpainjan)

Director (Addl Ch.)

Board of Examinations and Evaluation

SNDTWU List of All Court Case

Sr. No	Writ Petition No.	Court/Jurisdiction	Status as on Date
1	WP No. 1983/2003	Bombay High Court	Admitted (Unready)
2	CIVIL WP No. 2008/2006	Bombay High Court	Admitted (Unready)
3	Appeal No. 06/2010	School Tribunal (Pune)	
4	Suit No. 638 of 2010	Bombay High Court	Pre - Admission
5	WP / 1455 / 2011	Bombay High Court	Pre - Admission
6	CIVIL WP/2160/2016	Bombay High Court	Pre - Admission
7	CIVIL WP/2158/2016	Bombay High Court	Pre - Admission
8	CIVIL WP/2156/2016	Bombay High Court	Pre - Admission
9	CIVIL WP/2159/2016	Bombay High Court	Pre - Admission
10	CIVIL WP/2162/2016	Bombay High Court	Pre - Admission
11	CIVIL WP/3705/2016	Bombay High Court	Next date for hearing
12	WP/376/2016	Bombay High Court	Pre - Admission
13	REVIEW-(L) NO. 95 OF 2018	Bombay High Court	
14	WP NO-10916/2018	High Court (Aurangabad Bench)	Hearing
15	WP/1727/2018	Bombay High Court	Pre - Admission
16	WP / 3137 / 2018	Bombay High Court	Pre - Admission
17	Civil WP/3855/2019	Bombay High Court	Admitted (Unready)
18	Civil WP/10737 /2019	Bombay High Court	final hearing
19	Civil WP /10645 / 2019	Bombay High Court	final hearing
20	WP / 2301 / 2019	Bombay High Court	Pre - Admission
21	WP / 2639 / 2019	Bombay High Court	Pre - Admission
22	WP/1634/2019	Bombay High Court	Pre – Admission
23	WP/11131/2019	High Court (Aurangabad Bench)	Next date for Hearin
24	WP(L) No. 1900/2019	Bombay High Court	Pre - Admission
25	WP/3158/2019	High Court (Aurangabad Bench)	Pre - Admission

26	WP/408/2019	Bombay High Court	Admitted (Unready)
27	Civil WP / 3640 / 2020	Bombay High Court	Pre - Admission
28	WP NO- 2333/2020	High Court (Nagpur Bench)	Pre - Admission
29	Complaint (ULP) No. 130/2020	Labour Court at Mumbai	Hearing
30	WP /1141/2021	Bombay High Court	final hearing
31	Criminal WP /5895/2021	Bombay High Court	final hearing
32	WP /1367/2021	Bombay High Court	Pre - Admission
33	STWP/14254/ 2021	Bombay High Court	Pre - Admission
34	Civil WP / 2224 / 2021	Bombay High Court	final hearing
35	CWP / 5864 / 2021	Bombay High Court	Pre - Admission
36	Civil WP /8305/ 2021	Bombay High Court	final hearing
37	WP / 2555 / 2021	Bombay High Court	Pre - Admission
38	WP /1734 / 2021	Bombay High Court	Pre - Admission
39	Contempt Pet 28053/2022	Bombay High Court	final hearing
40	Contempt Pet 28051/2022	Bombay High Court	final hearing
41	Contempt Petition in WP/29/2022	Bombay High Court	final hearing
42	CWP / 9233 / 2022	Bombay High Court	final hearing
43	Civil WP / 14647 / 2022	Bombay High Court	final hearing
44	Civil WP / 14646 / 2022	Bombay High Court	final hearing
45	Contempt Pet. In WP /17868/2022	Bombay High Court	Pre - Admission
46	Civil WP / 13260 / 2022	Bombay High Court	Pre - Admission
47	Civil WP / 2812 / 2022	Bombay High Court	Hearing
48	Civil WP / 9175 / 2022	Bombay High Court	Pre - Admission
49	Civil WP /10843 / 2022	Bombay High Court	Pre - Admission
50	WP No-5540/2022	High Court (Aurangabad Bench)	Hearing
51	WP No-5559/2022	High Court (Aurangabad Bench)	Hearing
52	WP No- 5544/2022	High Court (Aurangabad Bench)	Hearing
53	WP NO- 5541/2022	High Court (Aurangabad Bench)	Hearing
54	WP NO.-8559/2022	High Court (Aurangabad Bench)	Hearing
55	WP NO-7528/2022	High Court (Aurangabad Bench)	Hearing

56	WP NO-9860/2022	High Court (Aurangabad Bench)	Hearing
57	WP NO-11002/2022	High Court (Aurangabad Bench)	Hearing
58	WP/5198/2022	High Court (Aurangabad Bench)	Hearing
59	Execution Application Special Darkhast No.59 /2022	Pune City Civil Court	Hearing
60	Execution Application Special Darkhast No.58 /2022	Pune City Civil Court	Hearing
61	Recovery Application PGA 1 – 108 / 2022	Labour Court at Mumbai	Hearing
62	Recovery Application PGA 1 – 160 / 2022	Labour Court at Mumbai	Hearing
63	WP 10737 of 2019	Bombay High Court	final hearing
64	WP 10645/2019	Bombay High Court	final hearing
65	Interim Application/987/ 2023	Bombay High Court	Pre - Admission
66	WP /1367 / 2023	Bombay High Court	Pre - Admission
67	Civil WP No. 7651/2023	Bombay High Court	final hearing
68	Misc-Application No.16 of 2023 (u/s-85) In Appeal No.14 of 2019	Bombay University College Tribunal	Hearing
69	In Appeal No.13 of 2023	Bombay University College Tribunal	Hearing
70	WP/2375/2023	Bombay High Court	Pre - Admission
71	WP (L) No.29730 of 2023	Bombay High Court	Pre - Admission
72	WP NO-4665/2023	High Court (Aurangabad Bench)	Hearing
73	WP No. 3997/2023	High Court (Aurangabad Bench)	Hearing
74	WP No. 2237/2023	High Court (Aurangabad Bench)	Pre - Admission
75	WP/8557/2023	High Court (Aurangabad Bench)	Pre – Admission
76	WP/5360/2023	High Court (Nagpur Bench)	Pre – Admission

महाराष्ट्र MAHARASHTRA   ◑ 2023 ◐   76AA 310280

Affidavit

The **Shreemati Nathibai Damodar Thackersey Women's University, 1, Nathibai Thackersey Road, New Marine Lines, Mumbai-400020** undertakes to abide by the following terms and conditions dulyapproved by the statutory bodies of the university;

And accordingly

We, **Dr. Vilas Nandavadekar** Registrar and **Dr. Smriti Bhosle** Director, Centre for Distance & Online Education of **Shreemati Nathibai Damodar Thackersey Women's University, 1, Nathibai Thackersey Road, New Marine Lines, Mumbai-400020** University/Higher Educational Institution do hereby solemnly affirm and declare as under **(For Dual mode University)**

1

Director
Centre for Distance Education
SNDT Women's University,
Juhu Road, Santacruz (West),
Mumbai - 400 049.

Registrar
SNDT Women's University
Mumbai - 20

—परिशिष्ट-१ / Annexure-1

फक्त प्रतिज्ञापत्रासाठी / Only For Affidavit

१) मुद्रांक विक्री नोंदवही अनु. क्र./दिनांक.................. Adv. RAKESH TRIPATH

२) मुद्रांक विकत घेणाऱ्याचे नांव, रहिवासाचा पत्ता व सही.
M.A., LL.B

३) परवानाधारक मुद्रांक विक्रेत्याची सही
ADVOCATE HIGH COURT
Shop No. 4, Opp. M.S.E.B. Bldg.,

व परवाना क्रमांक तसेच मुद्रांक विक्रीचे ठिकाण/पत्ता
A. K. Marg, Bandra (E), Mumbai - 5

परवाना क्रमांक ८०००१६

मुद्रांक विक्रेचे ठिकाण/पत्ता: बांद्रा बार असोसिएशन
विसकर बिल्डींग, २ रा माळा, लॉयर चेंबर, बांद्रा मेट्रोपोलिटन
मजिस्ट्रेट कोर्ट, ए. के. मार्ग, वांद्रे पूर्व, मुं.-४०००५१.

शासकीय कार्यालयासमोर न्यायालयासमोर प्रतिज्ञापत्र सादर
करणेंसाठी मुद्रांक कागदाची आवश्यकता नाही.

(शासन आदेश दि. ०१/०९/२००४ नुसार) ज्या कारणासाठी
लागांनी मुद्रांक खरेदी केला त्यांनी त्याच कारणासाठी मुद्रांक

सौ. रोशनी दामोळकर

NOTARY
P. C. DWIVEDI
MAHARASHTRA
Regd. 6838
GOVT. OF INDIA

NOTAR
P. C. DWIVEDI
MAHARASHTRA
Regd. 6838
GOVT. O

We,_____Vice Chancellor and_____Registrar of _____University/Higher Educational Institution (full name and address), do hereby solemnly affirm and declare as under (**For Open University**):

1. That this Higher Educational Institution namely **Shreemati Nathibai Damodar Thackersey Women's University, 1, Nathibai Thackersey Road, New Marine Lines, Mumbai-400020** wishes to apply for the recognition of Open and Distance Learning Programmes and /or Online Programmes (as **applicable**) to be offered under University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments from the **academic year 2023-24, academic session beginning February, 2024 and onwards.**

2. That the deponents have fully understood all clauses, all terms and conditions as stipulated in the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments.

3. That the Higher Educational Institution is eligible in all respect to apply for offering programmes through; a) Open and Distance Learning (ODL) mode, OR b) Online Learning mode , OR c) Open and Distance Learning (ODL) and Online Learning mode (**as applicable**), as per University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments.

4. That the Higher Educational Institution after getting programme wise recognition shall scrupulously abide by all the terms and conditions as stipulated under University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments alongwith compliance to all the provisions regarding;

    a) Centre for Internal Quality Assurance (CIQA): Annexure-I

    b) Conduct of Examination and Minimum Standards for Examination Centres: Annexure-II

    c) Territorial Jurisdiction and Regulating Provisions for different types Of Higher Educational Institutions: Annexure-III

    d) Human Resource and Infrastructural Requirements: Annexure-IV

    e) Guidelines on Programme Project Report (PPR) : Annexure-V

    f) Quality Assurance Guidelines of Learning Material in Multiple Media and Curriculum and Pedagogy: Annexure-VI

    g) Guidelines on Self-Learning Material and E-Learning Material: Annexure-VII

    h) Learner Support Centres :Annexure-VIII

Director, Centre for Distance Edu.   2

Registrar
SNDT Women's University
Mumbai - 20

i) Assessment Criteria for offering Online Programmes through Non-Swayam Learning Platform: Annexure IX

j) Grievance Redress Mechanism: Annexure X

5. That the Higher Educational Institution shall adhere to various directives issued by the Commission from time to time.

6. That the Higher Educational Institution shall not offer prohibited programmes i.e. programmes not permitted to be offered in Open and Distance Learning Mode and Online mode in Higher Education as mentioned in clause (z) of regulation 2 of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments.

7. That the Higher Education Institution shall ensure compliance to other relevant UGC Regulations and norms issued by the relevant statutory/regulatory bodies from time to time.

8. That, for the programmes falling under the ambit of a statutory or regulatory authority or regulatory council, the Higher Educational Institution has the approval or recommendations of the respective statutory or regulatory authority or regulatory council for offering the programmes in Open and Distance Learning mode or Online mode, as applicable; and has also submitted the same to UGC along with the application.

9. That the Higher Educational Institution shall ensure to provide all such information asked by UGC and display the same information as per mandatory disclosure of information as stipulated under regulation 9 ofthe University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

10. That the Higher Educational Institution shall not offer any Open and Distance Learning (ODL) Programmes and Online Programmes and admit students thereto unless it has been granted recognition by the Commission and admission shall not be made in anticipation of the recognition.

11. That the Higher Educational Institution undertakes to upload admission details on the portal within the stipulated time as decided by the Commission from time to time.

12. That the Higher Educational Institution is an Open University and shall obtain NAAC accreditation within one year of becoming eligible, failing which the Commission shall not accord further recognition to Open and Distance Learning (ODL) Programmes and/or Online Programmes **(Applicable only for New Open Universities)**.

13. That the Higher Educational Institution shall ensure the readiness/availability of Self Learning Material/E- Learning Material for all years/semesters of proposed ODL/Online programmes, as applicable. In
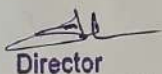
case of Online Programmes, Higher Educational Institution shall ensure its uploading on the learning platform before the start of academic session and information about the same shall be intimated to UGC in timely manner as per Annexure-VII of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

14. That all the information given by the Higher Education Institution in the proposal submitted to UGC is complete, true and correct and the deponents are fully aware of the consequences mentioned in relevant clauses, if the Higher Education Institution fails to abide by University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

15. That the deponents are fully aware that in case any information, documentary evidence submitted/produced by the Higher Educational Institution is found to be false or fake at a later stage or in case of any violation, UGC shall take punitive measures as mentioned in Regulation 7 of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 which includes withdrawal of the recognition of Open and Distance Learning (ODL) Programmes and Online Programmes and may also refer the matter to the Central or State Government as applicable for withdrawal of Higher Educational Institution status. It is the sole responsibility of the Higher Educational Institution for the career consequences of students, if any, arising out of the same.

Director
Centre for Distance Education
SNDT Women's University,
Juhu Road, Santacruz (West),
Mumbai - 400 049.
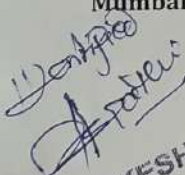
DEPONENT(S)

Registrar
SNDT Women's University
Mumbai - 20

VERIFICATION:

We, the above-named deponents, do hereby verify on 30 / 10 / 2023 at Mumbai that the contents mentioned above are correct and true statements.
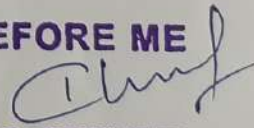
Adv. RAKESH TRIPATHI
M.A., LL.B.
ADVOCATE HIGH COURT
Shop No. 4, Opp. M.S.E.B. Bldg.
A. K. Marg, Bandra (E), Mumbai

NOTARY
P. C. DWIVEDI
MAHARASHTRA
Regd. 6838
GOVT. OF INDIA

DEPONENT(S)

BEFORE ME

P. C. DWIVEDI
B.A. LL B.
NOTARY GR. MUMBAI
MAHARASHTRA
(Govt of India)

3 0 OCT 2023

4

S.N.D.T. Women's University

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
MUMBAI - 400 020.

Phone : + 91 22 2203 1879
Fax   : + 91 22 2201 6226

A- Grade (CGPA 3.08)

श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ

१, नाथीबाई ठाकरसी मार्ग, न्यु मरिन लाईन,
चर्चगेट, मुंबई - ४०० ०२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

REG/128/2023-24/200.   October 30, 2023

UNDERTAKING CUM DECLARATION

We, **Dr. Vilas Nandavadekar** Registrar and **Dr. Smriti Bhosle** Director, Centre for Distance & Online Education of **Shreemati Nathibai Damodar Thackersey Women's University, 1, Nathibai Thackersey Road, New Marine Lines, Mumbai-400020** University/Higher Educational Institution, do hereby solemnly affirm and declare as under (**For Dual mode University**):

1. Our Higher Educational Institution namely **Shreemati Nathibai Damodar Thackersey Women's University, 1, Nathibai Thackersey Road, New Marine Lines, Mumbai-400020** appliedfor the recognition of Open and Distance Learning Programmes and/or Online Programmes (as applicable) to be offered under University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 from academic year 2023-24, academic session February, 2024 and onwards

2. We hereby undertake that the contents of duly notarized affidavit submitted by us with the application, are same as per the prescribed format of affidavit notified by the DEB, UGC and nothing has been changed thereof.

3. Further undertake that in case any violation is noticed in the format of affidavit at any stage and any information, documentary evidence submitted/produced by the Higher Educational Institution is found to be false or fake at a later stage or in case of any violation, UGC shall take punitive measures as mentioned in University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020. It is the sole responsibility of the Higher Educational Institution for the career consequences of students, if any, arising out of the same.

Signature with seal

Dr.Smriti Bhosle
Director
Email ID: cde@sndt.ac.in
Mobile No.:9819021219

Dr. Vilas Nandavadekar
Registrar
Email ID: registrar@sndt.ac.in
Mobile No.:8380017888

S.N.D.T. WOMEN'S UNIVERSITY

CENTRE FOR DISTANCE EDUCATION

**Sir. VithaldasVidhyavihar,Juhu Tara Road, Santacruz (W),
Mumbai - 400 049**

BACHELOR OF COMPUTER APPLICATIONS

PROGRAMME PROJECT REPORT (PPR)

A.Y. 2023 – 2024

Academic Session beginning February, 2024 onwards

**Application Submitted to Distance Education Bureau, University
Grants Commission, New Delhi**

Programme Project Report (PPR)

Bachelor of Computer Applications

Sr. No.	Heading	Particulars
1	Degree Awarded Body	S.N.D.T. Women's University
2	Teaching Institution	Centre for Distance Education
3	Programme Name	Bachelor of Computer Applications
4	Programme Duration	Three years
5	Minimum Eligibility for Programme	10+2 (Higher Secondary Examination)
6	Programme Credits	120
7	Qualification Framework Level	Under Graduate
8	Nature of Target Group of Learners	Working Women/ Girls /House wives
9	Date of Commencement	Academic Year 2023-2024
10	Programme Category: Professional/General	Professional

A. Programme's Mission and Objectives

Mission:

- The mission of the programme is to provide students to gain broad understanding of Computer Applications.

Programme Objectives:

- To demonstrate the fundamental concepts of interpersonal and professional communication.
- To encourage active listening with focus on content, purpose, ideas.
- To facilitate fluent speakingskills in social, academic and professional situations.
- To train in reading strategies for comprehending academic and business correspondence.
- To promote effective writing skills in business, technology and academic arenas.
- To develop logic which will help them to create programs in C.
- Demonstrate an understanding of computer programming language concepts.
- Design and develop computer programs, analyze, and interpret the concept of pointers, declarations, initialization, operations on pointers and their usage.
- By learning the basic programming constructs they can easily switch over to any other language in future.

B.   **Relevance of programme with institution's missions and goals**

Mission of S.N.D.T. Women's University:

1. S.N.D.T. Women's University is committed to the cause of women's empowerment through access to education, particularly higher education, through relevant courses in the formal and non-formal streams.

2. University is committed to provide a wide range of professional and vocational courses for women to meet the changing socio-economic needs, with human values and purposeful social responsibility and to achieve excellence with "Quality in every Activity"

Goals of S.N.D.T. Women's University

1. Provide access to higher education for women through formal and non- formal streams including adult and continuing education.

2. Provide a wide range of professional and vocational courses for women to meet the socio-economic demands.

3. Develop scholarship and research in emerging areas of study, particularly with focus on women's perspectives.

4. Inculcate among women positive self- concept, awareness of women's issues and rights with a rational outlook towards society.

5. Enhance purposeful education with 'human values' and social responsibility by participating in outreach programmes.

6. Achieve excellence in the academic disciplines, research and extension activities through emphasis on 'quality in every activity'.

Linkage with Programme Mission:

S.N.D.T. Women's University is committed to the cause of women's empowerment through access to education, particularly higher education, through relevant courses in the formal and non-formal streams. The S.N.D.T. Women's University's goals are inherited in the programme of Bachelor of Computer Applicationsof Centre for Distance Education. This programme delivers required theoretical inputs to students that develop creative thinking to make them experts and professionals in the field of Computer Applications. The congruence with the goals of the University, the Bachelor of Computer Applicationsenvisages to enhance purposeful education with 'human values' and social responsibility. The programme also aims at making students fit for taking up various jobs and to initiate and run self-employment ventures.

C.   Nature of Prospective Target Groups of Learners

Bachelor of Computer Applicationsis specifically designed to cater the need of students who are not able to study through regular mode. Working professional, working women, girls, house wives, students from rural areas, students who are not able to pursue regular courses due to various reasons are our target group learners.

Appropriateness of ODL mode for acquiring specific competencies or skills

To reach the unreached is the sole aim of ODL system of education. The learners who could not upgrade theireducational qualification for achieving higher education, ODL system offers learners effective way to upgrade theireducational qualification and achieve higher education and career enhancement.

1. Bachelor of Computer Applicationsprogramme has been developed with a view to provide an opportunity to those learners who wish to go for higher studies in Computer Applications.

2. The programme would be of great use for the learnerswish to working in the Managerial role, working people in various organizations and all fresh graduates who are desirous of acquiring a Master's degree in Computer Applications.

3. The Bachelor of Computer Applicationsaims to impart in-depth computer applications knowledge.

D. Instructional Design

Course Curriculum

Curriculum is developed by the Statutory Authorities of SNDT Women`s University. Guidelines of UGC for the same are followed. It is updated as per the need and requirements. Syllabus of regular mode programs are implemented as it is, along with same units, total marks, and credits. The University follows the "Choice Based Credit System" for all programmes.

Programme Duration:

The programme duration of Bachelor of Computer Applicationsprogrammeis *Three years*.

Study Materials

The study material is developed in self- learning material (SLM) format as per the UGC regulations and on the guidelines laid down by statutory body. The S.N.D.T. Women's

University conducts Self-Learning Material (SLM) writing/ training workshop for teachers of the University. Study materials are collaboratively prepared in SLM format by subject experts from the S.N.D.T. Women's University and other Universities in Maharashtra and other states. Study materials are scrutinized by the SME, supervised by the instructor's / unit designers and edited by the language experts keeping in view the interest of the learner group. The course material is written in such a manner that the students can study it by themselves with a little assistance from Counsellors.

Faculty and Support Staff Requirements

Assistant Professor: 02

Supporting Staff – Will be provided by Centre for Distance Education (CDE)

Instructional Delivery Mechanism and Instructional Media

The following media is used for delivery of instructions for this programme:

Sr. No.	Media
1	Self-Learning Material (SLM)
2	PPT
3	Assignments
4	E-Learning
5	Online materials/ resources
6	Recorded lectures

Student Support Service Systems

The idea behind the Student Support Service is that there must be a real dialogue between the teacher and learner as it can enhance self- learning and also build the confidence among learners. At Centre for Distance Education, S.N.D.T. Women's University, learner support system is hassle- free and meaningful and learner friendly.

At the onset CDE provide academic counselling in terms of programme orientation, pointers on syllabi and schemes. Learners are supported at CDE to practice self- regulated learning strategies. A major portion of academic programme is supported with contact sessions.

The Centre for Distance Education provides the following student support services:

- Study Material in Self learning Material (SLM) format.
- Contact sessions
- University Library Membership available
- Solving students' problems in person and through email, Phone, post and Courier

- Student counseling in person and through email, phone post and Courier
- Question paper sets for the previous years are made available
- Admission Centers at various places in Maharashtra
- Examination Centers at various places in Maharashtra

Procedure for admissions, curriculum transactions and evaluation

Admission:

- The University will notify academic calendar of programs / courses in newspaper and on official website of the S.N.D.T. Women's University (www.sndt.ac.in)
- Admission process is online (www.sndt.digitaluniversity.ac.in)
- Admission will be conducted in online mode in as per the time period stipulated by University Grants Commission, Distance Education Bureau (UGC- DEB)

Eligibility:

- In keeping with the policy of 'openness' and flexibility admission to Bachelor of Computer Applications programme is ***open to all students passing higher secondary examination with 45% marks***coming from different streams.There is no entrance test for seeking admission.

Duration:

- The Programme can be completed in a minimum of **Three** years.

Fee Structure:

- Fee for the programme is to be paid year-wise. In the first year fee is Rs.31,460/-

Medium of Instruction:

- The Bachelor of Computer Applicationsis in English Medium.

Credits:

- In CDE, we follow the credit system. For obtaining degree of Bachelor of Computer Applicationslearner have to successfully complete courses worth 120 credits. These are spread in three years. Each year learner has to opt for 40 credits.

Curriculum Transactions:

- The curriculum to distance learners is delivered through printed Self Learning Materials (SLM's), face to face teaching and counseling, work books, assignments, audio/ video programmes and technology assisted teaching.

Academic Calendar:

Sr. No.	Activity	January Session		July Session	
		From	To	From	To
1.	Admissions	November	January	May	July
2.	Distribution of SLM	January	February	July	August
3.	Contact Programmes	January	May	July	November
4.	Assignment Submission	February	March	August	September
5.	Evaluation of Assignments	March	May	September	November
6.	Term End Examination	June		December	
7.	Declaration of Results	July		February	

Table title: **Academic Calendar** (For the programmes under **semester system**)

Evaluation:

The Term End Examination (TEE) evaluation system followed in Centre for Distance Education, S.N.D.T. Women's University. Term End Examination for Bachelor of Computer Applicationswill be conducted by Director, Board of Examinations and Evaluation, S.N.D.T. Women's University.

Method of Evaluation :

Programme	Contentious Evaluation	Term End Examination	Weightage in assessment
Bachelor of Computer Applications	Internal Assessment 25 Marks	Theory Examination 75 Marks	100 Marks

E. Requirement of the laboratory support and library resources

Laboratory: As the course have practical paper or any component for which laboratory facility is required therefore laboratory facility will be provided for Bachelor of Computer Applications.

Library: The students can use the library resources available at the University. The University has a well-equipped library at Churchgate campus known as Bharatratna Maharshi Karve Knowledge resource Centre. CDE also provides Library facility to students at Juhu Campus. The students are required to take the membership and then they can utilize the huge resources available in print and digital form. The collection of the BMK-Knowledge Resource

F. Cost estimate of the programme and the provisions

Sr. No.	Heads/ Particulars	Income	Expenses
1.	Registration Fees (Includes tuition fees, exam other fees etc.)	Rs. 31,460/- x 100 students = **Rs. 31,46,000** /-	
2.	Administrative Charges		**Rs.10,50,000/-**
3.	Examination Process		**Rs. 1,80,000/-**
4.	SLM Development		**Rs6,00,000/-**
5.	SLM Printing		**Rs. 3,60,000/-**
6.	SLM Distribution		**Rs. 50,000/-**
7.	teaching and support staff Salary		**Rs. 6,00,000/-**
8.	Miscellaneous expenses		**Rs. 3,06,000/-**

G. Quality assurance mechanism and expected programme outcomes

Quality assurance mechanism

The SNDT Women's University has established Centre for Internal Quality Assurance (CIQA) in accordance with the UGC ODLregulations 2020 to develop and put in place a comprehensive and dynamicinternal quality assurance system to provide high quality programmes of higher education. From the beginning, i.e. even from the Pre-admission phase the students will be taken care in terms of guidance byour academic and administrative members. At the most, care and support will be provided during the study period.Before and after examination proper guidance and counseling will be provided. The feedback from students onteaching will also be collected every semester using appropriate feedback formats. In order to monitor theeffectiveness of the programme the experience with the curriculum

will be collected based on the discussion alongwith students and teachers.

The entire curriculum is approved and revised by the statutory authorities of the SNDT Women's University. The quality of the Programmes offered through Distance Mode is been assessed, reviewed and monitored by the statutory committees of the University like Board of Deans, Academic Council Management Council etc. as well as Centre for Internal Quality Assurance **(CIQA)**.

SNDT Women's University, Mumbai

Syllabus

Bachelor Of Computer Applications (B.C.A.)

(2020-2021)

1, Nathibai Thackersey Road, Mumbai- 400020

www.sndt.ac.in

ELIGIBILITY

DEGREE COURSE – BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)

Course Name	Bachelor of Computer Applications (B.C.A.)
Level	Degree
Duration	3 Years
Medium of Instructions	English
Eligibility	A candidate for being eligible for admission to the three year course leading to the degree of Bachelor of Computer Applications must have passed the Higher Secondary School Certificate (Std. XII) examination conducted by the different Divisional Boards of the Maharashtra State Board of Secondary and Higher Secondary Education with 45% marks (40% for candidates belonging to Reserved category) with the following subjects :- (from any stream).

- English
- Any one of the Modern Indian Languages or Modern Foreign Languages or any classical Language or Information Technology/ Any four subjects carrying 100 marks each.

OR

- English
- Any one vocational subject carrying 200 marks
- Any three subjects carrying 100 marks each.

OR

Must have passed the Higher Secondary School Certificate (Std. XII) examination with the Minimum Competency based vocational courses (MCVC) conducted by the different Divisional Boards of the Maharashtra State Board of Secondary and Higher Secondary Education.

- English
- Any one of the Modern Indian Languages or Modern Foreign Languages

or any classical
- Language or Information Technology
- General Foundation Course.
- Any one subject carrying 300 marks from among the Minimum Competency based vocational courses prescribed by the Higher Secondary School Certificate examination from time to time.

OR

Must have passed an examination of other Board or Body Recognized as equivalent thereto.

OR

1. Must have passed any three year Government recognized Diploma programme.

B.C.A.II year :

- For a student from our University - should have cleared or has ATKT as admissible in first year in the same subject
- For a student from another university - studied at least two courses of four credits each in the I year in the same subject. Passed I year without ATKT.
- Should have passed three years Govt./ D.T.E. recognized Diploma Course.

B.C.A.III Year:

- For a student from our University - should have cleared second year in the same subject or has passed with admissible ATKT

For a student from another university – should have completed at least six courses of 4 credits each or 24 credits in the I and II year in the same subject. Passing in I and II year without ATKT.

BCA SEMESTER-I

Code	Subject	L	Pr./ Tu	Cr	Ext. Exam.	Int. Exam.	Total Marks
1101	Business and technical communication skills	2	-	2	25	25	50
1102	Problem Solving using C	4	-	4	75	25	100
1103	Web Programming	4	-	4	75	25	100
1104	Computer Fundamentals and Operating System	4	-	4	75	25	100
1105	Office Automation Tools	-	2	2	25	25	50
1201	Problem Solving using C Lab	-	2	2	25	25	50
1202	Web Programming Lab	-	2	2	25	25	50
	Total			20			500

SEMESTER-I	1 Credit = 25 Marks Total Credits = 20 Total Marks = 20*25=500

BCA SEMESTER-II

Code	Subject	L	Pr./ Tu	Cr	Ext. Exam.	Int. Exam.	Total Marks
2101	Environmental science & RTI	2	-	2	25	25	50
2102	Programming Methodology and C++	4	-	4	75	25	100
2103	Database Management System	4	-	4	75	25	100
2104	Mathematics I	4	-	4	75	25	100
2105	Principles & Practice of Accounting	2	-	2	25	25	50
2201	Programming Methodology and C++ Lab	-	2	2	25	25	50
2202	Database Management System Lab	-	2	2	25	25	50
	Total			20			500

SEMESTER-II	1 Credit = 25 Marks Total Credits = 20 Total Marks = 20*25=500

BCA SEMESTER-III

Code	Subject	L	Pr./ Tu	Cr	Ext. Exam.	Int. Exam.	Total Marks
3101	Data structures	4	-	4	75	25	100
3102	JAVA Programming	4	-	4	75	25	100
3103	Mathematics II	4	-	4	75	25	100
3104	Computer Organisation & Architecture	4	-	4	75	25	100
3201	Data structures Lab	-	2	2	25	25	50
3202	JAVA Programming Lab	-	2	2	25	25	50
	Total			20			500

SEMESTER-III	1 Credit=25 Marks Total Credits = 20 Total Marks = 20*25=500

BCA SEMESTER-IV

Code	Subject	L	Pr./ Tu	Cr	Ext. Exam.	Int. Exam.	Total Marks
4101	Python Programming	4	-	4	75	25	100
4102	Introduction to Microprocessor	4	-	4	75	25	100
4103	Computer Networks	4	-	4	75	25	100
4104	Software Engineering	4	-	4	75	25	100
4201	Python Programming Lab	-	2	2	25	25	50
4202	Introduction to Microprocessor Lab	-	2	2	25	25	50
	Total			20			500

SEMESTER-IV	1 Credit=25 Marks Total Credits = 20 Total Marks = 20*25=500

BCA SEMESTER-V

Code	Subject	L	Pr./ Tu	Cr	Ext. Exam.	Int. Exam.	Total Marks
5101	Mobile Application	4	-	4	75	25	100
5102	Artificial Intelligence	4	-	4	75	25	100
5103	Cyber Security	4	-	4	75	25	100
5104	Multimedia and Application	2	-	2	25	25	50
5105	Elective1-Management Information System	4	-	4	75	25	100
5106	Elective 2 - Search Engine Optimization	4	-	4	75	25	100
5107	Elective 3 - Data Analysis and Visualization	4	-	4	75	25	100
5108	Mobile (Android) Application Lab		2	2	25	25	50
	Total			20			500

SEMESTER-V	1 Credit=25 Marks Total Credits = 20 Total Marks = 20*25=500

BCA SEMESTER-VI

Code	Subject	L	Pr./ Tu	Cr	Ext. Exam	Int. Exam.	Total Marks
6101	Cyber Laws and Intelligent Property Rights.	4	-	4	75	25	100
6102	Data Warehousing & Data Mining	4	-	4	75	25	100
6103	IOT	2	-	2	25	25	50
6104	Elective 1 - Machine Learning	4	-	4	75	25	100
6105	Elective 2 - Block Chain Technology	4	-	4	75	25	100
6106	Elective 3 - Big Data & Cloud Computing	4	-	4	75	25	100
6107	Project	-	6	6	75	75	150
	Total			20			500

SEMESTER-VI	1 Credit=25 Marks Total Credits = 20 Total Marks = 20*25=500

Branch: BCA	Semester-I
Subject Code: 1101	Lecture: 02 Credit: 02
Course Opted	Ability Enhancement Compulsory Course – 1
Subject Title	**BUSINESS AND TECHNICAL COMMUNICAT ION SKILLS**

Course Objectives

- To demonstrate the fundamental concepts of interpersonal and professional communication.
- To encourage active listening with focus on content, purpose, ideas.
- To facilitate fluent speaking skills in social, academic and professional situations.
- To train in reading strategies for comprehending academic and business correspondence.
- To promote effective writing skills in business, technology and academic arenas.

Course Outcomes

- Enable the students' ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
- Will enable the students to distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
- They will be able to draft effective business correspondence with brevity and clarity.
- Enhance critical thinking by designing and developing clean and lucid writing skills.
- Enhance verbal and non-verbal communication ability through presentations.

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	**Communication** Basics of Communication, Process of Communication, Components of Communication, Factors of Communication, Barriers to Communication – Physical, Psychological, Semantics, Organizational and Interpersonal Barriers; How to overcome Barriers.	3	6
	2.	**Methods of Communication** Verbal (Written & Oral) Non-verbal - Non Verbal Communication-Personal appearance; Facial Expression, Movement, Posture, Gesture, Eye Contact	2	4
UNIT- II	3.	**Basic grammar and Grammar in context** Parts of speech, Verb, Tenses: Form and use, Articles and Prepositions, Transformations of sentences, Common Errors	3	6
	4.	**Vocabulary Building** Root words (Etymology), Meaning of Words in Context, Synonyms & Antonyms, Collocations, Prefixes & Suffixes, Standard Abbreviations	2	4
UNIT -	5.	**Parts of a Formal Letter and Formats** Parts/Elements of a Formal Letter - Letter heads	5	10

III		and/or Sender's Address, Dateline, Inside Address, Reference		

		Line(Optional), Attention Line(Optional), Salutation, ○ Subject Line, Body, Complimentary Close, Signature Block, Enclosures/Attachments, Complete/Full Block Format		
	6.	**Types of Letters in Both Formal Letter Format and Emails** Claim & Adjustment Letters, Request/Permission Letters **Emails**- Format of Emails, Features of Effective Emails, Language and style of Emails	3	6
UNIT-IV	7.	**Reading and Summarization of passages, reports, chapters, books** Graphic Organizers for Summaries - Radial Diagrams like Mind Maps, Flow Charts, Tree Diagrams, Cyclic Diagrams. Point-form Summaries- One-sentence Summaries of Central Idea	3	6
	8.	**Technical Writing:** What is Technical Writing, Role of a Technical Writer, Steps of Technical Writing Process **SRS Software Requirement Specifications:** Introduction, Goals **Report Writing:** Characteristics of writing a good report, Steps in Report Writing, Structure of Report, Types of Reports	4	8
		TOTAL	**25**	**50**

Text Book:

1. Urmila Rai, S M Rai, "Business Communications", Himalaya Publishing House, 2004

Reference Books:

1. Fluency in English - Part II, Oxford University Press, 2006.

2. Business English, Pearson, 2008.

3. Language, Literature and Creativity, Orient Blackswan, 2013.

4. Language through Literature, Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas, 2016

5. Sanjay Kumar & PushpLata (2018). Communication Skills with CD. New Delhi: Oxford University Press.

6. Hemphill, P.D., McCormick, D. W., & Hemphill, R. D. (2001). Business Communication with writing improvement exercises. Upper Saddle River,NJ: PrenticeHall.

7. Locker, KittyO. Kaczmarek, Stephen Kyo. (2019). Business Communication: Building Critical Skills, Mcgraw-hill.

8. Murphy, H.(1999). EffectiveBusiness Communication. Mcgraw-Hill.

9. Raman, M., &Sharma, S. (2016). Technical Communication: Principles andPractice. New Delhi: Oxford University Press.

Branch: BCA	Semester-I
Subject Code: 1102	Lecture: 04 Credit: 04
Course Opted	Core Course-1 (Theory)
Subject Title	**PROBLEM SOLVING USING C**

Course Objectives:
- To teach students a programming language.
- To help them learn problem solving techniques.
- To teach the student to write programs in C and to solve the problems

Course Outcomes:
Students will be able

- To develop logic which will help them to create programs in C.
- Demonstrate an understanding of computer programming language concepts.
- Design and develop computer programs, analyze, and interpret the concept of pointers, declarations, initialization, operations on pointers and their usage.
- By learning the basic programming constructs they can easily switch over to any other language in future.
- Develop applications

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	**Introduction to problem solving :** Concept: Steps in problem solving - (Define Problem, Analyze Problem, Explore Solution), Problem solving techniques - (Trial& Error, Brain Storming, Divide & Conquer) , Algorithms and Flowcharts (Definitions, Characteristics, Advantage& Disadvantages, Symbols, Examples), Pseudo-code(Definition, Conditional statements, Loops), etc.	5	10
	2.	**Overview of programming languages:** Definition of the program, Concept- Source code, Object code, Compilation, Interpretation, Execution, Input and Output, Debugging etc., Expressions, control structures; subroutines, Storage management; scoping rules; bindings for names, Storage types: Automatic , external, register and static variables	4	8
UNIT - II	3.	**Introduction to 'C' Language** : History of C Programming , Structures of 'C' , Programming, Simple example, Basic Input/ Output, Function as building blocks. Language Fundamentals : Character set, C Tokens, Keywords, Identifiers, Variables, Constant, Data Types, Comments	4	8
	4.	**Operators** : Types of operators, Precedence and Associativity, Expression. Statement and types of statements, Built in	6	12

		Operators and function., Console based I/O and related built in I/O Function: printf(), scanf(), getch(), getchar(), putchar(),etc; Concept of header files, Preprocessor directives: #include, #define, Conditional statements and Loops		
UNIT-III	5	**Control structures** Decision making structures : If, If-else , Nested If –else, Switch, Loop Control structures : While, Do-while, For, Nested for, while, do-while loop, Jumping statements: break, continue, goto, exit.	8	16
	6	**Functions:** Definition, Basic types of function, Declaration and definition, Function call, Types of function, Parameter passing, Call by value, Call by reference, Scope of variables, Recursion, String: Declaration, string Functions, String Manipulations	6	12
	7.	**Pointers** : Introduction to pointers, Pointer notation, Pointer arithmetic, Null Pointer	3	6
UNIT-IV	8.	**Arrays:** Definition, Declaration, Initialization, Bounds checking, One-Dimensional Array, Two-Dimensional Array, Passing array to a function, pointer to Array.	6	12
	9.	**Structure and Union**: Introduction to Structure, Definition, Declaration of Structure Variables, .Dot Operator, Nested Structure, Array of Structure, pointer to structure, Introduction to Union, Difference between Structure and Union .	4	8
	10.	**File Handling**: Concept of File, Definition, File operations(create, open, read, move , write, close), File opening Mode, Closing a file, Input/output operations, Creating and reading a file, Command Line Argument.	4	8
		TOTAL	**50**	**100**

Text Book:

1. C – programming E.Balagurusamy, Tata McGray Hill, 1990

Reference Books:

1. C: The Complete Reference (Fourth Edition), Herbert Schildt, Tata McGraw-Hill Education Pvt. Ltd., 2000

2. Ramkumar and Agrawal, "Programming in ANSI C", Tata McGraw Hill, 1996.

3. Y.P Kanetkar, "Let Us "C", , Infinity Science Press,2008

Branch: BCA	Semester-I
Subject Code: 1201	Lecture: 02
	Credit: 02
Course Opted	Core Course-1 (Practical)
Subject Title	**PROBLEM SOLVING USING C LAB**

Course Objectives:
- To enable the students to learn a programming language.
- To learn problem solving techniques
- To teach the student to write programs in C and to solve the problems.

Course Outcomes:
The student would be able
- Read, understand and trace the execution of programs written in C language.
- Write the C code for a given algorithm.
- Implement Programs with pointers and arrays, perform pointer arithmetic, and use the pre-processor. •
- Write programs that perform operations using derived data types.
- Implement simple file operations

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	Simple Program, Implementation of Operators : Built in Operators and function, Arithmetic, Logical, Relational, bitwise, Precedence and Associativity, composite statements. Unary, binary and ternary operators.	5	10
	2.	Concept of header files, Preprocessor directives: #include, #define. And macros implementations , Implementation of Storage types: Automatic external, register and static variables		
UNIT-II	3.	Console based I/O and related built in I/O function: printf(), scanf(), getch(), getchar(), putchar();		
	4.	Control Statement: Decision Making Statements, if, Nested if, if-else, Nested if-else, if-else-if, switch, etc. The Conditional Expression; Iterative Statements- The for loop, . The while loop, The do-while loop; Jumping Statements- The goto& label ,The break & continue, The exit() function	12	24
UNIT-III	5.	Implementation of Functions: Defining and accessing, passing arguments, Function prototypes, function calling mechanism, call by value, call by reference, recursive function; String Manipulations		
	6.	Pointer Declaration and Initialization of Pointer variables, pointer Arithmetic, Pointers and Character Strings		
	7.	Implementation of 1-D and multi dimension Array, One- Dimensional Array, Two-Dimensional Array, Passing array to a function, pointer to Array.	5	10

UNIT-IV	8.	Programs Using Structure and Union : Defining and Declaring Structure Variables, .Dot Operator, Nested Structure, Array of Structure, pointer to structure, Examples of Union.		
	9.	Programs using I/O Operations File Handling : File operations(create, open, read, move, write, close)	3	6
	10.	Input/output operations on file Character by –(fgetc, fputc), Reading and writing files		
		TOTAL	**25**	**50**

Text Book:

1. C – programming E.Balagurusamy, Tata McGray Hill, 1990

Reference Books:

1. C: The Complete Reference (Fourth Edition), Herbert Schildt, Tata McGraw-Hill Education Pvt. Ltd., 2000

2. Ramkumar and Agrawal, "Programming in ANSI C", Tata McGraw Hill, 1996.

3. Y.P Kanetkar, "Let Us "C", , Infinity Science Press,2008

Branch: BCA	Semester-I
Subject Code: 1103	Lecture: 04 Credit: 04
Course Opted	Core Course-2 (Theory)
Subject Title	WEB PROGRAMMING

Course Objectives:

- To give insight about latest technologies to design and develop web applications using client- side scripting, server-side scripting, and database connectivity.

Course Outcomes:

- To design web pages using HTML5 language, applying stylish information to web pages using CSS.
- To develop interactive web pages using JavaScript.
- To develop dynamic pages on the web server using PHP language and implement Database Driven Websites.
- Understand the various platforms, devices, display resolutions, viewports, and browsers that render websites
- To develop and implement client-side and server-side scripting language programs

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	**Introduction to web and Security Concepts** HTTP:Overview – HTTP Basics, Client request, Server response; HTTP Headers; Session Management – Persistent connections, Cookies. General concepts on web server: Configuration and Administration; virtual hosting, General concepts of caching proxy server , Web security, Digital signatures, Digital Certificates, Encryption, and Authentication	8	16
	2.	**HTML5** Basics of HTML elements and Tags. Introduction of HTML5 (evolutions, limitation of HTML4, advantages of HTML5, Overview of HTML5)	2	4
UNIT- II	3.	**Page Layout of Semantic Elements** (Header, Navigation, Section & Articles, Footer, aside and more. Organizing Text in HTML, Links and URLs in HTML, Tables in HTML, Images on a Web Page, Image Formats, Image Maps, Colors, FORMs in HTML, Frames in HTML Interactive Elements, Working with Multimedia - Audio and Video File Formats, HTML elements for inserting Audio / Video on a web page	7	14
	4.	**HTML5 Web Forms** HTML 5 Global Attributes Displaying a Search Input Field, Contact Information Input Fields, Utilizing Date and Time Input Fields, Number Inputs, Selecting from a Range of Numbers, Selecting Colors, Creating an Editable Drop-Down, Requiring a Form Field, Autofocusing a Form Field, Displaying Placeholder Text, Disabling Autocomplete,	7	14

		Restricting Values		
UNIT-III	5.	**CSS:** Understanding the Syntax of CSS, CSS Selectors, Inserting CSS in an HTML Document, CSS properties to work with background of a Page, CSS properties to work with Fonts and Text Styles, CSS properties for positioning an element	8	16
	6.	**JavaScript:** Using JavaScript in an HTML Document, Programming Fundamentals of JavaScript - Variables, Operators, Control Flow Statements, Popup Boxes, Core JavaScript (Properties and Methods of Each) : Array, Boolean, Date, Function, Math, Number, Object, String, regExp, Events and Event Handlers, Browser Objects - Window, Navigator, History, Location, Document, Cookies, Document Object Model, Form Validation using JavaScript.	12	24
UNIT-IV	7.	**INTRODUCTION TO PHP AND SQL**: - Server-side web scripting, Installing PHP, SQL, Adding PHP to HTML, Syntax and Variables, Passing information between pages.	6	12
		TOTAL	**50**	**100**

Text Book :

1. Web Programming, Guy W. Lecky Thompson, 2009, Cengage Learning

Reference Books:

1. Web Design The complete Reference, Thomas Powell, Tata McGrawHill

2. HTML and XHTML The complete Reference, Thomas Powell, Tata McGrawHill

3. JavaScript 2.0 : The Complete Reference, Second Edition by Thomas Powell and Fritz Schneider

4. PHP : The Complete Reference By Steven Holzner, Tata McGrawHill

Branch: BCA	Semester-I
Subject Code: 1202	Lecture: 02 Credit: 02
Course Opted	Core Course-2 (Practical)
Subject Title	**WEB PROGRAMMING LAB**

Course Objectives:
- To develop web applications using client-side scripting, server-side scripting, and database connectivity.

Course Outcomes:
- To design web pages using HTML5 language, applying stylish information to web pages using CSS.
- To develop interactive web pages using JavaScript.
- To develop dynamic pages on the web server using PHP language and implement Database Driven Websites.
- To develop and implement client-side and server-side scripting language programs

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT-I	1.	**Use of Basic Tags, Image maps, Tables, Forms and Media** Design webpages using the given tools inHTML Navigation, Section & Articles, Footer, aside and more. Organizing Text in HTML, Links and URLs in HTML, Tables in HTML, Images on a Web Page, Image Formats, Image Maps, Colors, FORMs in HTML, Frames in HTML Interactive Elements, Working with Multimedia - Audio and Video File Formats, HTML elements for inserting Audio / Video on a web page	12	25
UNIT-II	2.	**CSS** Syntax of CSS, CSS Selectors, Inserting CSS in an HTML Document, CSS properties to work with background of a Page, CSS properties to work with Fonts and Text Styles, CSS properties for positioning an element	5	10
UNIT-III	3.	**Java Script Control and looping statements and Java Script reference** Using JavaScript design, a web page; Control Flow Statements, Design a web page demonstrating different conditional statements.Design a web page demonstrating different looping statements; Popup Boxes, Core JavaScript (Properties and Methods of Each) : Array, Boolean, Date, Function, Math, Number, Object, String, regExp, Events and Event Handlers	5	10

UNIT-IV	4.	**PHP & SQL** Demonstrate program in PHP, Installing PHP, SQL, Adding PHP to HTML, Syntax and Variables, Passing information between pages.	3	5
		TOTAL	**25**	**50**

Text Book :

1. Web Programming, Guy W. Lecky Thompson, 2009, Cengage Learning

Reference Books:

1. Web Design The complete Reference, Thomas Powell, Tata McGrawHill

2. HTML and XHTML The complete Reference, Thomas Powell, Tata McGrawHill

3. JavaScript 2.0 : The Complete Reference, Second Edition by Thomas Powell and Fritz Schneider

4. PHP : The Complete Reference By Steven Holzner, Tata McGrawHill

Branch: BCA	Semester-I
Subject Code: 1104	Lecture: 04 Credit: 04
Course Opted	Core Course 3
Subject Title	**COMPUTER FUNDAMENTALS AND OPERATING SYSTEM**

Course Objectives:
- To understand the proper working of operating system.
- To develop understanding of Computer operating system, its structures, functioning and algorithms.
- To ensure that students gain a solid understanding of the fundamental concepts modern multitasking operating system.

Course Outcomes:
- Learners will be able to describe basic concepts, mechanisms used by operating systems.
- Learners will be able to compare process scheduling algorithms, apply synchronization primitives and evaluate deadlock conditions and to analyze virtual memory management algorithms.

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	**Introduction:** Definition of Computer, Features, Block Diagram of Computer System, Computer Generations. **Primary Memory Devices:** RAM, ROM, PROM, EPROM, CACHE Memory, Registers. **Number Systems:** Binary, Octal Decimal Hexadecimal and Their interconversion, Computer Arithmetic. **Computer Software:** System and Application Software. Utility programs: Anti-plagiarism software, Anti-virus, Disk Cleaning, Defragmentation, Compression/ Decompression of files. **Types of Computers :** Digital, Analog, Hybrid Computers, General purpose Computers, Micro Computers, Mini Computers, Mainframes, Super Computers	4	8
	2.	**Secondary Storage Devices:** : Sequential and Direct Access Devices, Magnetic and Optical Storage, Flash Drive/USB Pendrive; I/O Devices- Keyboards, Scanners, Digitizers, Plotters, LCD, Plasma Display, Pointing Devices –Mouse, Joystick, Touch Screens Introduction to Network devices – Hubs, Switches, Routers, NAS, MODEM, Access Points **Printers:** Impact and Non-Impact Printers. **Computer Languages:** Machine, Assembly, High Level. **Operating System:** Purpose of Operating Systems, OS Structure, Services of Operating System.	4	8

UNIT-II	3.	**Computer System:** Architecture, Instruction cycle, Process Control Block. **Types of Operating System(Explain concepts):** Single processor systems, Multiprogrammed, Batch, Time sharing- Interactive, Multitasking, Multiprocessor systems, Parallel systems, Distributed systems, Special purpose systems, Real Time systems, Multimedia systems Handheld Systems	8	16
	4.	**Processes:** Concept, process states:-5 state model, Scheduling, Operations on Processes, Cooperating Process and Process Synchronization. **Threads:** Concept, Multithreading models, Threading issues	8	16
UNIT-III	5.	**CPU Scheduling:** I/O burst cycle, Context Switching, Scheduling:-Short Term, Long Term, Scheduling Criteria, Algorithms (FCFS, SJF, RR, Priority). **Memory Management:-**Main memory organization and management, Virtual memory organization:-Paging, Segmentation, Virtual memory management algorithms and issues**.**	8	16
	6.	**Deadlocks:** System Model, Deadlock Characterization, Methods for Handling Deadlocks, Deadlock Prevention, Deadlock Avoidance, Deadlock Detection, Recovery from Deadlock	8	16
UNIT-IV	7.	**Main Memory:** Background, Logical address space, Physical address space, MMU, Swapping, Contiguous Memory Allocation, Segmentation, Paging, Structure of the Page Table **Virtual Memory:** Background, Demand Paging, Copy-on- Write, Page, Replacement, Allocation of Frames, Thrashing **Mass-Storage Structure:** Overview, Disk Structure, Disk Scheduling, Disk Management.	6	12
	8	**File-System Interface**: File Concept, Access Methods, Directory and Disk Structure	4	8
		TOTAL	**50**	**100**

Text Books:

1. P. K. Sinha&PritiSinha , "Computer Fundamentals", BPB Publications, Sixth Edition

2. Silberschatz, Galvin, Gagne "Operating System Principles" John Wiley & Sons, 7th Edition

Reference Books:

1. Dr. Madhulika Jain, "Information Technology Concept", BPB Publication 2nd Edition.
2. Andrew Tanenbaum, Modern Operating Systems, Prentice Hall.
3. William Stallings, Operating Systems, Prentice Hall.
4. Harvey M. Deitel, An introduction to operating systems. Addison-Wesley.
5. Andrew Tanenbaum& Albert Woodhull, Operating Systems: Design and Implementation. Prentice-Hall.
6. Naresh Chauhan, Principles of Operating Systems, Oxford Press
7. Achyut S. Godbole, AtulKahate, Operating Systems, Tata McGraw Hill
8. Abraham Silberschatz, Peter Galvin, Greg Gagne, Operating System Concepts, Wiley,8thEdition

Branch: BCA	Semester-I
Subject Code: 1105	Lecture: 02
	Credit: 02
Course Opted	Skill Enhancement -1
Subject Title	OFFICE AUTOMATION TOOLS

Course Objective:

• To familiarize the students in preparation of documents and presentations with office automation tools, internet and internet tools.

Course Outcomes:

• On completion, the students would be able to make word documents, spreadsheets, power point presentations using the Microsoft suite of office tools.

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT-I	1.	Operating Computer using GUI based OS, Communicating using the Internet, WWW & Web Browsers, Communication & Collaboration. Browsers and its types, internet browsing, searching - Search Engines - Portals - Social Networking sites- Blogs - viewing a webpage, downloading and uploading the website. Creating an email-ID, e-mail reading, saving, printing, forwarding and deleting the mails, checking the mails, viewing and running file attachments, addressing with cc and bcc.	4	8
UNIT-II	2.	**Introduction to MS-WORD:** Applications and its Usages; Working with documents: Basics, starting Word, creating document, parts of Word window, mouse and keyboard operations, designing a document, opening, closing of document creating styles / tables / drawing tools / printing documents- selection, cut, copy, paste; Toolbars, operating on text; Printing, saving, Creating a template; Tables, borders, pictures, text box operations; Mail Merge, hyperlink, bookmark, cross-reference, Track changes, page layouts, Wrapping, Setting Document styles, Table of Contents, Index, Page Numbering; Shortcut keys	7	14
UNIT-III	3.	**Introduction to MS EXCEL**:- Applications and its Usages; Working with spreadsheets: navigating, Excel toolbars and operations, Formatting; copying data between worksheets; entering formula, chart creation; data forms, Formatting Spreadsheets, Mathematical Formulas, Working with sheets – Sorting, Filtering, Validation, Consolidation, and Subtotal, Creating & Using Templates, Pivot Tables, Tracking Changes Functions in ExcelROUND( ), SQRT ( ), MAX( ), MIN( ), AVERAGE( ), COUNT( ), SUMIF( ), SUMIF( ), ABS( ), ROMAN( ), UPPER( ), LOWER( ), CELL( ), TODAY( ), NOW( ),	7	14

UNIT-IV	4.	**Introduction to MS POWER POINT:-** Working with Power Point Window, Standard Tool Bar, Formatting tool bar, Drawing tool Bar, Moving the Frame, Inserting Clip Art, Picture, Slide, Text Styling, Send to back, Entering data to graph, Organization Chart, Table, Design template, Master Slide, Animation Setting, Saving and Presentation , auto Content Wizard, Adding Effects to the Presentation- Setting Animation & transition effect. Printing Handouts, Generating Standalone Presentation viewer. INTRODUCTION TO MS-ACCESS:- Introduction, What is Database, Creating a New Database, Creating Tables, Working with Forms, Creating queries, running queries, Creating Reports, Types of Reports, Printing of documents, Importing data from other databases viz. MS Excel etc.	7	14
		TOTAL	**25**	**50**

Text Book:

1. Computer fundamentals by P.K. Sinha, BPB Publications, 2004

Reference Books:

1. Computers today by Sanders, McGraw-Hill, 1988

2. W.Stallings " Data and Computer Communication", 7th Edition, Prentice Hall, 2004

3. Dr. S. B. Kishor, INFORMATION AND COMMUNICATION TECHNOLOGY, 3rd Ed. published by DAS GANU Prakashan, Nagpur on Sep. 2015. (1st Ed. July 2013, 2nd Ed. Sep. 2014)) (ISBN : 978-93-81660-73-7)

EeBranch: BCA	Semester-II
Subject Code: 2101	Lecture: 02 Credit: 02
Course Opted	Ability Enhancement Compulsory Course – 2
Subject Title	**ENVIRONMENTAL SCIENCE AND RTI**

Course Objectives:
- To help the students to acquire knowledge of pollution and environmental degradation.
- To help students acquire knowledge of the environment beyond the immediate environment including distant environment.
- To help students acquire a set of values for environmental protection.
- To provide students with an opportunity to be actively involved at all levels in environmental decision making.
- Describe the benefits of RTI.
- Identify the legal and historical foundations for RTI

Course Outcomes:
Students will learn to
- Appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
- Understand the practical applicability of the Right to Information Act, 2005

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	**The Multidisciplinary nature of Environmental Studies** Definition, scope and importance, Need for public awareness.	2	4
UNIT-II	2	**Natural Resources** Renewable and non-renewable resources, Natural resources and associated problems. a) Forest Resources: Use and over-exploitation, deforestation. Timber extraction, mining, dams and their effects on forests and tribal people. b) Water resources: Use and over-utilization of surface and groundwater, floods, drought, conflicts over water, Dams: benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, waterlogging, and salinity. e) Energy resources: Growing energy needs, renewable	8	16

		and non-renewable energy sources, useof alternate energy sources. f) Land resources: Land as a resources ,land degradation ,man-induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.		
UNIT - III	3	**Ecosystem** Concept of an ecosystem, Structure and function of an ecosystem, Energy flow in the ecosystem, Food chains, food webs and ecological pyramids. Introduction, types, characteristics features, structure and function of the following ecosystem: Forest ecosystem Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	6	12
UNIT-IV	4	**Environmental Pollution** Definition, Causes, effects and control measures of: Air pollution, Water pollution, Soil pollution, Noise pollution, Thermal pollution, .Nuclear Hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes– biodegradable and non -biodegradable wastes. Role of an individual in prevention of pollution.	6	12
	5	**Right to Information Act:** Introduction, Right to information and obligations of public authorities, central information commission, state information commission and their duties, powers and functions of information commissions, appeals and penalties, Miscellaneous.	3	6
		TOTAL	**25**	**50**

Text Book:
1. P. Sharma 2013.Environmental Studies. University Science Press, New Delhi.

Reference Books:
1. Rajagopalan, R. 2018 Environmental Studies- From Crisis To Cure ,Oxford University Press, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidipubl. Ltd. Bikaner.
3. Bharucha Erach,Textbook onEnvironmentalStudies,UGC,NewDelhi
4. BoruaP.K., J.N. Sarma and others, A Textbook on Environmental Studies, Banlata, Dibrugarh
5. BrunnerR.C., 1989 Hazardous Waste Incineration, McGrawHillInc. 480p.
6. Clark R.S., Marine Pollution, Clanderson Press Oxford(TB).
7. Cunningham, W.P. Cooper, T.H. Gorhani,E &Hepworth, M.T. 2001, Environmental Encyclopedia, Jacio Publ. House, Mumbai, 1196p.
8. JoshiP.C. andNamitaJoshi, AText book ofEcologyand Environment, HimalayaPublishing
9. KaushikAnubhaandC.P.Kaushik ,Perspective in EnvironmentalStudies, New Age International
10. The Right to Information Act, 2005 ,SudhirNaib, Oxford University Press; 2011 edition

Branch: BCA	Semester-II
Subject Code: 2102	Lecture: 04 Credit: 04
Course Opted	Core Course -4
Subject Title	PROGRAMMING METHODOLOGY AND C++

Course Objectives:
- To understand how C++ improves C with object-oriented features.
- To learn how to design C++ classes for code reuse.
- To learn how to implement copy constructors and class member functions.
- To understand the concept of data abstraction and encapsulation.
- To learn how to overload functions and operators in C++.
- To learn how inheritance and virtual functions implement dynamic binding with polymorphism.
- To learn how to design and implement generic classes with C++ templates.

Course Outcomes:
- Students will be able to
- Describe the object-oriented programming approach in connection with C++
- Apply the concepts of object oriented programming
- Analyze a problem and construct a C++ program that solves it
- Discover errors in a C++ program and describe how to fix them
- Illustrate the process of data file manipulations using C++

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	**Evolution of OOP:** Advantages and disadvantages of OOP over its predecessor paradigms. Characteristics of Object Oriented Programming: Abstraction, Encapsulation, Data hiding, Inheritance, Polymorphism, Code Extensibility and Reusability, User defined Data Types. C++Program Structure, Simple Input/ Output Program, Program Comments, Identifiers, Literals, String, Character, Integer, Floating Point, Constants, Keywords, Data Types **Operators in C++, Control Structures in C++**	3	6
	2.	**Advanced Language Constructs:** Arrays, Multi dimensional arrays, Pointers, Structures	3	6
UNIT- II	3.	**Object and Classes :** Core object concepts, Encapsulation, Abstraction, Polymorphism, Classes, Messages Association, Interfaces, Implementation of class in C++, C++ Objects as physical object, C++ object as data types constructor Object as function arguments. **Functions and Variables:** Functions: Declaration and Definition, Variables: Definition,	4	8

		Declaration, and Scope, Dynamic Creation and Derived Data, Arrays and Strings in C++		
	4.	**Inheritance:** Concept of inheritance, Derived class and based class, Types of inheritance, Classes within classes, Functions and Friend Functions **Constructors:** Multiple Constructors and Initialization, Using Destructors to Destroy Instances	8	16
UNIT - III	5.	**Polymorphism:** Syntax for Operator overloading, Overloading unary operations, Overloading binary operators, Data conversion, Pitfalls of operators overloading and conversion keywords.	8	16
	6.	**Memory management:** New and Delete, Pointers to objects, Debugging pointers.	8	16
UNIT-IV	7.	**Files and streams:** iostream hierarchy , Standard Input/output Stream Library, Programming using Streams, Basic Stream Concepts. **File input and output:** Reading a File, Managing I/O Streams, Opening a File – Different Methods, Checking for Failure with File Commands, Checking the I/O Status Flags, Dealing with Binary Files	8	16
	8.	**Class templates:** Implementing a class template, Implementing class template member functions, Using a class template, Function templates, Class template specialization, Template parameters, Static members and variables **Exception Handling:** Try, throw and catch constructs, rethrowing an exception, Catch all Handlers.	8	16
		TOTAL	**50**	**100**

Text Books:

1. E. Balguruswamy, 'Object Oriented Programming with C++', Tata McGraw – Hill Education, 2008

2. K.R Venugopal 'Mastering C++', Tata McGraw-Hill Education, 1997

References:

1. B.Stroustroup 'C++ Programming Language' (3rd Edition). Addison Wesley, 1997

2. B.chandraNarosa 'A Treatise On Object Oriented programming using C++'- Publications, 1998

3. Herbert Schildt, "The Complete Reference CN", Tata McGraw-Hili, 2001

Branch: BCA	Semester-II
Subject Code: 2201	Lecture: 02 Credit: 02
Course Opted	Core Course -4 Practical
Subject Title	PROGRAMMING METHODOLOGY AND C++ LAB

Course Objectives:

Will enable students to

- Identify and practice the object-oriented programming concepts and techniques
- Practice the use of C++ classes and class libraries, arrays, vectors, inheritance and file I/O stream concepts.

Course Outcomes:

Students will be able to:

- Create simple programs using classes and objects in C++.
- Implement Object Oriented Programming Concepts in C++.
- Develop applications using stream I/O and file I/O.
- Implement simple graphical user interfaces.
- Implement Object Oriented Programs using templates and exceptional handling

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	**Evolution of OOP**: Simple Programs on fundamental Data Types and I/O operators, Derived data types, Symbolic constants, variables and Reference variables **Operators and decision control structures**: Programs to implement if statements, Switch statements, Loop statements, Functions in C++: Main function, function proto type, Call by reference, return by reference, Inline functions, Default arguments, Const Arguments, Function overloading,	3	6
	2.	**Advanced Language Constructs:** Programs on Arrays, Multi dimensional arrays, pointers and structures.	2	4
UNIT- II	3.	**Objects and Classes:** Classes and Object, Programs for memory allocation for objects, Arrays of objects, Returning objects, Const Member functions, Pointers to members. **Functions and Variables:** Programs to implement Defining a function, declaration and calling a function, function arguments, Default values for parameters, friend function, Dynamic creation and derived data and use of arrays and strings with functions.	2	6

	4.	**Inheritance :** Programs for Inheritance Single, Multiple, Multilevel, Hierarchical inheritance, Hybrid inheritance, Virtual base class, Abstract class, Constructors in derived classes, Nesting of classes. **Constructors and Destructors :** Implementations of Constructors(Parameterized Constructors, Multiple constructors in a class, Constructors with default arguments, Copy constructors, Dynamic constructors)Destructors	4	8
UNIT - III	5.	**Polymorphism:** Programs for Operator Overloading (Unary, Binary, Using friend functions etc.)	2	5
	6.	**Memory Management :** Programs on memory management using new and delete and pointers to objects	2	5
UNIT- IV	7.	**Files and Streams :** Programs for Managing Console I/O Operations and Working with files: C++ Stream and Classes, Unformatted I/O operations, Put(),get(), getline(),write(), Formatted console I/O operations, Ios class functions and flags, Manipulators, User defined output functions. **File input and output**: Implementation of Opening and closing files, Detecting End of file, File modes, File pointers and their manipulations, Sequential input and output operations, Reading and writing class object, Command line arguments.	5	8
	8.	**Templates:** Implementations of Class template, Class template with multiple parameters, Function template. **Exception Handling:** Implementations of try, catch and throw statement for handling the exceptions.	5	8
		TOTAL	**25**	**50**

Text Books:

1. E. Balguruswamy, 'Object Oriented Programming with C++', Tata McGraw – Hill Education,2008

2. K.R Venugopal 'Mastering C++', Tata McGraw-Hill Education, 1997

Reference Books:

1. B.Stroustroup 'C++ Programming Language' (3rd Edition). Addison Wesley, 1997

2. B.chandraNarosa 'A Treatise On Object Oriented programming using C++'- Publications, 1998

3. Herbert Schildt, "The Complete Reference CN", Tata McGraw-Hili, 2001

Branch: BCA	Semester-II
Subject Code: 2103	Lecture: 04 Credit: 04
Course Opted	Core Course -5
Subject Title	DATABASE MANAGEMENT SYSTEM

Course Objectives:
- To introduce the concept of database management systems
- Learn to organize, maintain and retrieve - efficiently, and effectively - information from a database management system
- To present the concepts and techniques relating to query processing by SQL
- To introduce the concepts of transactions and transaction processing
- To present the issues and techniques relating to concurrency and recovery in multiuser database environments

Course Outcomes:
- Able to find and understand the Concept Of database approach.
- Able to find and understand database architecture and data modeling, data Normalization.
- Design and draw ER and EER diagram for real life problem.
- Able to find and understand the commands of SQL.
- Able to understand the concept of transaction, concurrency and recovery.

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	**Introduction to Database Systems:** Database Approach, Traditional File system, Actors, Data Abstraction, Database Applications	6	14
	2.	**Database Systems and Architecture:** Three Tier Architecture, Centralized and Client-Server Architecture	3	6
UNIT- II	3.	**Data Models**: Network data model, Hierarchical data model, Relational data model.	3	6
	4.	Introduction to RDBMS, Object-oriented database, Distributed Database, No SQL, Graph Database	3	8
	5.	**Data Modeling**: ER Diagram Concepts, EER Diagram, Relational Database Design by ER and EER to Relational Mapping	7	12
UNIT - III	6.	**Normalization:** Functional Dependencies, 1NF, 2NF, 3NF, BCNF, 4NF, 5NF	7	10
	7.	**Structure Query Language:** DDL, DML, TCL, DCL, Triggers, Functions, Query Optimization	7	16
UNIT- IV	8.	**Transaction Processing System Concepts:** Why concurrency control, ACID Properties, Schedule &	6	12

		Serialiability		
	9	**Concurrency Control Techniques:** 2PL, Timestamp Ordering, Optimistic Concurrency Control technique	5	10
	10.	**Database Recovery:** Recovery concepts, Caching, Checkpoints, Transaction Rollback	3	6
		TOTAL	**50**	**100**

Text Book:

1) Korth,Siberschatz,"Database System Concepts",McGraw-Hill,27-Jan-2010

Reference Books::

1) Elmarsi and Navathe,"Fundamentals of Database Systems",McGraw-Hill,2010

2) Bayross,"Oracle-the complete reference",Ivan: BPB Publications

3) "Upgrade to oracle 8",DataproInfoWorld Ltd.

4) GioWiderhold,"Database Design",McGraw-Hill 1995

Branch: BCA	Semester-II
Subject Code: 2202	Lecture: 02 Credit: 02
Course Opted	Core Course -5 Practical
Subject Title	DATABASE MANAGEMENT SYSTEM LAB

Course Objectives:
- Understand, appreciate and effectively explain the underlying concepts of database technologies

Course Outcomes:
- Design and implement a database schema for a given problem-domain
- Normalize a database
- Populate and query a database using SQL DML/DDL commands.
- Programming PL/SQL including stored procedures, stored functions, cursors, packages.

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	Database Creation, Table Creation & DDL commands	4	8
	2.	Operation on Databases: DML Commands	3	6
UNIT- II	3.	Data Query language: Select Commands	3	6
	4.	Altering table & fields, Views	4	8
UNIT - III	5.	Writing and defining Constraints	3	6
	6.	Join Command	4	8
UNIT- IV	7.	Implementation of Nested Queries	4	8
		TOTAL	25	50

Text Book:

1. Korth,Siberschatz,"Database System Concepts",McGraw-Hill,27-Jan-2010

Reference Books::

1. Elmarsi and Navathe,"Fundamentals of Database Systems",McGraw-Hill,2010
2. Bayross,"Oracle-the complete reference",Ivan: BPB Publications
3. "Upgrade to oracle 8",DataproInfoWorld Ltd.
4. GioWiderhold,"Database Design",McGraw-Hill 1995.
5. Oracle 8i The Complete Reference: Loney, Koch

Branch: BCA	Semester-II
Subject Code: 2104	Lecture: 04 Credit: 04
Course Opted	Core Course -6
Subject Title	**MATHEMATICS I**

Course objectives:
- To understand the concepts of discrete structures viz. sets, relations and functions etc. and graph theory.
- To understand, apply and solve problems using given method.

Course Outcomes:
- Have a better understanding of sets, relations and functions
- Be able to understand Permutation and Combinations, Mathematical induction, Binomial Theorem and Graph Theory.
- Apply logic and construct simple mathematical proofs and solve problems.
- Demonstrate different traversal methods for graph

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	**Set Theory**: Definition of Sets, Subsets, Cardinality of Sets, types of sets: Equal Sets, Universal Sets, Finite and Infinite Sets, proper set, power sets, Operations on Sets: Union, Intersection, Complement of Sets, set difference, Cartesian Product, Venn Diagrams, and Algebra of sets	6	12
	2.	**Properties of integers:** Definition of GCD, LCM, Theorems Euclidean algorithm and problems	6	12
UNIT- II	3.	**Relations:** Definitions of Relation, Reflexive Relation, Symmetric Relation, Transitive relation, Equivalence Relation Recurrence relation: Definitions and problems	6	12
	4.	**Functions** : Define Function ,Injective functions ,Surjective functions, Bijective functions, Composite function, Inverse of a function, Domain and Range	6	12
UNIT - III	5.	**Permutations and Combinations** : Definitions: Permutation, Combination and problems	6	12
	6.	**Binomial theorem and Mathematics Induction:** Binomial Theorem : Statement and problems, Mathematical Induction: principles and problems	6	12
UNIT- IV	7.	**Matrices and Determinants** Definition of a matrix; Operations on matrices; Square Matrix and its inverse; determinants; properties of determinants; the inverse of a matrix; solution of equations	8	16

		using matrices and determinants; solving equations using determinants.		
	8.	**Graph theory:** Graphs, types of graphs, Handshaking Lemma, Isomorphism of graphs, Subgraphs, Complement of graph.	6	12
		TOTAL	**50**	**100**

Text Book:

1. Kolman, Busby and Ross, "Discrete mathematical Structures and graph theory"

Reference Books:

1. Alan Doerr, K. Levasseur, "Applied discrete structure for computer science", Galgotia publications, 1988

2. Trembley&Manohar, "Discrete mathematical Structures with application to computer science", McGraw Hill, 1987.

3. Swapan Kumar Chakraborty, BikashKantiSarkar, Discrete Mathematics, Oxford Higher Education, 2011

4. 5.C. L. Liu, D. P. Mohapatra, Elements of Discrete Mathematics A Computer Oriented Approach, Tata Mcgraw-Hill, 3 rd Edition, 2008.S.

Branch: BCA	Semester-II
Subject Code: 2105	Lecture: 02 Credit: 02
Course Opted	Skill Enhancement Course - 2
Subject Title	PRINCIPLES & PRACTICES OF ACCOUNTS

Course objective:-

- Introduces students to the world of accounting and understanding basics concepts of accounting to final account.
- The objective of the course is to strengthen the fundamentals of accounting and provide strong foundation for other accounting courses.
- It will be demonstrated how a practical understanding and interpretation of accounting reports and other accounting tools can improve decision-making in the organization.

Course Outcomes:-

- Students will be able to learn fundamental accounting concepts, Conventions & terminologies.
- Students will be able to describe the importance, functions & objectives of books of entry, subsidiary books, bank reconciliation statement and Final accounts.
- Students will be able to prepare books of entry, subsidiary books, bank reconciliation statement and Final accounts using double entry book keeping.

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	**Introduction to Book – Keeping & Accountancy** Accounting Terminologies, Accounting Principles, Basic Concepts, Double Entry Book – keeping System, Types of Vouchers & Specimen of Vouchers. **Journal:** Meaning, Importance and Utility of Journal Specimen of Journal ; Writing of Journal Entries on the basis of vouchers	6	12
UNIT- II	2.	**Ledger** Meaning, Need and Specimen of Ledger Posting of Entries from Journal to Ledger. **Subsidiary Books** Meaning, Need and Types of SubsidiaryBooks, Purchase Book, Sa les Book, Purchase Return Book, Sales Return Book, Simple Cash Book with Only Cash Column, Cash Book with Cash and Discount Columns, Cash Book with Cash, Bank and Discount Columns & Analytical Petty Cash Book.	6	12
UNIT - III	3.	**Bank Reconciliation Statement**:- Importance, Types **Trial Balance and Rectification of Errors**:- Objective, Preparation of Trial Balance	6	12
UNIT- IV	4.	Final Accounts: Trading and Profit & Loss Account, Balance Sheet	7	14
		TOTAL	**25**	**50**

Text Book:

1. S.N. Maheshwari& S.K. Gupta "Introduction to Accounting" 2016

Reference Books:

1. Fundamentals of Accounting, Kalyani Publishers, S P Jain and K L Narang 2017.
2. Fundamentals of Accounting, Universal Publications, B S Raman, 2017
3. Accounting for Managers, Himalaya Publishing House, R Venkata Raman and Srinivas, 2017

Branch: BCA	Semester-III
Subject Code: 3101	Lecture: 04 Credit: 04
Course Opted	Core Course - 7
Subject Title	DATA STRUCTURES

Course objectives:
- To impart basic concepts of data structures and algorithms
- To learn fundamental concepts about arrays, linked list, stack, queue, trees and graphs
- To understand concepts about searching and sorting techniques.
- To gain knowledge about writing algorithm and step by step approach in solving problems with the help of fundamental data structures.
- To find complexity of various algorithmic methods.

Course Outcomes:
- Understand basic data structures such as array, linked list, stack, queue, binary tree and graph along with algorithms.
- Ability to analyze algorithm and algorithm correctness.
- Apply searching and sorting techniques.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT -I	1	**Introduction:** Definition of Data Structures, Data Types vs. Data Structures, Classification of Data Structures, Description of various data structures, Arrays, Lists, Stacks, Queues, Trees and Graphs, Operations performed on Data Structures	4	8
	2	**Arrays:** One dimensional array, its Initialization, Implementation of One dimensional array in memory, Insertion, deletion of an element from one dimensional array, Traversing of an array	4	8
UNIT-II	3	**Linked Lists:** Introduction, Key terms, Advantages & disadvantages, Linear linked lists ( ) - Types (Singly, Doubly, Circular) Operations (Inserting, Deleting nodes)	6	12
	4	**Stack:** Introduction, Stack implementation, Operations on stack (Push Pop), Implementation of stack using pointer, Applications of stack, Infix prefix, postfix notations, Algorithms for converting from one form to another, Recursion	6	12
	5	**Queue:** Introduction and Queue implementation, Operations on queue (Insertion & deletion), Limitations of simple queue, Circular queue, Double ended queue (dequeue), Application queue & its types	6	12
UNIT-III	6	**Trees:** Introduction, terminology, Binary tree,, Strictly Binary tree, Complete Binary tree, Binary tree representation as Array and Linked lists, Traversal	6	12

		(Inorder, Preorder, Postorder), Binary Search Tree, Threaded Binary Tree		
	7	**Graphs:** Introduction, terminology, Graph representation, Applications of graph, Graph traversal (BFS, DFS, Shortest path), Spanning tree, Minimum spanning tree	6	12
UNIT-IV	8	**Sorting:** Bubble Sort , Selection Sort , Quick Sort, Heap Sort, Insertion Sort. **Searching & Hashing:** Searching - Sequential search, Binary Search Hash Function, Hashing Techniques, Collision Resolution	6	12
	9	**Algorithms Complexity:** Performance Analysis, Time –Space Trade off, Big O, Omega and Theta Notation, Analysis of all Sorting Techniques. **Recurrences:** The substitution method, Recursion tree method, Master method	6	12
		Total	50	100

Text Book:

1. S.Sawhney & E. Horowitz, "Fundamentals of Data Structure", Computer Science Press, 1987

References:

1. Trembley&Sorrenson, " Data Structure", 2005
2. Lipschuiz, "Data structures" , (Schaum's Outline Series Mcgraw Hill Publication)
3. Ellis Horowitz and SartajSawhney, "Fundamentals of Computer Algorithms"
4. Aho, Hopcroft and Ullman, "Data Structures and Algorithms"
5. AbhayAbhyankar, "Data Structures and Files"
6. G.S. Baluja, "Data Structures Through C"
7. Mary E. S. Loomis, "Data Management and File Structures", Prentice Hall, 2nd ed. edition (January 1989)
8. Classical Data Structures : D. Samanta, PHI, New Delhi

Branch: BCA	Semester-III
Subject Code: 3201	Lecture: 04 Credit: 02
Course Opted	Core Course Practical - 7
Subject Title	DATA STRUCTURES- LAB

Course Objectives:
- To introduce the concepts of data structures including arrays, linked list, stack and queues.
- To design and implement various data structure algorithms.
- To introduce various techniques for representation of the data in the world.
- To create programs using algorithms and also techniques of sorting and searching.

Course Outcomes:
- Select appropriate data structures as applied to specified problem definition.
- Implement operations like traversing, insertion, deletion, searching etc. on data structures.
- Students will be able to implement linear and non - linear data structures.
- Implement appropriate sorting and searching techniques for given problems.

Modules	Sr. No.	Topic and Details	No. of Practicals Assigned	Marks Weightage %
UNIT-I	1	**Arrays:** Implementation & Operations of Array - Insertion, deletion from one dimensional array, Traversing of array	2	4
	2	**Linked Lists: Singular** Implementation of List and Linked List and Operations- Inserting, Deleting of nodes etc	2	4
UNIT-II	3	**Linked Lists:** Implementation of Two way Doubly and Circular Linked List and Operations- Inserting, Deleting nodes	3	6
	4	**Stack:** Stack Implementation, Operations on stack(Push Pop). Implementation of stack using pointer	4	8
UNIT-III	5	**Queue:** Implementation, Operations - Insertion & deletion	3	6
	6	**Trees:** Implementation of tree as Array and Linked lists and Traversal (Inorder, Preorder, Postorder)	4	8
UNIT-IV	7	**Graphs:** Implementation of Graph traversal(BFS,DFS,Shortest path)	3	6
	8	**Searching & Sorting:** Implementation of searching (Sequential, Binary search),Sorting (Bubble sort, Selection sort, Quick sort etc.)	4	8
Total			**25**	**50**

Text Book:

1. S.Sawhney & E. Horowitz, "Fundamentals of Data Structure", Computer Science Press, 1987
References:

1. Lipschuiz, "Data structures" , (Schaum's Outline Series Mcgraw Hill Publication)

Branch: BCA	Semester-III
Subject Code: 3102	Lecture: 04 Credit: 04
Course Opted	Core Course - 8
Subject Title	JAVA PROGRAMMING

Course Objectives:

- To gain knowledge about basic Java language syntax and semantics.
- To write Java programs and use concepts such as variables, conditional and iterative execution methods etc.
- To understand the fundamentals of object-oriented programming in Java, including defining classes, objects, etc.
- To understand the principles of inheritance, packages and interfaces.
- To design and program stand-alone Java applications.
- To learn how to use exception handling in Java applications.

Course Outcomes:

- To teach Object-Oriented programming concepts, techniques, and applications using the Java programming language.
- Problem solving skills – to analyze real life problem, find and develop algorithmic steps to solve it and then implement these steps in JAVA.
- Experience with developing and debugging software in Java.
- To develop real life projects using database connectivity with JDBC.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Introduction and Programming with java: Introduction to java:** Creation of java, Difference between java & C++. Java's Magic: Byte Code, JVM, Run time Environment, Just-in-time, Compiler, JDK, Buzzwords/Features, OOP Principles, Data Types & Operators, Simple Data Types, Variables, Declaring Variables, Dynamic Initialisation, Scope & Life time, Type conversion & Casting Incompatible Types. Arrays: one, Multi-dimensional, Arithmetic, Modulus Assignment, Increment & Decrement, Relational Boolean – Logical operators. Control Statements- All Control Statements, Jump Statement. Classes & Objects: Class Fundamentals- General form,Simple class, Declaring Objects, Assigning Object reference variables	5	10
	2	**Constructor & Methods:** Introduction to Methods, Constructor, Types of Constructors, This keyword, Garbage Collection, Finalise() method, A stack Class	4	8
UNIT-II	3	**Method Overloading :** Overloading Methods, Using Object as Parameters, Argument Passing, Returning Objects, Recursion, Understanding Static, Introducing to Final, Inner & Nested Classes, Inheritance & Method Overriding, Dynamic Method dispatch, Abstract Classes, Final With Inheritance	6	12

	4	**Special Features of java:** Interface& packages, Packages access Protection, Importing Package, Interface.	3	6
	5	**Exception Handling:** Fundamentals, Exception Types Uncaught Exception, Using try catch, Multiple Catch, Nested try, throw, throws, finally, java's Built-in-exception, creating own exception subclasses, chained exception, using exception	4	8
UNIT-III	6	**Threading:** Thread Model, Thread priorities, synchronization, Messaging, The thread class and the runnable interface. The main Thread, Creating a thread, Implementing Multi thread, using isAlive() & join().	5	10
	7	**I/O Applets:** The I/O Classes, I/O Basics, Streams, Byte Streams and character streams, Byte stream, classes and character stream classes, Byte Stream class, Buffered InputStream, BufferedOutputStream, ByteArrayInput, ByteArrayOutput, DataInput, Data Output, PrintStream, Character Stream Class, BufferedReader, BufferedWriter, InputStreamReader, OutputStreamWriter, PrintWriter, Reading Console Input, Writing Console output, Applet Initialisation and Termination, Init(), Start(), Paint(), Stop(), Destroy(), Overriding update(), Simple Applet Display Methods(), Repainting, Using Status window, The HTML Applet tag, Passing parameters to Applets.	7	14
UNIT-IV	8	**The Java Library:** String Handling- length(),equals(), charAt(), toString(), getchar(), compareTo(), indexOf(), lastIndexOf(), concat(), valueOf(), substring(), replace(), trim(), toUpperCase(), toLowerCase(), Networking- Networking Basics, Socket overview, Client/Server, Reserved Socket, Internet Addressing, DNS, Java & The Net, Networking classes and interfaces- InetAddress, Factory Methods, Instance Methods, TCP/IP client sockets, whois URL, Format URL connection, TCP/IP Server sockets, Datagrams, DatagramPacket, Datagram server and client, The Collections Framework, Collections Overview, Collections Interfaces, The collection Interface, The list Interface, Set Interface, Sorted Set Interface.	6	12
	9	**Basics of AWT and Swing:** Control fundamentals, Adding & Removing controls, Responding to controls, Using Buttons, ActionListener, itemsStateChanged(), Choice Control, Handling choice Lists, Using Lists, Handling Lists, Managing Scroll bar, Textfield, Using TextArea, Panels, Checkbox, Dialogs and frames, Using menus, Using the adapter class,LayOut Manager-Flow, Border Grid, Card Using Insets, Event Handling –Events, Event Sources, Event Listeners, Event Classes(In details)-	6	12
	10	**Database Connectivity:** Database connectivity with JDBC, Java Security.	4	8

Total	50	100

Text Book:

1. Herb Schildt, "Java 2 the Complete Reference J2se", 5TH Edition , 2003.

References:

1. Jim Farley, William Crawford, David Flanagan,"Java Enterprise in a Nutshell: A Desktop Quick Reference": (Nutshell Handbook).
2. Elliot B. Koffman, "Problem Solving with Java", Temple University Ursula Wolz, College of New Jersey, Copyright 1999, 848 pp. ISBN 0201357437.
3. Jan Skansholm, "Java from the Beginning", Chalmers University of Technology, Sweden, Copyright 2000, 540 pp. ISBN 0201398125.

Branch: BCA	Semester-III
Subject Code: 3202	Lecture: 04 Credit: 02
Course Opted	Core Course Practical - 8
Subject Title	JAVA PROGRAMMING - LAB

Course Objectives:

- To develop software skills for developing real world applications using Java Programming language.
- To enable implementation of frontend and backend of an application.
- To implement classical problems using Java programming.
- To be able to use the Java SDK environment to create, debug and run simple Java programs.

Course Outcomes:

- Basic knowledge of programming in JAVA.
- Experience with developing and debugging software in Java.
- Implementation of AWT.
- Able to develop real life projects using database connectivity with JDBC.

Modules	Sr. No.	Topic and Details	No. of Practicals Assigned	Marks Weightage %
UNIT-I	1	**Introduction and Programming with java:** Implementation of Data Types, Type conversion & Casting, Java Automatic Conversions, Casting Incompatible Types, Arrays: one, Multi-dimensional, Arithmetic, Modulus Assignment, Increment & Decrement, Relational Boolean – Logical operators. Control Statements- All Control Statements, Jump Statement. Classes & Objects: Class Fundamentals-General form, Simple class, Declaring Objects, Assigning Object reference variables.	2	4
	2	**Implementation of Constructor & Methods:** Constructors, This keyword, Garbage Collection, Finalise() method, A stack Class	2	4
UNIT-II	3	**Implementation of Method Overloading:** Overloading Recursion, Static, Inheritance& Method Overriding: Basics, Using Super, Multilevel, Overriding, Dynamic Method dispatch, Abstract Classes.	3	6
	4	**Special Features of java:** Interface & packages, Packages Access Protection, Importing Package, Interface.	3	6
UNIT-III	5	**Exception Handling:** Implementation of try catch, Multiple catch , Nested Try, throw, throws, finally statements Java's Built-in- Exception	3	6
	6	**Implementation of threading:** Single and Multiple thread	2	4
	7	**I/O Applets:** Implementation of I/O functions, Implementation of Applet- Initialisation and Termination, Init(), Start(), Paint(), Stop(), Destroy(), Overriding update(), Simple Applet Display Methods(),	3	6

		Repainting, Using Status window, The HTML Applet tag, Passing parameters to Applets.		
UNIT-IV	8	**The Java Library:** Implementations String Handling functions	2	4
	9	**Implementation of AWT& Layout Managers:** Control fundamentals, Adding & Removing controls, Responding to controls, Basic of Swings: Panels, Checkbox, Dialogs and frames, Using menus, Using the adapter class , Using Buttons, Listeners.	3	6
	10	**Database Connectivity:** Database connectivity with JDBC	2	4
Total			**25**	**50**

Text Book:

1. Herb Schildt, "Java 2 the Complete Reference J2se", 5TH Edition , 2003.

References:

1. Jim Farley, William Crawford, David Flanagan,"Java Enterprise in a Nutshell: A Desktop Quick Reference": (Nutshell Handbook).
2. Elliot B. Koffman, "Problem Solving with Java", Temple University Ursula Wolz, College of New Jersey, Copyright 1999, 848 pp. ISBN 0201357437.
3. Jan Skansholm, "Java from the Beginning", Chalmers University of Technology, Sweden, Copyright 2000, 540 pp. ISBN 0201398125.

Branch: BCA	Semester-III
Subject Code: 3103	Lecture: 04 Credit: 04
Course Opted	Core Course - 9
Subject Title	**MATHEMATICS II**

Course objectives:

- To provide suitable and effective methods called numerical methods for obtaining approximate numerical results of the problems.
- To deal with various topics like finding roots of the equations, solving systems of linear algebraic equations, interpolation, numerical integration and differentiation, solution of differential equations and solution of matrix problems.
- To facilitate numerical computing.

Course Outcomes:

- Apply numerical methods to find solutions of algebraic equations using different methods viz. Bisection method, Regula - Falsi, Newton Raphson's, Ramanujan's method, Matrix Inversion and Gauss Elimination
- Apply Least squares Curve fitting procedures.
- Derive numerical methods for various mathematical operations and tasks such as interpolation, differentiation, integration, the solution of linear and non linear equations and solution of differential equations.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Floating Point Arithmetic and Errors:** Floating Point Representation, Sources of Errors . Propagated Errors	4	8
	2	**Roots of non-linear equations** a)Bisection Method b)Regula-falsi Method c)Newton-Raphson Method d)Ramanujan's Methods	6	12
	3	**Direct solution of linear equation** a) Matrix Inversion, b) Gauss-Elimination Method c) Gauss Jordan Method	6	12
UNIT-II	4	**Interpolation:** Finite Differences, a) Newton-Gregory Forward and Backward Formula b) Lagrange's Interpolation Formula for unequal Intervals c) Newton divided difference formula for unequal intervals	8	16
UNIT-III	5	**Numerical Integration** a) Trapezoidal Rule b) Simpson's 1/3 Rule c) Simpson's 3/8 Rule Error estimation for all above 3 methods	6	12

	6	**Numerical Differentiation** Differentiating Newton's Forward and Backward formula	6	12
UNIT-IV	7	**Numerical solution of Differential equation** Taylor's Series, Euler's Method, Runge-Kutta Method	8	16
	8	**Curve Fitting** Least Square regression Fitting, Multiple linear regression, m conditioning in Least square	6	12
Total			**50**	**100**

Text Book:

1. S.S. Shastri "Introductory methods of numerical analysis" Vol-2, PHI, SECOND edition, 1994.

Reference:

1. Numerical Methods: V. Rajaraman "Computer oriented numerical methods (third edition) 1993.
2. Gupta and Kapoor Fundamental of Mathematical Statistics.
3. E. Balaguruswamy, Numerical Methods - Tata McGraw Hill Publication.

Branch: BCA	Semester-III
Subject Code: 3104	Lecture: 04 Credit: 04
Course Opted	Core Course - 10
Subject Title	COMPUTER ORGANISATION AND ARCHITECTURE

Course Objectives:

- To introduce fundamental concepts of Boolean algebra, logic gates and combinational circuits
- To give a basicunderstanding of concepts and structure of computers.
- To understand the organization of Cache memory and memory management hardware.
- To study the working of different interrupts & Mapping Techniques.
- To study register organization.
- To understand the different addressing modes.
- To Demonstrate the working of central processing unit and RISC and CISC Architecture.

Course Outcomes:

- Understand the architecture and functionality of central processing unit.
- Analyze some of the design issues in terms of speed, technology, cost, performance.
- Learn the concepts of parallel processing, pipelining and inter-processor communication.
- Exemplify the I/O and memory organization.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT –I	1	**Basic Structure of computers:** Comparison of Computer Organization & Architecture, Structure and function, evolution of Intel x86 Architecture, Basic Measures of Computer Performance, Computer Components, Computer Function (Instruction Cycle, Interrupts), Interconnection Structures, Bus Interconnection, Peripheral Component Interconnection (PCI).	8	16
UNIT – II	2	**Memory Organization:** **Cache Memory:** Computer Memory System Overview, Cache Memory Principles, Elements of cache design (Size, Mapping, Replacement, Write policies, Block size) **Internal Memory:** Semiconductor Main memory, Error detecting & correcting codes	7	14
	3	**Input/Output:** External devices, I/O Modules, Programmed I/O, Interrupted-Driven I/O, Direct Memory Access	7	14
UNIT – III	4	**Arithmetic and Logic:** Computer Arithmetic, Integer representation, Floating point representation **Digital Logic :** Boolean algebra, Gates	8	16

	5	**Central Processing Unit:** Instruction sets : Instruction characteristics, Types of operands, Types of operations, addressing modes Processor Organization, Register organization, Instruction cycle.	12	24
UNIT –IV	6	**RISC:** Instruction Execution Characteristics, RISC characteristics and RISC Pipelining, RISC Vs.CISC **Parallel organization:** Multiple processor organizations (SISD, SIMD, MISD and MIMD)	8	16
	Total		50	100

Text Book:

1. William Stallings "Computer Organization and Architecture" , Prentice Hall, 10th Edition

References:

1. Douglas V. Hall, "Microprocessor and Interfacing", Tata McGraw-Hill 2nd Edition
2. Barry B. Brey, "The Intel Microprocessors 8086/8088…", PHI, 4th Edition
3. Morris Mano, "Computer System Architecture", Pearson Custom Publishing, 2001
4. Hwang, "Advanced Computer Architecture", Tata McGraw Hill Education, 2003
5. Michael J. Flynn, "Computer Architecture", Narosa Publishing, 1995
6. P.R. Devale, "Computer Organisation and Architecture", 2004

Branch: BCA	Semester-IV
Subject Code: 4101	Lecture: 04 Credit: 04
Course Opted	Core Course - 11
Subject Title	**PYTHON PROGRAMMING**

Course Objective:

- Learn the fundamentals of writing Python scripts.
- Learn core Python scripting elements such as variables and flow control structures.
- Discover how to work with lists and sequence data.
- Write Python functions to facilitate code reuse.

Course Outcome:

- Able to apply the principles of pythonprogramming.
- Write clear and effective pythoncode.
- Create applications using pythonprogramming.
- Implementing database usingSQLite.
- Access database using pythonprogramming.
- Develop web applications using pythonprogramming.
- Develop and use Web Services usingpython.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Introduction to Python Programming Language:** Understandingpython blocks, Introduction to Python Language,Installation and Working with Pytho, Understanding Python variables, Python basic Operators, Strengths andWeaknesses	8	16
	2	**Python Data Types:** Declaring and using Numeric data types: int, float, complex, Using string data type and string operations, Defining list and list slicing,Use of Tuple data type, Conversions, Built InFunctions		
UNIT-II	3	**PythonProgramFlowControl** Conditional blocks using if, else and elif, Simple for loops in python, For loop using ranges, string, list and dictionaries, Use of while loops in python, Loop manipulation using pass, continue, break and else, Programming using Python conditional and loops block	10	20
UNIT-III	4	**Functions and Modules :** Organizing python codes using functions, Organizing python projects into modules, Importing own module as well as external modules, Understanding PackagesPowerful Lamda function in python, Programming using functions, modules and external packages	16	32

	5	**Python File Operation:** Reading config files in python, Writing log files in python, Understanding read functions, read(), readline() and readlines(), Understanding write functions, write() and writelines()			
UNIT-IV	6	**Creating the GUI Form and Adding Widgets:** Widgets: Button, Canvas, Checkbutton, Entry, Frame, Label, Listbox, Menubutton, Menu, Message, Radiobutton, Scale, Scrollbar, text, Toplevel, spinbox, PanedWindow, LabelFrame, tkMessagebox. Handling Standard attributes and Properties of Widgets.	16	32	
	7	**Layout Management:** Designing GUI applications with proper Layout Management features.			
Total			**50**	**100**	

Text Book:

1. Learning With Python, by Allen Downey, Jeff Elkner and Chris Meyers

References:

1. Dive into Python,Mike
2. Learning Python, 4th Edition by Mark Lutz
3. Programming Python, 4th Edition by MarkLutz
4. Python Cookbook, Third edition by David Beazley and Brian K. Jones
5. Head First Python: A Brain-Friendly Guide, by Paul Barry
6. Learn Python The Hard Way, by Zed A. Shaw

Branch: BCA	Semester-IV
Subject Code: 4201	Lecture: 04 Credit: 02
Course Opted	Core Course Practical - 11
Subject Title	PYTHON PROGRAMMING - LAB

Course objectives:
- Install and run the Python interpreter
- Gain knowledge of Python syntax
- Learn variable declarations in Python
- Learn control structures
- Understand modules

Course Outcomes:
- Will be able to interpret the fundamental Python syntax usePython control flow statements.
- Enable the handling of strings and functions.
- Will be able to create and run Python programs by utilizing the data structures like lists, dictionaries, tuples and sets.

Modules	Sr. No.	Topic and Details	No. of Practicals Assigned	Marks Weightage %
UNIT-I	1	**Installation of Python** Implementation of Numeric int, float, complex data types and type conversions Implementation of string data type, list, data type Conversions, Use of Built in Functions	4	8
UNIT-II	2	Programs to Implement if, else and elif, loops, Loop manipulation using pass, continue, break and elseand loops block	5	10
UNIT-III	3	Programs using functions, modules and external packages Programs to implement file operations	8	16
UNIT-IV	4	Creation of GUI Form and Adding Widgets: Designing GUI applications with proper Layout Management features.	8	16
Total			**25**	**50**

Text Book:

1. Learning With Python, by Allen Downey, Jeff Elkner and Chris Meyers

References:

1. Dive into Python,Mike
2. Learning Python, 4th Edition by Mark Lutz
3. Programming Python, 4th Edition by MarkLutz
4. Python Cookbook, Third edition by David Beazley and Brian K. Jones
5. Head First Python: A Brain-Friendly Guide, by Paul Barry

Branch: BCA	Semester-IV
Subject Code: 4102	Lecture: 04
	Credit: 04
Course Opted	Core Course - 12
Subject Title	**INTRODUCTION TO MICROPROCESSORS**

Course Objectives:
- To learn and understand technical aspect of 8085 microprocessor.
- To understand the standard instruction set available for 8085 IC.
- To Design and develop various assembly language programs for 8085 IC and 8255 PPL.
- To learn the concept of interrupts
- To understand serial communication and interfacing.
- To understand advance microprocessor 8088/8086.

Course Outcomes:
- Understand the architecture and addressing modes of 8085 microprocessor and merory organization and its Interfacing.
- Understand various types of instructions and Instruction Cycled with proper timing diagrams.
- Develop various assembly language programs by usingdiffrent types if instructions and understand PPL interfacing.
- Understand 8259 interrupt controller IC with its internal organization and single and cascade operation.
- To understand 8086/8088 microprocessor, architecture, instruction set, addressing modes, simple programs, memory organization and interfacing.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT-I	1	**8086 Architecture**: 8086 Architecture-Functional diagram, Register Organization, Memory Segmentation, Programming Model, Memory addresses, Physical Memory Organization, Architecture of 8086, Signal description of 8086, interrupts of 8086.	8	16
UNIT-II	2	**Instruction Set and Assembly Language Programming of 8086**: Instruction formats,Addressing modes, Instruction Set, Assembler Directives, Macros, and Simple Programs involving Logical, Branch and Call Instructions, Sorting, String Manipulations	8	16
UNIT-III	3	**Programming in 8085:** Assembly language programming using 8085, 8255PPL and its interfacing	8	16
	4	**Interrupts:** Introduction, purpose of interrupts, Interrupt vectors, 8259-Interrupt Controller, Internal organization, pin out, Single and cascaded operation	8	16

UNIT-IV	5	**I/O Interface:** Serial data transmission, USART 8251 & its organization & interfacing with 8085, 8259 interrupt controller, its organization & interfacing with 8085,DMA controller 8257 & its organization.	8	16
	6	**Advance Microprocessor:** 8086/8088 microprocessor, architecture, instruction set, addressing modes, simple programs, memory organization and interfacing.	10	20
Total			**50**	**100**

Textbooks:

1. Microprocessor Architecture Programming ~ Application, with 8080/8085 by Ramesh S. Gaonkar.

References:

1. Microprocessor and Digital Systems by D.V.Hall.
2. 16 bit Microprocessor by Triebel and A. Singh.
3. 16 bit microprocessor by Liu and Gibson.

Branch: BCA	Semester-IV
Subject Code: 4202	Lecture: 04 Credit: 02
Course Opted	Core Course Practical - 12
Subject Title	INTRODUCTION TO MICROPROCESSORS - LAB

Course Objectives:

- To become familiar with the architecture and Instruction set of Intel 8085 microprocessor..
- To be able to develop simple assembly level programs

Course Outcomes:

- The student will be familiar with the architecture and Instruction set of Intel 8085 microprocessor
- Will be able to implement assembly level programs

Modules	Sr. No.	Topic and Details	No. of Practicals Assigned	Marks Weightage %
UNIT-I	1	Program to find addition of two 8-bit numbers	1	2
	2	Program to find subtraction of two 8-bit numbers	1	2
	3	Program to find addition of two 16-bit numbers	1	2
	4	Programs to find subtractiob of two 16-bit numbers	1	2
UNIT-II	5	Program to find addition of two 16-bit BCD numbers	1	2
	6	Program to find subtraction of two 8-bit BCD numbers	1	2
	7	Program to find multiplication of two 8-bit numbers using successive addition method.	1	2
	8	Program to find multiplication of two 8-bit numbers using shift and add method	1	2
	9	Program to divide 16-bit number by an 8-bit number	1	2
UNIT-III	10	Program to transfer a block of N bytes from source to destination	1	2
	11	Program to find Maximum number in an array	1	2
	12	Program to find Minimum number in an array	1	2
	13	Program to sort the numbers in ascending order	1	2
	14	Program to sort the numbers in descending order	1	2
	15	Program to convert two BCD numbers to their HEX equivalent	1	2
UNIT-IV	16	Program to convert HEX number to BCD	1	2

	17	Write a sub routine for 8085 to generate delay of 100 ms	1	2
	18	Write a sub routine for 8085 to generate delay of 10 ms	2	4
	19	Write a program to generate Fibonacci series	2	4
	20	To interface DAC with 8085 to demonstrate the generation of square, saw tooth and triangular wave.	2	4
	21	Serial communication between two 8085 through RS-232 C port.	2	4
Total			**25**	**50**

Textbooks:

1. Microprocessor Architecture Programming ~ Application, with 8080/8085 by Ramesh S. Gaonkar.

References:

1. Microprocessor and Digital Systems by D.V.Hall.
2. 16 bit Microprocessor by Triebel and A. Singh.
3. 16 bit microprocessor by Liu and Gibson.

Branch: BCA	Semester-IV
Subject Code: 4103	Lecture: 04 Credit: 04
Course Opted	Core Course - 13
Subject Title	COMPUTER NETWORKS

Course Objectives:
- To study TCP/IP & OSI protocol suites
- Learn how computer network hardware and software operate
- Investigate the fundamental issues of network design
- Learn about dominant network technologies

Course Outcomes:
- Distinguish between analog and digital signals and understand their characteristics
- Understand the basic concepts of data communications.
- Understand the purpose of network layered models, network communication using the layered concept, and able to compare and contrast Open System Interconnect (OSI) and the Internet Model.
- Understand basic computer network technology.
- Identify the different types of network topologies and protocols.

Module	Sr. No.	Topic and Details	No of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Introduction to Networking:** Introduction to computer network, network application, network software and hardware components (Interconnection networking devices), Network topology, protocol hierarchies, design issues for the layers, connection oriented and connectionless services.	4	15
	2	**Reference models:** Layer details of OSI, TCP/IP models. Communication between layer.	4	
UNIT-II	3	**Physical Layer:** Data and signals, periodic analog signals, digital signals, transmission impairment, data rate limits, performance.	5	5
	4	**Digital and Analog transmission:** Digital-to-digital conversion, analog-to-digital conversion, transmission modes, digital-to-analog conversion, analog-to-analog conversion.	5	10
	5	**Multiplexing, Transmission Media and Switching:** Multiplexing – FDM, WDM and TDM Transmission Media – Guided Media (Twisted Pair, Coaxial and Fibre Optics) and Unguided Media i.e. Wireless Media (Radio waves, Microwave, Bluetooth, Infrared) Switching – Circuit and Packet Switching.	5	10

UNIT-III	6	**Data link Layer**: DLL Design Issues (Services, Framing, Error Control, Flow Control), Error Detection and Correction(Hamming Code, CRC, Checksum), Elementary Data Link protocols, Stop and Wait, Sliding Window(Go Back N, Selective Repeat).	5	10
	7	**Medium Access Protocols:** Channel Allocation problem, Multiple access Protocol(Aloha, Carrier Sense Multiple Access (CSMA/CD).	4	10
UNIT-IV	8	**Network Layer :** Network Layer design issues, Communication Primitives: Unicast, Multicast, Broadcast. IPv4 Addressing (classfull and classless) **Routing algorithms :** Shortest Path (Dijkastra's), Link State Routing, Distance Vector Routing (Bellmen- Ford) **Congestion control algorithms:** Open loop congestion control, Closed loop congestion control, Token & Leaky bucket algorithms **Virtual Network:** VPN, VDA and Cloud Model	8	20
	9	**Transport Layer :** Introduction, Transport layer protocols (Simple protocol, Stop-and-wait protocol, Go-Back-n protocol, Selective repeat protocol, Bidirectional protocols), Transport layer Services. TCP Segment Format, TCP State Machine, The User Datagram Protocol (UDP).	5	10
	10	**Application Layer :** Introduction, Services, Architecture, Client Server Model Protocols : DNS, HTTP, SMTP, FTP, Telnet	5	10
Total			**50**	**100**

Text Books:

1. A.S. Tannenbaum ,"Computer Networks", 4th edition Prentice hall of India

References:

1. Internetworking with TCO/IP: Principles and Architecture, 5th Edition
2. TCP/IP illustrated volume 1 , W. Richard Steven , Addison Westey.
3. Dougals Comer, Computer Networks and Internets , 4 th Edition

Branch: BCA	Semester-IV
Subject Code: 4104	Lecture: 04 Credit: 04
Course Opted	Core Course - 14
Subject Title	**SOFTWARE ENGINEERING**

Course Objectives:
- To understand the nature of software development and software life cycle process models, agile practices.
- To Explain methods of capturing, specifying, visualizing and analyzing software requirements.
- To understand concepts and principles of software design and user-centric approach and principles of effective user interfaces.
- To understand need of project management and project management life cycle.
- To understand project scheduling concept and risk.

Course Outcomes:
- Provide the ability to select and apply the knowledge of defined engineering technology activities.
- Able to describe key activities in software development and the role of modeling.
- Able to function effectively on a team whose members together provide leadership, create a collaborative and inclusive environment, establish goals, plan tasks, and meet objectives.
- Able to explain key concepts in software development such as change management, testing and quality.

Module	Sr. No.	Topic and Details	No of Lectures Assigned	Marks Weight age %
UNIT-I	1	**Introduction to Software Engineering:** Definition, need, software engineering methods, Tools, procedures, Software engineering layers, SEI- CMM, process framework	6	12
	2	**Software Process Model:** waterfall, spiral,iterative,enhancement and phased development, RAD model, Prototyping model, V life cycle	7	14
	3	**Software project planning:** Overview, objectives, scope, resources.	2	4
UNIT-II	4	**Requirement analysis:** Requirement Engineering, Requirements Elicitation and Analysis model, QFD, FAST & Use-cases, Requirements Specification	5	10
	5	**Software Project Scheduling:** Importance, Work breakdown structure, effort distribution, Gantt chart & tracking the schedule. scheduling Methods: PERT and CPM	5	10
	6	**Software Metrics:** Direct and indirect methods, size oriented and function oriented metrics, COCOMO	3	6

UNIT				
UNIT-III	7	**Design representations:** Flow charts, pseudo code, HIPO, DFD, Decision Table **Modular design:** coupling and cohesion, its various types	5	10
	8	**Project Management Spectrum** Software Quality assurance: overview, definitions for software quality, roles, verification and validation, FTR, ISO	4	8
	9	**Software configuration management:** identification, control, auditing, status accounting	2	4
UNIT-IV	10	**Software testing Overview:** Strategy for testing, White Box Teasting& Black box testing, cyclomatic complexity, Debugging	6	12
	11	**Agile Software Development:** Coping with Change, The Agile Manifesto:Values and Principles, agile project management	5	10
Total			**50**	**100**

Text Book:

1. Pressman ,"Software Engineering A Practitioner's Approach" McGraw-Hill, 5th Edition, 2005

References:

1. Shooman, "Software Engineering Design, Reliability and Management" McGraw Hill 198
2. Fairley "Software Engineering Concepts" " McGraw--Hill Series, New York,

Branch: BCA	Semester-V
Subject Code: 5101	Lecture: 04 Credit: 04
Course Opted	Core Course – 15
Subject Title	**MOBILE APPLICATION**

Course Objectives:
- Understand the application development lifecycle.
- Develop a grasp of the Android OS architecture.
- Create an android based mobile application
- Familiarize with Android's APIs for data storage, retrieval, user preferences, files and content providers
- Experiment with database to store data locally
- Identity, analyze and choose tools for Android development including device emulator, profiling tools and IDE

Course Outcomes:
- Recognizes mobile development environments...
- Write clear and effective Android code.
- Create Native & Hybrid Mobile applications using Android App Development
- Implementing database using SQLite & Firebase Real-time Database.
- Be exposed to technology and business trends impacting mobile application
- Be competent with designing and developing mobile applications using one application development framework.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Programming Revision (Object Oriented Programming Concepts & Java Fundamental):** Class, Object & methods, Constructors in Java, Inheritance, Polymorphism, Abstraction, Encapsulation, Exception Handling in Java, Multithreading in Java, File I/O **Introduction to Android Programming Language:** What is Android, History and Version, Software Stack, Core Building Blocks, Android Emulator, Hello Android example, Internal Details, Dalvik VM, AndroidManifest.xml	8	16
	2	**Android Application Layout:** Android Linear Layout, Android Relative Layout, Android Table Layout, Scroll View in Android, Android Frame Layout	8	12
UNIT-II	3	**Android Activity & Intent, Android Fragments:** Activity Lifecycle, Implicit Intent, Explicit Intent, Android Fragments	8	12
	4	**Android UI widgets:** Working with Button, Toast, Toggle Button, Checkbox, Image View, Image Button, Alert Dialog, Spinner, AutoComplete Text View, Rating Bar, Date Picker, Date Picker, Time Picker, Progress Bar	10	24
	5	**Building Android Application with Web View:** Building Simple Web View Application, Load	4	8

			50	100

UNIT				
		HTML Date on Web View, Embed/Display YouTube Video in Web View, Convert Custom Design Website into Android App.		
UNIT-III	6	**Menus in Android & Services:** Option Menu, Context Menu, Popup Menu, It can be used to perform any task in background. It doesn't have any user interface (UI).	2	4
	7	**Android Database (SQLite) & Android Multimedia:** SQLite Example with GUI, Fire Base (Real time), Playing Audio in android Example, Playing Video in android Example, Playing Media Player in android Example.	2	4
	8	**Android Speech & Telephony API:** Speech API is used to convert text into speech, Text to Speech Example with Speed option, Telephony Manager, Get Call State, Call State Broadcast Receiver, How to make a Phone Call, How to Send SMS, How to Send Email.	4	8
UNIT-VI	9	**Device Connectivity &Android sensor:** Bluetooth, List Paired Device, Wi-Fi, Android Sensor.	2	4
	10	**Android Material Design Using Design Support Library & Animation:** Navigation Drawer View, Splash Screen, Android animation enables you to rotate, slide and flip images and text, Fade In Animation in Android, Fade Out Animation in Android, Zoom In Animation in Android, Zoom Out Animation in Android, Implementing Ripple Effect in Android, Add Ripple Effect/Animation to a Android Button.	2	8
		TOTAL	50	100

Text Book:

1. Android Studio 3.0 Development Essentials

Reference Books:

1. Android Programming: The Big Nerd Ranch Guide
2. Android Application Development - Black book
3. Android Development for Gifted Primates
4. Android Cookbook focuses
5. Practical Android
6. Head First Android: A Brain-Friendly Guide, by Paul Barry.

Branch: BCA	Semester-V
Subject Code: 5201	Lecture: 02 Credit: 02
Course Opted	Core Course Lab– 15
Subject Title	MOBILE (ANDROID) APPLICATION LAB

Course Objectives:
- Install and run the Android studio & JDK 1.8
- Gain knowledge of Android syntax
- The student will learn the basics of Android platform and get to understand the application lifecycle
- Android programming wherein students will be able equipped with skills for analyzing, designing, developing and troubleshooting java applications.
- Students understand the operation of the application, application lifecycle, configuration files, intents, and activities.

Course Outcomes:
- Build and deploy his/ her Android application.
- The candidates get a better understanding of the UI - components, layouts, event handling, and screen orientation.
- Students also develop a working knowledge of the custom UI elements and positioning.
- The candidates may also have an in-depth understanding of broadcast receivers and services.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT- I	1	**Installation of Android studio & JDK 1.8:** Java program to perform example of Class, Object & methods, Java program to perform Example of Constructors in Java, Java program to perform Example of Inheritance, Write a java program to perform Example of Polymorphism, Java program to perform Example of Abstraction, Java program to perform Example of Encapsulation, Java program to perform Example of Exception Handling in Java , Java program to perform Example of Multithreading in Java, Java program to perform Example of File I/O, Android Program to Build a Simple Android Application, Android Program to Demonstrate Usage of String.xml File, Java Android Program to Change the Background of Your Activity, Android Program to Demonstrate Action Button by Implementing on Click Listener (Use Intent).	4	8
	2	Android Program to Demonstrate the use of Scroll View, Android Program to Demonstrate the use of Liner Layout, Android Program to Demonstrate the use of Relative Layout, Android Program to Demonstrate the use of Table Layout.	4	4
	3	Android Program to Create Multiple Activities within an Application, Android Program to Demonstrate	2	4

		Explicit Intent, Android Program to Demonstrate Implicit Intent.		
UNIT- II	4	**Android Program to perform all Operations using Calculators:** Android Program to Demonstrate Alert Dialog Box, Android Program to Demonstrate Toast in an Application, Android Program to Demonstrate the use of Checkbox, Android Program to Demonstrate the use of Image Button, Android Program to Demonstrate the use of Image View, Android Program to Demonstrate the use of Spinner, Android Program to Demonstrate the use of Rating bar.	4	8
	5	Android Program to Demonstrate the Building Simple Web View Application, Android Program to Demonstrate the Load HTML Date on Web View, Android Program to Demonstrate the Embed/Display YouTube Video in Web View, Android Program to Demonstrate the Convert Custom Design Website into Android App.	2	8
UNIT-III	6	Android Program to Demonstrate the Option Menu, Android Program to Demonstrate the Context Menu, Android Program to Demonstrate the Popup Menu, Android Program to Demonstrate the It can be used to perform any task in background. It doesn't have any user interface (UI).	2	4
	7	Android Program to Demonstrate the SQLite Example with GUI, Android Program to Demonstrate the FireBase (real time), Android Program to Demonstrate the Playing Audio in android Example, Android Program to Demonstrate the Playing Video in android Example, Android Program to Demonstrate the Playing Media Player in android Example.	2	2
	8	Android Program to Demonstrate the Speech API is used to convert text into speech, Android Program to Demonstrate the TextToSpeech Example with Speed option, Android Program to Demonstrate the Telephony Manager, Android Program to Demonstrate the Get Call State, Android Program to Demonstrate the Call State Broadcast Receiver, Android Program to Demonstrate the How to make a Phone Call, Android Program to Demonstrate the How to Send SMS, Android Program to Demonstrate the How to Send Email.	2	4
	9	Android Program to Demonstrate the Bluetooth, Android Program to Demonstrate the List Paired	1	4

UNIT-IV				
		Device, Android Program to Demonstrate the Wi-Fi, Android Program to Demonstrate the Android Sensor.		
	10	Android Program to Demonstrate the Navigation Drawer View, Android Program to Demonstrate the Splash Screen, Android Program to Demonstrate the Android animation enables you to rotate, slide and flip images andtext, Android Program to Demonstrate the Fade In Animation in Android, Android Program to Demonstrate the Fade Out Animation in Android, Android Program to Demonstrate the Zoom In Animation in Android Android Program to Demonstrate the Zoom Out Animation in Android, Android Program to Demonstrate the Implementing Ripple Effect in Android, Android Program to Demonstrate the Add Ripple Effect/Animation to a Android Button.	2	4
TOTAL			**25**	**50**

Text Book:

1. Android Studio 3.0 Development Essentials

Reference Books:

1. Android Programming: The Big Nerd Ranch Guide
2. Android Application Development - Black book
3. Android Development for Gifted Primates
4. Android Cookbook focuses
5. Practical Android
6. Head First Android: A Brain-Friendly Guide, by Paul Barry.

Branch: BCA	Semester-V
Subject Code: 5102	Lecture: 04 Credit: 04
Course Opted	Core Course – 16
Subject Title	ARTIFICIAL INTELLIGENCE

Course Objectives:

- To understand the basic principles, techniques, and applications of Artificial Intelligence.
- To understand the historical perspective of AI and its foundations.
- To understand a basic understanding of the building blocks of AI.
- To understand intelligent agents: Search, Knowledge representation, inference, logic, and learning.

Course Outcomes:

- Students will be able to demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations.
- Students will be able to understand the fundamentals of various applications of AI techniques in intelligent agents, expert systems models.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Introduction:** History and Application of AI, AI Techniques, Types, Intelligent Agent: Types, Environment, Solving problems by searching-Toy problems, Real-World problems, 8 puzzle game, chess-board problem, tic-tac toe, Water-jug Problem, Travelling salesman Problem, The wampus world Problem.	12	24
UNIT-II	2	**Informed Search Strategies:** Greedy best first search, A* algorithm, Heuristic function, Games: Single player and multiplayer game. The minimax strategy, Maximin Strategy, Alpha Beta Pruning and cut-off.	6	12
	3	**Uniformed Search Strategies**: Breadth-first search, Depth-first search, Comparing uniformed search techniques. Informed search strategies: Generate-and-test, Hill climbing, Best-first search, problem reduction, constraint satisfaction, Mean-ends analysis.	8	16
UNIT-III	4	**Knowledge Representation**: Issues in knowledge representation, Approaches to knowledge representation, introduction to ontology Logic and Inferences: Formal logic, history of logic and knowledge, propositional logic, resolution method in propositional logic.	6	12

UNIT-IV	5	**Expert System:** Knowledge acquisition methods, knowledge engineering process, goals in knowledge system development, basic architecture of expert system, problem domain versus knowledge domain, Development of ES and life cycle of ES. Advantages of expert system, structure of Rule based expert system, characteristics of conventional system and expert system.	10	20
	6	**Statistical Reasoning:** Probability and Bayes theorem, Certainty factor, Dempster-Shafer theory, Fuzzy logic: crisp sets, application of fuzzy logic.	8	16
		TOTAL	**50**	**100**

Text Book:

1. Artificial Intelligence (Third Edition) McGraw-Hill Elaine Rich, Kevin Knight.

Reference Books:

1. A First course in Artificial Intelligence (McGraw-Hill) Deepak Khemani.
2. Artificial Intelligence A modern approach (Second Edition) Pearson, Stuart Russell, and Peter Norvig.
3. Fuzzy Logic with Engineering application (Third edition) Timothy J. Rose.
4. Artificial Intelligence and Intelligence system: N. P. Padhy
5. Artificial Intelligence: Patrick Henry Winston
6. Artificial Intelligence (Structure & Strategies for Complex Problem solving): George F. Luger

Branch: BCA	Semester-V
Subject Code: 5103	Lecture: 04 Credit: 04
Course Opted	Core Course – 17
Subject Title	CYBER SECURITY

Course Objectives:
- The learner will gain knowledge about protect personal data, and secure computer networks.
- The learner will be able to examine secure software and wed security. The learner will be able to find solution to the key distribution problem by using functional key pair; public key cryptography
- The learner will develop an understanding of security policies (such as confidentiality, integrity, and availability), as well as protocols to implement such policies.
- The learner will be able to examine certain attacks on networks and security related services.

Course Outcomes:
The student will
- Understand the basic security principals
- Understand the concepts of data confidentiality security concern and its solution through cryptography
- Be able to verify identity through various authentication mechanisms
- Learn about Safeguarding the network at the network layer
- Learn about attacks on the networks and security related services

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Introduction to Cyber Security:** Introduction to Cyber Security, History, Goals, Need of Security, Principles, Elements, Type of Cyber Attacks, Security Policies, Security Techniques, Steps for Better Security, Basics Security Terminology (Cryptography, Hacking, Encryption, Decryption)	6	12
	2	**Data Encryption techniques:** Introduction: Encryption Methods (Symmetric Encryption & Asymmetric Encryption), Cypotography. **Subsitution Ciphers:** Ceaser, Monoalphabetic, Playfair, Hill, Polyalphabetic, One-tine Pad or Vernam. **Transposition Ciphers:** Single Columnar, Double Columnar. Cyptanalysis, Steganograhy. **Data Encryption Standards:** Working of DES, Cracking of DES, Simplified Data Encryption Standards. **Symmetric Ciphers:** Introduction, Blowfish Architecture, RC5, RC4, RC6, Comparison between	6	12

		RC6 and RC5, IDEA (International Data Encryption Algorithm)		
UNIT-II	3	**Public Key Cryptosystems:** Introduction, Public Key Cryptography, RSA Algorithm (Working of RSA, Key length and Security) **Authentication:** Introduction, Authentications Methods(Password-based, Two-factor, Biometric, Extensible). **Kerberos:** Basics, Ticket Granting Approach, Public Key Cryptography, Advantges, Weakness and attacks, Applications and Limitations, Comparison of Kerberos with SSL, Authentication Servers	6	12
	4	**Digital Signatures:** Introduction, Implementation, Association of Digital Signatures and Encryption, Using Different Key pairs for Signing and Encryption. **Algorithms for Digital Signature:** DSA(Digital Signature Algorithm, ECDSA(Elliptic Curve Digital Signature Algorithm), DSS, Attacks on Digital Signature. **Electronic Mail Security:** Introduction, Pretty Good Privacy (PGP), MIME, S/MIME, Comparison of PGP and S/MIME. **IP Security:** Introduction, IP Security Architecture, IPv6, IPsec, IPv4 and IPv6, IPsec Protocols and Operations **Web Security:** Introduction, SSL, SSL Session and Connection, SSL Record Protocol, Secure Electronic Transaction.	7	14
UNIT-III	5	**Intrusions:** Introduction, Intrusion Detection, Intrusion Detection System, Password Management Practices, Limitations, Challenges **Malicious Software:** Introduction, Malicious Code, Viruses, Worms, Trojans, Spyware, Ransom ware, Bots, Best Practices, Attacks	6	12
	6	**Firewall:** Introduction, Characteristics, Types, Benefits and Limitations, Architecture, **Cyber Laws:** Introduction, Cyber Security Regulations, Role of International Law, Cyber Security Standards, Indian Cyber Space, National Cyber Security Policies.	6	12
UNIT-IV	7	**Digital Forensic:** Introduction to cyber crimes & Digital Forensic, Types of Digital Forensics, Digital Forensics Process, Areas of Application of computer forensics, Understanding the Suspects, Examples of Computer Forensics, Free space and Slack Space.	6	12

8	**Case Studies on Cryptography and security:** Cryptographic Solutions, SSO, Secure inter-branch Payment Transactions, Denial of Service (DOS) attacks, IP Spoofing attacks, CSSV, secrete splitting, Contract signing.	7	14
TOTAL		**50**	**100**

Text Book:

1. Atul Kahate, Cryptography and Network Security, McGraw Hill

Reference Books:

1. Cybersecurity Fundamentals: A Real-World Perspective
2. CRYPTOGRAPHY AND INFORMATION SECURITY, THIRD EDITION, PACHGHARE, V. K. Eastern Economy Edition, 2019.
3. Kaufman, C., Perlman, R. & Speciner, M., Network Security, Private Communication in a Public world, 2nd ed., Prentice Hall PTR, 2002
4. Stallings, W., Cryptography and Network Security: Principles and Practice, 3rd ed., Prentice Hall PTR., 2003.
5. Stallings, W., Network Security Essentials: Applications and Standards, Prentice Hall, 2000
6. A Course in Cryptography, By Heiko Knospe, The Sally Series, AMS.

Branch: BCA	Semester-V
Subject Code: 5104	Lecture: 02 Credit: 02
Course Opted	Skill Enhancement Course-3
Subject Title	MULTIMEDIA AND APPLICATION

Course Objectives:
- To learn and understand technical aspect of Multimedia Systems.
- To understand the standards available for colour model and different images, video and text applications.
- To Design and develop various Multimedia Systems applicable in real time
- To learn various multimedia authoring systems, computer graphics used for multimedia applications and Display devices.
- To understand Video signal formats and TV broadcasting system.

Course Outcomes:
- Learner will Developed understanding of technical aspect of Multimedia Systems.
- Learner will understand various file formats for images, video, text media, colour models and software tools.
- Learner will develop various Multimedia Systems applicable in real time with action script.
- Learner will design interactive multimedia softwareprogram multimedia data and be able to design and implement media applications.
- Learner will understand different graphics algorithm, Display devices, Video signal formats and TV broadcasting system.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT- I	1	**Fundamental concept of multimedia:** An overview of multimedia, Multimedia presentation and production, multiple media, Hardware-software requirement, uses of multimedia, steps for creating multimedia presentation. **Graphics & Image Data Representations:** Graphics/Image Data types: 1 Bit Image, 8 Bit Gray level Image, Image Data types, 24-Bit color images, Higher-Bit-Depth Images, 8-Bit color Image, color Lookup Tables. **Popular File Formats:** GIF, JPEG, PNG, TIFF, Windows BMP, Windows WMF, Netpbm format, EXIF.	12	24
UNIT- II	2	**Color in Image & Video:** Color Science & Color Models in Image Color, Models in Video. **Fundamental Concepts in Video:** Analog Video, Digital Video, Video Display Interfaces, 3D Video and TV **Basics of Digital Audio:** Digitization of Sound, MIDI. **Multimedia Anchoring:**	13	26

		Basic Concepts, Anchoring Tools, Macromedia Director Flash. **Multimedia Applications:** Media preparation, Media Editing, Integration: Interactive Services, Multimedia Distribution Services, Media Usage (Electronic Books & Magazines, Kiosks, Tele-shopping, Entertainment).		
		TOTAL	**25**	**50**

Text Books:

1. Fundamentals of Multimedia by Ze- Nian Li and Mark S. Drew PHI/Pearson Education.
2. Principles of Multimedia by Ranjan Parekh (McGraw-Hill.
3. Multimedia Applications by Ralf Steinmetz, Klara Nahrstedt.
4. Multimedia: Computing Communications & Applications by Ralf Steinmetz

Reference Books:

1. Digital Multimedia, Nigel chapman and jenny chapman, Wiley- Dreamtech
2. Macromedia Flash MX Professional 2004 Unleashed, Pearson.
3. Multimedia and communications Technology, Steve Heath, Elsevier(Focal Press).
4. Multimedia Applications, Steinmetz, Nahrstedt, Springer.
5. Multimedia Basics by Weixel Thomson.
6. Multimedia Technology and Applications, David Hilman, Galgotia.
7. Multimedia System Design, P K Andleigh &Thakrar (PHI).
8. Advanced Graphics Programming in C & C++ By Roger.

Branch: BCA	Semester-V
Subject Code: 5105	Lecture: 04 Credit: 04
Course Opted	Discipline Specific Elective -1
Subject Title	MANAGEMENT INFORMATION SYSTEM

Course Objectives:
- Understand the Management Information concept with role of management in an organization.
- Explain relationships between concepts of information systems, organization, management and strategy.
- Explain managerial activities and roles with decision making process.
- Understand MIS concepts working in development stages through various case studies.

Course Outcomes:
- Enable Learners to describe the role of information technology and information systems in business and analyze how information technology impacts a firm.
- It is help learners to interpret how to use information technology to solve business problems.
- Analyze the relationship between information systems and organizations.
- Describe how managers make decisions in organizations.
- Evaluate the role of information systems in supporting various levels of business strategy.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Management Information System in Digital Firm:- Introduction to MIS:** MIS concept, definition, role of MIS, Impact, MIS and the User, MIS effectiveness, MIS for a Digital Firm.	5	10
	2	**E-Business Enterprise:** Introduction, organization of business in Digital Firm, e-business, e-commerce, e-communication, e-collaboration, real-times enterprise, Technology used in RTE (Real Time Enterprise).	6	12
UNIT-II	3	**Basic of Management Information System:- Decision Making:** Decision making concept, decision making process, MIS and decision making, Decision Analysis by Analytical Modelling, Behavioural concepts in DM, organizational DM.	7	14
	4	**Information Concepts:** Information concept, information - a quality product, classification of information, methods of data and information collection, value of information, general model, MIS and Information.	5	10
	5	**System Engineering:** System concept, types of systems, general model of MIS, need for system analysis, system analysis of existing system, system analysis of new requirement, system development model, computer system design.	7	14

UNIT-III	6	**Development of MIS:** Long range plans of MIS, Development and implementation of MIS.	5	10
	7	**Business Intelligence for MIS:** BI & MIS, tools & techniques of BI, BI Development, BI used, process of generation of BI.	5	10
UNIT-IV	8	**Applications of MIS to e-Business:** Applications in manufacturing sector / Service Sector/DSS & KM /Management of global Enterprise.	5	10
	9	**Comprehensive Cases in MIS.**	5	10
TOTAL			50	100

Text Book:

1. W.S. Jawadekar, "Management Information Systems, Text and Cases: A global Digital Enterprise" Tata McGraw Hill Publishing, 2013.

References Books:

1. V. Rajaraman, "Analysis & Design of Information System," PHI.
2. J. Kanter, "Management/Information Systems", PHI, 1996
3. Gordon B. Davis & M.H. Olson, "Management Information Systems: Conceptual Foundation, structure and Development" 1984.
4. MIS Managerial Perspective (2e) -D.P Goyal ; MacMillan
5. MIS practices in the new millenium-S. Shajahan.

Branch: BCA	Semester-V
Subject Code: 5105	Lecture: 04 Credit: 04
Course Opted	Discipline Specific Elective -2
Subject Title	SEARCH ENGINE OPTIMIZATION

Course Objectives:

- To optimize a website involving editing its content, adding content, doing HTML, and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.
- To learn to promote a site to increase the number of back links, or inbound links, is another SEO tactic.
- To explore the legal relationships among the various industries.

Course Outcomes:

- To remember and learn the practical aspects of Search Engine Optimization.
- To understand and learn how to promote sites.
- To Apply and differentiate the concept of back links or inbound links.
- To Create and develop the technical skills related to digital marketing activities.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT-I	1	Introduction to SEO, Types of SEO (White Hat, Red Hat) and techniques, How Search Engine Work?, Domain. **Research and Analysis:** Marketing Research, keyword research and Analysis, competitor's website, choosing best keywords, tools available for keyword research) **SEO Guidelines:** Website Design guidelines, Content optimization, SEO Design and layout, XML Sitemap / URL List Sitemap.	6	12
	2	**On-page Optimization:** The Page Title, Meta Descriptions, Meta Keywords, Headings, Bold Text, Domain Names & Suggestions, Canonical Tag, Meta Tags, Images and Alt Text, Internal Link Building, The Sitemap, Invisible Text, Server and Hosting Check, Robots Meta Tag, Doorway Pages, 301 Redirects, 404 Error, Duplicate content.	7	14
UNIT-II	3	**Off-page Optimization:** Page Rank, Link Popularity, Link Building in Detail, Directory Submission, Social Bookmark Submission, Blog Submission, Articles, Links Exchange, Reciprocal Linking, Posting to Forums, Submission to Search Engine, RSS Feeds Submissions, Press Release Submissions, Forum Link Building, Competitor Link Analysis.	8	16

	4	**Analytics:** Google Analytics, Installing Google Analytics, How to Study Google Analytics, Interpreting Bars & Figures, How Google Analytics can Help SEO, Advanced Reporting, Webmaster Central, Bing/Yahoo, Open Site Explorer, Website Analysis using various SEO Tools available.	8	16
UNIT-III	5	**SEO Tools:** Keyword Density Analyzer Tools, Google Tools, Yahoo / Bing Tools, Rich Snippet Text Tool, Comparison Tool, Link Popularity Tools, Search Engines Tools, Site Tools, Miscellaneous Tools.	8	16
	6	**SEO Reporting:** Google analysis, Tracking and Reporting, Reports Submission, Securing Ranks.	6	12
UNIT-IV	7	**Optimizing Search Strategies:** Adding your site to Directories, Pay-for-inclusion services, robots, spiders and crawlers, adding social media optimization.	7	14
	8	**Mobile Search Engine Optimization:** Monetizing Traffic as an SEO Strategy, Plugging into to SEO, Automated optimization.		
TOTAL			**50**	**100**

Text Book:

1. Jerry L. Ledford, "SEO: Search Engine Optimization Bible", John Wiley & Sons, 2007

References Books:

1. Todd Kelsey, "Introduction to Search Engine Optimization: A Guide for Absolute Beginners", Apress Publication.
2. Bruce Clay, Susan Esparza, "Search Engine Optimization – All-in-one for Dummies", John Wiley & Sons
3. Eric Enge, Stephan Spencer, Rand Fishkin, Jessie Strichhiola, "The Art of SEO: Mastering Search Engine Optimization", O'Reilly Media Inc. Publication.

Branch: BCA	Semester-V
Subject Code: 5105	Lecture: 04 Credit: 04
Course Opted	Discipline Specific Elective -3
Subject Title	DATA ANALYSIS AND VISUALIZATION

Course Objectives:

- Conduct exploratory data analysis using visualization.
- Design and evaluate color palettes for visualization based on principles of perception.
- Apply data transformations such as aggregation and filtering for visualization.
- Identify opportunities for application of data visualization in various domains.
- Use JavaScript with D3.js to develop interactive visualizations for the Web.

Course Outcomes:

- Learner will be able to present data with visual representations for your target audience, task, and data.
- Learner will be able to Experiment with and compare different visualization tools;
- Learner will be able to Create multiple versions of digital visualizations using various software packages and also to identify appropriate data visualization techniques imposed by the data;
- Learner will be able to apply appropriate design principles in the creation of presentations and visualizations and also to analyze, critique, and revise data visualizations

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT –I	1	**The role of statistics:** Graphical and numerical methods for describing and summarising data. Probability. Population distributions. Sampling variability and sampling distributions.	8	16
	2	**Estimation using a single sample:** Hypothesis testing a single sample. Comparing two populations or treatments. Simple linear regression and correlation.	6	12
UNIT –II	3	Overview of Data Visualization, Introduction to Web Technologies.	4	8
	4	Introduction to SVG , CSS, JavaScript, VizHub.	4	8
	5	**Data Abstraction, Task Abstraction:** Input for Visualization: Data and Tasks, Loading and Parsing Data with D3.js	4	8
UNIT -III	6	**Marks and channels:** Encoding Data with Marks and Channels, Rendering Marks and Channels with D3.js and SVG, Introduction to D3 Scales, Creating a Scatter Plot with D3.js	4	8

	7	**Arrange tables, Types of charts:** Reusable Dynamic Components using the General Update Pattern, Reusable Scatter Plot, Common Visualization Idioms with D3.js, Bar Chart, Vertical &Horizontal, Pie Chart and Coxcomb Plot, Line Chart, Area Chart.	6	12
UNIT -IV	8	**Arrange spatial data, Geographic data:** Isocontours, Arrange network and trees, Map colors and other channels Making Maps, Visualizing Trees and Networks, Encoding Data using Color, Encoding Data using Size, Stacked & Grouped Bar Chart, Stacked Area Chart &Streamgraph, Line Chart with Multiple Lines.	6	12
	9	**Manipulate view, Facet into multiple view:** Adding interaction with Unidirectional Data Flow, Using UI elements to control a scatter plot, Panning and Zooming on a Globe, Adding tooltips.	4	8
	10	**Reduce items and attributes:** Small Multiples, Linked Highlighting with Brushing, Linked Navigation: Bird's Eye Map.	4	8
TOTAL			**50**	**100**

Text Books:

1. Sosulski, K. (2018). Data Visualization Made Simple: Insights into Becoming Visual. New York: Routledge.
2. Visualization Analysis & Design by Tamara Munzner (2014) (Links to an external site.) (ISBN 9781466508910)

Reference Books:

1. Few, S. (2012). Show me the numbers: Designing tables and graphs to enlighten. Burlingame, CA: Analytics Press.
2. Few, S. (2006). Information dashboard design: The effective visual communication of data. Sebastopol: O'Reilly.
3. Ware, C & Kaufman, M. (2008). Visual thinking for design. Burlington: Morgan Kaufmann Publishers.
4. Wong, D. (2011). The Wall Street Journal guide to information graphics: The dos and don'ts of presenting data, facts and figures. New York: W.W. Norton & Company. Yau, N. (2011). Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics. Indianapolis: O'Reilly.

Branch: BCA	Semester-VI
Subject Code:6101	Lecture: 04 Credit: 04
Course Opted	Core Course – 18
Subject Title	**INTELLECTUAL PROPERTY RIGHTS, PATENTS AND CYBER LAWS**

Course Objectives:
- To understand the importance of Intellectual property.
- To gain knowledge of Intellectual property to protect creative work.
- To understand the registration process of various Intellectual Property.
- To learn how to protect intellectual property.
- To understand the concept of cyber law and IT Act.

Course Outcomes:
- Students will learn how to protect their creative work using Intellectual Property Rights.
- Identify the use of Intellectual Property.
- An ability to use Intellectual property to protect their work.
- Understand the registration process of Copyright, Patent and Trademark.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Basic Principles and Acquisition of Intellectual Property Rights:** Philosophical Aspects of Intellectual Property Laws, Basic Principles of Patent Law, Patent Application procedure, Drafting of a Patent Specification, Understanding Copyright Law, Basic Principles of Trade Mark, Basic Principles of Design Rights, International Background of Intellectual Property.	5	10
	2	**Information Technology Related Intellectual Property Rights:** **Computer Software and Intellectual Property-** Objective, Copyright Protection, Reproducing, Defences, Patent Protection. **Database and Data Protection-**Objective, Need for Protection, UK Data Protection Act, 1998, US Safe Harbor Principle, Enforcement. **Protection of Semi-conductor Chips-**Objectives, Justification of protection, Criteria, Subject matter of Protection, WIPO Treaty, TRIPs, SCPA. **Domain Name Protection-**Objectives, domain name and Intellectual Property, Registration of domain names, disputes under Intellectual Property Rights, Jurisdictional Issues, and International Perspective.	5	10
	3	**Patents (Ownership and Enforcement):** **Patents**: Objectives, Rights, Assignments, Defences in case of Infringement.	5	10

UNIT-II	4	**Copyright (Ownership and Enforcement): Copyright**: Objectives, Rights, Transfer of Copyright, work of employment Infringement, Defences for infringement.	5	10
	5	**Trademark (Ownership and Enforcement): Trademarks**: Objectives, Rights, Protection of goodwill, Infringement, Passing off, Defences. **Designs**: Objectives, Rights, Assignments, Infringements, Defences of Design Infringement.	5	10
UNIT-III	6	**Enforcement of Intellectual Property Rights**: Civil Remedies, Criminal Remedies, Border Security measures. **Practical Aspects of Licensing**: Benefits, Determinative factors, important clauses, licensing clauses.	5	10
	7	**Cyber Law: Basic Concepts of Technology and Law:** Understanding the Technology of Internet, Scope of Cyber Laws, Cyber Jurisprudence **Law of Digital Contracts:** The Essence of Digital Contracts, The System of Digital Signatures, The Role and Function of Certifying Authorities, The Science of Cryptography.	5	10
UNIT-IV	8	**Cyber Law: Information Technology Act 2000:** Objectives of IT Act 2000 Following sections to be explained in detail Sections 43(Penalty for damage to the computer), Section 66(Hacking of computer systems), Section 67(publishing of obscene information), Section 72(penalty for breach of privacy), Section 73(penalty for publishing false digital signature certificates).	5	10
	9	**Cyber Law: Intellectual Property Issues in Cyber Space:** Copyright in the Digital Media, Patents in the Cyber World. **Rights of netizens and E-Governance:** Privacy and Freedom Issues in the Cyber World, E-Governance, Cyber Crimes and Cyber Laws, Ethical hacking.	5	10
	10	**Case studies:** Case studies related to different cyber crimes and punishment can be given**.**	5	10
TOTAL			**50**	**100**

Text Books:

1. Cyber law by Vivek Sood

Reference Books:

1. Licensing Art & Design by Caryn R. Leland, Allworth Press
2. A Professional's Guide to Licensing and Royalty Agreements by Caryn R. Leland Allworth PressIT2000 Bill
3. How To Register Your Own Copyright by Marx Warda, Sphinx Publishing
4. Web sites: online information, handouts

Branch: BCA	Semester-VI
Subject Code:6102	Lecture: 04 Credit: 04
Course Opted	Core Course – 19
Subject Title	DATA WAREHOUSING AND DATA MINING

Course Objectives:
- Be familiar with mathematical foundations of data mining tools.
- Understand and implement classical models and algorithms in data warehouses and
- data mining
- Characterize the kinds of patterns that can be discovered by association rule
- mining, classification and clustering.
- Master data mining techniques in various applications like social, scientific and environmental context.
- Develop skill in selecting the appropriate data mining algorithm for solving practical problems.

Course Outcomes:
- Understand the functionality of the various data mining and data warehousing component
- Appreciate the strengths and limitations of various data mining and data warehousing models
- Explain the analyzing techniques of various data
- Describe different methodologies used in data mining and data ware housing.
- Compare different approaches of data ware
- housing and data mining with various technologies.

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT -I	1	**Overview and Concepts**: Need for data warehousing, Basic elements of data warehousing, Trends in data warehousing.	4	8
	2	Data Marts, Data Staging, Meta Data, Data Warehousing & ERP, Data Warehousing & KM, Data Warehousing & CRM.	4	8
	3	**Planning & Project Management:** Life-cycle approach, Collecting the requirements, The Development phases, Dimensional analysis, Dimensional modelling, Star Schema, Snow Flake Schema. Data Design and Data Representation: Principles of dimensional modelling.	6	12
UNIT -II	4	**OLAP:** OLAP Architecture, Relational OLAP, Multidimensional OLAP, Relational Vs Multidimensional OLAP, Web based OLAP.	4	8
	5	**Major features & functions:** Drill down and Roll-up, Slice and Dice or Rotation.	4	8
	6	**Recent Trends in Data Analysis:** Introduction to Data lake and Hybrid Databases	4	8

		Introduction to Big Data: Definition of Big Data, Challenges with Big Data.		
UNIT -III	7	**Data Mining Primitives, Languages, and System Architectures:** Data mining primitives, Query language, Designing GUI based on a data mining query language, Architectures of data mining systems.	6	12
	8	**Data mining Algorithms**: Classification, clustering, association rules. **Knowledge discovery**: KDD process. Decision trees, Neural Networks, Genetic Algorithms.	6	12
	9	**Information Privacy and Data Mining**: Basic principles to protect information piracy, Primary aims of data mining, pitfalls of data mining.	4	8
UNIT -IV	10	**Categories of Web Mining**: Web Content Mining, Web Structure Mining, Web Usage Mining, Applications of Web Mining, and Agent based and Data base approaches, Web mining Software.	4	8
	11	**Search Engines**: Characteristics, Functionality, Architecture, Ranking of web pages, the search engine industry, the enterprise search.	2	4
	12	**Data mining applications**: Benefits of data mining, Applications in Retail industry, Applications in Telecommunications Industry, Applications in Banking and Finance.	2	4
		TOTAL	50	100

Text Books:
1. Data Warehousing Fundamentals – Paulraj Ponnaiah, Wiley student Edition
2. Han, Kamber, "Data Mining Concepts and Techniques", Morgan Kaufmann.

Reference Books:
1. Alex Berson, S.J. Smith, "Data Warehousing, Data Mining and OLAP", Tata McGraw Hill
2. Margaret Dunham, "Data Mining: Concepts and Techniques", Morgan Kaufmann Pub.
3. Ralph Kimball, "The Data Warehouse Lifecycle toolkit', John Wiley.
4. Jiawei Han, Micheline Kamber, "Data Mining: Concepts and Techniques", 2nd edition, Morgan Kaufmann, ISBN 1558609016, 2006.
5. A B M Shaukat Ali, Saleh A Wasimi, "Data Mining: Methods and Techniques", Cengage Learning Pub.

Branch: BCA	Semester-VI
Subject Code: 6103	Lecture: 02 Credit: 02
Course Opted	Skill Enhancement Course - 3
Subject Title	INTERNET OF THINGS (IOT)

Course Objectives:
- To learn about IOT concepts and its Applications
- To learn various domains in IOT

Course Outcomes:
- Enable learners to understand System On Chip Architectures.
- Enable to learn ArduinoOpen Source Platform with hardware and installation.
- To develop physical interfaces and electronics of Raspberry Pi and program them using hand- on-training.

Modules	Sr. No.	Topic and Details	No of Lectures Assigned	Marks Weight age %
UNIT - I	1	**Introduction to IOT**, Features, IOT Applications, Advantages and Disadvantages, IOT Architecture & Domains, Components of IOT.	4	8
	2	IOT Devices, Technology, Protocols, Hardware and Software, Applications and its Usages	4	8
	3	IOT Testing, Analytics, IOT Ecosystem, IOT Platforms, IOT Communications: Data Link, Network Layer, Session Layer,	4	8
UNIT - II	4	**Open – Source Prototyping Platforms for IoT:** Basic Arduino Programming Extended Arduino Libraries, Arduino – Based Internet Communication, Raspberry PI, Sensors and Interfacing. **IoT Technology:** RFID + NFC, Wireless Networks + WSN, RTLS + GPS, Agents + Multi – Agent Systems, Composition Models for the Web of Things and resources on the Web, Discovery, Search, IoTMashups and Others. **Wireless Sensor Networks:** History and Context, The Node, Connecting Nodes, Networking Nodes, Secured Communication for IoT.	6	12
	5	**Data Management, Business Process and Analytics:** Data Management, Business Process in IoT, IoT Analytics, Creative Thinking Techniques, Modification, Combination Scenarios, Decentralized and Interoperable Approaches, Object – Information Distribution Architecture, Object Naming Service (ONS), Service Oriented Architecture, Network of Information, Etc.	7	14

		Application and Use Cases: Concrete Applications and Use – Cases of Web Enabled Things: Energy Management and Smart Homes, Ambient Assisted Living, Intelligent Transport, Etc. M2M, Industrial IoT Applications.		
		TOTAL	**25**	**50**

Text Books:
1. The Internet of Things (MIT Press) by Samuel Greengard.
2. The Internet of Things (Connecting objects to the web) by Hakima Chaouchi ,Wiley .
3. Internet of Things (A Hands-on-Approach) by Arshdeep Bhaga and Vijay Madisetti.

Reference Books:
1. The Internet of Things Key applications and Protocols, 2nd Edition, (Wiley Publication) by Olivier Hersent, David Boswarthick and Omar Elloumi.
2. IoT –From Research and Innovation to Market development, River Publication by Ovidiu Vermesan and Peter Friess.
3. Building Internet of Things with Arduino by Charalampos Doukas.

Branch: BCA	Semester-VI
Subject Code:6104	Lecture: 04 Credit: 04
Course Opted	Discipline Specific Elective – 4
Subject Title	MACHINE LEARNING

Course Objectives:
- To introduce students to the basic concepts and techniques of Machine Learning.
- To become familiar with regression methods, supervised and unsupervised learning
- To become familiar with the Applications of Machine Learning Algorithms

Course Outcomes:
- Gain knowledge about basic concepts of Machine Learning
- Identify machine learning techniques suitable for a given problem
- Solve the problems using various machine learning techniques
- Apply Dimensionality reduction techniques.
- Design application using machine learning techniques

Modules	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage %
UNIT -I	1	**Introduction to Machine Learning**: History of Machine Learning, Introduction and installation of Python, NumPy and SciPy.	4	8
	2	**Introduction and installation of Matplotlib, SymPy, Mathematical Foundations:** L1 and L2 form, Type of Matrixes, Eigenvector and eigenvalues, Singular-Value Decomposition.	6	12
	3	Formation of Mean, Median, Mode, Confusion Matrix, Bias and Variance	5	10
UNIT -II	4	**Linear regression**: Meaning, Ordinary Least Squares Regression (OLSR), over fitting, Multivariate Adaptive Regression Splines (MARS).	5	10
	5	**Logistic Regression**: Meaning, Regularization, Regularized Linear Regression, Regularized Logistic Regression.	5	10
UNIT -III	6	**Supervised Learning**: Decision tree, Support Vector Machine (SVM).	5	10
	7	Random forest, Naive Bayes, and k-nearest neighbor, Neural Network.	5	10
UNIT -IV	8	**Unsupervised Learning:** k-means Clustering, Hidden Markov Model, DBSCAN Clustering.	5	10

	9	**Unsupervised Learning**: PCA, t-SNE, SVD, Association rule.	5	10
	10	**Applications of Machine Learning Algorithms:** Virtual Personal Assistants**,** Siri, Alexa, Google Home, Face Recognition, Email Spam and Malware Filtering etc.	5	10
		TOTAL	**50**	**100**

Text Books:

1. Dr. Nilesh Shelke, Dr. Narendra Chudhari, Dr. Gopal Sakarkar "Introduction to Machine Learning ", DAS GANU PRAKASHAN
2. Dr. A Krishna Mohan, Dr. T Murali Mohan, Karunakar," Pyhton with Machine Learning", S. Chand Prakashan

Reference Books:

1. Introduction to machine learning, Ethem Alpaydin. —2nd ed., The MIT Press, Cambridge, Massachusetts, London, England.
2. Introduction to artificial neural systems, J. Zurada, St. Paul: West.
3. Machine Learning, Tom M Mitchell.

Branch: BCA	Semester-VI
Subject Code:6104	Lecture: 04 Credit: 04
Course Opted	Discipline Specific Elective - 5
Subject Title	**BLOCKCHAIN TECHNOLOGY**

Course Objectives:

- To understand what Blockchain is and why it is used
- To be able to explain the different components involved within Blockchain
- To know when and why to use Blockchain within an environment
- To understand cryptocurrency and hashing algorithms
- To apply blockchain optimization and enhancements technique to improve security and applications.

Course Outcomes:

- Explain cryptographic building blocks and reason about their security.
- Define Bitcoin's consensus mechanism. The immutable blockchain and appreciate how security comes from a combination of technical methods and clever incentive engineering.
- Learn how the individual components of the Bitcoin protocol make the whole system works: transactions, script, blocks, and the peer-to-peer network.
- Exploit applications of Blockchain in real world sceneries.

Modules	Sr. No.	Topic and Details	No of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Introduction:** Definition and concepts, History, How blockchain is different from databases, nodes, cryptocurrency, Tokens, Motivation behind blockchain, characteristics of blockchain.	3	5
	2	**Overview:** Background of DLT, **Types of Blockchain:** (public (permissionless), private (permissioned) and consortium), **Overview of Blocks:** (Block attributes, Structure of block, block header, Linking block) Influence of Moore's Law on Blockchain technology.	4	10
UNIT-II	3	**Cryptography:** Concepts, Classical Cryptography, Cryptographic Primitives, **Symmetric key cryptography:** (Stream, Cipher, Block cipher, Data Encryption Standard (DES), Advanced Encryption Standard (AES), An example implementation of AES)	8	10

		Asymmetric key cryptography: (Prime Factorization, Discrete logarithm, Eliptic – curve, RSA algorithm).		
	4	**Hashing:** **Hashing Algorithms:** (Message Digest, SHA, Hashing example using an SHA -256 algorithm) Merkle Hash Trees, Encoding Schemes.	5	10
	5	**Digital Signatures:** Working, Signing Process, Verification Process, Creating an identity, Signature in transaction, asset ownership in blockchain – (Transferring an asset, Transmitting the transaction, claiming the asset), Blockchain Wallet.	5	5
UNIT-III	6	**Networking in Blockchain:** **Peer – to – Peer (P2P) networking:** (History of P2P network, P2P networking architecture), Network Discovery, Block Synchronization **Cryptocurrency:** (Basics, Key and address, Transactions, Mining and Consensus, Block Structure and Merkle Trees, Blockchain Networks viz. Testnet, Regtest and Bitcoin hard forks and altcoins).	5	10
	7	**Blockchain Optimization and Enhancements:** **Blockchain Optimization:** Transaction Exchange, Off-chain Transactions, Block size improvements **Blockchain Enhancements:** **Sharding** – (Components, Design and Cross – shard Communication), **Evolution of consensus algorithm** – (Proof of Stack (PoS), Proof of Activity (PoA)) **Byzantine Fault Tolerance (BFT) consensus models** – (Practical Byzantine Fault Tolerance (PBFT), Federated Byzantine Fault Tolerance (FBFT)).	8	15
UNIT-IV	8	**Blockchain Security:** **Transaction Security Model:** (Risks of the Security model) **Decentralized Security Model:** (Centralization due to cryptocurrency exchange, Centralization in mining pool) **Attacks on the Blockchain:** (Double-spend attacks, 51% attack, Eclipse attacks) Threats of Quantum Computing,	7	15

	9	**Limitations and Use cases of Blockchain:** **Limitations:** (Slower Process, Scalability, High Energy Consumption, Immutability, Inefficient, Self - Maintenance, High Cost, Maturity, Interoperability and Integration). **Use Cases of Blockchain:** (Tracking provenance in the supply chain, Financial System, Crow funding, Non – Profit autonomous organizations)	5	10
TOTAL			**50**	**100**

Text Books:
1. Koshik Raj, Foundations of Blockchian, Packt, Birmingham, Mumbai
2. Atul Kahate, Cryptography and Network Security, McGraw Hill

Reference Books:
1. Kaufman, C., Perlman, R.,& Speciner, M., .Network Security, Private Communication in a Public world, 2nd ed., Prentice Hall PTR, 2002
2. Stallings, W., Cryptography and Network Security: Principles and Practice, 3rd ed., Prentice Hall PTR., 2003
3. Stallings, W., Network Security Essentials: Applications and Standards, Prentice Hall, 2000
4. Van Haren, Introduction to Blockchain Technology, Van Haren Publishing,20 October 2019 by Melanie Swan, Blockchain, O'Reilly; 1 edition, 6 February 2015
5. Clarke, A.C., "Hazards of Prophecy: The Failure of Imagination," from *Profiles of the Future: An Inquiry into the Limits of the Possible*, 1962.
6. Satoshi Nakamoto, "Bitcoin: A Peer-to-Peer Electronic Cash System", https://bitcoin.org/bitcoin.pdf
7. Gautam N. Ramamoorthy, Samiha Z. Khan, "BITCOIN: BLOCKCHAIN BASED PEER TO PEER PAYMENT SYSTEM",2020 IJRAR March 2020, Volume 7, Issue 1, http://www.ijrar.org/papers/IJRAR2001834.pdf

Branch: BCA	Semester-VI
Subject Code:6104	Lecture: 04 Credit: 04
Course Opted	Discipline Specific Elective - 6
Subject Title	BIG DATA AND CLOUD COMPUTING

Course Objectives:
- To provide learners with the comprehensive and in-depth knowledge of Cloud Computing concepts, technologies, architecture, implantations and applications.
- To provide sufficient foundations of cloud computing.

Course Outcomes:
- Learners will be able to articulate the main concepts, key technologies, strengths, and limitations of cloud computing.
- Learners will be able to apply form state-of-the-art cloud computing using open source technology.
- Learner will be able to identify the architecture and infrastructure of cloud computing, including SaaS, PaaS, IaaS, public cloud, private cloud, hybrid cloud, etc.
- Learner will be able to explain the core issues of cloud computing such as security, privacy, and interoperability.

Modules	Sr. No.	Topic and Details	No of Lectures Assigned	Marks Weightage %
UNIT-I	1	**Introduction to Big Data:** Characteristics of Data, Evolution of Big Data, Definition of Big Data, Challenges with Big Data, What is Big Data?, Other Characteristics of Data, Why Big Data?, Information?, Traditional Business Intelligence (BI) versus Big Data.	7	14
	2	**Introduction of Hadoop and its Installation:** Modules, history, Ecosystem, Architecture, advantages and disadvantages, Analytics Tools, Components and Domain. MapReduce	6	12
UNIT-II	3	**Introduction to Cloud Computing**: Characteristics and benefits of Cloud Computing, Advantages and disadvantages, History, Architecture: The cloud reference model. Infrastructure as a service. Platform as a service. Software as a service. Types of clouds. Technologies and the processes required when deploying web services; Deploying a web service from inside and outside a cloud architecture, advantages and disadvantages.	7	14
	4	**Virtualized Environments:** Taxonomy of Virtualization Techniques. Virtualization and Cloud Computing. Pros and Cons of Virtualization. Cloud service Providers. - CLOUD APPLICATIONS Technologies and the processes required when deploying web services; Deploying a	6	12

		web service from inside and outside a cloud architecture, advantages and disadvantages.		
UNIT-III	5	**Cloud IT Model:** Analysis of Case Studies when deciding to adopt cloud computing architecture. How to decide if the cloud is right for your requirements. Cloud based service, applications and development platform deployment so as to improve the total cost of ownership (TCO).	6	12
	6	**Introduction to OpenStack**: OpenStack test-drive, Basic OpenStack operations, OpenStack CLI and APIs, Tenant model operations, Quotas, Private cloud building blocks.	6	12
UNIT-IV	7	**Deployment:** Controller deployment, Networking deployment, Block Storage deployment, Compute deployment, deploying and utilizing OpenStack in production environments, building a production environment, Application orchestration using OpenStack Heat.	6	12
	8	**Apache Spark:** Introduction, Architecture, Components, Spark RDD, in-built Functions. AWS Web services, Services: Computer, Network, Storage, Database, Analytics, Applications SSH using putty and filezilla.	6	12
TOTAL			**50**	**100**

Text Books:
1. Mastering Cloud Computing, Rajkumar Buyya, Christian Vecchiola, S ThamaraiSelvi, Tata McGraw Hill Education Private Limited, 2013.
2. OpenStack in Action, V. K. CODY BUMGARDNER, Manning Publications Co, 2016

Reference Books:
1. OpenStack Essentials, Dan Radez, PACKT Publishing, 2015.
2. OpenStack Operations Guide, Tom Fifield, Diane Fleming, Anne Gentle, Lorin Hochstein, Jonathan Proulx, Everett Toews, and Joe Topjian, O'Reilly Media, Inc., 2014https://www.openstack.or

Branch: BCA	Semester-VI
Subject Code:6105	Lecture: 12 Credit: 06
Course Opted	Core Course - 20
Subject Title	PROJECT

Objective:

The Project work enables students to involve themselves completely to develop their project for solving problems of software industry or any research organization. Doing this will give more exposure to students to handle real life problems of project development. The project covers study of existing system & System Requirements, Analysis, Design and Coding and presentation of result to demonstrate proficiency in the design of research.

Guidelines:

1. Project Topic:
1. To proceed with the project work it is very important to select a right topic. Project can be undertaken on any subject addressing IT programme. Research and development projects on problems of practical and theoretical interest should be encouraged.
2. Project work must be carried out by the group of maximum four students and minimum two and must be original.
3. Students can certainly take ideas from anywhere, but be sure that they should evolve them in the unique way to suit their project requirements.
4. The project work can be undertaken in a research institute or organization/company/any business establishment and work professionally and independently to continue to be an entrepreneur. Student must consult internal guide along with external guide (if any) in selection of topic.
5. Head of department and senior staff in the department will take decision regarding selection of projects.

2. Project Proposal:
A proposal as per the format given should be prepared once the topic is selected. It should not be more than 3-4 pages and need not be sent separately. The format for the same is:
1. Title of Project
2. Objectives
3. Need for topic and Modules
4. Tools and Technology to be used in Project.
5. Methodology and Procedure of work.
6. Detailed information of Guide (Name, Address, qualification and Experience)

3. No Objection Certificate:
If the project is carried out in a company or organization, then a certificate for no objection of same needs to be presented. It should mention that the organization has no objection in publishing the findings of the project study.

The certificate should contain the name of the authority with signature and company stamp and should be given on company's letterhead and duly signed by authorized signatory.

4. Project Report Format:
At the end of semester a student need to prepare a project report (Black book) should be prepared as per the guidelines given by the University and College. Along with project report a

CD containing: project documentation, Implementation code, required utilities, Software's and user Manuals need to be attached.

1. Abstract
2. Introduction
3. Literature Survey
    1. Survey Existing system
    2. Limitation existing system or research gap
    3. Problem Statement and Objectives
    4. Scope
4. Proposed System
    1. Analysis/Framework/ Algorithm
    2. Details of Hardware & Software
    3. Design details (ER Diagram, Data Dictionary, Table Design etc.)
    4. Methodology (your approach to solve the problem)
5. Screenshots
6. Coding
7. Conclusion
8. References

5. Term Work:

Student has to submit weekly progress report to the internal guide and where as internal guide has to keep track on the progress of the project and also has to maintain attendance report. This progress report can be used for awarding term work marks. Distribution of marks for for term work will be as follows

1. Weekly Attendance on Project Day
2. Project work contribution as per objective
3. Project Report (Hard Bound)
4. Term End Presentation (Internal)

The final certification and acceptance of team work ensures the satisfactory performance on the above aspects.

6. Oral & Practical:

Oral &Practical examination of Project should be conducted by Internal and External examiners at College Level. Students have to give presentation and demonstration on the Project.

Class: F.Y.B.C.A

Subject: Database Management System

Unit-1(Data Base System)

Data, Information, Database, Database Management System and Relational Database Management System.

Data: The row improse including text, number, image and sound at call data.

Information: - Data is process thru the computer is called as instruction.

Database:- A database is collection of related data. Example: name, telephone no, Address of the people.

Database Management System:- It is software system that allows to access to data that connection in database.

Relational Database Management System:- It's a database management system that is base of the relational model.

Valid Database Management Systems

A database management system is Oracle, SQL Server 2005,MySQL.

Drawbacks of traditional file processing system

  i.   **Data redundancy and inconsistency:**

       Since the files and application programs are created by different programmers over a long period of time, the files have different formats and the programs may be written in several programming languages. The same piece of information may be duplicated in several files. For e.g. the address and phone number of particular customer may appear in a file that consists of personal information and in saving account records file also. This redundancy leads to higher storage and access cost. If may lead to data inconsistency that is, the various copies of the same data may no longer agree.

  ii. **Difficulty in accessing data:**

       Conventional file processing environments do not allow needed data to be retrieved in a convenient and efficient manner. Suppose that bank officer needs to find out the names of all customers who live within the city's 411027 zip code. The officer asks the data processing department to generate such a list. Since this request was designed, there is no application program on hand to meet it.

iii. Data isolation :

Since, data is scattered in various files and files may be in different formats, it is difficult to write new application programs to retrieve appropriate data.

iv. Concurrent access anomalies:

In order to improve the overall performance of the system and obtain a faster response time many systems allow multiple users to update the data simultaneously. In such environment, interaction of concurrent updates may result in inconsistent data.

v. Security problems:-

Not every user of the database system should be able to access all the data Example. In a banking system, pay roll personnel need only see that part of the database that has information about the various bank employees. They do not access to information about customer accounts. Since application programs added to the system in an ad-hoc manner, it is difficult to enforce such security constraints.

vi. Integrity problems:-

The data value stored in the database must satisfy certain types of consistency constraints. E.g. the balance of a bank account may never fall below a prescribed amount. These constraints are enforced in the system by adding appropriate code in the various application programs.

Advantages and Disadvantages of DBMS

Database is a way to consolidate and control the operational data centrally. It is a better way to control the operational data. The advantages of having a centralized control of data are:

i. Redundancy can be reduced:-

In non-database system, each application or department has its own private files resulting in considerable amount of redundancy of the stored data. Thus storage space is wasted by having a centralized database most of this can be avoided.

ii. Inconsistency can be avoided:-

When the same data is duplicated and changes are made at one site, which is not propagated to the other site, it gives rise to inconsistency. Then the two entries regarding the same data will not agree. So if the redundancy is removed, chances of having inconsistent data is also removed.

iii. The data can be shared:-

The data can be stored from one application; can be used for another application.

iv. Standards can be enforced:-

With central control of the database, the DBA can ensure that all applicable standards are observed in the representation of the data.

v. Security can be enforced:-

DBA can define the access paths for accessing the data stored in database and he can define authorization checks whenever access to sensitive data is attempted.

vi. Integrity can be maintained:-

Integrity means that the data in the database is accurate centralized control of the data helps in permitting the administrator to define integrity constraints to the data in the database.

Disadvantages of Database:

i) Complexity:

Anybody not used this DBMS. For used this DBMS. For used this application you have to learned basic things of DBMS otherwise nobody can handle it.

ii) Cost of DBMS:-

DBMS application system is very much costly so all can people not buy it. Because of market cost.

iii) Cost of conversion:-

Cost of Database conversion is high so all users cannot afford it.

iv) Performance:-

Performance is slow because all times new query is loaded and always server has to be upgraded for single query.

v) Higher impact of a failure:-

There is large impact of failure because all the times heavy load is based on the server.

Characteristics of DBMS.

i) A database co- ordinates the physical and logical access to the data.

ii) A DBMS reduces the amount of data duplication files have redundant or duplicate data items.

iii) A DBMS is designed to allow flexibility in what queries give access to the data.

iv) A DBMS is designed to co-ordinate and permit multiple users to access data at the same time.

v) Database has a unique key or index in order to access data directly or randomly.

vi)DBMS is collection of related tables; file system is a collection of related records.

Application of DBMS.

i)   **Banking:-** The all transactions.

ii)   **Airlines:-** The reservation and schedules.

iii)   **Universities:-** Registration and grades.

iv)   **Sales:-**Customers, products, purchases.

v)   **Online retailers:-** Order tracking, customized recommendations.

vi)   **Manufacturing:-** Production, inventory, orders, supply chain.

vii)   **Human resources:-** Employee, records, salaries, tax deductions.

Basic components of a DBMS

i)   **Hardware:** Can range from a pc to a network of computer.

ii)   **Software:** DBMS, operating system, network software(if necessary) and also the application programs.

iii)   **Data:** Used by the organization and a description of this data called the schema.

iv)   **Procedures:** Instructions and rules that should be applied to the design and use of the data base and DBMS.

v)   **People:** Includes database designers, DBAs, Application programmers and end user

DBA and its Role

DBA is Data Base Administrator. Data Base administrator it is a person who has central control over the system.

Role of DBA.

  i. Schema Definition.

 ii. Granting of Data access.

iii. Routine maintenance.

Role of DBA:

  i. Schema Definition:-

   The DBA creates the original database scheme by executing a set of data definition statements in the DDL.

 ii. Schema and physical organization modification:-

   The DBA carries out changes to the schema and physical organization to reflect the changing needs of the organization to improve performance.

iii. Granting of authorization for data access:-

   By granting different types of authorization, the DBA can regulate different users accessing different parts of database.

 iv. Routine maintenance:-

   Periodic backup, either on to taps or on to remote servers, to prevent loss of data in case of disasters such of fooling.

Role of DBA for effective utilization of database

  1. Design of the conceptual and Physical Schema:

   It is the responsibility of the DBA to interact with a users of the system to understand what data is to be store and how it is to be used best on this knowledge the DBMS.

  2. Security and authorization:

   The.DBA is responsible from ensuring that unauthorized data access it not be able to access all the data.

  3. Data availability:

   In case of system failure the responsibility of DBA to mention that the user can continue access the data. It is duty of the DBA restore the data.

  4. Database tuning:

The DBA responsible specially the conceptual and physical schema to ensure to ensure performs as requirement change with time .

Structure of DBMS.

A database system is partitioned into modules that deal with each of the responsibilities of the overall system. The functional components of a database system can be broadly divided into the storage manager and the query process or components.

❖ **Storage Manager:-**

The storage manager is responsible for the interaction with the file manager. The storage manager translates the various DML statements into iow-level file system commands. Thus, the storage manager is responsible for storing, retrieving and updating data in the database.

The various components of the storage manager are:-

i) **Authorization and integrity manager:**

It tests for satisfaction of various integrity constraints and checks the authority of users accessing the data.

ii) **Transaction manager:**

It ensure that the database remains in a consists state despite system failure, and concurrent executions proceed without conflicting.

iii) **File manager:**

It manages the allocation of space on disk storage and the data structures asked to represent information stored on disk.

iv) **Buffer manager:**

It is responsible for fetching data from disk storage into main memory and deciding what data to cache in main memory.

v) **Storage manager:**

It implements several that structures as part of physical system implementation.

vi) **Data files:**

Which store the database itself.

vii)   Data dictionary:

It continue metadata that is data about data. The schema of a table is an example of metadata.

viii)   Indices:

Which provide fast access to data items that hold particular values.

➢ **The Query Processor:-**

The query processor is an important part of the database system. It helps the data base system to simplify and facilitate access to data.

The query processor components include:

i)   DDL interpreter:-

Which interpreter DDL statements and records the definitions in the data dictionary.

ii)   DML compiler:-

The processing select, insert, delete, update.

iii)   Query evaluation engine:-

Which executes low-level instructions generated by the DML compiler.
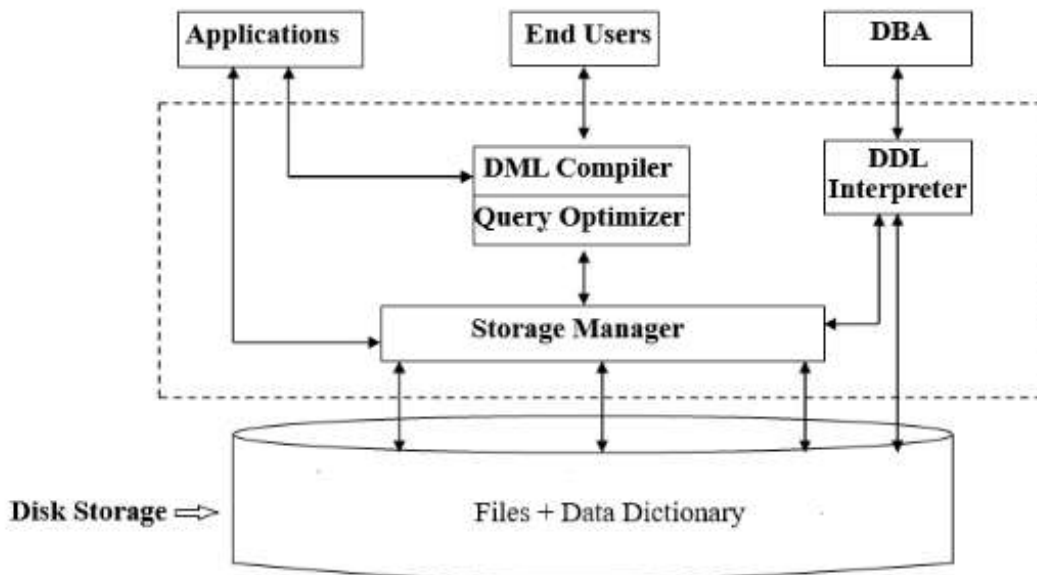
Instance and Schemas

Instances and Schemas Similar to types and variables in programming languages.

- ❖ **Schema:** The logical structure of the database.

- ❖ **Example:**

    The database consists of information about a set of customers and account and the relationship between them.

- ❖ Analogous to types information of available in a program.

    Physical Schema: Database design at the physical level.

- ❖ **Logical Schema:** Database design at the logical level.

- ❖ **Instance:** The actual content of the database at a particular point in time.

- ❖ Analogous to the value of a variable.

Database users (sophisticated User, Unsophisticated User (Native users), End Users, Application Programmer, Specialized User).

There are four different types of database system users, different types of database system users, differentiated by the way they interact with the system.

i) Unsophisticated Users (Native Users):-

They are unsophisticated users who interact with the system by invoking one of the application programs that have been written previously. This program asks the teller for the amount of money to be transferred, the account from which the money is to be transferred, and the account to which the money is to be transferred.

ii) Application Programmer:

There are computer professionals who write application programs. Application programmers can choose from many tools to develop user interfaces. Rapid application development (RDA) tools are that enable and application programmer to construct forms and reports without a program. Applications programmers also uses fourth generation languages to facilitate the generation of forms and the display of data on the screen.

iii) Sophisticated users:-

They interact with the system without writing programs. Instead, they form their request in a database query language. They submit each such query to a query processor, whose functions that the storage manager understands.

iv) Specialized users:-

These are sophisticated users who write specialized database applications that do not fit into the traditional data processing frame work. Among these applications are computer added design system, systems that store data with complex data types and environment modeling systems

Database Languages

A database system provides a data definition language to specify the database schema and a data manipulation language to express database queries and updates.

DDL: - Data Definition Language

We specify a database schema by a set of definitions expressed by a special language called a data definition language. (DDL).

DDL is a set of SQL commands used to create, modify and delete database structures but not data. These commands are not normally used by a general. User, who should be accessing the database via an application extent, a database designer, or application developer.

Examples of DDL commands are:

❖ Create; To create objects in the database.

❖ Alter : Alter the structure of the database.

❖ Drop; Deletes objects from the database.

❖ Truncate: Removes all records from a table, including all spaces allocated for the records are removed.

❖ Comment: Add comments to the dictionary.

DML:- Data Manipulation Language

Data Manipulation is:-

❖ The retrieval of information stored in to the database.

- ❖ The insertion of new information in to the database.

- ❖ The deletion of new information from the database.

- ❖ The modification of information stored in the database.

A database manipulation language (DML) is a language that enables users to access or manipulate data as organized by the appropriate data model.

Example of DML commands are:

- ➢ Insert:- Insert data into a table.

- ➢ Update: - Update existing data within a table.

- ➢ Delete: - Deletes all records from tables.

- ➢ Query"- A query is a statement requesting the retrieval of information. The portion of a DML that involves information retrieval is called a query language.

DCL: - Data Control Language

- ❖ DCL statement is used for securing the database.

- ❖ DCL statement control access to database.

- ❖ As data is important part of whole database system we must take proper steps to check that no invalid user access the data and invalidate the information created by us.

- ❖ To kept such a kind of watch we must have to execute certain DCL statement.

- ❖ Two type DCL statement are Grant and Revoke.

Joins and its Types

Join:-

A SQL join clause combines records from two or more tables in a database.

A JOIN is a means for combining fields from two tables by using values common to each. ANSI standard SQL specifies four types of JOINs.

INNER, OUTER, LEFT and RIGHT. As a special case, a table (base table, view or joined table) can JOIN to itself in a self join.

❖ **Types of inner join:**

❖ **Equi join**

An equi-join, also known as an equijoin, is a specific type of comparator based join or the join, that uses only equality comparisons in the join predicate.

SELECT* FROM

Employee

Join department

On employee. Department ID=

Department Department ID;

❖ **Non-Equi Join:** Not equal

❖ **Outer Joins:-**

An outer join does not require each record in the two joined tables to have a matching record.

The joined table remains each record even if no other matching record exists. Outer joins subdivide further into left outer joins, right outer joins and full outer joins, depending on which table (s) one retains the row from (left, right or both).

❖ **Left outer join**

The result of a left outer join (or simply left join) for table A and B always contains all records of the "left" table(A), even in the join-condition does not find any matching record in the :right" table (B).

This means that if the ON clause matches O(zero) records in B, the join will still return a row in the – but with NULL in each column from B.

This means that a left outer join returns all the values from the left table, plus matched values from the right table (or NULL in case of no matching join predicate).

If the right table returns one row and the left table returns more than one matching row for it, the values in the right table will be repeated for each district row on the left table.

Employee Last Name	Employee Department ID	Department Department Name	Department Department ID
Joins	33	Engineering	33
Rafferty	31	Sales	31
Robinson	34	Clerical	34
Smith	34	Clerical	34
John	--	--	--
Steinberg	33	Engineering	33

Example:

SELECT* FROM employee LEFT OUTER JOIN department ON employee. Department ID = department. Department ID;

❖ **Right Outer Join:-**

A right outer join (or right join) closely resembles a left other loin, except with the treatment of the tables reversed.

Every row from the "right" table (B) will appear in the joined table at least once.

If no matching row from the "Left" table (A) for exists, Null will appear in columns from A for those records that have no match in B.

A right outer join returns all the values from right table and matched values from the left table (Null in case of no matching join predicate).

❖ SELECT * FROM employee RIGHT OUTER JOIN department ON employee. Department ID = department. Department ID;

Employee Last Name	Employee Department ID	Department Department Name	Department Department ID
Smith	34	Clerical	34
Jones	33	Engineering	33
Robinson	34	Clerical	34
Steinberg	33	Engineering	33
Rafferty	31	Sales	31
--	--	Marketing	35

❖ **Full Outer Join:**

A full outer join combines the effect of applying both left and right outer joins. Where records in the FULL OUTER JOINED tables do not match, the result set will have NULL values for every column of the table that lacks a matching row.

For example, this allows us to see each employee who is in a department and each department that has an employee, but also see each employee who is not part of a department and each department which doesn't have an employee.

❖ SELECT* FROM employee FULL OUTER JOIN DEPARTMENT on employee. Department ID= department. Department ID;

Employee Last Name	Employee Department Ent ID	Department Department Name	Department Department ent ID
Smith	34	Clerical	34
Jones	33	Engineering	33
Robinson	34	Clerical	34
John	--	--	--
Steinberg	33	Engineering	33
Rafferty	31	Sales	31
--	--	Marketing	35

❖ **Self- join :** A self- join is joining a tables to itself.

A query to find all pairing of two employees in the some country is desired. If there were two separate tables for employee and a query which requested employee in the first table having the some country a employee in the second table, a normal join operation could be asked to find th answer table. However, all the normal join operation could be used to find the answer table. However, all the employee information is contained with in a single large table.Considering a modified employee table such as the following:

Employee Table

Employee ID	Last Name	Country	Department ID
123	Rafferty	Australia	31
124	Jones	Australia	33
145	Steinberg	Australia	33
201	Robinson	United States	34

| 305 | Smith | Germany | 34 |
| 306 | John | Germany | -- |

Data abstraction and 3- layered Architecture

A major purpose of a database system is to provide users with an abstract view of the data. That is the system hides certain details of how the data are stored and maintained.

There are three levels of data abstraction:

1. **Physical Level :-**

   It is the lowest level of abstraction that describes how the data are actually stored. The physical level describes complex low- level data structures in detail.

2. **Logical Level:-**

   It is the next higher level of abstraction that describe what data are stored in the database and what relationships exist among those data.

3. **View Level :**

It is the highest level of abstraction that describes only part of the entire database.
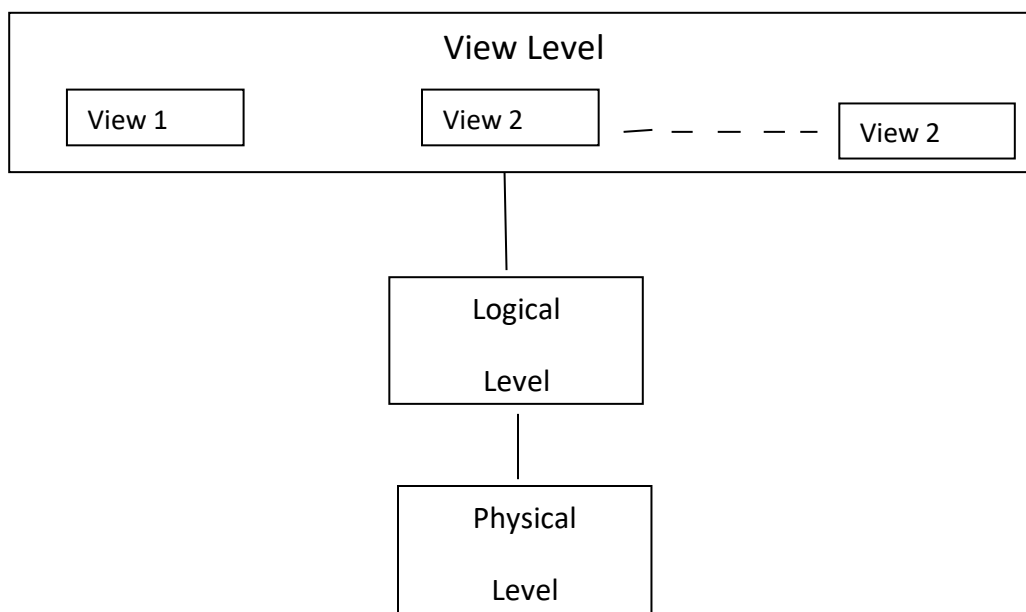
For example, consider a banking example with records:

- ❖ Account, with fields acc__no, balance.

- ❖ Employee, with fields employee__ name, and salary.

- ❖ Customer, with fields customer__ name, and customer. _id, address.

  At the physical level, a customer, account or employee record can be described as a back of consecutive storage locations (for example, words or bytes). The language compiler hides this level of detail from programmers.

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S.N.D.T Women's University

Centre For Distance Education

Sir. VithaldasVidhyavihar,Juhu Tara Road, Santacruz (W),Mumbai - 400 049

PROGRAM PROJECT REPORT

BACHELOR OF MANAGEMENT STUDIES (BMS)

A.Y. 2023 – 2024

Beginning from February, 2024 Onwards

Programme Project Report (PPR)

Bachelor of Management Studies

Sr. No.	Heading	Particulars
1	Degree Awarded Body	S.N.D.T. Women's University
2	Teaching Institution	Centre for Distance Education
3	Programme Name	Bachelor of Management Studies
4	Programme Duration	Three years
5	Minimum Eligibility for Programme	10+2 (Higher Secondary Examination)
6	Programme Credits	120
7	Qualification Framework Level	Under Graduate Graduate
8	Nature of Target Group of Learners	Working Women/ Girls /House wives
9	Date of Commencement	Academic Year 2023-2024
10	Programme Category: Professional/General	Professional

i. Programme's Mission and Objectives

Mission:

- The mission of the programme is to provide students to gain broad understanding of management and various managerial functions.

Programme Objectives:

- The student understands the importance of the communication, applies concepts to enhance in oral, written and electronic communication skills and personal productivity.
- Students will enable the student to understand the basics of accountancy, learn the use of Computer software packages in preparing final accounts.
- Students will gain a broad understanding of economics from the management perspective
- Student will gain understanding of the elementary aspects of marketing management.
- Student understands various aspects of human behavior in relation with the organizational culture.
- Student will learn about the practical aspects of Economics.
- Student will gain a broad understanding of the natural resources and learn to protect them. The student will also learn about ecosystems and prevent pollution.

Relevance of programme with institution's missions and goals

Mission of S.N.D.T. Women's University:

1. S.N.D.T. Women's University is committed to the cause of women's empowerment through access to education, particularly higher education, through relevant courses in the formal and non-formal streams.

2. University is committed to provide a wide range of professional and vocational courses for women to meet the changing socio-economic needs, with human values and purposeful social responsibility and to achieve excellence with "Quality in every Activity"

Goals of S.N.D.T. Women's University

1. Provide access to higher education for women through formal and non- formal streams including adult and continuing education.

2. Provide a wide range of professional and vocational courses for women to meet the socio-economic demands.

3. Develop scholarship and research in emerging areas of study, particularly with focus on women's perspectives.

4. Inculcate among women positive self- concept, awareness of women's issues and rights with a rational outlook towards society.

5. Enhance purposeful education with 'human values' and social responsibility by participating in outreach programmes.

6. Achieve excellence in the academic disciplines, research and extension activities through emphasis on 'quality in every activity'.

Linkage with Programme Mission:

S.N.D.T. Women's University is committed to the cause of women's empowerment through access to education, particularly higher education, through relevant courses in the formal and non-formal streams. The S.N.D.T. Women's University's goals are inherited in the programme of Bachelor of Management Studies of Centre for Distance Education. This programme delivers required theoretical inputs to students that develop creative thinking to make them experts and professionals in the field of Management. The congruence with the goals of the University, the Bachelor of Management Studies envisages to enhance purposeful education with 'human values' and social responsibility. The programme also aims at making students fit for taking up various jobs and to initiate and run self-employment

ventures. The programme helps learners to understand women's issues and rights with a rational outlook towards society.

ii.   Nature of Prospective Target Groups of Learners

Bachelor of Management Studies is specifically designed to cater the need of students who are not able to study through regular mode. Working professional, working women, girls, house wives, students from rural areas, students who are not able to pursue regular courses due to various reasons are our target group learners.

iii.   Appropriateness of ODL mode for acquiring specific competencies or skills

To reach the unreached is the sole aim of ODL system of education. The learners who could not upgrade their educational qualification for achieving higher education, ODL system offers learners effective way to upgrade their educational qualification and achieve higher education and career enhancement.

1. Bachelor of Management Studies programme has been developed with a view to provide an opportunity to those learners who wish to go for higher studies in Management Studies.
2. The programme would be of great use for the learners wish to working in the Managerial role, working people in various organizations and all fresh graduates who are desirous of acquiring a Masters degree in Management Studies, MBA in Human Resource, Accountancy and Finance.
3. The Bachelor of Management Studies aims to impart in-depth management knowledge based on critical comprehension and analysis of social dynamics.

iv.   Instructional Design
Course Curriculum

Curriculum is developed by the Statutory Authorities of SNDT Women`s University. Guidelines of UGC for the same are followed. It is updated as per the need and requirements. Syllabus of regular mode programs are implemented as it is, along with same units, total marks, and credits. The University follows the "Choice Based Credit System" for all programmes.

Programme Duration:

The programme duration of Bachelor of Management Studies programme is *Three years*.

Study Materials

The study material is developed in self- learning material (SLM) format as per the UGC regulations and on the guidelines laid down by statutory body. The S.N.D.T. Women's University conducts Self-Learning Material (SLM) writing/ training workshop for teachers of the University. Study materials are collaboratively prepared in SLM format by subject experts from the S.N.D.T. Women's University and other Universities in Maharashtra and other states. Study materials are scrutinized by the SME, supervised by the instructor's / unit designers and edited by the language experts keeping in view the interest of the learner group. The course material is written in such a manner that the students can study it by themselves with a little assistance from Counsellors.

Faculty and Support Staff Requirements

Assistant Professor: 02

Supporting Staff – Will be provided by Centre for Distance Education (CDE)

Instructional Delivery Mechanism and Instructional Media

The following media is used for delivery of instructions for this programme:

Sr. No.	Media
1	Self-Learning Material (SLM)
2	PPT
3	Assignments
4	E-Learning
5	Online materials/ resources
6	Recorded lectures

Student Support Service Systems

The idea behind the Student Support Service is that there must be a real dialogue between the teacher and learner as it can enhance self- learning and also build the confidence among learners. At Centre for Distance Education, S.N.D.T. Women's University, learner support system is hassle- free and meaningful and learner friendly.

At the onset CDE provide academic counselling in terms of programme orientation, pointers on syllabi and schemes. Learners are supported at CDE to practice self- regulated learning strategies. A major portion of academic programme is supported with contact sessions.

The Centre for Distance Education provides the following student support services:

- Study Material in Self learning Material (SLM) format.
- Contact sessions
- University Library Membership available
- Solving students' problems in person and through email, Phone, post and Courier
- Student counseling in person and through email, phone post and Courier
- Question paper sets for the previous years are made available
- Admission Centers at various places in Maharashtra
- Examination Centers at various places in Maharashtra

v.   Procedure for admissions, curriculum transactions and evaluation

Admission:

➢ The University will notify academic calendar of programs / courses in newspaper and on official website of the S.N.D.T. Women's University (www.sndt.ac.in)
➢ Admission process is online (www.sndt.digitaluniversity.ac.in)
➢ Admission will be conducted in online mode in as per the time period stipulated by University Grants Commission, Distance Education Bureau (UGC- DEB)

Eligibility:

➢ In keeping with the policy of 'openness' and flexibility admission to Bachelor of Management Studies programme is *open to all students passing higher secondary examination* coming from different streams.There is no entrance test for seeking admission.

Duration:

➢ The Programme can be completed in a minimum of **Three** years.

Fee Structure:

➢ Fee for the programme is to be paid year-wise. In the first year fee is Rs.25810/-

Medium of Instruction:

➢ The Bachelor of Management Studies is in English Medium.

Credits:

➢ In CDE, we follow the credit system. For obtaining degree of Bachelor of Management Studies learner have to successfully complete courses worth 120 credits. These are spread in three years. Each year learner has to opt for 40 credits.

Curriculum Transactions:

➢ The curriculum to distance learners is delivered through printed Self Learning Materials (SLM's), face to face teaching and counseling, work books, assignments, audio/ video programmes and technology assisted teaching.

Academic Calendar:

Sr. No.	Activity	January Session		July Session	
		From	**To**	**From**	**To**
1.	Admissions	November	January	May	July
2.	Distribution of SLM	January	February	July	August
3.	Contact Programmes	January	May	July	November
4.	Assignment Submission	February	March	August	September
5.	Evaluation of Assignments	March	May	September	November
6.	Term End Examination	June		December	
7.	Declaration of Results	July		February	

Academic Calendar (For the programmes under semester system)

Evaluation:

The Term End Examination (TEE) evaluation system followed in Centre for Distance Education, S.N.D.T. Women's University. Term End Examination for Bachelor of Management Studies will be conducted by Director, Board of Examinations and Evaluation, S.N.D.T. Women's University.

Method of Evaluation :

Programme	Contentious Evaluation	Term End Examination	Weightage in assessment
Bachelor of Management Studies	Internal Assessment 25 Marks	Theory Examination 75 Marks	100 Marks

vi.   Requirement of the laboratory support and library resources

Laboratory: As the course does not have any practical paper or any component for which laboratory facility is required therefore laboratory facility will not be provided for Bachelor of Management Studies.

Library: The students can use the library resources available at the University. The University has a well-equipped library at Churchgate campus known as Bharatratna Maharshi Karve Knowledge resource Centre. CDE also provides Library facility to students at Juhu Campus. The students are required to take the membership and then they can utilize the huge resources available in print and digital form. The collection of the BMK-Knowledge Resource

vii.   Quality assurance mechanism and expected programme outcomes

Quality assurance mechanism

The SNDT Women's University has established Centre for Internal Quality Assurance (CIQA) in accordance with the UGC ODL regulations 2020 to develop and put in place a comprehensive and dynamic internal quality assurance system to provide high quality programmes of higher education. From the beginning, i.e. even from the Pre-admission phase the students will be taken care in terms of guidance by our academic and administrative members. At the most, care and support will be provided during the study period. Before and after examination proper guidance and counseling will be provided. The feedback from students on teaching will also be collected every semester using appropriate feedback formats. In order to monitor the effectiveness of the programme the experience with the curriculum will be collected based on the discussion along with students and teachers.

The entire curriculum is approved and revised by the statutory authorities of the SNDT Women's University. The quality of the Programmes offered through Distance Mode is been assessed, reviewed and monitored by the statutory committees of the University like Board of Deans, Academic Council Management Council etc. as well as Centre for Internal Quality Assurance **(CIQA)**.

SNDT Women's University

BMS –Revised Syllabus Details

Name of the Course   :   **Bachelor of Management Studies (BMS)**

Duration   :   **3 years**

Number of Semesters :   **6**

Credit per paper   :   **4**

Total Number of
Papers in 6 Semesters :   **30**

Total Credits   :   **120**

Structure   :   **As given below**

BMS –Revised Syllabus Structure

Sem	General	Finance	Marketing	HRM	Economics	Prod/ Ops	Computers	QT/ Vocational
I	(1) Principles of Management (2) Business Communication	(3) Financial Accounting	(4) Principles of Marketing		(5) Economics-I			
II			(1) Marketing Management	(2) Organisational Behaviour	(3) Economics - II		(4) Environmental Studies	(5) Introduction to Quantitative Tecchniques
III	(1) Business Laws	(2) Cost and Management Accounting		(3) HRM		(4) Fundamentals of Production & Operations Mgt		(5) Quantitative Techniques for Business
IV	(1) Strategic Management	(2) Financial Management	(3) Consumer & Buyer Behaviour			(4) Quality Management		(5) Vocational paper (Choose one) (a) Entrepreneurship Development &Event Management (b) Entrepreneurship Development &Stock Market Operations (c) Entrepreneurship Development &Digital Marketing (d) Entrepreneurship Development &Tourism Management (e) Entrepreneurship Development & Rural Marketing (f) Entrepreneurship Development & Logistic (g) Entrepreneurship Development & Insurance
V		(1) Auditing & Taxation (2) Banking &Financial Services	(3) Integrated Marketing Communication (4) BrandMgmt	(5) Industrial Relations (6) Human Resource Development				(7) Advanced Quantitative Methods for Business
VI		(1) Security Analysis and Portfolio Management (2) Advanced Financial Management	(3) International Business (4) Retail Management	(5)International HRM (6) Talent Mgmt.				(7) Project

Semester I

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	1001	Principles of Management	25	75	100	04
2.	1002	Business Communication	25	75	100	04
3.	1003	Financial Accounting	25	75	100	04
4.	1004	Principles of Marketing	25	75	100	04
5.	1005	Economics-I	25	75	100	04

Semester II

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	2001	Marketing Management	25	75	100	04
2.	2002	Organizational Behavior	25	75	100	04
3.	2003	Economics - II	25	75	100	04
4.	2004	Environmental Studies	25	75	100	04
5.	2005	Introduction to Quantitative Techniques	25	75	100	04

Semester III

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	3001	Business Laws	25	75	100	04
2.	3002	Cost & Management Accounting	25	75	100	04
3.	3003	Human Resource Management	25	75	100	04
4.	3004	Fundamentals of Production & Operations Management	25	75	100	04
5.	3005	Quantitative Techniques for Business	25	75	100	04

Semester IV

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	4001	Strategic Management	25	75	100	04
2.	4002	Financial Management	25	75	100	04
3.	4003	Consumer & Buyer Behaviour	25	75	100	04
4.	4004	Quality Management	25	75	100	04
5.	4015	Entrepreneurship Development & Event Management	25	75	100	04
	4025	Entrepreneurship Development & Stock Market Operations	25	75	100	04
	4035	Entrepreneurship Development & Digital Marketing	25	75	100	04
	4045	Entrepreneurship Development & Tourism Management	25	75	100	04
	4055	Entrepreneurship Development & Rural Marketing	25	75	100	04
	4065	Entrepreneurship Development & Logistic	25	75	100	04
	4075	Entrepreneurship Development & Insurance	25	75	100	04

Semester - V

For Semester – V, Students will have Compulsory Paper titled 'Advanced Quantitative Methods for Business' and select any 2 specialization from Finance, Marketing and HRM (2 papers per specialization). Total 5 papers.

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	5011	Auditing & Taxation	25	75	100	04
2.	5012	Banking & Financial Services	25	75	100	04
3.	5021	Integrated Marketing Communication	25	75	100	04
4.	5022	Brand Management	25	75	100	04
5.	5031	Industrial Relations	25	75	100	04
6.	5032	Human Resource Development	25	75	100	04
7.	5005	Advanced Quantitative Methods for Business	25	75	100	04

Semester - VI

For Semester – VI, Students will have Compulsory Paper titled 'Project' and continue with 2 specialization opted in Semester V from Finance, Marketing and HRM (2 papers per specialization). Total 5 papers.

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	6013	Security Analysis & Portfolio Management	25	75	100	04
2.	6014	Advanced Financial Management	25	75	100	04
3.	6023	International Business	25	75	100	04
4.	6024	Retail Management	25	75	100	04
5.	6033	International HRM	25	75	100	04
6.	6034	Talent Management	25	75	100	04
7.	6005	Project	100	00	100	04

SNDT Women's University

BMS –Revised Syllabus Details

Name of the Course   :   **Bachelor of Management Studies (BMS)**

Duration   :   **3 years**

Number of Semesters :   **6**

Credit per paper   :   **4**

Total Number of
Papers in 6 Semesters :   **30**

Total Credits   :   **120**

Structure   :   **As given below**

BMS –Revised Syllabus Structure

Sem	General	Finance	Marketing	HRM	Economics	Prod/ Ops	Computers	QT/ Vocational
I	(1) Principles of Management (2) Business Communication	(3) Financial Accounting	(4) Principles of Marketing		(5) Economics-I			
II			(1) Marketing Management	(2) Organisational Behaviour	(3) Economics - II		(4) Environmental Studies	(5) Introduction to Quantitative Tecchniques
III	(1) Business Laws	(2) Cost and Management Accounting		(3) HRM		(4) Fundamentals of Production & Operations Mgt		(5) Quantitative Techniques for Business
IV	(1) Strategic Management	(2) Financial Management	(3) Consumer & Buyer Behaviour			(4) Quality Management		(5) Vocational paper (Choose one) (a) Entrepreneurship Development &Event Management (b) Entrepreneurship Development &Stock Market Operations (c) Entrepreneurship Development &Digital Marketing (d) Entrepreneurship Development &Tourism Management (e) Entrepreneurship Development & Rural Marketing (f) Entrepreneurship Development & Logistic (g) Entrepreneurship Development & Insurance
V		(1) Auditing & Taxation (2) Banking &Financial Services	(3) Integrated Marketing Communication (4) BrandMgmt	(5) Industrial Relations (6) Human Resource Development				(7) Advanced Quantitative Methods for Business
VI		(1) Security Analysis and Portfolio Management (2) Advanced Financial Management	(3) International Business (4) Retail Management	(5)International HRM (6) Talent Mgmt.				(7) Project

Semester I

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	1001	Principles of Management	25	75	100	04
2.	1002	Business Communication	25	75	100	04
3.	1003	Financial Accounting	25	75	100	04
4.	1004	Principles of Marketing	25	75	100	04
5.	1005	Economics-I	25	75	100	04

Semester II

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	2001	Marketing Management	25	75	100	04
2.	2002	Organizational Behavior	25	75	100	04
3.	2003	Economics - II	25	75	100	04
4.	2004	Environmental Studies	25	75	100	04
5.	2005	Introduction to Quantitative Techniques	25	75	100	04

Semester III

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	3001	Business Laws	25	75	100	04
2.	3002	Cost & Management Accounting	25	75	100	04
3.	3003	Human Resource Management	25	75	100	04
4.	3004	Fundamentals of Production & Operations Management	25	75	100	04
5.	3005	Quantitative Techniques for Business	25	75	100	04

Semester IV

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	4001	Strategic Management	25	75	100	04
2.	4002	Financial Management	25	75	100	04
3.	4003	Consumer & Buyer Behaviour	25	75	100	04
4.	4004	Quality Management	25	75	100	04
5.	4015	Entrepreneurship Development & Event Management	25	75	100	04
	4025	Entrepreneurship Development & Stock Market Operations	25	75	100	04
	4035	Entrepreneurship Development & Digital Marketing	25	75	100	04
	4045	Entrepreneurship Development & Tourism Management	25	75	100	04
	4055	Entrepreneurship Development & Rural Marketing	25	75	100	04
	4065	Entrepreneurship Development & Logistic	25	75	100	04
	4075	Entrepreneurship Development & Insurance	25	75	100	04

Semester - V

For Semester – V, Students will have Compulsory Paper titled 'Advanced Quantitative Methods for Business' and select any 2 specialization from Finance, Marketing and HRM (2 papers per specialization). Total 5 papers.

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	5011	Auditing & Taxation	25	75	100	04
2.	5012	Banking & Financial Services	25	75	100	04
3.	5021	Integrated Marketing Communication	25	75	100	04
4.	5022	Brand Management	25	75	100	04
5.	5031	Industrial Relations	25	75	100	04
6.	5032	Human Resource Development	25	75	100	04
7.	5005	Advanced Quantitative Methods for Business	25	75	100	04

Semester - VI

For Semester – VI, Students will have Compulsory Paper titled 'Project' and continue with 2 specialization opted in Semester V from Finance, Marketing and HRM (2 papers per specialization). Total 5 papers.

No.	Course Code	Title of the Paper	Internal Marks	External Marks	Total Marks	Credits
1.	6013	Security Analysis & Portfolio Management	25	75	100	04
2.	6014	Advanced Financial Management	25	75	100	04
3.	6023	International Business	25	75	100	04
4.	6024	Retail Management	25	75	100	04
5.	6033	International HRM	25	75	100	04
6.	6034	Talent Management	25	75	100	04
7.	6005	Project	100	00	100	04

SEMESTER I

Semester: I
Paper No: 1
Course Code: 1001
Paper: Principles of Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Objectives:

This paper is intended to enable the students to gain broad understanding of management and

Criteria	Mode of Evaluation	Marks
Case Study **OR** /**AND** Quizzes	Case Solution / Quiz Score	10
Book Review **OR** Assignments on well-known business personality	Review Report / presentation	15
	Total	**25**

various managerial functions.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	**Nature and Scope of Management** Meaning, significance and objectives of Management, Management as a process, management as-an-art, science and profession	07	25
	2.	**Schools of Management Thought** Classification of various schools of Management thought with special emphasis on the new classical school	08	
II	3	**Planning** Meaning, importance, elements, process, forecasting, MBO.	07	25
	4	**Organizing and Staffing** Meaning, importance, process, types of organizations Staffing, meaning, sources of recruitment and selection process	08	

III	5.	**Motivation** – meaning, importance and theories of motivation (Maslow's theory and Theory X and Y)	07	25
	6	**Leadership** – meaning, importance and leadership styles	08	
IV	7	**Communication** – Meaning, importance, types, process	07	25
	8	**Control –** meaning, importance, process and effective control system and control techniques.	08	
		Total	**60**	**100**

Reference Books:

1   Essentials Of Management Harold Koontz & Cyril O'Donnel, 5th Edition
     Tata McGraw Hill, 2000
2   Management Concepts and OB, P. S. Rao and N. V. Shah, 1st Edition Ajab Publisher
3   Principles of Management, Tripathi P.C., Tata McGraw Hill 2006
4   Personnel Management, N.D. Gami, New Popular Publication, 2010
5   Principles of Management, Ramaswamy, Himalaya Publishing House, 2008

Semester: I
Paper No: 2
Course Code: 1002
Paper: Business Communication
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment / Quiz / Debate	Score	10
Written test on Report Writing / Trade Letters	Marks	15
	Total	**25**

Objectives:

The student understands the importance of the communication, applies concepts to enhance in oral, written and electronic communication skills and personal productivity.

Module	No.	Topics	Contact Hours	Marks/ Weight
I	1.	**Concept of Communication** Meaning, Definition, Process, importance and channels of communication, communication role in Mgt. technological advancement in communication.	07	25
	2.	**Modes of Communication** Methods: Verbal and Nonverbal, types, characteristics, 8	08	

II	4.	Modes: Verbal and Non-verbal communication, advantage and disadvantage, E- Communication and telephone etiquette.	7	25
	5.	**Barriers to Communication** Different types of barriers to communication. Ways to Overcome these Barriers, Confidence building by organizing debate and Speeches and role plays.	08	
III	7.	**Developing writing skills** **Report writing:** academic, Business, Project Format, content and difference between the types of report.	07	25
	8.	**Trade letters:** Letter of Order and reply, Inquiry and reply, Complaints, adjustment, Sales and credit letter .	08	
IV	7.	**Grammar** Punctuation, Phrases and idiom, word formation, conjunctions and preposition. Self-Preparation, Library Work,	15	25
		Total	60	100

Reference Books:

1. Business communication, RaiUrmila&Rai, Himalaya publishing House, Mumbai 2006
2. Principles and practice of business communication, Aspi Doctor and Rhoda Doctor
Seth Publications 2008
3. Business Communication, Raman Meenakshi& Singh Prakash, Oxford University Press,
Mumbai.2008
4. Grammar book, Wren and Martin, Tata McGraw hill

Semester: I
Paper No: 3
Course Code: 1003
Paper: Financial Accounting
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting a proprietary manufacturing or trading concern; obtaining Purchase and Sales Book **OR** Case Study	Purchase and Sales Book evaluation / Case Solution	10
Written Test based on problems on Journal Entries or Final Accounts	Score	15
	Total	**25**

Objectives:

This paper will enable the student to understand the basics of accountancy, learnthe useof Computer software packages in preparing final accounts.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	Introduction to Book Keeping and Accountancy: Basic terms used in financial accounts. Accounting Concepts and Conventions. (Theory)	07	
	2.	Journal: Meaning, Types, General Journal Problems. Special Journal that is Cash Book.	08	
II	4.	Ledger and Trial Balance: (Theory and Problems)	05	25
	5.	Bank Reconciliation Statement. (Theory and Simple Problem)	10	
III	6.	Final Accounts of Sole Proprietor and Partnership Firm(theory & simple problems)	15	25

10

IV	7.	Computerized Accounting: Introduction, Features and Accounting Software.(Tally) version-ERP-9	15	25
		Total	**60**	**100**

Reference Books:

1   Book-keeping and Accountancy, AmitabhaMukhaerjee& Mohammad Hanif, TMH Publications ,2003
2   Book-keeping and Accountancy, Choudhary&Chopde,Seth Publications, 2012
3   Book-keeping and Accountancy, Ainapure, MananPrakashan, 2012
4   Elements of Accounts, T.S. Grewal, S. Chand & Co.,2007

Semester: I
Paper No: 4
Course Code: 1004
Paper: Principles of Marketing
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study **OR** Data collection related to consumer behaviour	Case Solution / Presentation	10
Assignment on Branding or Segmentation or Competitive Strategies	Presentation	15
	Total	**25**

Objectives:

The student will gain broad exposure to both the theoretical and practical aspects of Marketing Management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	**Understanding the Basics** Concept of Need, Want and Demand Concept of Product and Brand Business Environment in India	06	25
	2.	**Overview of Marketing** Introduction to Markets Various types of Markets Origin of Marketing Various Definitions of Marketing Role of Marketing and its Relevance Various Marketing Concepts	09	
II	4 5.	**The Marketing Concept** Differentiate between Selling and Marketing Marketing Philosophies **The Marketing Environment** Need for Environment Analysis Nature of the Marketing Environment Understanding Macro and Micro Environment	06 09	25

III	7.	**SWOT Analysis** Concept of SWOT Advantage of SWOT Utility of SWOT Analysis *(Use Case Study for Discussion)*	15	25
IV	9.	**Marketing in the New Economy** Introduction to B2B Introduction to B2C Introduction to E-Marketing	15	25
		Total	**60**	**100**

Reference Books:

1   Marketing ManagementPhilipKotler,Prentice Hall, 2007

2   Marketing Management, RajanSaxena,Tata McGraw Hill, 2010

3   Marketing Management, BholanathDutta,Excel Books, 2010

4   Marketing Management, VS Ramaswamy& S Namakumari,Macmillan ,2008

Semester: I
Paper No: 5
Course Code: 1005
Paper: Economics-I
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study **OR** Quizzes	Case Solution / Quiz Score	10
Project on demand analysis of a specific product / Project on Market Structure	Project report with or without presentation	15
	Total	**25**

Objectives:

The student will gain a broad understanding of economics from the management perspective.

Module	No.	Topics	Contact Hours	Weightage (%)
I	2. .	Introduction to Economics - Meaning and Nature of Economics, Scope, Importance	15	25
		Demand Analysis - Demand Theory, Determinants of Demand Theory, Elasticity of Demand, Types: Price, Income and Cross Elasticity of Demand		
II	4.	Theory of Consumer Behaviour - Marginal Utility, Law of Diminishing Marginal Utility, Indifference Curve - Properties	07	25
	5.	Cost Concepts- Fixed Cost, Average Cost, Average Fixed Cost, Average Variable Cost, Marginal Cost, Total Cost	08	
III	7.	Production Function - Short run and long run production function, Isoquant,	15	25

	8.	Economies of scale, Returns to scale Market Structures - Meaning and Features of Perfect Competition		
IV	10	Monopoly, Monopolistic Competition and Oligopolistic Competition	15	25
		Total	**60**	**100**

Reference Books:

1. Business Economics,S.C.Patra,S. Chand, 2009
2. Introduction to Micro Economics, Cauvery, S. Chand, 2003
3. Advance Economic Theory, D. M. Mithani,Himalaya Publication, 2008
4. Theory of Micro Economics Analysis, H. L. Ahuja S. Chand, 14th edition

SEMESTER II

Sem - II
Paper No: 1
Course Code: 2001
Paper: Marketing Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment **AND/OR** Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
Total		**25**

Objective:
The student will gain understanding of the elementary aspects ofmarketing management.

Module	No.	Detailed Syllabus	Contact Hours	Marks/ Weight
I	1.	**Understanding Key Concepts** Revision of Key Concepts of Marketing as discussed in Semester 1	05	25
	2.	**Identifying Market Segments and Targets** Introduction to Segmentation Effective Segmentation Levels of Market Segmentation Basis for Segmentation Advantages of Segmentation Marketing Targeting *Use Case Study for Discussion*	10	
II	4.	**Positioning** Introduction to Positioning Positioning Planning Steps in Positioning	08	25
	5.	Advantages of Positioning *Use Case Study for Discussion* **Market Research**	07	

		Introduction to Market Research Reasons for Market Research Objectives and Importance of Market Research The Marketing Research Process Applications of Market Research		
	6.	**Analysing Consumers** Introduction to Consumer Behaviour Factors influencing Consumer Behaviour The Buying Decision Process Understanding Buyer Behaviour		
III	8. 9.	Nature and Characteristics of Indian Consumer *Use Case Study for Discussion* **Pricing** Introduction to Pricing Utility, Value and Pricing Factors affecting pricing decisions 5Cs of Pricing Pricing Objectives	07	25
	10.	**New Product Decisions** Concept of New Product Development Challenges in New Product Development The process of New Product Development	08	
IV	12 13	**Product Life Cycle** Introduction to PLC Concept of PLC Actions at various stages of PLC *Use Case Study for Discussion*	07 08	25
		Total	**60**	**100**

Reference Books:

1   Marketing Management, Philip Kotler, Prentice Hall, 2007

2   Marketing Management, RajanSaxena, Tata McGraw Hill, 2010

3   Marketing Management, BholanathDutta, Excel Books,2010

4   Marketing Management, VS Ramaswamy& S Namakumari, Macmillan, 2008

Sem - II
Paper No: 2
Course Code: 2002
Paper: Organisational Behaviour
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment **AND/OR** Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
	Total	**25**

Objectives:

The student understands various aspects of human behavior in relation with the organizational culture.

Module	No.	Topics	Contact Hours	Marks/ Weight
I	1.	**Introduction to OB** and individual behavior, concept of organization behavior, Significance of OB , and approaches in OB	07	25
	2.	Personality ,attitudes and Emotions Meaning of Personality, Personality Traits, Development of Personality and Specialization emotions.	**08**	
II	4.	Components of attitude, Functions of attitudes and changing attitudes.	**03**	**25**
	5.	Emotions- meaning, felt versus displayed emotions, emotion dimensions, gender &	**04**	
	6.	Group Dynamics :Formal and Informal groups, Dynamics of group formation,	**05**	

III	8.	Team: types of team, and essentials of effective teams.	**06**	**25**
	9	Organisational outcomes		
		Power – Dynamics , Sources , & Ethics, Ethics of power and Politics	**06**	
IV	11.	Conflicts & Negotiations Nature of Conflict	**04**	25
	12	Conflict Resolution & Negotiation techniques Managing Conflict	**04**	
	13	Organizational stress Meaning & Definition ➢ Causes & Effect ➢ Coping Strategies	**04**	
		Total	**60**	**100**

Reference Books:

1. OrganisationalBehaviour, Stephen Robbins, Prentice Hall of India, 2010
2. OrganisationalBehaviour, Nelson, Debra L and James C, Cengage Learning India Pvt Ltd., 2010
3. OrganisationalBehaviour, Fred Luthans, McGraw Hill., 2011
4. Understanding Organizational Behaviour, PareekUdai, Oxford University Press. , 2010
5. Organisation Theory and Behaviour, Singh B. P. and Chhabra T. N, DhanpatRai and Co. (p) Ltd., 2012

Semester: II
Paper No: 3
Course Code: 2003
Paper: Economics -II
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study **OR** Quizzes	Case Solution / Quiz Score	10
Project on demand analysis of a specific product or on Market Structure	Project report with or without presentation	15
	Total	**25**

Objective:

The student will learn about the practical aspects of Economics.

Module	No.	Topics	Contact Hours	Marks/ Weight
I	1.	Introduction to Business Economics- Meaning & Scope of Micro & Macro Economics, Functions of Micro & Macro Economics, Difference between Micro & Macro Economics	06	10
	2	National Income- Meaning, GDP, NNP, Per Capita Income, GNP, PDI, Difficulties in measurement of National Income, Measurement of National Income	09	15
II	3	Money- Meaning, Functions, Constituents of Money, Role of RBI in money control with special reference to CRR, SLR	15	25
	4	Inflation- Meaning, Open Inflation, Types of Inflation, Distinguish between Demand Pull and Cost Push, Impact of Inflation on the economy		
	5	Self-Preparation, Library Work, Industrial visits, Field visits, etc.		

III	6	, Concept of Black Money Monetary & Fiscal Policy- Definition of Monetary Policy, Instruments- OMO, Bank Rate, Reserve Requirement changes, Selective Credit Control, Problems in monetary policy	15	25
	7			
IV	8	Fiscal Policy- Definition, Instruments- Taxation, Public Borrowings, Forced Saving, Public Expenditure, Problems in Fiscal Policy	15	25
		Total	**60**	**100**

Reference Books:

1. Principle of Macro Economics, Rangarajan, Himalaya Publishing House, 2010

2. Monetary Economics, Suraj B. Gupta, S Chand Publication, 2010

3. Macro Economics Theory & Policy, Dr.H.L.Ahuja, S Chand Publication, 2008
4. Advanced Economic Theory, Misra&Puri, Himalaya Publishing House 2007, 4th edition,

Semester: II
Paper No: 4
<mark>**Course Code: 2004**</mark>
Paper: Environmental Studies
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Surprise Test / Tests	Score	10
Assignment on MS Word or Power point	Presentation	15
	Total	**25**

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Objectives:
The student will gain a broad understanding of the natural resources and learn to protect them. The student will also learn about ecosystems and prevent pollution.

Module	No.	Topics	Contact Hours	Marks/ Weight
I	1.	The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness.	15	25
	2.	**Natural Resources:** Renewable and non-renewable resources: Natural resources and associated problems. a) Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. - Role of an individual in conservation of natural resources. - Equitable use of resources for sustainable lifestyles		
II	3.	**Ecosystems** - Concept of an ecosystem. - Structure and function of an ecosystem. - Producers, consumers and decomposers. - Energy flow in the ecosystem. - Ecological succession - Food chains, food webs and ecological pyramids.	15	25

	4.	- Introduction, types, characteristic features, structure and function of the following ecosystem: - a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). **Biodiversity and its Conservation** - Introduction-Definition: genetic, species and ecosystem diversity. - Biogeographical classification of India. - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. - Biodiversity at global, National and local levels. - India as a mega-diversity nation. - Hot-spots of biodiversity. - Threats to biodiversity: habital loss, poaching of wildlife, man-wildlife conflicts. - Endangered and endemic species of India. - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.			
III	5. 6.	**Environmental Pollution:** Definition - Causes, effects and control measures of: - a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards - Solid waste Management: Causes, effects and control measures of urban and industrial wastes. - Role of an individual in prevention of pollution. - Pollution case studies. - Disaster management: floods, earthquake, cyclone and landslides. **Social Issues and the Environment** - From Unsustainable to Sustainable development.	15	25	

		- Urban problems related to energy. - Water conservation, rain water harvesting, watershed management. - Resettlement and rehabilitation of people; its problems and concerns. Case studies. - Environmental ethics: Issues and possible solutions. - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. - Wasteland reclamation. - Consumerism and waste products. - Environment Protection Act. - Air (Prevention and Control of Pollution) Act. - Water (Prevention and Control of Pollution) Act. - Wildlife Protection Act. - Forest Conservation Act. - Issues involved in enforcement of environmental legislation. - Public awareness		
IV	7.	**Human Population and the Environment** - Population growth, variation among nations. - Population explosion-Family welfare Programme. - Environment and human health. - Human Rights. - Value Education. - HIV/AIDS. - Women and Child Welfare. - Role of information Technology in Environment and human health. - Case Studies	15	25
	8.	**Field Work (Practical)** - Visit to a local area to document environmental assets-river/forest/grassland/ hill/mountain. - Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. - Study of common plants, insects, birds. - Study of simple ecosystems-pond, river, hill slopes, etc.		
		Total	**60**	**100**

Reference Books:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad - 380013, India, Email: mapin@icenet. net (R).
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p.
4. Clerk B.S., Marine Pollution, Clanderson Pross Oxford (TB).
5. Cunningham, W.P.Cooper, T.H. Gorhani, E & Hepworth, M.T.2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p.
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment (R).

Semester: II

Paper No: 5
Course Code: 2005
Paper: Introduction to Quantitative Techniques
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment	Assignment score	10
Written test	Paper evaluation	15
	Total	**25**

Objectives:

The students understands the basic Mathematical concepts and to apply Mathematical concepts in management.

Module	No.	Topics	Contact Hours	Weightage (%)
I	1.	**Determinant and matrices** Simple problems of determinant, crammer's rule of solving equations(two variables only) Addition and multiplication of matrices, inverse matrix, equation solving by using	15	25
II	2	Linear programming Formation of Linear programming, problems and solution of linear problems by graphical method up to two variables.	15	25
III	3	Limit and differentiation Simple problems of limits, definition of derivative, rules derivatives(sum, product, quotient), simple problems (exclude trigonometric functions) application of differentiation in business (average cost, marginal cost, marginal revenue, optimization of profit, maximum minima functions in economics)	15	25

				Total	60	100
IV	4	**Integration and its business application** finite and infinite integration, producer's and consumer's surplus, (excluding trigonometric function)			15	25
				Total	**60**	**100**

Reference Books

1   Business Statistics, Naval Bajpai, Pearson
2   Business Mathematics, ZameeruddinKazi, Vijay Khanna, S K Bhambri, Vikas Publication
3   Business Statistics, J K Sharma, Pearson

SEMESTER III

BMS Semester: III
Paper No: 1
Paper: Business Laws;
Course Code: 3001
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:

This course will enable the students to understand the meaning and concept of contractual obligations, partnership, company law and other related legal aspects of business.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, visit to a court to have practical exposure.	Review Report / presentation	15
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weight age
I	1	**Indian Contract Act, 1872** i. Meaning, definition, importance, essential elements of contract, 　Agreements, kinds of agreements, 　Difference between agreements and contracts, 　Proposal-Acceptance-Revocation 　Consideration ii　Definition-S.2(d) 　Stranger to consideration, Stranger to contract & exceptions 　No consideration, No contract 　(state Rule S.25 & S.185) & exceptions 　Unlawful object & unlawful consideration S.23 Iii Free consent (S.13 to S.22) 　Coercion-Undue influence 　Fraud – Misrepresentation & mistake of fact and mistake of law Iv　Contingent Contracts (Meaning) (S.31 to 36)	15	25
II	2	**Indian Partnership Act** i. (Sec. 4 to 8) Definition & terms of partnership, Non-partnership 　interest ii　Rights　& Duties of partners & partnership property (S.9 to 17) iii Implied authority of partners(S.18 to 21) iv Minor's position in partnership (S.30) v　Modes of dissolution (S.39 to 54)	15	25
III	3	**Negotiable Instrument Act** i What is negotiation & what is a negotiable instrument? (S.13-14) ii Define: Promissory note, Bill of exchange & Cheque(S.4-6) iii Endorsement it's kinds(S.50-52) iv Clearing & transferring procedure for cheque v Kinds of crossing(S.123)	15	25

IV	4	**Company law** Definition. Characteristics of a company, types of companies, distinguish between private & public ltd. Company, registration of a company, promoters, memorandum of association & articles of association, certificate of incorporation. Consumer Forum Ethical Practices in Business Law	15	25
		Total	**60**	**100**

Reference Books:

1.   Bulchandani, Business Law for management, , Himalaya Publishing House, Mumbai, 2010
2.   N.D.Kapoor,Business Law, Sultan Chand, New Delhi, 2011
3.   H. L. Kumar, Employer's Rights under Labour Laws, Universal Law Publishing Company Ltd., 2011
4.   J. N. Jain & Ajay Bhola, Modern Industrial Relations and Labour Laws, Regal Publications, 2009

BMS Semester: III
Paper No: 2
Paper: Cost & Management Accounting;
Course Code: 3002
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:
The students will be able to appreciate the importance of maintaining cost records. They will also be able to apply costing and management techniques for decision making.

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the

Criteria	Mode of Evaluation	Marks
Projects on Analysis of Balance Sheets of well-known companies and Case studies.	Review of Report and Presentation	10
Internal Tests for exam	Assessment	15
	Total	**25**

semester

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weig htag
I	1	**Introduction:** Costs,Types, Classification of costs **Cost sheet :** (a) Simple cost sheet (b) Estimated cost sheet (Theory & simple problem)	15	25
II	2	**Marginal costing & Break even Analysis** Theory & Simple problems	15	25

III	3	**Standard Costing & Budgeting** Theory & Simple problems	15	25
IV	4	**Vertical presentation of financial statement** (a) Vertical presentation of balance sheet (b) Vertical presentation of P/L A/C (Theory + simple problem to understand the format) (c) Ratio Analysis Cash flow statement as per AS-3 (Theory +Simple problem) Ethical Practices in Cost & Management Accounting	15	25
		Total	**60**	**100**

Reference Books:

1. M. Y. Khan and P. K. Khan, Cost and Management Accountancy, TMH Publication 4th edition 2008
2. Choudhary and Chopde,Cost and Management Accountancy, ShethPublisher First edition June 2012
3. Ainapure, Cost Accounting, MananPrakashan, First edition June 2012
4. C.A. Minakshi A. Rachchh and Gunwantrai A. Rachchh, Cost and Management Accountancy, Pearson Publication, First edition 2010

BMS Semester: III

Paper No: 3
Paper: Human Resource Management;
Course Code: 3003
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:
This course will enable the students to have a clear understanding of the foundation of HRM, its need andvarious functions.

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Written test	Taken by college as internal test	10
Assignment / Presentation/s	Concern faculty members of each subject will be responsible for this	10
Case study on HR Policies, HRP, Recruitment, job analysis	Students have to submit Case study analysis report	05
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Introduction to HRM: HRM: Origin, Growth & Evolution, Importance-Scope & Functions. Qualities of HR Manager, Meaning of HRM, Functions & Objectives of HRM, Difference between PM & HRM Human Resource Planning: Importance, Process of Human Resource Planning, Need & Benefit OF HRP, Factors affecting HRP (Internal & External)	15	25
II	2	Job Design & Job Analysis: Job Design, Job Analysis, Job Description, Job Specification (Purpose, Use & Contents of each), Techniques of Data collection for Job Analysis	15	25
III	3	Recruitment, Selection, Placement, Induction Sources of Recruitment, selection procedure steps. Interview & types of Interview, Placement, induction objectives & procedure.	15	25
IV	4	HR Policies- Meaning, objectives, Importance and scope steps in: Policy formulation Performance Appraisal & Compensation Management- Meaning, Importance , Systems Ethical Practices in Human Resource Management	15	25
		Total	**60**	**100**

Reference Books:

1. C.B. Mamoria,Personnel Management, Himalaya Publishing House, 2010
2. K. Aswathppa,Human Resource & Personnel Management, Himalaya Publishing House, 2012
3. P. SubhaRao, Essential of HR Management & IR, Himalaya Publishing House, 2010
4. Micheal Armstrong, Handbook of HRM, McGill Publication, 2009
5. N.D.GAMI, Personnel Management, New Popular Publication, 2010

BMS Semester: III

Paper No: 4
Paper: Fundamentals of Production & Operations Management;
Course Code: 3004
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:
To students will be able to understand the concept of Production and Operations management and the various techniques required for streamlining the production process.

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of thesemester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test,viva-voce,assignments,internal objective test, visit to the industries to have practical exposure.	Review Report / presentation	15
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Introduction to Operations Management** a) Operations Management- Introduction , concept&scope b) Characteristics of Modern Operations function c) Importance of Operations Management d) Systems Approach **Plant Location** a) Introduction& concept b) Steps in locating a plant c) Factors influencing selection of a plant d) Methods used for locating of a plant (Factor Rating, Point Rating, Break Even Analysis, Quantitative Factor Analysis)	15	25
II	2	**Plant (Facility) Layout** a) Introduction b) Objectives of an Ideal Plant Layout c) Factors affecting the Plant Layout decisions d) Types of plant Layout **Just in Time** a) Introduction b) Techniques c) Advantages & Disadvantages	15	25
III	3	**Production Planning (Loading & Scheduling)** a) Meaning of Production Planning b) Production Planning Procedure c) Factors determining Production Control Procedure, Gantt Charts, Sequencing Numericals (nx2, nx3, nxm M/c Numericals) d) Routing & Scheduling, Despatching& Processing e) Production Control	15	25

| IV | 4 | **Maintenance of Plant**
    a) Introduction
    b) Causes of Plant Breakdown
    c) Cost associated with Breakdown
    d) Preventive & Corrective Maintenance
    e) Types of Maintenances
    f) Elements of a Good Maintenance System

Ethical Practices related to Production &
Operations Management | 15 | 25 |
| | | **Total** | **60** | **100** |

Reference Books:

1. Dr. Sanjay Sharma, Introduction to Management,Cyber Tech Publication, 2003
2. L.C. Jhamb, Production Management-Everest Publishing House, 12th edition 2007.
3. S. A Chunawalla& D. R. Patel, Production & Operation Management- Himalaya Publishing House, 6th revised edition, 2013
4. K. Aswathappa& K. ShridharaBhat, Production & Operation Management –Himalaya Publishing House, 2007

BMS Semester: III
Paper No: 5
Course Code: 3005
Paper: Quantitative Techniques for Business
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:-
The students will be able to gain theoretical and practical knowledge of statistical methods and apply them in various areas of Business.

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Problem solving	Score	10
Unit test, viva-voce, assignments, internal objective test	Review Report / presentation	15
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Collection of data** Collection of primary data through questionnaires and personal interview, and observation method, collection of secondary data from public sources and selection of appropriate method for data collection **Measures of central Tendency** Arithmetic mean, median, mode, weighted average, quartiles, deciles, percentiles, graphical presentation of median & modes.	15	25
II	2	**Measures of Dispersion** Range, Quartile Deviation and its coefficient, Mean Deviation, Standard deviation, co-efficient of variation (C.V.)	15	25
III	3	**Introduction to Probability** Introduction to Probability Distribution with focus on Normal Distribution	15	25
IV	4	**Correlation and Regression** Co-relation, Scatter Diagrams, Karl Pearson's correlation and rank correlation (spearman), Linear Regression, Line of regressions, Regression coefficients, multiple and partial correlation. **Analysis of times series** Concept, Components, estimation of Trend values by moving average and least square method. Ethical Practices related to Quantitative Techniques for Business	15	25
		Total	**60**	**100**

Reference Books:

1. S.C.Gupta, Fundamental of statistics –Himalaya Publication, 2001
2. S.P.Gupta, Statistical methods by - S.Chand Publication, 2009
3. V.K Kapoor, Solution to problems in statistics –2007

SEMESTER IV

BMS Semester: IV
Paper No: 1
Paper: Strategic Management;
Course Code: 4001
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objective:-
This course will enable the students to understand the emerging concepts of Strategic Management which will help them to analyze and implement the same in various business situations.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test,viva-voce, assignments,internal objective test,industrial visit to have practical exposure.	Review Report / presentation	15
	Total	**25**

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Mod ule	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Introduction to business policy** Vision & Mission of a company Business policies Important aspect while framing business policy **Introduction:** • Definition, nature, scope, and importance of strategy; and strategic management • Process of strategic management. • Role of strategists. **Strategic Analysis:** • External Analysis – Overview • Internal Analysis- Value Chain & Benchmarking.	15	25

II	2	**Strategy Formulation**:
		• Defining strategic intent: Vision, Mission, Business Philosophy, Goals and Objectives.
		a. Corporate level strategies (concepts)
		  1. Growth (Vertical Integration, Joint Venture, Modernization)
		  2. Retrenchment (Turnaround, Disinvestment, Liquidation)
		  3. Stability
		b. SBU Level Strategies - Concept of Porter's competitive strategy
		• Process of Strategy Choice (Portfolio Analysis – BCG growth share Matrix and GE nine cell)
			15	25

III	3	**Strategy Implementation & Evaluation:** • The implementation process. 7s Framework. • Resource allocation and behavioral issues in strategy implementation • Designing organizational structure as per strategy. • Strategy Evaluation & Control.	15	25
IV	4	**Recent Advances in Strategic Management:** • Core Competence as the Root of Competitive Advantage • Case Studies Ethical Practices in Strategic Management	15	25
		Total	**60**	**100**

Reference Books:

1. L.M. Prasad, Business Policy: Strategic Management, Sultanchand& Sons, New Delhi, 2005
2. Bhattacharya &Venkataramini, Managing Business Enterprises: Strategies, Structures & Systems, 2004
3. Fred R David,Strategic Management Concepts & Cases, Pearson Prentice Hall, 2009
4. P. SubbaRao, Strategic Management, Himalaya Publishing House, 2009

BMS Semester: IV

Paper No: 2
Paper: Financial Management;
Course Code: 4002
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:
The students will be able to understand various financial techniques and use them for optimal financing and investment decisions in business.

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test,viva-voce, assignments,internal objective test, visit to corporate to have practical exposure.	Review Report / presentation	15
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage

I	1	**Introduction to financial management**
		
		(i) Meaning, scope & objective of finance management
		(ii) Classification of finance function
		(iii) Financial goal (Profit Max and Wealth Maximisation)
		
		Sources of Finance
		   i) Equity shares
		   ii) Preference Shares
		   iii) Debentures & Bonds
		   iv) Retained Earning
			15	25

II	2	**Cost of Capital**
		   i) Meaning
		   ii) Concept of Cost of Capital
		   iii) Importance of Cost of Capital
		   iv) Simple Problems
			15	25

III	3	**Capital Budgeting**
		   i) Introduction
		   ii) Methods of Capital Budgeting
		      a) Pay back Method
		      b) ARR (Theory)
			15	25

IV	4	**Working Capital Management**
		   i) Introduction
		   ii) Factors to be taken into consideration for Working Capital Management.
		   iii) Operating Cycle
		   iv) Simple Problems on Working Capital requirements.
		
		Ethical Practices related to Financial Management
			15	25

		Total	**60**	**100**

Reference Books:

1. P. V. Kulkarni& B. G. Satyaprasad,Financial Management- Himalaya Publishing House, 2012.
2. M. Y. Khan & P. K. Jain, Basic Financial Management- Tata Mcgraw Hill Publishing Co. Ltd., 2005
3. Prof. A. P. Rao, Fundamentals of Financial Management- Everest Publishing House, 2006.
4. Satish M. Inamdar, Principles of Financial Management- Everest PublishingHouse, 2006

BMS Semester: IV

Paper No: 3

Paper: Consumer & Buyer Behaviour;

Course Code: 4003

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:

Criteria	Mode of Evaluation	Marks
Case Study for understanding of Business Ethic and Corporate Social Responsibility	Case Solution	10
Unit test, viva-voce, assignments, internal objective test, industrial visit to have practical exposure.	Review Report / presentation	15
	Total	**25**

The students will gain basic knowledge of consumer and buyer behaviour and understand the importance of BusinessEthics, Corporate Social Responsibility and Public Relation Management in Business.

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the

semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	Buyer Behavior a) Difference between Buyer and Consumer, meaning and definition, Buying Motives, Factors influencing buyer behavior, Buying Process. b) Organizational Buyer Behavior, factors affecting organization buyer behavior. Derived Demand, Difference between consumer buying behaviour and industrial buying behaviour	15	25
II	2	Consumer Behaviour Basic Stimulus Response Model, Influence on consumer decision making process, high involvement and low involvement products, Influence on buying behavior- cultural factors, social factors, personal methods of sales forecasting, Reference Groups, Consumer Learning.	15	25
III	3	Consumer Relationship Management Importance, Merits, Loyalty Breakers, How to reclaim a lost consumer? How to sustain existing customers? How to tap potential future customers? Complaint Management, Relationship building in the long run.	15	25
IV	4	Business Ethics and Corporate Social Responsibility and Public Relations Management. Ethical Practices related to Consumer & Buyer Behaviour	15	25
		Total	**60**	**100**

Reference Books:

1. Kumar Ramesh,Conceptual Issues in Consumer Behaviour :The Indian Context Pearson Education India, 2006
2. Chetan Bajaj,Retail Management - Oxford University

BMS Semester: IV
Paper No: 4
Paper: Quality Management;
Course Code: 4004
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:
This course will enable the students to learn the various techniques available for quality improvements in the companies and implement them for enhancing the quality in managing the business.

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test,viva-voce,assignments,internal objective test, visit to a Manufacturing industry to have practical exposure.	Review Report / presentation	15
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Quality Management** a) Quality Concept b) Juran's View of Quality c) Quality Control- Meaning & Benefits d) Quality Assurance e) ISO Standards f) Learning Curve **Total Quality Management** a) Definition & Concept of TQM b) Principle of TQM c) Techniques of TQM d) Importance of TQM	15	25

II	2	**Total Employee Involvement**
		    a) Quality Circle- Concept & Structure
		    b) Implementation of Quality Circle
		    c) Features &Benefits of Quality Circle
		    d) Suggestion Schemes- Concept, Structure, Rewards for Suggestion Schemes.
		    e) Difference between Quality Circle & Suggestion Schemes
			15	25

III	3	**Quality Models- Benchmarking against world class**
		    a) MeleobmReldeidge Quality
		    b) RB NQA Model
		    c) IT & BPO services-Capability Measuring Models(CMM)
		
		Control Charts: Types, Numericals in Control Charts
			15	25

IV	4	**Kaizen & Six Sigma**
		    a) Concept of Kaizene
		    b) Importance of Kaizen
		    c) Functions of Kaizen
		    d) Concept of Six Sigma
		    e) Six Sigma applied in Manufacturing
		    f) Six Sigma applied in services
		
		Ethical Practices related to Quality Management
			15	25

		Total	**60**	**100**

Reference Books:
1. S.D Aphale, Productivity & Quality Management- VipulPrakashan, 2003
2. Prof. L.C. Jhamb, Production (Operation) Management- Everest Publishing House, 12th edition 2007
3. K. Aswathappa& K. ShridharaBhat, Production & Operation Management –Himalaya Publishing House, 2007

BMS Semester: IV
Paper No: 5 (a)
Paper: Entrepreneurship Development &Event Management (Vocational Paper -1)
Course Code: 4015
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:
This course will enable the students to understand the fundamentals of event management and develop entrepreneurship skills related to it**.**

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Business Analysis of two events. Preparing a Project Plan for starting new venture. Project on woman entrepreneur. Taking part in activities like Organising Department Fest, Seminar, Workshops, Guest lectures.	Review Report / presentation	10
Unit test,viva-voce,assignments,internal objective test, practical event organising	Assessment	15
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Introduction to Entrepreneurship :** • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses **Introduction to Project** : • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical **Project Planning and Report :** • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report **Project Feasibility and Appraisal (only concepts)** • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation	15	25

II	2	**Entrepreneurship related to Event Management** Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur Case Studies ofentrepreneurs Support and assistance for entrepreneurs • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance **Ethical Practices related to Entrepreneurship**	15	25
III	3	Historical Perspective, Introduction to Event Management, Size & type of event, Event Team, Code of ethics.Event feasibility : findings and testing an idea The screening process, processing the idea. **Event Planning** Introduction , Planning process, objectives, environment search and information-gathering, Demand and Operational planning, financial planning, marketing planning	15	25
IV	4	**Event related Financial Management and the Budget** Introduction, Objectives and Financial planning, Creating a budget, The detailed budget, other sources of Income-sponsorship and public funding. The organization manager and the team. Introduction,organistional effectiveness, Staffing: professional or volunteer management? Factors influencing the number and type of staff, finding staff. **Event related compliances** Permission and various Authorities, Indian Contract Act, The Bombay Shops and Establishment Act, Applicability of various Labour Laws, Applicability of Income Tax Act, Applicability ofService Tax Act.	15	25

		Marketing and public relations for events		
		Introduction, The target market, How to influence the target market, The marketing plan, Marketing for a new event.		
		Case-Study of Event Managers		
		Ethical Practices related to Event Management		
		Total	**60**	**100**

Reference Books:

1. S.S. Khanka,Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
5. DiwakarSharm, Event Management and Planning, Deep & Deep Publications Pvt. Ltd., 2001
6. Anton shone and Bryn Parry, Success Event management, Thomson Learning, 2004
7. Sanjaya Singh Gaur and Sanjay V Saggere, Event Marketing and Management, Vikas Publishing House Pvt Ltd, 2003

BMS Semester: IV

Paper No: 5 (b)
Paper: Entrepreneurship Development &Stock Market Operations (Vocational Paper - 2)
Course Code: 4025
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:
This course will enable the students to understand the operations of stock market, gain related practical exposureand develop entrepreneurship skills related to it.

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case studies Business Analysis of two NSE listed Scrips. Project on women entrepreneur (interview) and analysis report of the same.	Case Solution, Review Report / presentation	10
Unit test,viva-voce,assignments,internal objective test, visit to BSE, NSE to have practical exposure.	Review Report / presentation	15
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Introduction to Entrepreneurship :** • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses **Introduction to Project :** • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical **Project Planning and Report :** • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report **Project Feasibility and Appraisal (only concepts)** • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation	15	25

II	2	**Entrepreneurship related to Stock Market Operations**	15	25
		Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur		
		Case Studies ofentrepreneurs		
		Support and assistance for entrepreneurs		
		- Commercial banks, SIDBI, SFC, RBI - Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions - Concept of Micro-finance		
III	3	Money Market v/s Capital Market Primary Market : IPOS, IPO process, procedure involved in opening of D-MAT A/C. Secondary market Types of shares : Equity shares Preference shares Equity shares (A group ,B group) Risk : Meaning Elements of risk Difference between investment &gambling Portfolio Management : Types of Investors Introduction to stages of Portfolio Management	15	25
IV	4	Introduction to Mutual Funds Meaning, Definition , Concept of NAV Types of Mutual Funds: Open ended & close ended fund. ETFs (Exchange Traded Funds) Advantages of ETFs Investment Avenues Ethical Practices related to Stock Market Operations	15	25
		Total	**60**	**100**

References Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007

2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010

3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, ,2003

4. Michael Vaz, Entrepreneurship Development, MananPrakashan, 2010

5. S.Kevin, Portfolio Management, PHI Learning Pvt Ltd., New Delhi, 2006.

6. AshuZDutt, Stock Market Trading Secret, Vision book publication, 2007

BMS Semester: IV
Paper No: 5 (c)
Paper: Entrepreneurship Development &Digital Marketing (Vocational Paper-3)
Course Code: 4035
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:
This course will enable the student to use information and communication technology as a tool of marketing and develop entrepreneurship skills related to it

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Starting a blog Review of an article on digital marketing An online assignment (to understand e-mail drafting skills)	Review Report / presentation	10
Unit test, viva-voce, assignments, internal objective test, practical event organising	Assessment	15
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Introduction to Entrepreneurship :** • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses **Introduction to Project** : • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical **Project Planning and Report :** • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report **Project Feasibility and Appraisal (only concepts)** • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation	15	25

| II | 2 | **Entrepreneurship related to Digital Marketing**

Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur

Case Studies of entrepreneurs

Support and assistance for entrepreneurs

• Commercial banks, SIDBI, SFC, RBI
• Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions
• Concept of Micro-finance

Ethical Practices related to Entrepreneurship | 15 | 25 |
| III | 3 | Introduction to Digital Marketing and its evolution Types of Digital Marketing (Pull & Push)

Theories and techniques of research and consumer behavior and their application to marketing communication.

Introduction to
Search Engine Marketing
Content Marketing
Content writing,
Keyword Research
Managing content
Fundamentals of digital marketing planning
Collaborative Filtering, Recommendation Engines | 15 | 25 |

IV	4	Campaign Tools Application and monitoring, **Types of online advertising** **Understanding key concepts** SEO Search engine optimization PPP Pay per Click e-mail marketing Viral marketing On-line PR Podcasts Blogs and blog writing Introduction to Social Networking Facebook, Twitter, Linkedin, You Tube Advantages and disadvantages of social networking sites. Impact of Mobile Devices & Mobile Applications in Digital Marketing Using social media for Digital Marketing, for Customer Segmentation and Targeted Campaigns Case-Study Ethical Practices related to Digital Marketing	15	25
			60	**100**

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007

2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010

3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003

4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010

5. David MeermanScott Amozon Kindle, The New Rules of marketing and PR 2006

7. Damian Ryan and Calvin Jones, Understanding digital marketing,

8. Google+ for business by Chris Brogan, 2012

9. Chris Anderson, The Long Tail

10. Chris Anderson, Free- The Future of a Radical Price

BMS Semester: IV

Paper No: 5 (d)
Paper: Entrepreneurship Development &Tourism Management (Vocational Paper-4)
Course Code: 4045
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:
The students will gain awareness of the tourism industry, understand its operations and develop entrepreneurship skills related to it

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Studies and Group Discussions, Viva-voce	Case solution and presentation	10
Internal test – Classroom test, Project Report on tourist place	Review Report / presentation	15
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Introduction to Entrepreneurship :** • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses **Introduction to Project** : • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical **Project Planning and Report :** • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report **Project Feasibility and Appraisal (only concepts)** • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation	15	25
II	2	**Entrepreneurship related to Tourism Management** Women Entrepreneurship – Introduction, Factors	15	25

		inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur		
		Case Studies ofentrepreneurs		
		Support and assistance for entrepreneurs		
		- Commercial banks, SIDBI, SFC, RBI - Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions - Concept of Micro-finance		
		Ethical Practices related to Entrepreneurship		
III	3	Tourism- Definition, History of travel. National and international tourism, the growing potential of tourism	15	25
		Role of tourism, Department tourism activities, tourism infrastructure, Food service innovations		
		Foodservice industry- Origin of restaurants, fast food restaurants, customer relationship management (CRM) Hotel organization, accommodations and different services		
IV	4	Tour operator and travel agents ; Introduction, role of travel agent , travel agency , revenue types and forms of tourism- inbound and outbound tourism, religious tourism , adventure tourism, medical tourism , culture tourism , nature tourism	15	25
		Role of Web marketing in travel and tourism- Internet, Marketing Web, Advantages of web marketing, elements of web marketing , website design, website promotion , importance of website in today's world.		
		Future trends in hospitality-properties of the future, Reservations of the future, hotel accommodation of the future, innovation in hotel management or professionalism in hotel management.		
		Case-Study		

		Ethical Practices related to Tourism Management		
		Total	**60**	**100**

Reference Books:

8. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
9. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
10. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
11. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
12. Sudhir, Introduction to Tourism and Hospitality Industry, Andrews, 2011
13. PrabhatChoudhary, Tourism concepts and practicals, Adeline Books, 2011
14. Delmar,Conducting Tours,Marc Mancini,Thomson Learning, 2001

BMS Semester: IV

Paper No: 5 (e)

Paper: Entrepreneurship Development &Rural Marketing (Vocational Paper -5)

Course Code: 4055

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Objectives:
This course will create awareness in students about rural and service marketing, provide

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Unit test,viva-voce,assignments,internal objective test, visit to rural areas to have practical exposure.	Review Report / presentation	15
	Total	**25**

practical knowledge and develop entrepreneurship skills related to it

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.and develop entrepreneurship skills related to it

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Introduction to Entrepreneurship :** • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses **Introduction to Project** : • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical **Project Planning and Report :** • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report **Project Feasibility and Appraisal (only concepts)** • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation	15	25

II	2	**Entrepreneurship related to Rural Marketing**	15	25
		Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur		
		Case Studies ofentrepreneurs		
		Support and assistance for entrepreneurs • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance **Ethical Practices related to Entrepreneurship**		
III	3	Introduction: Definition, Scope of Rural Marketing, Concepts, Components of RuralMarkets, Classification of Rural Markets, Rural versus Urban Markets. Rural Marketing Environment: Population, Occupation Pattern, Income Generation, Location of Rural Population, Expenditure Pattern, Literacy Level, Land Distribution, Land Use Pattern, Irrigation, Development Programs, Infrastructure Facilities, Rural Credit Institutions, Rural Retail Outlets, Print Media in Rural Areas, Rural Areas Requirement, Problems in Rural Marketing, Rural Demand, Rural Market Index.	15	25
IV	4	**Rural Consumer Behavior** Consumer Buying Behavior Models, Factors Affecting Consumer Behavior, Social Factors, Technological Factors, Economic Factors, Political Factors.	15	25

		Characteristics of Rural Consumer: Age and Stages of the Life Cycle, Occupation and Income, Economic Circumstances, Lifestyle, Personality and Brand Belief, Information Search and Pre Purchase Evaluation, Rise of Consumerism.		
		Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty.		
		Service Industry: Nature and scope of services, Difference between Goods and Services, Classification of services, Growth of service industry, Reasons for phenomenon growth in service market and obstacles of service industry.		
		Marketing Management Process for Services:		
		Organising, Marketing, Planning, Analysing marketing opportunities, selecting target markets, Developing service marketing mix, Managing and controlling marketing network.		
		Case-Study		
		Ethical Practices related to Rural Marketing		
		Total	**60**	**100**

Reference Books:

1   S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
 4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
 5 S.A.Sherlekar and R.Krishnamoorthy, Introduction to Markeing - Himalaya Publishing House, 2009
6. C G Krishnamacharyulu, LalithaRamakrishnan, Rural Marketing - Pearson Education, 2006.
7. Habeeb Ur Rahman, Rural Marketing - Himalaya Publishing House, 2004.
8. Sukhpal Singh, Rural Marketing - Vikas Publishers.
9. MinoutiKamat and R. Krishnamoorthy, Rural Marketing - Himalaya Publishing House, 2006

BMS Semester: IV

Paper No: 5 (f)

Paper: Entrepreneurship Development &Logistic (Vocational Paper -6)

Course Code: 4065

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Criteria	Mode of Evaluation	Marks
Case Study and Practical work assignments on S.A.P. functioning	Case Solution / Report etc.	10
Unit test,viva-voce, assignments, internal objective test, visit to a manufacturing and warehouse unit and rural areas to have practical exposure.	Review Report / presentation	15
	Total	**25**

Objectives:
This course will enable the student to gain basic knowledge about Logistics, learn various techniques of Logistics Management and develop entrepreneurship skills related to it

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Introduction to Entrepreneurship :** • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses **Introduction to Project** : • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical **Project Planning and Report :** • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report **Project Feasibility and Appraisal (only concepts)** • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT)	15	25

		• Break-even Analysis • Internal and external constraints in project formulation		
II	2	**Entrepreneurship related to Logistic** Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to women entrepreneur Case Studies ofentrepreneurs Support and assistance for entrepreneurs • Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance **Ethical Practices related to Entrepreneurship**	15	25
III	3	**Introduction to logistic:** Concept of logistic Scope and objectives of logistic management Importance of logistic management **Introduction to supply chain management**: Concept of supply chain management Objectives and importance of SCM. **Concepts of** ERP (practicals) S.A.P/ Oracle Application or other open	15	25

		source ERP software tools		
IV	4	**Material Planning and Budgeting** Importance, Techniques of planning, Bill of Materials, Past consumption Analysis (format of bill of materials, material requisition slip), Budgeting- purpose and benefits- ABC analysis. **Inventory Management** Nature, Importance, functions, Inventory Models, EOQ model, Concept of reorder point, safety stock, Material Requirement Planning (MRP), MRP II **Introduction to Warehousing** Definitions Roles & functions of warehousing Importance of warehousing Principles of warehousing (Designing criteria Handling Technique Storage planning) **Logistic Information System**:- Concept and importance of Logistic Information System Principles of Logistic Information System Types of Information systems	15	25

		Advantages of Information systems		
		Case-Study		
		Ethical Practices related to Logistic		
		Total	**60**	**100**

Reference Books:

1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007
2 C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010
3 E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003
4 Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010
5 Shridaran, Material Management –2004.
6 Sunil Chopra and Peter Meindl, Supply Chain Management – Strategy, Planning and Operation, Pearson/PHI, 2007
7 D K Agrawal Macmillan, Feb-2003

BMS Semester: IV

Paper No: 5 (g)
Paper: Entrepreneurship Development & Insurance (Vocational Paper -7)
Course Code: 4075
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Objectives:
The student will gain knowledge about the basic concepts of insurancewhich will enable them to take careers in insurance or develop entrepreneurship skills related to it.

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case studies	Case solutions	10
Unit test,viva-voce,assignments,internal objective test, visit to insurance industries to have practical exposure.	Review report and presentation	15
	Total	**25**

Module	Unit No.	Detailed Syllabus	Teaching Hours	Marks/ Weightage
I	1	**Introduction to Entrepreneurship :** • Concept of Entrepreneur • Concept of Entrepreneurship • Factors contributing to Entrepreneurship Development • Importance of an Entrepreneur with reference to Indian economy • Personality characteristics of an Entrepreneur • Modern Concept: Intrapreneur, Copreneur&Ontrapreneur • Types of Entrepreneurship- Introduction and Features of the following: Social Entrepreneurship, Agricultural entrepreneurship, Academic Entrepreneurship, Family owned businesses **Introduction to Project** : • Meaning and Definition • Project Classification- Quantifiable and non-quantifiable, sectoral, techno-economical **Project Planning and Report :** • Project Lifecycle • Steps in project formulation • Preparing a business plan, marketing plan, financial plan and organizational plan • Contents of a project report **Project Feasibility and Appraisal (only concepts)** • Financial Analysis • Market Analysis • Techno-economical Analysis • Managerial Feasibility • Social Cost Benefit Analysis • Network Analysis (CPM/PERT) • Break-even Analysis • Internal and external constraints in project formulation	15	25
II	2	**Entrepreneurship related to Insurance** Women Entrepreneurship – Introduction, Factors inducing women entrepreneurs, problems and solutions, various schemes of assistance given to	15	25

		women entrepreneur		
		Case Studies ofentrepreneurs		
		Support and assistance for entrepreneurs		
		• Commercial banks, SIDBI, SFC, RBI • Institutional Support – DIC, NSIC, SIDCO, NABARD, SSIC, TCO, Industrial Estates, Specialised Institutions • Concept of Micro-finance		
		Ethical Practices related to Entrepreneurship		
III	3.	**Basic principles of insurance :** Definition, functions, nature of insurance business, legal aspects of insurance contract ,features of insurance contracts Life insurance corporation of India – brief history , overview of it5s working Challenges and opportunities of life insurance business in India. **Types of insurance:** General insurance – fire insurance , marine insurance, motor insurance, personal accident insurance and health insurance and concept of re-insurance Insurance products (types of policies), claim settlement in life insurance. **Channels of distribution:** Role of IRDA in regulating life insurance business in India – (insurance companies and protection of interest of policy holders)	15	25

IV	4.	**Insurance legislation in India** (need purpose and objectives of the following regulations)
		    1. Insurance act 1938
		    2. L.I.C act 1956
		    3. Marine insurance act 1963
		    4. General insurance act 1972
		    5. IRDA act 1999 9 regulations applicable to insurers and protection of policy- holders)
		
		Insurance in India:
		Growth of insurance industry in India, present status, developments. Insurance business in India during post liberalization period
			15	25

		Case-Study		
		Ethical Practices related to Insurance		
		Total	**60**	**100**

Reference Books:

 1. S.S. Khanka, Entrepreneurship Development, S. Chand & Co. Ltd, 2007

2. C.B. Gupta & N P Srinivasan, Entrepreneurship Development, Sultanchand& Sons, 2010

3. E Gordon & K Natrajan, Entrepreneurship Development, Himalaya Publishing House, 2003

4. Michael Vaz, Entrepreneurship Development, Manan Prakashan,2010

5. O.P. Agrawal, Business Aspects in Banking and Insurance, Himalaya Publications house, Edition 2012

6. P.K. Gupta, Insurance and Risk Management, Himalaya Publications house, First Edition 2010

7. M.N Mishra, INSURANCE principles and practice, S chand publications, Edition 2009

8. Sadhak H, Life insurance in India, Response book publications, Edition 2009

SEMESTER - V

Semester: V
Paper No: 1
Course Code: 5011
Paper: Auditing & Taxation
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting a joint stock company or visiting tax professional and learning practical aspects of taxation and auditing.	Presentation / report	10
Written Test based on problems on Journal Entries or Final Accounts	Score	15
	Total	**25**

Objectives:

The students will be able to get an overview of the audit process and get an insight on taxation provisions.

Module	Topics	Contact Hours	Weightage (%)
I	**Auditing** Definition, nature, Objectives & Importance of Auditing difference between Book Keeping & Accountancy, Investigation & Auditing. Types of Audit (Statutory , Internal, Bank or Concurrent Audit, Management & Cost Audit)	07	25
	Controls in Auditing 1) Introduction to internal check 2) Introduction to internal Control Reading of Ledger A/C's (Simple Sums)	08	
II	**Taxation** A) **Introduction to Income tax.** a) Definition i) Person ii) Assesse iii) Assessment Year	15	25

	iv) Previous Year v) Income B) Residential Status. C) Scope of Total Income (Sec.5) D) Exempted Incomes Sec10(1),10(2),10(2a),10(10),10(10a)			

III	**Scope of Income (Section 14)**
	   a) Income from Salary
	      i) Simple problem without valuation of perquisites (Problems)
	   b) Income from house Property (Problem)
	      i) Simple Problems including Interest and Pre-Construction Interest.
	   c) Income from business & Profession.
	      i) Theory & Format)
	   d) Capital Gain (Only Theory)
	   e) Income from other source (Theory & Format)
	   f) Computation of Total Income.
		15	25	

IV	**Deduction of Total Income VI (A)**
	   a) 80 C (Only theory & format)
	   b) 80 D (Only theory & format)
	   c) 80 U (Only theory & format)
	   d) 80 DD (Only theory & format)
	
	Introduction to Indirect Taxes (Theory only)
		15	25	

	Total	**60**	**100**	

Reference Books:

1. Contemporary Auditing – Kamal Gupta, 6th Edition 2005, published by Tata McGraw Hill Publishing Co. Ltd.
2. Direct & Indirect Taxes – Varsha & Mukund Ainapure, 2nd revised edition 2010, published by Manan Prakashan.
3. Direct & Indirect Taxes – V. Singhavi, & L. N. Chopde 2nd revisied edition 2010 published by Sheth Publishers Pvt. Ltd.
4. Direct Taxes Ready Reckoner – Dr. Vinold Singhania 29th edition 2006, published by Taxmann Publication(p) Ltd.

Semester: V

Paper No: 2
Course Code: 5012
Paper: Banking and Financial Services
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Case Study **OR** /**AND** Quizzes	Case Solution / Quiz Score	10
Visit to a Stock Exchange/SEBI/Commercial Bank **OR** Assignment	Report / Presentation / Test	15
	Total	**25**

Objectives:

The student will be able to get a broad view of the financial environment. They will also be able to understand the role played by the different financial intermediaries and regulatory bodies.

Module	Topics	Contact Hours	Weightage (%)

I	**Meaning, Scope, Classification and Innovation of Financial Services.**
	i) Meaning, Scope, Classification and causes of financial innovation.
	ii) Challenges faced by the financial service sectors
	iii) Introduction to stock Exchange
	    a) NSE, BSE, OTCEI
	    b) Functions of SEBI
		07	25

	Merchant Banking i) Definition ii) Services of Merchant Bankers iii) Qualities required for Merchant Bankers. iv) Scope of Merchant –Banking.	08	

II	**Venture Capital**
	   i) Concept and features of Venture Capital
	   ii) Scope and Importance of venture Capital
	   iii) Methods of venture financing**.**
	
	Leasing
	   i) Concept of leasing
	   ii) Types of Lease (Operating Lease, financial lease)
	   iii) Advantages & disadvantages of leasing.
		15	25

III	**Mutual Funds**
	   i) Concept of Mutual Funds
	   ii) Types and Importance of Mutual Funds
	   iii) Factors affecting the selection of Mutual Funds
		15	25

IV	**Credit Rating.**
	   i) Definition
	   ii) Meaning of Credit Rating,
	   iii) Benefits of Credit Rating
	   iv) Credit Rating Agencies in India.
		15	25

	Total	**60**	**100**

Reference books:

1. Financial Institutions & Markets – L. M. Bhole, 3rd edition 2001, published by Tata McGraw Hill Publishing Co. Ltd.
2. Financial Institutions & Markets - Dr. S. Gurusamy, 2nd edition 2006, published by Vijay Nicole Imprints Pvt. Ltd.
3. Financial Markets & Services – E. Gordon & Dr. S. Natarajan, 4th revised edition 2007, published by Meena Pandey for Himalaya Publishing House.
4. Merchant Banking & Financial Services – Dr. S. Gurusamy, 1st edition 2005, published by Vijay Nicole Imprints Pvt. Ltd.

Semester: V

Paper No: 3
Course Code: 5021
Paper: Integrated Marketing Communication
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Designing an plan for an event/product **OR** Case Study	PPT / Case Solution	10
Written Test based on concept understanding and stimulations based on actual market scenario	Score	15
	Total	**25**

Objectives:
This paper will enable the student to understand the dynamics of communication required from marketing point of view.

Module	Topics	Contact Hours	Weightage (%)
I	Concept and Process of Integrated Marketing Communications (IMC) : Elements of IMC- a) Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns b) Sales Promotion-Different types of Sales Promotion, relationship between Sales promotion and advertising c) Publicity – Types of Publicity, relationship between advertising and publicity d) Personal Selling e) Direct marketing and direct response methods f) Event Management g) E-Commerce h) Corporate Communication	15	25
II	Media Management – Media Process – Media Jargons – Media Buying- Strategies and execution	15	25

III	Suppliers in IMC : Hoarding Contractors/Printers etc. Ad. Agency- Departments of Ad. Agency, Client Servicing-client Agency relationship.	15	25
IV	Regulations and Ethical Concerns, Ethics and social responsibility in IMC campaigns Exercise a) Formulate any social responsibility campaigns like save water/say no to the drugs/AIDS/Polio/Save energy/No smoking etc.	15	25
	Total	**60**	**100**

Reference Books:

1. Advertising and Promotions-Belch & Celch, Tata Mcgrew Hill 2001
2. Foundations of Advertising Theory & Practice- S.A. Chunawalla & K.C. Sethia-Himalya Publishing
3. Integrated Marketing Communications – Kenneth Blown & Donald Bach PHI, 2002

Semester: V

Paper No: 4
Course Code: 5022
Paper: Brand Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Objectives:

Criteria	Mode of Evaluation	Marks
Case Study	Case Solution	10
Book Review **OR** Assignments on well known Indian Brands	Review Report / presentation	15
	Total	**25**

This paper is intended to enable the students to gain broad understanding of branding as an important aspect of marketing management.

Module	Topics	Contact Hours	Weightage (%)
I	**Introductory view:** Difference between product and brand, Meaning and importance of Brand name, Types of Brand,Brand Portfolio Brand building stages	15	25
II	**Brand Positioning:** Brand positioning & Strategies for Brand positioning Brand repositioning & Strategies for Brand repositioning Case Studies: On brand positioning and repositioning	15	25
III	**Brand Equity:** Cost Based, Price Based, and Consumer Based, important Factors in Brand building, Brand leverage (concept) Brand promotional activities.	15	25

IV	**Brand Extensions:** Types of brand extensions, Difference between Brand extension, Line Extension, and Product Extension , Brand Portfolio analysis of Indian companies (TATA/Parle Agro)	15	25
	Total	**60**	**100**

Reference Books:

1. Brand Management, Gulnar Sharma Karan Singh Khundia, First Edition2012, Himalaya Publications house.
2. Marketing Management, Philip Kotler, Edition2008, S.C.jhonson and son Publications.
3. Modern Marketing, R.S.N. Pillai and Bhagwati, Revised Edition2012, S. Chand Publications.
4. Product and Brand management, K Venugopal Rao, First Edition 2010, Himalaya Publication House.

Semester: V

Paper No: 5
Course Code: 5031
Paper: Industrial Relations
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visit to an Manufacturing industry	Report	5
Written Test based on concept understanding	Score	5
Interview with a registered trade union	PPT	10
Visit to Labour welfare office of the state	Report	5
Total		**25**

Objectives:

Provide intensive theoretical and practical knowledge of IR and Trade Union, provide outline position of IR in Indian Prospective and provide practical information about how to handle grievances.

Module	Topics	Contact Hours	Weightage (%)
I	**Industrial Relation Perspective**, Impact of Industrial Relation : Concept, Characteristics of IR , Importance of IR, Scope of IR – Factors Affecting IR, Approaches to IR, Pre – requisite for successful IR, Programme, Evaluation& aspects of IR, Characteristics of IR	15	25
II	**Labour Welfare**: Introduction, welfare Provisions, welfare Conditions Personal Problems: Absenteeism, Moral, Health and Safety, Cooperation	15	25
III	**Industrial Disputes:** Forms ,types, Causes, Settlement and prevention of Dispute, Role and process of Negotiations **Discipline and Grievance Management**: Grievance procedure, disciplinary procedure.	15	25

	Collective Bargaining: Introduction, Nature or Characteristics, essential for collective bargaining, procedure of collective bargaining			
IV	**Trade Union Concept** – General features of Trade Union, Function of Trade Union, Types & Structure of Trade Union, Essential of successful of Trade Union, Trade Union movement in India, Problem of Trade Union, Method of achieving the objective of Trade Union	15	25
	Total	**60**	**100**

Reference Books:

1. Industrial Relation, Arjun Monappa,Tata McGrawHill, 2002.
2. Industrial Relations, Subba Rao, Himalaya Publication.
3. Industrial Relations, Arun Monoppa,Tata McGrw Hill, 2002.
4. Industrial Relations, Concepts and Legal Framework, A.M.Sharma, Himalaya, 1999.
5. Personnel Management, C.B. Mamoria, Himalaya Publication.

Semester: V

Paper No: 6
Course Code: 5032
Paper: Human Resource Development
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Indian case study on change management	Case Solution	10
Book review of "TATA LOG " by Harish Bhatt or any other related book	Score	15
	Total	**25**

Objectives:

Students will enable to understand the meaning, scope and functions of HRD and a grater realization about its contribution to the value chain, students also Learn various rule of HRD managers.

Module	Topics	Contact Hours	Weightage (%)
I	**HRD – fundamentals** Objectives and need of HRD, Designing a effective HRD programs, Evaluating HRD Programme, Functions of HRD managers.	15	25
II	**Management Development** : Essential ingredients of management development programme, Purpose and objective of management development, Techniques of management development programme.	15	25
III	**Organizational change and development** Organizational Change, Resistance to change, Managing Change, Organizational development, meaning and characteristics of OD objectives, OD interventions and Techniques, OD process and steps.	15	25

IV	**Employee morale**	15	25
	Meaning and characteristics, factors affecting morale, types of morale, measurement of morale, improving morale, Job satisfaction, Team building.		
	Total	**60**	**100**

Reference Books:

1. Case Studies, ICFAI Publication.
2. Essentials of Human Resource Mgt & IR Personnel Mgt. P. Subba Rao, C. B. Mammoria, Himalaya Publication.
3. HRM, Terry L. Leap, Maxwell Macmillan, 1990.
4. HRM, Dr. C. B. Gupta Sultan Chand & Sons, 2003.
5. Textbook of HRM, C.B. Mammoria, Himalaya Publication-2003.

Semester: V
Paper No: 7
Course Code: 5005
Paper: Advanced Quantitative Methods for Business
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment	Assignment score	10
Written test	Paper evaluation	15
	Total	**25**

Objectives:

Provide intensive theoretical and practical knowledge of statistics, and provide an integrated perspective of management functioning along with Quantitative methods of Business.

Module	Topics	Contact Hours	Weightage (%)
I	**Testing of Hypothesis** Meaning and type of hypothesis, types of error, large sample test (significance difference between mean and proportions), small sample test (t- test, difference between means).	15	25
II	**x^2 test (chi- square test)** Introduction, x^2 - defined, condition for applying x^2 - test, yate correction, use of x^2 test.	15	25
III	**Analysis of Variance** F- test on variance ratio test , Analysis of variance in one way and two way classification.	15	25
IV	**Statistical Quality Control** Meaning and uses of quality control charts, x (mean) chart, R chart, p and np chart, c- chart, acceptance sampling plans, single sampling plan and double sampling plan, producer's and consumer's risk.	15	25
	Total	**60**	**100**

Reference Books:

1. Business Statistics, J K Sharma, Pearson publications.
2. Fundamental of Statistics, S. C. Gupta, Himalaya Publication.
3. Statistical Methods, S. P. Gupta, S. Chand Publication.

SEMESTER – VI

Semester: VI
Paper No: 1
Course Code: 6013
Paper: Security Analysis and Portfolio Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting an Investment or wealth management firm and learning practical aspects of portfolio.	Presentation before experts	10
Assignment of preparing a model port folio based on risk/ Test	Score	15
	Total	**25**

Objectives:

The student will be able to design a portfolio and can take investment decisions.

Module	Topics	Contact Hours	Weightage (%)
I	**Introduction to Portfolio Management and Investment** a) Meaning b) Phases of Portfolio Management c) Role of Portfolio Management. d) Financial and Economic Meaning of Investment	15	25

II	**Investment and Risk analysis**
	a) Characteristics and objectives of
	  i) Investment V/S Speculation.
	  ii) Investment V/S Gambling
	b) Types of investors and investment Avenues.
	
	Risk
	a) Meaning
	b) Elements: ((Systematic Risk , Unsystematic Risk)
	(Excluding Measurement of Risks)
		15	25

III	**Fundamental and Technical Analysis**	15	25

	a) Meaning of Fundamental Analysis
	b) Introduction to Economy, Industry and company Analysis framework.
	c) Technical Analysis
	   i) Meaning
	   ii) Basis Principles of Technical Analysis
	   iii) Elliot Wave Theory			

IV	**Efficient Market Theory & Portfolio Selection Model** Weak form, semi strong form, strong form of efficient markets. Markowitz Model, CAPM Model	15	25
	Total	**60**	**100**

Reference Books:

1. Investment Analysis & Portfolio Management- N. G. Kale & Dr. P. K. Bandgar, 2nd edition June 2003, published by N. V. Maroo for Vipul Prakashan.
2. Investment Management, Security Analysis & Portfolio Management – Dr. Preeti Singh, 11th edition 2003, published by Meena Pandey for Himalaya Publishing House.
3. Portfolio Management – S. Kevin, 2nd edition, June 2006, published by Ashok K. Ghosh, Prentice Hall of India Pvt. Ltd.
4. Portfolio Management (including Security analysis) – Dr. G. Ramesh Prabhu, 1st edition 2007 published by Ashok K. Mittal for concept Publishing Co.

Semester: VI

Paper No: 2
Course Code: 6014
Paper: Advanced Financial Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Project related to Corporate Mergers and Acquisitions, Inventory &Cash Management, Financial plan etc.	Presentation before experts/report	10
Written Test / Assignment	Score	15
	Total	**25**

Objectives:
The student will be able to apply advanced financial techniques for effective management.

Module	Topics	Contact Hours	Weightage (%)
I	**Financial Planning and Capitalisation** (i) Financial Plan – Meaning, Process & Limitations (ii) Capitalisation – Meaning, (iii) Under and Over Capitalisation-Meaning, Effects, Causes & remedies.	15	25
II	**Management of Accounts Receivables** v) Concept & Importance vi) Credit Policy – Nature & Goals vii) Factors affecting Credit Policy viii) Need for granting credit **ix**) Credit Policy Variables	15	25
III	**Inventory &Cash Management** (i) Meaning & Objectives of cash management (ii) Motives of holding cash (iii)Strategies of Cash Management (iv) Importance & Techniques of Inventory Management	15	25
IV	**Financial and Operating Leverages, Business**	15	25

	Restructuring (i) Operating Leverage – Meaning, Degree, Significance,&Limitations. (ii) Financial Leverage – Meaning, Degree, Significance & Limitations. (i) Types – Mergers, Acquisitions, Amalgamations, De-Mergers, Joint Ventures.(Concepts of each of the types) Case Study on Corporate Mergers and Acquisitions		
	Total	**60**	**100**

Reference Books:

1. Basic Financial Management- M. Y. Khan & P. K. Jain, 2nd edition 2005, published by Tata Mcgraw Hill Publishing Co. Ltd.
2. Financial Management – I.M. Pandey 8thEdiction, published by Vikas Publishing house.
3. Financial Management for BMS – O.P. Agarwal, 1st Edition June 2010
4. Financial Management- P. V. Kulkarni& B. G. Satyaprasad, 12th edition, published by Himalaya Publishing House.
5. Fundamentals of Financial Management- Prof. A. P. Rao, 7th revised & enlarged edition. 2006 published by Everest Publishing House.
6. Principles of Financial Management- Satish M. Inamdar, 3rd edition 2006, published by Everest Publishing House.

Semester: VI

Paper No: 3
Course Code: 6023
Paper: International Business
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Visiting an export firm/ forwarding agents to have an overview of international business formalities.	Presentation / report	10
Written Test / case presentation of International business	Score	15
	Total	**25**

Objectives:
Provide students with a perspective of International Business Management, its environment and complexities and International monetary system.

Module	Topics	Contact Hours	Weightage (%)
I	Introduction: • Meaning and Importance of International Business. • Difference between Domestic and International Business. International Business in the 21st Century: • The Global Business Environment • Factors affecting International Business • The Impact of Technology	15	25
II	Legal Aspects of International Business: • Legal environment for international business. • Importance of intellectual property rights and patents. • Importance of laws relating to product	15	25

	packaging labeling etc. • WTO – Legal Implications and anti dumping.. .		
III	International Marketing: • Dynamics of product and market selection • Segmentation of international markets and consumer's selection. • International marketing strategies International Business Environment in India • Imports related environment in India and other countries. Role of RBI, Customs, DGFT etc.	15	25
IV	International Human Resource Management: • Business ethics and Values ,Importance of Relationships marketing • International HRM Startegy. • Impact of Religion and Culture. Labour markets/skills and training . Export pricing in India /Role of HR/Finance– A case study.	15	25
	Total	**60**	**100**

Reference books:

1. International Business Law and its Environment, Richard Schaffer and others, Cengage, 2009.
2. International School, Justin Paul and published by PHI learning Pvt. Ltd. 2008.
3. Managing Global Workforce , Charles M Vance and Yongsunpaik,, PHI, 2009.
4. Reading and Cases in International Human Resource Management, Mark E.Mendenhall, Gary R.Oddou, Gunter K.Stahl, ,Routledge, Fourth Edition,2007.

Semester: VI

Paper No: 4
Course Code: 6024
Paper: Retail Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:
All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Project on small/large scale retailers	Presentation/ Report	15
Written Test/ Assignment	Score	10
	Total	**25**

Objectives:

To provide the in-depth knowledge (theoretical as well as practical) about various aspects of retail management & concepts linked to it.

Module	Topics	Contact Hours	Weightage (%)
I	Introduction to Retailing Definition, Importance, Features of Retailing, Factors influencing retail industry, Challenges faced by retailers, Growth of retail in recent years, Future prospects of retailing in Indian Scenario.	15	25
II	Classification of Retail Outlet Organized & unorganized retail Classification : Based on channels, Type of merchandise sold, Type of ownership, Multichannel formats	15	25
III	Retail Store location planning Store Layout Types of store layouts Concept of visual merchandising	15	25
IV	Pricing Strategies Concept of retail price Elements of retail price Retail pricing policies & strategies Technology in retailing	15	25

	Online shopping, E-retailing, database marketing, E-CRM Case study on retailing		
	Total	**60**	**100**

Reference Books:
1. Retail Management - Levi & Weitz –TMH Publications
2. Retail Management - P. Ksinha & Uniyal –Oxford Publication
3. Retail Management - Text & cases By Swapna Pradhan –Pearson Publication

Semester: VI

Paper No: 5
Course Code: 6033
Paper: International HRM
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Literature review **AND/OR** Case Study on failures and success of acquisition and mergers from HR perspectives	Report with presentation / Scores	10
Assignment on Modern techniques of IHR / Test	Scores	15
	Total	**25**

Objectices:

Students learn techniques which International HR (IHR) managers undertake similar to their domestically-based colleagues and the scope and complexity of IHRM Tasks.

Module	Topics	Contact Hours	Weightage (%)
I	Globalization – Nature, Drivers, Effects; Multiculturalism – Definition, dimensions, Cultural Predisposition Cross Cultural Differences & Managing Across Culture; Staffing Of International Business	15	25
II	IHR Planning, Recruitment, Selection, T & D For International Business International Compensation Management; Repatriation; HRM In Cross Culture Mergers & Acquisitions Analysis of Success & Failures of Acquisitions and mergers through HR perspective.	15	25
III	Ethics And The IHR; Social Responsibility And International Business Demographic diversities and its influences on global execution of business	15	25
IV	Recent techniques in HR: Employee leasing, dual carrier	15	25

	groups. Flexi time and flexi work, organizational politics, exist Policy and Practice		
	Total	**60**	**100**

Reference Books:

1. International Human Resource Management- Text And Cases, K Aswathappa, Sadhna Dash, Tata McGraw-Hill.
2. Managing the Global Workforce, Paula Caligiuri, David Lepak, Jaime Bonache, John Wiley & Sons Ltd.

Semester: VI

Paper No: 6
Course Code: 6034
Paper: Talent Management
Marks: 100 (Internal 25 + External 75)
Credits: 4
Semester End Examination: 75 Marks
Continuous Internal Evaluation: 25 Marks
Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Online Assignment, Literature review **AND/OR** Case Study.	Scores	10
Project on recruitment agency/recruitment policies of a MNC.	Report with or without presentation	10
Registering to an online portal, Appearing for an interview.	Verification	5
Total		**25**

Objectives:

To give student an introduction to Talent Management as practiced in leading organizations and to review and discuss existing organizational practices related to developing and managing Human Resources to achieve business strategies and objectives.

Module	Topics	Contact Hours	Weightage (%)
I	**An Historical Perspective on Management and Executive** Careers and the Challenge of Talent Management. **Introduction to Talent Mgmt - Overview** a) Strategic Frameworks b) HR Frameworks Attraction, acquisition and retention of talents: Employer branding Career Planning, Succession Planning and boundary less career spanning Hindrances to Career planning. Online recruitment and Job Portals its influence on today's	15	25

	recruitment scenario		
II	**Training and development** Steps in training, Methods of training, Training calendar, Need and importance of training	15	25
III	**Commercials for Talent Management** Understanding and Managing the Finances of Talent Managing Cost issues associated with talent management, especially the risk of lost investments in employees and how to manage them in ways that allow the investments to be paid off.	15	25
IV	Talent management process HR relevant cross-cultural management issues & Conflict resolution. The Future of Career Management	15	25
	Total	**60**	**100**

Reference Books:

1. Academic Journals: Academy of Management Review, Academy of Management Journal, International Journal of Human Resource Management, Human Resource Management, Journal of Management, Journal of Vocational Behavior.
2. Human Resource Management: Gaining a Competitive Advantage, Noe, R., Hollenbeck, J., Gerhart, B., & Wright, P. (2008). 6th Edition. McGraw-Hill/Irwin.
3. Practical Journals: Academy of Management Perspectives, Harvard Business Review.

Semester: VI

Paper No: 7
Course Code: 6005
Paper: Project
Marks: 100
Credits: 4
Continuous Internal Evaluation: 100 Marks

(Any Two modules from the following)

Module	Guidelines	Weightage (%)
I	Industrial Tour (Visit to minimum 3 out station industries) (Manufacturing, Service sector & Entertainment) Students are required to submit report on different aspects of management e.g. production, marketing, finance and H.R. related to the industry visited. VIVA on the industry visited to be conducted by an external examiner	50
II	**Research Paper Presentation** Primary research to be conducted by the students on one of the various topics given by the concerned teacher. Report in Black bond book & VIVA on the research work conducted by an external examiner	50
III	**To enroll & complete any certification course of (not less than 3 months)** In the following areas ➢ Computerized Accounting Tally 9.1 ➢ Retail Management ➢ Stock Market ➢ Digital Marketing ➢ Travel & Tourism ➢ Event Management(other than opted under Semester IV elective)	50
IV	**Internship** Minimum 6 weeks internship to be taken after Semester IV and before beginning of Semester V. Students to prepare a hard bound report copy with primary data related to internship and be evaluated by viva-voce (external examiner)	50

SNDT Women's University

Centre for Distance Education

Mumbai - 400 049

Bachelor of Management Studies

(New Course w.e.f. 2023-24)

Semester – I

Course Title: Principles of Management

Course Code: 1001

Course Writer

Dr. Veena Shete

Centre for Distance Education

SNDT Women's University

Vice Chancellor Prof. Ujwala Chakradeo
Director Dr. Smriti Bhosle
Co-ordinator – Course Material Writing Dr. Falguni Vahanwala (Asst. Professor)

B.M.S. – I
Principles of Management
Subject Code (1001)

Objectives:

1. This paper is intended to enable the students to gain broad understanding of management and various managerial functions.

Unit No.	Title of Lesson
1	**Lesson 1: Nature and Scope of Management** • Meaning, significance and objectives of Management, Management as a process, management as-an-art, science and profession **Lesson 2: Schools of Management Thought** • Classification of various schools of Management thought with special emphasis on the new classical school
2	**Lesson 3: Planning** • Meaning, importance, elements, process, forecasting, MBO. **Lesson 4: Organizing and Staffing** • Meaning, importance, process, types of organizations Staffing, Meaning, sources of recruitment and selection process
3	**Lesson 5: Motivation** • Meaning, importance and theories of motivation (Maslow's theory and Theory X and Y) **Lesson 6: Leadership** • Meaning, importance and leadership styles
4	**Lesson 7: Communication** • Meaning, importance, types, process **Lesson 8: Control** • Meaning, importance, process and effective control techniques.

Index

LESSON 1: NATURE AND SCOPE OF MANAGEMENT

Unit Structure:

1.0 Objectives

In this lesson students will be able to**:**

1. To make students aware of concept and significance of management
2. To study the objectives of management
3. To understand management as a process
4. To study the relationship of management with art, science and profession.

1.1 Introduction

A business develops in course of time with complexities. With the increasing of complexities, managing the business concern becomes a difficult one. The need of existence of management has increased tremendously. Management is not only essential to business concerns but also essential to Banks, School, Colleges, Hospitals, Hotels, Religious bodies, charitable trusts etc. Every business unit has objectives of its own. These objectives can be achieved with the co-operative efforts of several personnel. The works of a number of persons are properly co-ordinated to achieve the objectives through the process of management.

Management does not perform specific jobs. It motivates other people to perform specific jobs. Management is not doing the work but getting the work done through the efforts of others. This chapter explains significance, objectives and process of management. This chapter also discusses the relationship of management with art, science and profession.

1.2 Meaning and concept of management

Management is the art of getting things done by a group of people with the effective utilization of available resources. An individual cannot be treated as a managing body of any organization. Management comes into existence the moment people join hands towards achieving certain pre-determined objectives. Management brings together basic resources popularly known as men, material, machines, methods, money and market. This helps to achieve the expected results quickly and economically in terms of production, sales, profit and goodwill in market.

1) Definitions of management

1. According to Henri Fayol," To manage is to forecast and to plan, to organize, to command, to coordinate and to control."
2. According to Peter Drucker, "Management is a multi - purpose organ that manages business and manages managers and manages workers and work."
3. According to Harold Koontz, "Management is art of getting things done through and with people in formally organized group."
4. George R. Terry defines, "Management is a distinct process consisting of planning, organizing, staffing and controlling, performed to

determine and accomplish stated objectives by use of human beings and other resources.

The above definitions revel that management is the activity of man who struggles for better living in the complex and competitive world. Besides, the management gives satisfaction to and rewards those who are engaged in the operation and ensuring an excellent performance. In other words, management is the process consisting of the functions of planning, organizing, staffing, directing and controlling the operations to achieve specified objectives.

1.3 Subject Debates

1.3.1 Significance and objectives of management

Management is concerned with human beings whose behavior is highly unpredictable. Ever since people began forming groups to achieve goal, they could not achieve as individuals. Managing has been essential to provide the coordination of individual's efforts. Management is found in every walk of life.

The importance of management in business is universally accepted. It acts as a driving force in business. Modern business is highly competitive and need efficient and capable management. It is through management that business activities are organized and conducted efficiently and objectives are achieved.

1) Significance of Management

The significance or importance of management is briefly explained below:

1. Innovation

Management facilitates innovation in the organization. Due to effective management, employees come up with new ideas, new products, new technology etc. Innovation helps to gain competitive advantage in today's competitive business world.

2. Optimum use of resources

Management facilitates optimum utilization of available human and physical resources, which leads to progress and prosperity of a business enterprise. Even wastages of all types are eliminated or minimized.

3. Competitive strength

Management develops competitive strength in an enterprise. This enables an enterprise to develop and expand its assets and profits.

4. Cordial industrial relations

Management develops cordial relations, ensures better life and welfare to employees and raises their morale through suitable incentives.

5. Motivates employees

It motivates employees to take more interest and initiative in the work assigned and contributes for raising productivity and profitability of the enterprise.

6. New techniques

Management facilitates the introduction of new machines and new methods in the conduct of business activities. It also brings useful technological development and innovations in the management of business activities.

7. Effective management

Society gets the benefits of efficient management in terms of industrial development, just too different social groups, consumer satisfaction and welfare and proper discharge of social responsibilities.

8. Expansion of business

Expansion, growth and diversification of a business unit are possible through efficient management. It creates good corporate image to a business enterprise.

9. Competition

Effective management facilitates smooth functioning of the organization.

Therefore, there is improvement in performance of the organization in terms of quality goods and services. As a result business firm can face competition in the market.

10. Team work

Management develops team spirit in the organization. Team spirit leads to team work. It is the team work that brings success to the organization. There is a need for team work between management and employees in the organization.

11. Stability and prosperity

Efficient management brings success, stability and prosperity to a business enterprise through cooperation and team spirit among employees.

12. Effective use of managers

Management ensures effective use of managers so that the benefits of their experience, skills and maturity are available to the enterprise.

2) Objectives of Management

1. Organisational objectives

Business works towards achievement of organizational objectives which is the purpose for the existence of the organization. It is the responsibility of the management to provide reasonable return on investments. Successful business continues for a long time with regular growth and expansion. Along with the increase in the size of the business the reputation and goodwill of the business must also multiply.

2. Personal objectives

Individuals associated with the business have their own objectives. It is the responsibility of management to join organizational objectives with the individual objectives in order to maintain sound human relations. Employees must get fair remuneration with optimum working conditions. They must be provided with job security with opportunity for self development, promotion and participative management.

3. Social objectives

Business is accountable to the society because it uses the resources offered by the society. Thus, business is run with social objectives under which the benefit of the business must be provided to every person in the society. Quality goods are made available at reasonable price. Business remains eco-friendly and follows ethical standards in business transactions.

4. Survival

It is the primary objective of every business unit. In order that a business survives it requires reasonable profit, support from customers, ability to face competition, ability to adjust production as per market demand, maintenance of adequate liquidity, maintenance of reserved financial strength, etc.

5. Growth

A stagnant enterprise is presumed to suffer from an organic defect. Management can decide to go for expansion only when business shows adequate stability. Growth means expansion, new plants, adoption of modern technology, etc.

6. Profitability

It is objective to achieve e predetermined return on investments. Profitability enables a firm to grow, to ensure reasonable return to shareholders and to fulfill its social obligations. Profit is also an index of efficiency.

7. Social responsibilities

It means duties and obligations of business towards different social groups such as shareholders, consumers, employees, local community and the society. Management has to ensure responsible dividend, supply of quality goods at reasonable price, better deal to employees, regular payment of taxes to government, etc.

8. Optimum use of resources

Resources used in business can be both human and non-human. These include physical resources, manpower, financial, informational resources and so on. These resources have to be acquired, allocated and used for productive purposes to ensure that the value of output is more than the cost of inputs. The objective of management is to cut down wastage of resources.

9. Recognition to employees

No business can claim to achieve success without dedicated efforts of the employees. Every management must be concerned about employees. It is important to recognize their contributions. This will enable to keep problems under control such as absenteeism, wastage of materials, industrial conflicts and stress.

10. Incorporate innovations

Innovation converts new ideas into usable applications. When new and relevant ideas are well implemented they bring improved results and leave behind competitors. Management must have the objective to make available a good R & D department along with involvement of employees who come up with new ideas.

1.3.2 Management as a process

Management is defined as a process involving a series of operations / functions to achieve well defined objectives. The basic functions of management are planning, organizing, coordinating and controlling. Management process is a continuous one and is run by managers operating at different levels.

Management is now recognized as a distinct process in which manages plan, organize, lead, motivate and control human efforts in order to achieve well defined goals. This is called as management process. The management process suggests the basic functions to be performed by managers.

1) Features of management process
1. Continuous process

Management is a continuous process. It consists of planning, organizing, staffing, directing and controlling. These functions are interrelated and independent. They can be combined and they can bring with any function and the entire process completed.

2. Social process

Management is a human and social process. It influences the people from inside and outside and an organization and the society as a whole. Managers have to understand behaviour of the people and manage things accordingly. Management is called social process because the art of management is exercised through and with the people and by and for the people.

3. Dynamic process

Essentially management is dynamic and changing process. Particular in the context of today's business environment managers have to use new approaches and new ideas in order to survive and bring success into the organization. Managers are accepted to be innovative and creative to the changing environment.

4. Integrated process

All the functions of management can be studied indecently but they cannot be separated from one another. No single function can be performed without the involvement of other function e.g. while planning a new plan , a manager has to prepare a plan , organize human resources, direct them and finally control the planning process. Performance of each function mutually affects the performance of all other functions.

5. Rational process

Precisely, management is a rational process. Rationality in the decision making refers to the ability and competence to make decisions without subjective. The quality of decision making is judged on the

scale of rationality. There are three dimensions of rational process like degree of feasibility in achieving the objectives, degree of satisfaction and degree of consistency in decision making.

6. Universal process

Management process is universal irrespective of the nature and level of organization. Universality implies transferability of managerial skill across industries and countries. Management functions are common to all organization irrespective of their nature, location and objectives.

7. Influencing process

Management process provides deep routed influence on the people. Managers make efforts to influence the behaviour of people working with them. In order to exercise influences, managers use their authority, position, competence and resources.

8. Result oriented process

Many processes must bring true results. It consists of determining objectives and developing ways and means to achieve the desired results. Not only earning good profits but also running the business conflict free indicates good results which are largely based on integrated use of management process.

1.3.3 Management as an art, science and profession

1) Management as an art

Management as an art has been defined as means to creative growth. Art helps to give personal expressions to feelings, thoughts and ideas. Management can be characterized as an art, on the basis of the following features.

1. Knowledge of craft

As artist must have the knowledge of his subject. So, he can easily achieve his objective effectively. Similarly, managers also must clear idea or knowledge about the objectives they wish to achieve.

2. Successful communication

Similarly, art requires effective communication between artist and his art, the successful manager may need to effectively communicates, the company's plans, objective, procedure, order and instructions.

3. Creative power

Art is always creative. An artist's creativity can be enhance through training and motivation. Management is also creative. It requires the application of managerial skills to forecast the future, look for opportunities in the environment and exploit them gainfully. Managers also need to be creative for coordinating the human and non-human resources for achieving practical results.

4. Skilled performance

As art require application of personal aptitude and skills which differ from each artist's situation, managers also need to possess managerial skills for dealing with different problem solving situations. This will enable the manager to optimal utilize the scare resources over different managerial activities.

Management as an art is, thus, based on the premises and branch. Managers require some degree of skill, knowledge, creativity and personal judgment, intuition, information and innovations to understand their subordinates' behaviour and also to achieve the organizational objectives in the light of available resources.

2) Management as a science

Science is a knowledge about the physical world based on examination, testing and proven facts. Science involves the systematic development and testing of theory based on observation of behaviours. On the basis of the above description of the term science, management can be described as science as follows.

1. Clarity of concepts

Concept is a mental image of anything formed by generalization from particulars. Management as a discipline has evolved a number of managerial concepts like; management, planning, administration, organization, etc. These concepts evolved through the experience that the managers have gained while working in various organization setups.

2. Application of scientific method

A scientific method involved determination of fact through observations. Repeated observation and situation leads to certain generalization which always help in making protection about future while dealing with people in organization. Managers repeatedly observe the human behavior, analyze their physiological and psychological needs and try to frame policies and derives that will help in satisfaction of those needs.

3. Clarity of theory

Theory is a systematic grooming of interdependent concept and principles that gives a framework to, or ties together, a significant area of knowledge. Management has evolved, over a period of years, as a theory with a generalized set of principles and concepts that provide a base and support to the organization structure. The principle of management are universally accepted a set of knowledge which have been evolved through constant observation and experimentation, for dealing with the managerial resources.

4. Presence of causal relationship

The principles of science usually explain the relationship between two forces, one, the cause, and other the effect. There is an evidence of the existence of causal relationship between the application of managerial practices and their end results.

5. Systematized body or theory of knowledge

Science is not just a set of principles (theory), it involves the application of this principles in a systematic and a scientific manner for the attainment of certain aims and goals. Management concepts and principles that have evolved over a period of time have been systematized into well defined management theories which are being studied and practiced in most of the successful and non business organization. Therefore management can be mightly called a systematized body of knowledge.

Management can be described as science of applying systematized knowledge with specific set of rules and regulations to achieve the organizational goals. Management science is a social science which based on accumulation of data, past experiences, tradition and reasoning.

Management is both an art and a science. The above mentioned points clearly reveal that management combines features of both science as well as art. It is considered as a science because it has an organized body of knowledge which contains certain universal truth. It is called an art because managing requires certain skills which are personal possessions of managers. Science provides the knowledge & art deals with the application of knowledge and skills.

3) Management as a profession

Management is evolving as a profession day by day. A profession is a vacation especially one that involves some branch of advanced learning. Profession is an occupation involving specialized skill to perform the job in hand in an effective and efficient manner. Following are the characteristics of profession

1. Existence of knowledge

There exists a body of knowledge which is useful for professional

development. Information about management, its theories, principles etc. are available for at least 100 yrs. Furthermore day by day new principles are being developed. Thus existence of knowledge is one of the features of management.

2. Formal coaching / training

In order to become professional a person has to undertake formal training and thereby acquire necessary skills and knowledge. These days a number f management institutes have been established to provide formal training to aspiring managers.

3. Existence of an association

An occupation to be called profession needs a professional body at the top to regulate and develop the activities. Throughout the world there are professional management bodies which regulate, manage, co-ordinate, control the activities of management professionals in their countries. In India we have the All India Management Association.

4. Code of conduct

It is expected that there is a code of conduct which should be followed by all the members. However, up till now no universally accepted code has been developed. However, most of the management and the managers do not adopt behaviour and practices which more or less confirm to the acceptable behavioural norms of the society.

5. Fees

The reward which professionals get is called fees for rendering services. The managers are paid salaries. However, the success which the manager get cannot just be measured in terms of money, but the contribution they makes to the society.

Thus, it can be inferred that whether management is a professional should not be viewed as a matter of definition. What is important is to find out whether it includes basic elements of

professionalism and answer is yes. Thus we can infer that management is a profession

1.4 Summary

Management is a universal phenomenon. It is a very popular and widely used term. All organizations - business, political, cultural or social are involved in management because it is the management which helps and directs the various efforts towards a definite purpose. Management is a purposive activity. It is something that directs group efforts towards the attainment of certain pre - determined goals. It is the process of working with and through others to effectively achieve the goals of the organization, by efficiently using limited resources in the changing world. Of course, these goals may vary from one enterprise to another.

In today's world, Management is essential in every organization. Management is one of the key reason for modernization and industrialization. The basic function of management is to integrate the efforts of human resources and to utilize them to achieve the desired result. So it is very essential aspect of human existence as a whole.

1.5 Questions for Self Study

1. Define management and explain its importance
2. What are the objectives of management?
3. State the different process of management?
4. Explain management as an art.
5. Discuss the management as a science.
6. Explain in detail management as a profession.
7. Write short notes on:
   A) Management
   B) Significance of management
   C) Objectives of management

E) Management as a process

F) Management as an art

G) Management as a science

H) Management as a profession

8. In the institution, you observe that books are kept in office, chalks in the library and office records in the staffroom. On the basis of this, please answer the following questions

A) Which principle of management is violed and why?

B) How will that affect the achievement of institution's objectives?

C) As a manager, what steps will you take to rectify the shortcomings?

9. Bharat Engineering Works Limited is major industrial machineries besides other engineering products. It has enjoyed market preference for its machineries because of limited competition in the field. Usually there have been more orders than what the company could supply. However, the scenario changed quickly because of the entry of two new competitors in the field with foreign technological collaboration. For the first time, the company faced problem in marketing its products with usual profit margin. Sensing the likely problem, the chief executive appointed Mr Arvind Kumar as general manager to direct the operations of industrial machinery division. Mr Kumar had similar assignment abroad before coming back to India. Mr Kumar had a discussion with the chief executive about the nature of the problem being faced by the company so that he could fix up his priority. The chief executive advised him to consult various heads of department to have first hand information. However, he emphasised that the company lacked an integrated planning system while members of the Board of Directors insisted on introducing this in several meetings both formally and informally. After joining as General Manager, Mr Kumar got briefings from the heads of all departments. He asked all heads to identify major problems and issues concerning them. The marketing manager indicated that in order to achieve higher sales, he needed more sales support. Sales people had no central organisation to provide sales support nor was there a generous budget for demonstration teams which could be sent to customers to win business. The production manager complained about the old machines and equipments used in manufacturing. Therefore, cost of production was high but without corresponding quality. While competitors had better equipments and machinery, Bharat Engineering had neither replaced its age-old plant nor reconditioned it. Therefore to reduced the cost, it was essential to automate production lines by installing new equipment. Director of research and development did not have specific problem and therefore, did not indicate for any change. However, a principal scientist in R&D indicated on one day that the director of R&D, though very nice in his approach, did not emphasize on short-term research projects, which could easily increase production efficiency by at least 20 per cent within a very short period without any major capital outlay. On the basis of this case study answer the following questions

(a) Discuss the nature and characteristics of the problems in this case.

(b) What steps should be taken by Mr Kumar to overcome these problems?

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S.N.D.T. WOMEN'S UNIVERSITY

CENTRE FOR DISTANCE EDUCATION

Sir. VithaldasVidhyavihar,Juhu Tara Road, Santacruz (W), Mumbai - 400 049

BACHELOR OF MASS MEDIA (BMM)

PROGRAMME PROJECT REPORT (PPR)

A.Y. 2023 – 2024

Academic Session beginning February, 2024 onwards

Application Submitted to Distance Education Bureau, University Grants Commission, New Delhi

Programme Project Report (PPR)

Bachelor of Arts (Mass Media)

Sr. No.	Heading	Particulars
1	Degree Awarded Body	S.N.D.T. Women's University
2	Teaching Institution	Centre for Distance Education
3	Programme Name	Bachelor of Arts (Mass Media)
4	Programme Duration	Three years
5	Minimum Eligibility for Programme	10+2 (Higher Secondary Examination)
6	Programme Credits	120
7	Qualification Framework Level	Under GraduateGraduate
8	Nature of Target Group of Learners	Working Women/ Girls /House wives
9	Date of Commencement	Academic Year 2023-2024
10	Programme Category: Professional/General	Professional

A. Programme's Mission and Objectives

Mission:

- The mission of the programme is to provide an understanding about the basics of effective communication and to teach the principles of reading, writing and oral communication and to prepare students effective communicator by recognizing individual self as communicator. To prepare students to examine the relationship of media and society.

Programme Objectives:

- To understand elements and process of communication.

- To understand communication approaches of transmission and ritual

- To know nuances of verbal and non-verbal communication.

- To build confidence for self expression.

- To enhance linguistics skills and listening capacities.

- To sensitize about issues related to formal communication.

- To enable skills for critical reading.

- To develop capacity to read and analyze unfamiliar texts.

- To develop historical perspective on mass communication.

- To understand role of mass communication.

- To recognize need and importance of mass communication.

- To understand functions of mass communication in present day society.

- To know how technology constitute medium of mass communication.
- To examine how media and its audiences are related with each other.
- To understand how society creates and consumes media.

B. Relevance of programme with institution's missions and goals

<u>**Mission of S.N.D.T. Women's University**</u>:

1. S.N.D.T. Women's University is committed to the cause of women's empowerment through access to education, particularly higher education, through relevant courses in the formal and non-formal streams.

2. University is committed to provide a wide range of professional and vocational courses for women to meet the changing socio-economic needs, with human values and purposeful social responsibility and to achieve excellence with "Quality in every Activity"

<u>**Goals of S.N.D.T. Women's University**</u>

1. Provide access to higher education for women through formal and non- formal streams including adult and continuing education.

2. Provide a wide range of professional and vocational courses for women to meet the socio-economic demands.

3. Develop scholarship and research in emerging areas of study, particularly with focus on women's perspectives.

4. Inculcate among women positive self- concept, awareness of women's issues and rights with a rational outlook towards society.

5. Enhance purposeful education with 'human values' and social responsibility by participating in outreach programmes.

6. Achieve excellence in the academic disciplines, research and extension activities through emphasis on 'quality in every activity'.

<u>**Linkage with Programme Mission**</u>:

S.N.D.T. Women's University is committed to the cause of women's empowerment through access to education, particularly higher education, through relevant courses in the formal and non-formal streams. The S.N.D.T. Women's University's goals are inherited in the programme of Bachelor of Arts (Mass Media) of Centre for Distance Education. This programme delivers required theoretical inputs to students that develop creative thinking to make them experts and professionals in the field of Mass Media. The congruence with the

goals of the University, the B.A in Mass Mediaprogramme envisages to enhance purposeful education with 'human values' and social responsibility. The programme also aims at making students fit for taking up various jobs and to initiate and run self-employment ventures. The programme helps learners to understand women's issues and rights with a rational outlook towards society.

C. Nature of Prospective Target Groups of Learners

Bachelor of Arts (Mass Media) programme is specifically designed to cater the need of students who are not able to study through regular mode. Working professional, working women, girls, house wives, students from rural areas, students who are not able to pursue regular courses due to various reasons are our target group learners.

Appropriateness of ODL mode for acquiring specific competencies or skills

To reach the unreached is the sole aim of ODL system of education. The learners who could not upgrade theireducational qualification for achieving higher education, ODL system offers learners effective way to upgrade theireducational qualification and achieve higher education and career enhancement.

1. Bachelor of Arts (Mass Media) programme has been developed with a view to provide an opportunity to those learners who wish to go for higher studies in Mass Media.
2. The programme would be of great use for the learnes working in Media, working people in various organizations and all fresh graduates who are desirous of acquiring a Masters degree in Mass Media or Journalism, Animation and Advertisements.
3. The Bachelor of Arts (Mass Media) aims to impart in-depth media knowledge based on critical comprehension and analysis of social dynamics.

D. Instructional Design
Course Curriculum

Curriculum is developed by the Statutory Authorities of SNDT Women`s University. Guidelines of UGC for the same are followed. It is updated as per the need and requirements. Syllabus of regular mode programs are implemented as it is, along with same units, total marks, and credits. The University follows the "Choice Based Credit System" for all programmes.

Programme Duration:

The programme duration of Bachelor of Arts (Mass Media) programmeis *Three years*.

Study Materials

The study material is developed in self- learning material (SLM) format as per the UGC regulations and on the guidelines laid down by statutory body. The S.N.D.T. Women's University conducts Self-Learning Material (SLM) writing/ training workshop for teachers of the University. Study materials are collaboratively prepared in SLM format by subject experts from the S.N.D.T. Women's University and other Universities in Maharashtra and other states. Study materials are scrutinized by the SME, supervised by the instructor's / unit designers and edited by the language experts keeping in view the interest of the learner group. The course material is written in such a manner that the students can study it by themselves with a little assistance from Counsellors.

Faculty and Support Staff Requirements

Assistant Professor: 02

Supporting Staff – Will be provided by Centre for Distance Education (CDE)

Instructional Delivery Mechanism and Instructional Media

The following media is used for delivery of instructions for this programme:

Sr. No.	Media
1	Self-Learning Material (SLM)
2	PPT
3	Assignments
4	E-Learning
5	Online materials/ resources
6	Recorded lectures

Student Support Service Systems

The idea behind the Student Support Service is that there must be a real dialogue between the teacher and learner as it can enhance self- learning and also build the confidence among learners. At Centre for Distance Education, S.N.D.T. Women's University, learner support system is hassle- free and meaningful and learner friendly.

At the onset CDE provide academic counselling in terms of programme orientation, pointers on syllabi and schemes. Learners are supported at CDE to practice self- regulated learning strategies. A major portion of academic programme is supported with contact sessions.

The Centre for Distance Education provides the following student support services:

- Study Material in Self learning Material (SLM) format.
- Contact sessions
- University Library Membership available
- Solving students' problems in person and through email, Phone, post and Courier
- Student counseling in person and through email, phone post and Courier
- Question paper sets for the previous years are made available
- Admission Centers at various places in Maharashtra
- Examination Centers at various places in Maharashtra

Procedure for admissions, curriculum transactions and evaluation

Admission:

- The University will notify academic calendar of programs / courses in newspaper and on official website of the S.N.D.T. Women's University (www.sndt.ac.in)
- Admission process is online (www.sndt.digitaluniversity.ac.in)
- Admission will be conducted in online mode in as per the time period stipulated by University Grants Commission, Distance Education Bureau (UGC- DEB)

Eligibility:

- In keeping with the policy of 'openness' and flexibility admission to Bachelor of Arts (Mass Media) programme is *open to all students passing higher secondary examination* coming from different streams. Students passing Three Years Government recognized Diplomas after 10th std. in the relevant subject are also eligible.There is no entrance test for seeking admission.

Duration:

- The Programme can be completed in a minimum of **Three** years.

Fee Structure:

- Fee for the programme is to be paid year-wise. In the first year fee is Rs.25940/-

Medium of Instruction:

- The Bachelor of Arts (Mass Media) programmeis in English Medium.

Credits:

- In CDE, we follow the credit system. For obtaining degree of Bachelor of Arts (Mass Media) programmelearner have to successfully complete courses worth 120 credits. These are spread in three years. Each year learner has to opt for 40 credits.

Curriculum Transactions:

- The curriculum to distance learners is delivered through printed Self Learning Materials (SLM's), face to face teaching and counseling, work books, assignments, audio/ video programmes and technology assisted teaching.

Academic Calendar:

Sr. No.	Activity	January Session		July Session	
		From	**To**	**From**	**To**
1.	Admissions	November	January	May	July
2.	Distribution of SLM	January	February	July	August
3.	Contact Programmes	January	May	July	November
4.	Assignment Submission	February	March	August	September
5.	Evaluation of Assignments	March	May	September	November
6.	Term End Examination	June		December	
7.	Declaration of Results	July		February	

*Academic Calendar (For the programmes under **semester system**)*

Evaluation:

The Term End Examination (TEE) evaluation system followed in Centre for Distance Education, S.N.D.T. Women's University. Term End Examination for Bachelor of Arts (Mass Media) programmewill be conducted by Director, Board of Examinations and Evaluation, S.N.D.T. Women's University.

Method of Evaluation:

Programme	Contentious Evaluation	Term End Examination	Weightage in assessment
Bachelor of Arts (Mass Media) programme	Internal Assessment **25 Marks**	Theory Examination **75 Marks**	**100 Marks**

E. Requirement of the laboratory support and library resources

Laboratory: As the course does not have any practical paper or any component for which laboratory facility is required therefore laboratory facility will not be provided for Bachelor of Arts (Mass Media) programme.

Library: The students can use the library resources available at the University. The University has a well-equipped library at Churchgate campus known as BharatratnaMaharshiKarve Knowledge resource Centre. CDE also provides Library facility to students at Juhu Campus. The students are required to take the membership and then they can utilize the huge resources available in print and digital form. The collection of the BMK-Knowledge Resource

F. Cost estimate of the programme and the provisions

Sr. No.	Heads/ Particulars	Income	Expenses
1.	Registration Fees (Includes tuition fees, exam other fees etc.)	Rs. 25940/- x 100 students = **Rs. 25,94,000** /-	
2.	Administrative Charges		**Rs.7,00,000/-**
3.	Examination Process		**Rs. 1,80,000/-**
4.	SLM Development		**Rs4,80,000/-**
5.	SLM Printing		**Rs. 2,40,000/-**
6.	SLM Distribution		**Rs. 50,000/-**
7.	teaching and support staff Salary		**Rs. 6,00,000/-**
8.	Miscellaneous expenses		**Rs. 3,44,000/-**

G. Quality assurance mechanism and expected programme outcomes

Quality assurance mechanism

The SNDT Women's University has established Centre for Internal Quality Assurance (CIQA) in accordance with the UGC ODLregulations 2020 to develop and put in place a comprehensive and dynamicinternal quality assurance system to provide high quality

programmes of higher education. From the beginning, i.e. even from the Pre-admission phase the students will be taken care in terms of guidance byour academic and administrative members. At the most, care and support will be provided during the study period.Before and after examination proper guidance and counseling will be provided. The feedback from students onteaching will also be collected every semester using appropriate feedback formats. In order to monitor theeffectiveness of the programme the experience with the curriculum will be collected based on the discussion alongwith students and teachers.

The entire curriculum is approved and revised by the statutory authorities of the SNDT Women's University. The quality of the Programmes offered through Distance Mode is been assessed, reviewed and monitored by the statutory committees of the University like Board of Deans, Academic Council Management Council etc. as well as Centre for Internal Quality Assurance **(CIQA)**.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)

Eligibility for Admission to the Degree Course / Promotion to Various Semesters

1   Admission for students to First/Second/Third years, open/reserved categories will be applied to all programs.

A   <u>Admission to First Year</u>

2   a) The students passing Higher Secondary Examinations in any stream Arts / Commerce / Science / Home Science from any recognized Board, with one paper of English are eligible

b) Students passing MCVC (Minimum Competency Vocational Course) are also eligible.

c) Students passing three years Government recognized Diplomas after 10th Std. in the relevant subject are also eligible.

3   <u>Admission to Part II (Second Year)</u>

a. A student who has passed B.M.M. Part I from this University or any other recognized University would be eligible for admission to B.M.M. Part II of this University.

b. Students from other Faculties (Non- B.M.M.) can be admitted with prerequisites of 4 credits of specialization and 4 credits of General B.M.M. (irrespective of Theory or Practical)

Pre-requisite for each student is to be decided after looking at the subjects completed at the First Year level.

It is recommended (depending on the preference of the student) students from Science or from Arts & Commerce can be given appropriate pre=requisite courses.

4.   <u>Admission to Part III (Third Year)</u>

Students, who have completed their Second Year in B.M.M. from any College in India, would be eligible for admission to the Third Year, according to the Program in their previous College.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

FIRST YEAR

SEMESTER I

S.code	Subjects	Cr	Internal marks	External Marks	Total	U/C
1001	Effective Communication Skills	4	100	-	100	C
1002	Fundamentals of Mass Communications	4	25	75	100	C
1003	Contemporary World History	4	25	75	100	C
1004	*Traditional Media*	*4*	*25*	*75*	*100*	*C*
1005	Introduction to Sociology	4	25	75	100	C

SEMESTER II

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
2001	Environment Studies	4	25	75	100	C
2002	Indian Political and Economic systems	4	25	75	100	C
2003	Introduction to Psychology	4	25	75	100	C
2004	Basic Writing	4	100	-	100	C
2005	*Introduction to Computers*	*4*	*25*	*75*	*100*	*C*

Courses in Italics are "Electives" that students can exchange for any other course of their choice.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

SECOND YEAR

SEMESTER III

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
3001	Introduction to Print Media	4	100	-	100	C
3002	Basics of Advertising	4	25	75	100	U
3003	Fundamentals of Public Relations	4	25	75	100	U
3004	Visual Communication	4	100	-	100	C
3005	*Principles of Management*	*4*	*25*	*75*	*100*	*U*

SEMESTER IV

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
4001	Introduction to Broadcasting	4	25	75	100	U
4002	*Integrated Marketing Communication*	*4*	*25*	*75*	*100*	*U*
4003	Introduction to New Media	4	25	75	100	U
4004	Writing for Media	4	100	-	100	C
4015 4025	a. Women's Studies b. Women and Media	4	25	75	100	C

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SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

THIRD YEAR
SPECIALISATION – ADVERTISING & PR

SEMESTER V

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5101	Research in Mass Media	4	25	75	100	U
5102	Advertising & Marketing	4	25	75	100	U
5103	*Consumer Behaviour*	*4*	*25*	*75*	*100*	*U*
5104	Branding	4	25	75	100	U
5105	Media Planning & Scheduling	4	100	-	100	C

SEMESTER VI

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6101	Internship	8	50	150	100	C
6102	*Advertising & Society*	*4*	*25*	*75*	*100*	*U*
6103	Laws and Ethics in advertising	4	25	75	100	U
6104	Advertising Agencies	4	25	75	100	U

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SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

THIRD YEAR
SPECIALISATION – JOURNALISM

SEMESTER V :

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5201	Research in Mass Media	4	25	75	100	U
5202	Political and Economic Reporting for Print Media	4	100	-	100	C
5203	Newspaper Editing Layout & Design	4	100	-	100	C
5204	*Magazines and Journals*	*4*	*25*	*75*	*100*	*U*
5205	Press Laws and Ethics	4	25	75	100	U

SEMESTER VI :

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6201	Internship	8	50	150	100	C
6202	News Media Organisation & Management	4	25	75	100	U
6203	Broadcast Journalism	4	25	75	100	U
6204	*Social and Developmental Reporting for Print Media*	*4*	*100*	*-*	*100*	*C*

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SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

THIRD YEAR
SPECIALISATION – ANIMATION

SEMESTER V

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5301	Research in Mass Media	4	25	75	100	U
5302	Introduction to Animation	4	25	75	100	U
5303	*Animation Scripting*	*4*	*25*	*75*	*100*	*U*
5304	2D and 3D Animation	4	100	-	100	C
5305	Basics of Art & Drawing	4	100	-	100	C

SEMESTER VI

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6301	Internship	8	50	150	100	C
6302	Advanced web designing	4	25	75	100	U
6303	3D Animation	4	25	75	100	U
6304	*Video editing and SFX*	*4*	*100*	*-*	*100*	*C*

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SNDT WOMEN'S UNIVERSITY, MUMBAI

Bachelor of Arts (Mass Media)

SEMESTER 1 – 4

NEW COURSE – 120 CREDITS

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)

Eligibility for Admission to the Degree Course / Promotion to Various Semesters

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a.A student who has passed B.M.M. Part I from this University or any other recognized University would be eligible for admission to B.M.M. Part II of this University.

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Pre-requisite for each student is to be decided after looking at the subjects completed at the First Year level.

It is recommended (depending on the preference of the student) students from Science or from Arts & Commerce can be given appropriate pre=requisite courses.

4.   <u>Admission to Part III (Third Year)</u>

Students, who have completed their Second Year in B.M.M. from any College in India, would be eligible for admission to the Third Year, according to the Program in their previous College.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

FIRST YEAR

SEMESTER I

S.code	Subjects	Cr	Internal marks	External Marks	Total	U/C
1001	Effective Communication Skills	4	100	-	100	C
1002	Fundamentals of Mass Communications	4	25	75	100	C
1003	Contemporary World History	4	25	75	100	C
1004	*Traditional Media*	*4*	*25*	*75*	*100*	*C*
1005	Introduction to Sociology	4	25	75	100	C

SEMESTER II

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
2001	Environment Studies	4	25	75	100	C
2002	Indian Political and Economic systems	4	25	75	100	C
2003	Introduction to Psychology	4	25	75	100	C
2004	Basic Writing	4	100	-	100	C
2005	*Introduction to Computers*	*4*	*25*	*75*	*100*	*C*

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SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

SECOND YEAR

SEMESTER III

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
3001	Introduction to Print Media	4	100	-	100	C
3002	Basics of Advertising	4	25	75	100	U
3003	Fundamentals of Public Relations	4	25	75	100	U
3004	Visual Communication	4	100	-	100	C
3005	*Principles of Management*	*4*	*25*	*75*	*100*	*U*

SEMESTER IV

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
4001	Introduction to Broadcasting	4	25	75	100	U
4002	*Integrated Marketing Communication*	*4*	*25*	*75*	*100*	*U*
4003	Introduction to New Media	4	25	75	100	U
4004	Writing for Media	4	100	-	100	C
4015 4025	a. Women's Studies b. Women and Media	4	25	75	100	C

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SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

THIRD YEAR
SPECIALISATION – ADVERTISING & PR

SEMESTER V

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5101	Research in Mass Media	4	25	75	100	U
5102	Advertising & Marketing	4	25	75	100	U
5103	*Consumer Behaviour*	*4*	*25*	*75*	*100*	*U*
5104	Branding	4	25	75	100	U
5105	Media Planning & Scheduling	4	100	-	100	C

SEMESTER VI

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6101	Internship	8	50	150	100	C
6102	*Advertising & Society*	*4*	*25*	*75*	*100*	*U*
6103	Laws and Ethics in advertising	4	25	75	100	U
6104	Advertising Agencies	4	25	75	100	U

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SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

THIRD YEAR
SPECIALISATION – JOURNALISM

SEMESTER V :

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5201	Research in Mass Media	4	25	75	100	U
5202	Political and Economic Reporting for Print Media	4	100	-	100	C
5203	Newspaper Editing Layout & Design	4	100	-	100	C
5204	*Magazines and Journals*	*4*	*25*	*75*	*100*	*U*
5205	Press Laws and Ethics	4	25	75	100	U

SEMESTER VI :

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6201	Internship	8	50	150	100	C
6202	News Media Organisation & Management	4	25	75	100	U
6203	Broadcast Journalism	4	25	75	100	U
6204	*Social and Developmental Reporting for Print Media*	*4*	*100*	*-*	*100*	*C*

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SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)
STRUCTURE OF 3 YEAR PROGRAMME

THIRD YEAR
SPECIALISATION – ANIMATION

SEMESTER V

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
5301	Research in Mass Media	4	25	75	100	U
5302	Introduction to Animation	4	25	75	100	U
5303	*Animation Scripting*	*4*	*25*	*75*	*100*	*U*
5304	2D and 3D Animation	4	100	-	100	C
5305	Basics of Art & Drawing	4	100	-	100	C

SEMESTER VI

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
6301	Internship	8	50	150	100	C
6302	Advanced web designing	4	25	75	100	U
6303	3D Animation	4	25	75	100	U
6304	*Video editing and SFX*	*4*	*100*	-	*100*	*C*

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SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)

Semester I

S.code	Subjects	Cr	Internal marks	External Marks	Total	U/C
1001	Effective Communication Skills	4	100	-	100	C
1002	Fundamentals of Mass Communications	4	25	75	100	C
1003	Contemporary World History	4	25	75	100	C
1004	*Traditional Media*	*4*	*25*	*75*	*100*	*C*
1005	Introduction to Sociology	4	25	75	100	C

EFFECTIVE COMMUNICATION SKILLS

Objectives:

This course enables students to:
1. Provide an understanding about the basics of effective communication.
2. Learn the principles of reading, writing and oral communication.
3. become effective communicator by recognizing individual self as communicator.

Code & Subject	Total Credits	Th Cr	Pr Cr	Int M	Ext M	Total
1001 Effective Communication skills	4	2	2	100	-	100

Module	Objectives	Contents	Evaluation
Concept of Communication and communication skills	▪ To understand elements and process of communication. ▪ To understand communication approaches of transmission and ritual	• Meaning, elements, Process, Barriers of communication • Types of communication • Principles and 7 C's of Communication • Communication as transmission and communication as ritual	Written group assignment and presentation in the class
Verbal, Non-verbal and lateral communication	▪ To know nuances of verbal and non-verbal communication. ▪ To build confidence for self expression.	Verbal Communication: Clarity of speech, pronunciation, Verbal Communication and language development, Vocabulary building Non-Verbal Communication: Body Language, Facial Expression, Eye Contact, Gestures, Postures, Listening and Barriers to listening Lateral thinking concepts	• Individual presentation on topic of choice • Group mind mapping and brain storming
Speaking and Listening Skills	▪ To enhance linguistics skills and listening capacities. ▪ To sensitize about issues	Oral communication: Pronunciation, sentence building, phonetics, diction, fluency, building confidence,	Performing a role play to understand issues of

		related to formal communication.	body language Listening Skills: Hearing the other, sensitiveness to audience, remembering	language, posture and proximics in formal communication.
Reading and Writing skills	▪ To enable skills for critical reading. ▪ To develop capacity to read and analyze unfamiliar texts.		Reading Skills:Quick reading, skimming and scanning, grasping different styles of writing, comprehension, fluency & speed, differentiate fact from opinion, recognizing correct language usage, structure Writing skills:Different kinds of letter layouts-notices, reports, minutes, agendas, speeches, debates, editorials, book reviews, grammar (tenses, prepositions, articles, active-passive), direct – indirect (phrases & idioms), summarizing techniques,	Reading aloud written text in the class and analyzing it for comprehension and criticality.

Suggested Readings:

1. English Grammar and Composition, A Memon, Chetana Publication, 2008
2. Writing Skills – Dr. Ayesha Banatwala(publisher and 1979)
3. Basic Course for Spoken English – Dr. ShirinKuchedkar (S.N.D.T. University)!?
4. Urmila Rai and S M Rai, Business Communication, 10th Edition, 2008, Himalaya Publication, Mumbai.
5. Strengthen Your English – Narayan Swami, Orient Longman, 2005.
6. Vijaya somasundaram, Principles of communication, Authorspress, New Delhi, 2006.
7. C.S Rayudu (2010) Communication, Himalaya, Mumbai.
8. Chrissie Wright (2006) Handbook of Practical Communication, ed., Jaico Publishing House, Mumbai.
9. Krishna Mohan ad Meera Banerji (2009) Developing Communication Skills, Macmillan,

Suggested Activities:

1. Listening to audio tapes and understanding the language and presentation.
2. Exploring websites and application software (e.g.FreePlane) for mind mapping and other modules.

3. Undertake speed reading exercises and making students understand importance of quick processing of information.

FUNDAMENTALS OF MASS COMMUNICATION

Objectives:

This course enables students to:
1. Know characteristics and forms of mass communication.
2. Understand scope, need and role of mass communication in any society.
3. Examine the relationship of media and society.

Code & Subject	Total Credits	Th Cr	Pr Cr	Int M	Ext M	Total
1002 Fundamentals of mass communication	4	4	-	25	75	100

Module	Objectives	Content	Evaluation
Concept of Mass Communication	▪ To develop historical perspective on mass communication. ▪ To understand role of mass communication.	• Definitions, characteristics, scope and models of mass communication • Evolution of mass communication from stone age to present • Concept of crowd-public-group-mass	Group project on a given historical period and presentation of the same in the class.
Need, Importance and Functions of mass communication	▪ To recognize need and importance of mass communication. ▪ To understand functions of mass communication in present day society.	• Need and importance of mass communication • Role of Technology • Functions: Information, instruction, entertainment, surveillance, linkage, transmission of values, cultural integration	Group project documenting functionality of any one mass media.

Media for Mass Communication	▪ To know how technology constitute medium of mass communication. ▪ To examine how media and its audiences are related with each other.	Concept of audiences and their access to different media: • Newspapers • Films • Radio • Television • Magazines n Journals • Computer/Internet • E-books and E-magazines • Social Media	Assignment onunderstanding uses and media preferences of particular audiences and presentation in the class
Media and Society	▪ To understand how society creates and consumes media.	• Media & socialization • Media as a primary source of information • Media and violence	Street play on role of media or comment on media in society.

Suggested Readings:

1.   Mary B Cassata, Mass Communication: Principles and Practices,1979, New York, Macmillan.
2.   Culture, Society and Media – Michaelgurevitch, tony Bennett, JamesCurran, Janetwoollacott1983. London. Methuen & Co. Ltd
3.   De Fleur, Melvin & Dennis, Everett; *Understanding Mass Communication*, November 1993, Houghton Mifflin (T), Fifth edition, Place.
4.   Andal, Communication Theories and Models. 2004, Mumbai, Himalayan publishing House.
5.   Narula, Uma, Mass Communication Theory & Practice, 2009, Haranand, Mumbai.
6.   Dominick, Joseph R. Dynamics of Mass communication; McGraw Hill, 1996.
7.   Denis Mc Quail, Mc Quail's mass communication theory; Sage Publications. *SAGE Publications* Ltd; Sixth *edition,* 2010.
8.   Melvin L. Defleur, Understanding mass communication; Houghton Mifflin Company, 1981.place
9.   Brent D. Ruben Richard W. Budd Beyond Media: New approaches to mass communication; Transaction Publishers, 1987. place
10.   A Cognitive psychology of mass communication; Richard Harris, Lawrence Erlbaum Assoc., *Lawrence Erlbaum Associates,* Mahwah, NJ., 2004.

Suggested Activities:

1. Undertake field work on any media and exploring its audiences or exploring media usage of selected audience. For e.g. Answering questions like What do elderly do with television? What do youngsters do with mobile? Why do children watch cartoons?
2. Examine how 'mass' is mass communication based on findings of the above activity.
3. Watching films made on media world or films depicting media as character. Like Wednesday, Mumbai Merijan,

CONTEMPORARY WORLD HISTORY

Objectives:

This course enables students to:
1. Get acquainted with contemporary developments in India as well as in the World.
2. Understand the inter-relationship between significant historical movements and role of media therein.
3. Explore ideologies that have shaped the contemporary world.

Code & Subject	Total Credits	Th Cr	Pr Cr	Int M	Ext M	Total
1003 Contemporary world history	4	4	-	25	75	100

Module	Objectives	Content	Evaluation
Freedom movements	- To form historical perspective on rise of nationalism in India. - To know the role of media in that time..	- Colonialisation - Urge for Freedom - Nationalist movements and role of press in India - Gandhian ideology	Group discussion about relevance of freedom movement today.
Beginning of modern era	- To understand industrialization and emergence of mass communication. - To understand propaganda formation, public opinion and role of media in that society.	- European industrialization and its impact on India - Influence of industrialization on communication (telegram, post) and transportation (railways, travel) - Labour movements (trade unions, textiles-railways unions) - Rise of nationalism in colonized countries	Library review or reading of biographies or classic text in the class.

Modern Socio-political movements	▪ To understand how various movements emerged in India and across the world. ▪ To know how and why movements become movements.	• Fascism in Europe • Socialism • Human rights movements and UN • Feminism • Anti-apartheid and other social equity movements	Case study of any movement or meeting persons or visiting organizations associated with any movement.
Challenges of the present	▪ To understand how society evolves as a product of its past. ▪ To be able to explore surrounding environment with critical point of view.	• Break up of socialist block • Globalization • Rise of uni-polar world and voices of dissent (Islamic fundamentalism, Maoism, communalism) • Rise of USA as a super power • Cultural imperialism	Group discussion on challenges observed by students in their day-to-day lives.

Suggested Readings:SUGGEST SOMETHING AFTER year 2000

➢ Churchill, Winston S., *Second World War,*Cassell& Co. Ltd., 1959.Place (LONDON)
➢ Cornwell, R. D., *World History in the Twentieth Century*, Longmans, Gordon, 1969.
➢ Davies, H. A., *An Outline History of the World,*(Fifth Edition) Oxford University Press, New Delhi, 1968.
➢ Davies, H.A., *The Outline of History*, 3rd edition, Oxford University press, 1951.
➢ Dobb, Maurice, *Studies in the Development of Capitalism*, Intl. Pub. Co., 1974. Place (New York)
➢ Fay, S. B., *Origins of the World War,* New York, 1991publisher (Macmillan)
➢ Freud, Sigmund, *Civilization and its discontents,* The Hogarth Press Ltd., London, 1957.
➢ Fuller, J.F.C. *The Second World war, 1939-45,* Eyre &Spottiswoode, London, 1962.
➢ Gokhale, B. K., *History of Modern World*, Himalaya Publishing House, Bombay, 1982.
➢ Hogarth, Paul*, Prehistory,*NY, Dell Publishing Co., 1962.
➢ Longer, W. L., *Diplomacy of Imperialism , ii) The Shifting Balance of World force,* New York, 1951(1898-1945). Publisher (R.A.F.A publishing co)
➢ Mackenzie, Donald A., *Ancient Civilizations,* Aryan Book International, New Delhi, 1992.
➢ Morgan Lewis H., *Ancient Society,*J.cSahaRoy, Calcutta, 1958.
➢ Nehru Jawaharlal, Glimpses of World History, Penguin Books India Pvt. Ltd., New Delhi, 2004.
➢ Rodney, Hilton, *Transition from Feudalism to Capitalism*, Rutledge Chapman & Hall, 1976. place
➢ Snyder, L. L., *The World in Twentieth Century* Krieger, Melbourne, 1979.
➢ Wells, H.G., The Outline of History, 4th edition, Cassell& Co Ltd., London, 1961.
➢ Wheatcroft, Andrew, *The World Atlas of Revolutions,* Hamish hamton, London, 1983.

Suggested Activities:

1. Undertake field work on any movement covered by media and forming opinion about it after the first hand information.
2. Conducting debates on themes for example capitalism versus communism, democracy versus dictatorial regime.
3. Helping students understand how HISTORY can be formed by few people about other people and concept of peoples' oral narratives as documentation of history.
4. Taking any world or Indian historical event and examining its records/archives/media coverage first hand and examining the completeness of the account.

TRADITIONAL MEDIA

Objectives:

This course enables students to:
1. Recognize role of performing arts and its association with mass media.
2. Understand nuances of performance and stage craft.
3. Explore diverse means of communication across India in terms of saying, songs, riddles, storytelling traditions, folk arts and so on.
4. To impart practical training in working of theatre and stage management.

Subject	Total Credits	Th Cr	Pr Cr	Int M	Ext M	Total
1004 Traditional Media	4	2	2	100	-	100

Module	Objectives	Contents	Evaluation
Folk/traditional media as means of communication	▪ To understand historical perspective on how performing arts since time immemorial sustains societies. ▪ To explore the role of live performance in technologically mediated media environment.	• Origin and evolution of folk arts: From primitive religious rituals usually connected with spring and the seasonal cycle, evolution of drama • Concept of folk-traditional media, characteristics, advantages, role and nature • Role of folk arts in the context of past: information, education, entertainment, value formation, cultural transmission • Present day nature of folk media- examining folk media presence in mass media, status of folk artists	Assignment of examining local folk form still being performed.
Performing techniques in folk media	▪ To know the techniques of performing arts in folk media.	• Emotions- 9 rasas • Schools of theatre/acting, mimetic • Voice and speech modulation • Music, movements and visual compositions • Sound and its role in performances • Genres of theatre: Family drama, comedy, experimental theatre, Moralist plays, musical theatre,	Take part in theater workshop and/or voice culture sessions.

		pantomime, political theatre(Street Theatre), Radio drama, theatre for social change/development, tragedy, tragicomedy, puppetry.	
Types of folk media	▪ To gain knowledge about different forms and types of folk media. ▪ To know present realities of folk artistes.	• Classification of folk media forms in India – Songs, Dances, Theatre, Storytelling, Games, Riddles, Performances, Folk Lore, Sayings, Riddles, Folk Music, Puppetry, Ballads, Oral Traditions.	Visiting folk performances and interviewing folk performers.
Applications of folk arts	▪ To know how folk arts constitute part of mass culture. ▪ To understand how folk art is practiced in events, media coverage or live performances.	▪ Use of folk media for community development ▪ Folk vs. Electronic media, folk media on Internet ▪ Folk Literature ▪ Folk media as tool for promoting literacy, social change, cultural legacy, creating political awareness	Visiting or reading about experiments or usage of folk media in popular culture.

Suggested Readings:

1. Edwin Wilson and Alvin Goldfarb, Theater: The Lively Art, 6th edition, (McGraw-Hill)place
2. Jacobus, Lee A. The Bedford Introduction to Drama (5th Ed.) Boston and New York: Bedford/St. Martins, 2005
3. Menander. Plays and Fragments. New York: Oxford UP, 2002
4. Drama, plays ,theatre and performance. Morgan Margery,Longman group 1987
5. Handicrafts of India ChattopadhyayKamaladevi.Indian council for cultural relations, Indian Council for Cultural Relations, New Age International Publishers Limited, 1995.
6. Profiles in Creativity UpadhayayMadhu Namaste exports ltd.Place, year

Suggested Activities:

1. Watch films made on folk arts, folk artists and take up discussion on presence of folk art in mass media.
2. Undertake field work doing case study on any performing artist and understanding how, why and what it takes to become a performer.
3. Visiting any event, stage performance or back stage processes to know what it takes to perform live.
4. Designing of stage production, theatre play or live performance and executing it to actual audiences.
5. Undertake puppetry workshop and making students design the sets as well as puppet play.

INTRODUCTION TO SOCIOLOGY

Objectives:

This course enables students to:
1. Be familiar with social stratifications and various units of thesociety.
2. Understand contemporary social problem.

Subject	Total Credits	Th Cr	Pr Cr	Int M	Ext M	Total
1005 Introduction to Sociology	4	4	-	25	75	100

Module	Objectives	Content	Evaluation
Concepts of Sociology and politics	▪ To understand basic concepts of sociology, anthropology and political science.	• Definitions of sociology and political science • Concepts: Social structure, social mobility, social stratification (caste,class, gender), state, society, nation, democracy • Different social institution: family, community, religious groups, community • Culture: Concept and Elements • Social Change: definition, factors and role of youth	Individual Assignment and presentation in the class.
Social & Political Movements in India	▪ To explore socio-political aspects of movements. ▪ To know how society intersects with movements.	• Definition, elements and stages of Movements • Movements like- Dalit, Hindutava, OBC, Linguistic, Sati, women's' movement etc. • Social response to movements and role	Case study submission on any movement.

		of media	
Individual and Society	▪ To be able to understand relationship between individual and society in Indian context. ▪ To examine role of media in socialization of individual and concept of social control.	● Socialization: Meaning, stages and agents of socialization ● Effect of mass media on socialization process (Face book& Twitter) ● Social control: meaning, agencies of social control like religion, informal networks, caste organizations, Intellectual Property Law and Copyright, Right To Information (RTI)	Group assignment on understanding existent social control mechanisms.
Society, Politics & Mass Media	▪ To examine socio-political aspects of media. ▪ To understand role of media on society and vice versa.	● Effect of Mass Media on construction of society, socio cultural values and social institutions, ● Political influences on Media coverage, ownership and control ● Role of Media in politics: Election Coverage, sting Operations, propaganda	Visiting local media agency and understanding ownership and decision-making processes.

Suggested Readings:

1. Blumer, Herbert G. 1969. "Collective Behavior." In Alfred McClung Lee, ed., Principles of Sociology. Third Edition. New York: Barnes and Noble Books, pp. 65-121.
2. Morrison, Denton E. 1978. "Some Notes toward Theory on Relative Deprivation, Social Movements, and Social Change." In Louis E. Genevie, ed., Collective Behavior and Social Movements. Itasca, Ill.: Peacock. pp. 202-209.
3. AnupamaRao (2009). The Caste Question:Dalits and The Politics of Modern India, London: University of California Press,
4. Naik, C. C. (2003). Thoughts and Philosophy of Doctor B.R. Ambedkar; New Delhi: Sarup& Sons.

5. Edwards, Lyford (1970). The Natural History of Revolution. Chicago: University of Chicago Press.
6. Leascock, Stephen, Elements of Political Science, Constable & Co. Ltd., 1924.place
7. Heater, D.B., Political Ideas in the Modern World, George G. Harper & Co. Ltd., London, 1960.
8. Halayya M., An Introduction to Political Science, Asia Publishing House, 1967.place
9. Jathar, R.V., Evolution of Panchayati Raj in India, Dharwar, *India' JSS* Institute of Economic Research, *Dharwar*, 1964.
10. Schuman, Frederick L., International Politics, 6th edition, McGraw Hill.place
11. Chagla, M.C., The Individual and the State, Asia Publishing House, 1961, New York.
12. Ray, Amal, Political Theory, 2nd edition, The World Press Pvt. Ltd., 1964, Kolkata.
13. Political Theory, Ideas & Concepts – Sushila Ramaswamy, Macmillan, New Delhi 2001.
14. Indian Government & Politics – D.C. Gupta, place, Vikas Publishing House, 1994.

Suggested Activities:

1. Visit local politician's office and understand the communication processes happening in the office.
2. Watch films or visit tribal villages or different communities in order to understand diversities and similarities.
3. Interview local corporate or MLA or MP and understand issues of political processes, decision making and governance.

SNDT WOMEN'S UNIVERSITY
Bachelor in Arts (Mass Media)

Semester II

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
2001	Environment Studies	4	25	75	100	C
2002	Indian Political and Economic systems	4	25	75	100	C
2003	Introduction to Psychology	4	25	75	100	C
2004	Basic Writing	4	100	-	100	C
2005	*Introduction to Computers*	*4*	*25*	*75*	*100*	*C*

ENVIRONMENT STUDIES

Objectives:

This course will enable students:

1. To become aware about the importance, current situation and role of natural resources in human life.
2. To realize the need and importance of environmental concerns.
3. To create a pro–environmental attitude and a behavioral pattern which is based on creating sustainable lifestyles.
4. To achieve a total behavioral change by becoming aware about challenges facing human civilization.
5. To gain understanding about concept, types of various ecosystems, biodiversity, and need of conservation and social challenges for environment sustainability.

Subject	Total Credits	Int Marks	Ext Marks	Total
2001 Environment Studies	4	25	75	100

Module No. & Objectives	Contents	Evaluation
Module 1 1. o know the constituent elements of our environment. 2. o understand different resources and their degradation	The Multidisciplinary nature of Environmental Studies Definition, Scope and Importance Need for public awareness Natural Resources Renewable and Non-renewable resources Natural resources and associated problems: Forest resources: Use and over-exploitation, deforestation, case studies. Timber extra traction, mining, dams and their effects on forests and tribal people. Water resources: Use and over – utilization of surface and	Library based assignment and reading of relevant papers/text in the class.

conditions.	ground water, floods, drought, conflicts over water, dams' benefits and problems. Mineral resources: Use and exploitation, environmental effects of Extracting and Using Mineral resources, case studies. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies. Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.	

Module 2
 	
To understand concept of ecosystem and interconnected ness of nature system.
 	
To become aware of various types of pollutions and solutions to them.
	Ecosystems
	
	Concept of ecosystem.
	
	Structure and function of an ecosystem.
	
	Producers, consumers and decomposers.
	
	Energy flow in the ecosystem.
	
	Ecological succession
	
	Food chains, food webs and ecological pyramids
	
	Introduction, types, characteristics features, structure and function of the following ecosystem:-
	
	    a. Forest ecosystems
	
	    b. Grassland ecosystem
	    c. Desert ecosystem	

	d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) Environmental Pollution: • Definition, causes, effects and control measures of - Air, water, soil, marine, noise and thermal pollutions; Nuclear hazards • Solid Waste Management: causes, effects and control measures of urban and industrial waste • Role of individual in prevention of pollution • Pollution case studies • Disaster Management: Floods, earthquake, cyclone and landslides	
Module 3 To gain knowledge about bio-diversity and global and local threats and conservation efforts.	Biodiversity and its Conservation Definition: genetic, species and ecosystem diversity. Bio geographical classification of India Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values Biodiversity at global, national and local levels. India as a mega – diversity nation Hot-spots of biodiversity Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India Conservation of biodiversity: In-situ and Ex- situ conservation of biodiversity.	
Module 4 To know problems associated with environment degradation.	Social issues and the Environment From Unsustainable to Sustainable development Urban problems related to energy Water conservation, rain water harvesting, watershed management	Visiting organizations working on environment awareness. Undertaking public awareness

To understand macro framework of environment studies.	Resettlement and rehabilitation of people; its problems and concerns, Case studies Human Population and the Environment • Population growth, variation among nation • Population explosion-family welfare programme • Environment and Human Health • Human Rights • Value Education • HIV/AIDS • Women and child welfare • Role of Information Technology in Environment and Human health • Case studies Environmental ethics: Issues and possible solutions, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies Wasteland reclamation Consumerism and waste products Legislative framework: Environment Protection Act, Air (Prevention and Control Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation Public awareness	programme for specific community on local environment issue.

Suggested Readings:

1. Agarwal KC, 2001, Environmental Biology, Nidi Publishers Ltd. Bikaner.
2. Bharucha Erach, 2003, The Biodiversity of India, Mapin Publishing Pvt. Ltd.
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. Columbus,OH
4. Clark RS, Marine Pollution (5th ed), Clanderson Press, OUP. 2001.New York.
5. Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, 2001, Environmental Encyclopaedia, Jaico Publishing House, Mumbai.

Suggested Activities:

1. Visit to a local area to document environment assets-river / forest / grassland / hill / mountain and making report on the status. Understanding from locals the issues of depletion, pollution, sustenance, regeneration etc.
2. Visiting Urban / Rural / Industrial / Agricultural sites and understanding pollution.
3. Exploring study of common plants, insects, birds, simple ecosystems- pond, river, hill slopes etc. with the help of BNHS or such organizations.
4. Examine coverage of environment issues in newspapers and draw conclusions about nature of coverage.
5. Undertake public awareness campaigns related to environment issues in local community or in association with local organizations.

INDIAN POLITICAL AND ECONOMIC SYSTEMS

Objectives:

This course will enables students:
1. To get acquainted with interdisciplinary approach towards political science and economics and its significance for media studies.
2. To understand interrelationship between Indian Political System and Indian Economy and their influence on media and society at large.

Subject	TOTAL CREDITS	Int Marks	Ext Marks	Total
2002 Indian Political and Economic Systems	4	25	75	100

Module No & Objectives	Content	Evaluation
Module No 1 1. To become aware of authorities, powers and responsibilities in Indian political system 2. To understand Indian Political system and civic issues. 3. To examine role of individual in governance.	Indian Constitution and governance • Salient features of Indian Constitution • Power and Positions of President, Prime Minister, Chief Minister, Governor, local governing bodies etc. • Political Party (local, regional and National) their agendas and campaign communications • Role of election and nature of Voter, Election Commission	Group Discussion, Mocks or debates can be organized on contemporary national issues and events
Module No 2 1. To understand different political systems around the world. 2. To know the significance of democracy.	Political systems • Democratic governance like India, US, Britain • Dictatorial regimes • Communist Country like China, Russia • Media as mediator between state and nation • Indian States and Democratic Policy	Seminar on Current Issues Relation between Economy of State & Politics

	• International Media Scenario	
Module No 3 1. To make students aware of development issues in the context of Indian Economics and politics	Planning and Development in India • Planning and process of planning in India • Characteristic features of India as a developing/emerging economy • Development issues- poverty, unemployment, illiteracy, population growth, environment, gender discrimination etc.	Discussion on current issues with reference to current articles and editorials, Debate
Module No 4 1. To understand basic principles of economics and its implications on human behaviour.	Fundamental Economic Concepts • Concepts: Goods and services, production, needs-wants-scarcity, consumption, resources, utilisation of resources • Economy: Centrally planned, free market and mixed • Factors of Production- Land, Capital, Labour, entrepreneur • Concept of micro and macro economics	Library based reading and presentation in the class.

Suggested Readings:

1. Heater, D.B., Political Ideas in the Modern World, George G. Harper & Co. Ltd., London, 1960.
2. Halayya M., An Introduction to Political Science, Asia Publishing House, 1967. New Delhi
3. Misra, S.K & Puri V.K., Indian Economy, Himalaya Publishing House, Mumbai. 2004
4. Mahajan A & Dutt G. Datt & Sundharam Indian Economy (English) 64th Edition (64th ed) , Chand & Co. Ltd. N. Delhi 2013

Suggested Activities:

▪ Reading aloud editorials and articles in the class and discussion by the teacher.
▪ Guest speakers (economist, planners, MLA, MP, Minister, political party worker, etc.) can be invited to deal with specific topics.
▪ Interviewing politician, voter experiences, poor people, or public servants to understand role of public sector in economy.
▪ Visiting villages, urban slums, orphanages, destitute homes, juvenile homes and understanding challenges and issues faced by people.

INTRODUCTION TO PSYCHOLOGY

Subject	TOTAL CREDITS	Int Marks	Ext Marks	Total
2003 Introduction to Psychology	4	25	75	100

Module No & Objectives	Content	Evaluation
Module 1: To develop an understanding about definition and scope of Psychology.	Foundations of Psychology • An Introduction to Psychology – definition of Psychology • Methods of Psychology- experimental, systemic Observation, Clinical • Individual Differences	
Module 2: To understand the different psychological process of learning, cognition, attention, perception and their impact on human behaviour.	Basic Psychological Processes • Learning & Cognition - Principles of learning, Definition of learning – classical conditioning – theories of classical conditioning, significance of classical conditioning. Operant conditioning- basics of operant conditioning – Thorndike's law of effects – positive and negative reinforcers & punishment – biological constraints on learning. • Cognitive Social approaches – latent learning & observational learning, • Social learning theory - Albert Bandura • Cognitive theory - Piaget stages of cognitive development. • Sensory Processes: Vision, Hearing, Smell Taste, Touch. • Attention and Perception - characteristics of attention, attention and processing of information. • Perceptual Organisation – Gestalt Laws, Feature Analysis, Perceptual constancy – depth and motion perception • Memory - Encoding, storage and retrieval of memory. Recalling long term memories – constructive processes in memory. • Intelligence – what is intelligence – kinds of intelligence – variations in intellectual ability –	Compiling readings on various topics.

	heredity and environment as determinants. • Thinking and Problem Solving – the thinking process – language and thinking • Problem solving – rules and habit & set in problem solving. • Creative thinking – stages in creative thinking – characteristics of creative thinking.	
Module 3: To understand the different psychological process of Motivation, emotion and Personality their impact on human behaviour.	Basic Psychological Processes • Motivation and Emotion • Approaches to motivation – Instinct approaches – drive reduction approaches – arousal approaches – cognitive approaches – Maslow's hierarchy of needs – social motives – achievement motivation. • Expression and perception of emotion – roots of emotions – James Lange theory, the Cannon- Bard theory. The Schacter- Singer theory.- non verbal behaviour and expression of emotion • Personality - definitions of personality - trait theories of Allport, Cattell & the five factor model of personality - Psychoanalytic theory - three levels of consciousness & Id, ego Superego.	Small group research.
Module 4 To be able to define the milestones of various stages of development.	Life Span Development • Nature and Determinants of Development - Nature or Nurture - early periods and critical periods - development across life span • Infancy & Childhood - Neonatal - early childhood & middle childhood (milestones & critical periods) • Adolescence and Its Challenges - physical emotional & social development • Adulthood and Ageing - physical -emotional and social development.	Poster on any topic

Suggested activity

1. Interaction with counselors to understand nature of issues and problems in different aspects of growth and development. Understanding self.

2. Visit to any institution doing psychological testing and understanding how behavior is assessed.

Suggested Readings:

- Feldman Robert S. 2011. Understanding Psychology (10th edition) McGraw Hill Publ. co. New Delhi.
- Lahey Benjamin, Introduction to Psychology, 2008, McGraw Hill. New York.
- Morgan Clifford, Richard King, John Weisz, John Schopler. Introduction to Psychology (7th ed.) 2001. McGraw Hill Education, India. New Delhi
- Schneider, Gruman & Coults, Applied Social Psychology, Sage Publications 2012, Thousand Oaks, California.

EFFECTIVE WRITING SKILLS

Objectives:

This course will enable students to:
1. Get introduced to basic concepts in writing.
2. Understand applications of writing in general and media in particular.
3. Be able to realize how words can constitute meanings and create world.

Subject	TOTAL CREDITS	Int Marks	Ext Marks	Total
2004 Effective Writing Skills	4	100	-	100

Module No & Objectives	Content	Evaluation
Module No 1 1. To know importance of word, its meaning and its association with world. 2. To understand different forms and types of writing. 3. To acquire skills for effective writing.	Basic writing skills Fundamentals of writing: Alphabets-words-sentence-paragraph associations, Grammar, syntax, vocabulary, prosaic. Forms of writing: impressionistic, descriptive, reflective, analytic writing Types of writing: Essay, Prose, poem, narrative, factual and technical Summarizing Techniques Using Library and the Internet, Using a dictionary and encyclopaedia Notes/Recording: Note taking skills and note making skills	Test and exercises in writing
Module No 2 1. To explore different creative texts to understand nuances of writing. 2. To engage in knowing one's own style of writing and imagination.	Introduction to Creative Writing Subjective and objective styles, Fiction and non-fiction Character development, narrative structure, creative research, imagery, figurative devices,	Submit individual writing assignment
Module No 3 1. To visualise prior to writing and developing	Writing and Visualisation Writing for a purpose, Different types of writing, Media writing versus other forms of	Writing recipe, tour plan, advertisement, radio script

plan. 2. To know the role of writer as communicator keeping audiences in mind while creating texts. 3. To assess effectiveness of writing vis-à-vis receiver.	writing,	etc.
Module No 4 To apply principles of effective writing in form of final project.	Project	

Suggested Readings:

Raza Elahi, Nuances of Journalistic Writings, Applied Books, New Delhi.2011.
Chris Frost, 2003, Designing for Newspapers and Magazines, Routledge.David Spark, Geoffrey Harris, 2011 , Practical Newspaper Reporting, SAGE Publications Ltd
Graham King. Collins Improve Your Writing Skills. Collins. New Delhi 2011.
Jean Withrow. *Effective Writing: Writing Skills for Intermediate Students of American English.* Cambridge University Press, 1987
 Gangal J. K.. A Practical Course for Developing Writing Skills in English
New Delhi. PHI (2011).

Suggested Activities:

- Inviting script writer, journalist/report, novelist, poet to share their experiences of writing.
- Taking students for press conference and asking them to submit a report.
- After a industry visit or educational tour asking students to submit the report of their activities or write their experience.
- Making the group create a play and perform it covering discussions on character formation, language as representative of the character, plot development, conflict and climax and resolution.
- Encouraging student to master at least one language in which she can express clearly and effectively.
- There can be workshop on one form of writing by a writer and students can submit individual or group writing project at the end of the workshop.

INTRODUCTION TO COMPUTERS

Objectives:

This course will enable students to:

1. To gain basic knowledge of computers.
2. To undertake applications of computers in other subjects.
3. To do research work and obtain information for presentations through internet.
4. To prepare documentation & PowerPoint presentations.

Subject	Total Credits	Int Marks	Ext Marks	Total
2005 Introduction to Computers	4	25	75	100

Module No & Objectives	Contents	Evaluation
Module No 1 1. To understand evolution of computers to its modern form. 2. To know elements and components of computer system. 3. To examine role of each of the input-output devices in making the computer system.	**Basics of Computer System** • Basics of Hardware and Software • Characteristics of Computers • Advantages and Disadvantages of Computer • History and Generation of Computers • Define Data, Instruction, Information • Bit, Byte & Word • Networking, LAN, MAN, WAN, Internet • Block Diagram of Computer System, • Types of ROM (PROM, EPROM, EEPROM,) • Types of RAM (Static, Dynamic) • Applications of computer in various fields • Input, Output and Storage Devices • Input Devices- Keyboard, Mouse, Joystick, MICR, Scanner, Digital Camera • Output Devices- Monitor, Printer (Impact and Non-Impact Printers -Character Printer, Continuous Character Printers, Golf Ball-Daisy Wheel-Dot Matrix- Line-Page- Ink Jet- Drum-Band-Laser Printer), Plotters and its Types, Speakers • Storage Devices - Punch Card, Floppy Disk, Winchester Disk (Hard disk), Compact Disk, Magnetic Tapes, Magneto Optical Drive, DVD ROM / RAM Disk, Zip Drive.	Test, identifying devices and using the computer system independently.
Module No 2 1. To know role of computer in word processing and spread sheet work. 2. To understand how computer can improve or damage work.	**Word Processing and Spread Sheet** • Overview of Word Processor Packages • Document Concept - (Creating, Saving, Opening , Closing Document) • Tables • Uses of Drawing Toolbar, Columns, Header & Footers, Spell Check & Thesaurus • Printing Procedure • Adding a Chart to the Report • About Excel (Role of Excel in Day to Day Life) • Understanding Excel Sheet • Inserting, Deleting and Hiding Columns / Rows,	Creating word files, spread sheet files, editing them, saving and printing them.

	Manipulating Formulas and Functions, Working with Charts • Printing a Sheet	
Module No 3 1. To know role of computer in making effective and interesting presentations. 2. To understand how computer can help in creating presentations.	Presentation Packages • Role and importance of Presentation • Overview of Presentation Packages • Creating Presentation • Different Types of Slide layouts • Slide View, Slide Sorter View & Slide Show Buttons, Setup Show, Applying Design Templates and Backgrounds • Transition & Custom Animation Effects • Recording Voice in Presentation • Electronic Presentations	Making presentations on assigned topics, review of presentations on places like slideshare.
Module No 4 1. To understand evolution of internet as a media.	Internet • Brief history of evolution of Internet • Using browsers and search engines • Managing Files and Folders • Role of Modem in Internet • Websites & ISPN, Parts of URL • Browsing, Surfing & using search engines, downloading Pictures and Text • Creating Accounts, Attachments and Changing Passwords • Chatting	Practical exploration of Internet. Creating email accounts, blog or posting comments, downloading information….

Suggested Readings:

Cassandra D K, Computers today, Galgotia Publications, New Dehli. 1999,
Norton P, Introduction to Computers (7th ed), McGraw Hill, Sixth Edition, 2010
Sandres Donald, Computers today, Columbus, OH. McGraw Hill, 1998,
Sinha P K, Computer Fundamentals, BPB Publication, New Delhi, 2003

Suggested Activities:

- Getting to see computer, understanding role of each devices in making the computer system.
- Creating word files, editing-saving-printing them.
- Working on excel processing- undertaking basic calculations and saving-modifying-printing them.
- Conceptualizing presentations, creating-editing-saving and showing them to intended audiences.
- Getting to surf on Internet, understanding cookies-online viruses-malwares and dangers of digital world.
- Visiting Indian sites like: http://www.mediahive.co.in, www.exhange4media.com, www.afq.com, www.merinews.com, www.medianama.com

Bachelor of Arts (Mass Media)

Second Year BA (MM)

<u>SEMESTER III</u>

code	Subjects	Cr	Internal marks	External Marks	Total	U/C
3001	Introduction to Print Media	4	100	-	100	C
3002	Basics of Advertising	4	25	75	100	U
3003	Fundamentals of Public Relations	4	25	75	100	U
3004	Visual Communication	4	100	-	100	C
3005	*Principles of Management*	4	25	75	100	U

INTRODUCTION TO PRINT MEDIA

Course Code	Course	Total credits	Int	Ext	Total
3001	INTRODUCTION TO PRINT MEDIA	4	100	0	100

Module No & Objectives	Content	Evaluation
Module 1 The student will develop an understanding about development of printing as well as journalism from 1410 to today. Be able to explain how print media has evolved with time.	History of print media and Journalism - Evolution of printing - Emergence of printed word - History of print in pre and post independent India - Press during emergency - Emergence of electronic media - Journalism post-globalization	Library based assignment on specific topic.
Module 2 The student will Differentiate between different types of print media. Identify types of journalism and their characteristics.	Types of print media and journalism - Characteristics- advantages and disadvantages of types of print: Magazines, books, newspapers, leaflets, handouts, brochures, folders, etc. - Process of printing- from typesetting to printing. - Types of printing press – brief history – current printing methods.	Report on visit to Printing press.

Module 3 The student will be able to identify the content structures of different types of print media.	Functions and process in Print Journalism - Newspapers and magazines: Content, structures and presentation in both the print media, News report ing, features, reviews, - Canons of journalism: Speed versus accuracy, verification of facts - Types of journalism - Sports. , developmental, investigative, financial, citizen, lifestyle, etc.	Compare any newspaper or magazine for similarities and differences.
Module 4 The student will be able to differentiate between news elements of print media and electronic media.	Comparison of print with electronic media - Overview to Newspaper management – departments, organization structure, pricing /economic aspects of NP production. - elements of news- presentation structure, reporting styles, speed- immediacy versus accuracy, emergency, role of technology and audience in news coverage and presentation	Report on visit to newspaper office. Case study of any one newspaper (group exercise)

Suggested Activities:

- Meeting people who have been part of historical developments in print and journalism.
- Sitting in groups and assessing news reports in newspapers, current affairs magazines and television news channels.
- Making students witness any press conference or news coverage site and interacting with players involved in the process.

- Designing brochures, leaflets, folders for event, seminar, academic programmes or even department.

Reference Books:

1. Atton. Chris and Hamilton. James F. Alternative journalism,2008, Sage. Lonfon
2. Deutsch Karlekar Karin, Cook Sarah G.. Freedom of the Press 2008: A Global Survey of Media Independence. Freedom House, 2009
3. Greenberg Gerald S. Tabloid Journalism: An Annotated Bibliography of English-Language Sources (Bibliographies and Indexes in Mass Media and Communications). Greenwood; annotated edition edition .1996
4. Lafontaine, Gerard S. (1958). *Dictionary of Terms Used in the Paper, Printing, and Allied Industries*. Toronto: H. Smith Paper Mills.
5. Madhok Madhuri. News Media in India: The Impact of Globalization. New Century Publications. 2013)
6. Mazumdar, Aurobindo . Indian press and freedom struggle, 1937-42. Orient Longman Limited, 1993
7. McLuhan Marshall, The Gutenberg Galaxy: The Making of Typographic Man (1962) Univ. of Toronto Press (1st ed.); reissued by Routledge & Kegan Paul
8. Pant N.C. Modern Journalism: Principles And Practices. Kanishka Publishers, 2002
9. Quick, Amanda C. (Editor) World Press Encyclopedia: A Survey of Press Systems Worldwide (TWO VOL. SET). Gale; 2002
10. Rajan N. 21st Century Journalism in India. *SAGE Publications Pvt. Ltd. 2007*
11. Shrivastava K.M. News Reporting and Editing. Sterling Publishers Pvt.Ltd ,India (December 1991)
12. Singh Samir Kumar . Print Media Communication. Jnanada Prakashan. 2011
13. Steinberg, S.H. (1996). *Five Hundred Years of Printing*. London and Newcastle: The British Library and Oak Knoll Press.
14. Wilson, John. Understanding Journalism : A Guide to Terms. Routledge., 1996
15. Wilson, John. Understanding Journalism: A Guide to Issues. Routledge. 1996

BASICS OF ADVERTISING

Course Code	Course	Total credits	Int	Ext	Total
3002	BASICS OF ADVERTISING	4	25	75	100

Module No & Objectives	Content	Evaluation
To understand elements of advertising and its role in any economy.	Evolution and growth of advertising – definitions of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising – national and global advertising scene – socio-economic effects of advertising.	Written group assignments and presentation in class.
To understand the working of different types of advertising agencies.	Managing the advertising Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD, etc.) Types of Advertising agencies Role and functions of advertising agencies Evolving trends in agency business Nature of services by Agencies	Group Case study of an advertising agency and presentation in the class.
To give an overview of different forms of advertising	Classification on the basis of – Audience, Media, Advertiser and Area, including advertising in rural India - Special purpose advertising such as Green advertising, Political advertising, Advocacy advertising, Retail advertising, Financial advertising, Corporate Image advertising, Comparative advertising, Primary / Generic advertising and Pro Bono/Social advertising including Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP)	Individual presentation of any two types of advertising taking real life examples.
To acquaint students on different kinds of advertising media.	Advertising Media - Using various media – television, radio, cinema, newspapers, magazines, out of home advertsing, direct response and internet advertising, sales promotion.	group presentation of an advertisement for a specific product.

Suggested activities:

- Visit to local ad agencies
- Viewing different kinds of ads made by reputed agencies in India
- Viewing Socially relevant advertisements
- Viewing different kinds of ads made by reputed agencies from across the globe

Reference Books:

1. Bovee, Courtland L . Advertising excellence. McGraw Hill Inc., 1995, New York.
2. Lane W.R, King. K.W. & Russell J.T. Kleppner's Advertising Procedure (16th ed)Pearson Education. New Delhi 2012.
3. Rege, G.M. Advertising Art and Ideas . Ashutosh Prakashan, 1972, Mumbai.
4. Rosenberg, Jerry M. Dictionary of Marketing and Advertising,John Wiley& Sons Inc., 1995, New York.
5. Sandage, C H; Fryburger, Vernon; Rotzoll, Kim. Advertising : theory and practice. Publisher: India : Virender Kumar Arya, 1996
6. Thakur, Devendra (ed). Advertising Marketing And Sales Management.Deep & Deep Publications, 1994, New Delhi.
7. Vilanilam, J V & Varghese, A K. Advertising Basics! A Resource Guide for Beginners. SAGE Publications Pvt. Ltd. 2004

FUNDAMENTALS OF PUBLIC RELATIONS

Course Code	Course	Total credits	Int	Ext	Total
3003	FUNDAMENTALS OF PUBLIC RELATIONS	4	25	75	100

Module No & Objectives	Content	Evaluation
Module: 1 Objectives: to enable students to: • Study the concept of public relation along with its growth and importance in society • Critically study the interrelation between public communication and public relation • Study the ongoing trends and strategic planning used to target the niche audiences	Evolution of Public Relations 1: History of PR, concepts and its principles 2: Growth and approaches to Public Relations 3: Public Relations and Communication	Class quiz
Module: 2 Objectives: The enable students to: • Study and demonstrate knowledge of the fundamentals of business relations • Study the rules and regulation laid by government in public relation along study the issues faced by the market in branding an image. • Analyze the role of public relation in communicating the social responsibility adherence of companies	Business Perspective of Public Relations 1: Health and Medical PR 2: Organizational communication management 3: Media relation management and strategic planning 4: Public Relation and Corporate communication 5: Nature of PR practices: Crisis, personality, institution brand building, advocacy, 360 degree Integrated Marketing Communication	Group case study of any one type of PR activity in a organization.
Module: 3 Objectives: to enable students to: • Demonstrate use of technology, by critically grasping knowledge of the fundamentals of business disciplines. • Study the process of media relations by interpreting the ideas and usage of various forms of new	Media Relations and practices 1: Reputation, image and impression management 2: Traditional to electronic media usage in PR 3: Changing trends and risks in forming brand 4: Future of public relation and social media	Presentations on different related topics.

media by profit and not-for-profit organization		
Module: 4 The enable students to: • Study the concept of brand management and the requirements of such strategies in business media. • Practically study the steps and skills required to execute a public relation planning by giving a change to work on a product, including writing, scheduling and finalizing the media.	Writing for PR: Press release, Press note, Handout, Feature, Articles, Speech writing, special speech, Background materials, citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Ghost writing	Prepare a Hand out or brochure for an organization.

References/ Recommended Readings

1. Bowen Shannon A., Martin Thomas R. & Rawlins Brad . An Overview of the Public Relations Function. Business Expert Press. 2010
2. Broom Glen M. Cutlip and Center's Effective Public Relations (11th Edition). Prentice Hall; 11 edition 2012.
3. Butterick Keith. Introducing Public Relations: Theory and Practice. SAGE Publications Ltd . 2011
4. Cutlip Scott M., Center Allen H. & Broom Glen M. Effective Public Relations. Prentice Hall; 9 edition. 2005)
5. Deirdre K. Breckenridge. Social Media and Public Relations: Eight New Practices for the PR Professional. Pearson FT Press; 2012
6. Gregory Anne (ed). Public Relations in Practice. Kogan Page;2003
7. Ries Al & Ries Laura The Fall of Advertising and the Rise of PR . HarperBusiness; 2004
8. Riggulsford Myc. Health and Medical Public Relations. Routledge. 2013
9. Solis Brian & Breakenridge Deirdre K. Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR. FT Press; 2009
10. Theaker Alison and Yaxley Heather. The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice. Routledge. 2013.
11. Theaker Alison. The Public Relations Handbook. Routledge. 2011.

VISUAL COMMUNICATION

Course Code	Course	Total credits	Int	Ext	Total
3004	VISUAL COMMUNICATION	4	100	-	100

Module No & Objectives	Content	Evaluation
Module 1 Objective – Students will 1. Understand the difference between seeing and perception. 2. Learn basics of visual theory.	Introduction to visual communication theory Unit 1: How and why we see Unit 2: The concept of visual literacy Unit 3: Sense and Perception of images	Assignment : Find 5 visual illusions and explain them
Module II Objective – Students will 1. Learn and apply basic principles of design and visual imaging.	Elements and Principles of design Unit 1: Understanding visual art Unit 2: Visual aesthetics Unit 3: Balance and harmony Unit 4: Patterns of arrangement and object placement Unit 5: Contrast	Journal on principles of design using available visuals in magazines.
Module III Objective – Students will 1. Learn to apply elements of typography and color in visual image.	Typography Unit 1: Science of signs, images and words Unit 2: Packaging and visuals Unit 3: Effective use of color Unit 4 : Graphics and Animation Unit 5: Layout and design Unit 6: Computer-generated images Unit 7: Computer animation in film and television	Collect 5 product labels with unique typography which is related to the product.

| Module IV

Objective – Students will

1. Make use of design principles in moving images like animation, film. | Photography

- Basic lighting for photography
- Types of cameras and camera lenses – their use and functions.
- apertures: f-number and their effects
- manual and auto focus | Photography Journal with 2 photographs of each
Sports and Action
Architecture and Interiors
Still Life
Landscape and Nature
Portrait – indoor & Outdoor |

References/Recommended Readings

- Aitchinson, Jim : 2001. Cutting Edge Commercials. Prentice Hall. Singapore.
- Berger,Arthur. 1992. Media Analysis Techniques, Beverly Hills, Calif.Sage.
- Butterworth,M. 1980. Architecture. London.
- Carter David (ed). 2000. Creating Logo Families. Harper Collins. N.Y.
- Lester,,P. 2000. Visual Communication Images with Messages(2nd Edition). Wadsworth.
- Mcluhan,,Marshall. 1964. Understanding Media. Signet.
- Pavitt, Jane . 2000. Brand New. V&A Publ. London.
- Pink S. 2001. Doing Visual Ethnography. Sage. California.
- Porter Tom & Greenstreet Bob . 2002. Manual of Graphic techniques: Mediums & Methods.
- Rose, Gillian. 2001. Visual Methodologies. Sage.
- Shaw Jefferey & Weibel Peter. 2003. Future Cinema. Imaginary after Film. The MIT Press. Canbridge.
- Stoltze Design: 2000. Letterhead and Logo Design 6. Rockport Publ. Gloucester, MA.

PRINCIPLES OF MANAGEMENT

Course Code	Course	Total credits	Int	Ext	Total
3005	PRINCIPLES OF MANAGEMENT	4	25	75-	100

Module No & Objectives	Contents	Evaluation
Module 1 Objectives – Students will Learn the basics of Management functions.	Introduction to Management Definitions Features of management Management as an art, science and profession Levels of management Importance of management	Gathering information on methods used by various companies for planning staffing and organizing.
Module 2 Objectives – Students will Be able to demonstrate different aspects of management process.	Functions of management Planning- Role, meaning, Importance, Process, MBO Organizing- Role, meaning, Importance, Types of organizations- line , staff, lined staff, committee, matrix Coordinating, Motivating, Communication, Controlling Human Resource Management- functions Marketing Management- Media marketing, Social marketing	Assignment on comparing various kinds of Marketing
Module 3 Objectives – Students will Become familiar with theories that impact styles of management.	Human resource management Importance of human resource in management Role of Motivation in management Theories of motivation (Maslow's theory and theory x and Y) Leadership – Nature and qualities of a good leader	Class discussion on various theories and their effects

Module 3 Objectives – Students will Be able to plan a event based various steps involved in event management.	Event Management Events scope and role Different types of events like corporate, social, political, special events like felicitations, sports, carnivals, fair and concerts etc. Objectives, target audience, division of work, implementation and evaluation of event. Rules, regulations, permission, governing laws for organizing events Major events related to media industry in India and event management companies	Project on planning and organizing an event.

Suggested Activities:

- Undertaking a small event management by organizing and managing it economically as well as academically.

Reference Books:

1. Eyre E.C. Mastering Basic Management, Macmillan, Palgrave Macmillan- 3rd edition, 1999,
2. Kontz Harold and O'Donnel Cyril. Essentials of Management, McGraw-Hill Inc., 1970,
3. Sherlekar, Marketing Management 14th edition, Himalaya Publication, Mumbai. 2013,

S.NO	Subjects	Cr	Internal marks	External Marks	Total	U/C
4001	Introduction to Broadcasting	4	25	75	100	U
4002	*Integrated Marketing Communication*	*4*	*25*	*75*	*100*	*U*
4003	Introduction to New Media	4	25	75	100	U
4004	Writing for Media	4	100	-	100	C
4015 4025	c. Women's Studies d. Women and Media	4	25	75	100	C

SEMESTER IV

INTRODUCTION TO BROADCASTING

Course Code	Course	Total credits	Int	Ext	Total
4001	INTRODUCTION TO BROADCASTING	4	25	75	100

Module No & Objectives	Content	Evaluation
Module 1 Objectives Students will become familiar with different types of Radio set ups and their programming.	Brief history of Radio, Evolution of Radio in India. Contemporary Radio- AM, FM, Community Radio, Educational Radio, Radio Rural Forum. Commercial Radio Broadcasting in India.	Listen to 4 programs on All India Radio and FM station. Write a review of the programs.
Module 2 Objectives Students will be able to record sounds, interviews and other audio material.	Impact of Radio on Society: Developed countries and Developing countries. Types of programs on RadioYuva vani, News, Farmers, Women, Labour, Special Audience. Principles of Writing for Radio.	Group activity - Recording audio interview, commentary, natural sounds. Different groups can record different types of programs.
Module 3 Objectives Students will become familiar to different genres of TV programs and be able to identify them.	A brief history of Television. Development of Television in India. Advent of Private Channels, Cable and Satellite TV. Television as an Educational medium.	Review at least 1 programs from the following genres – 1. News 2. Drama 3. Reality 4. Talk show 5. Documentary 6. Game show 7. educational
Module 4 Objectives Students will be able to	Types of Television Programmes. Basic Production Techniques, Writing for Television, Recent Trends in Indian	Writing a script for TV commercial and making a story board for it.

write a TV Commercial and create visual story board.	Broadcasting Journalism.	

Suggested Activities

1. Visit to AIR and Doordarshan.
2. Visit to FM station and private news broadcasting agency or private production house.
3. Interactive sessions with professionals from radio and TV industry.

References
1. Banerjee Indrajit & , Seneviratne Kalinga. Public Service Broadcasting in the Age of Globalization. AMIC, 2006
2. Chakravarthy J. Changing Trends In Public Broadcasting Journalism. Authors Press, Delhi. 2004
3. Chatterji P.C. Broadcasting In India. SAGE Publications Pvt. Ltd; Second Edition edition. 1991
4. Millerson Gerald. Techniques of Television Production.
5. Parameswaran k. Radio Broadcasting: A Reader's Guide. Author Press (28 December 2012)
6. Price Monroe & Verhulst Steefan. Broadcasting Reform in India. Oxford University Press, 1998
7. Thangamani P.History of Broadcasting in India. Ponniah Pathippagam; 2000
8. Thussu Daya Kishan. News as Entertainment: The Rise of Global Infotainment. SAGE Publications, 2007

INTEGRATED MARKETING COMMUNICATION

Course Code	Course	Total credits	Int	Ext	Total
4002	Integrated Marketing Communication	4	25	75	100

Objectives	Module	Assignment
Module 1 Students will: • Critically study the concept of IMC and the importance of integration and analytics in the marketing communication process • Elaborate various projects of IMC and understand its functionality.	Introducing the concept of Integrated Marketing Communications (IMC): • An Introduction to Integrated Marketing Communications • Elements of IMC & Developing respective communication campaign • The Role of IMC in the Marketing Process and Market Mix (4 P's) • Best Practices vs. Change and Differentiation	Presenting a case study on 1. Current Indian Advertisement (eg current Snickers advt) OR 2. Worldwide launch of a product or services (eg launch of Intel Core processor 5)
Module 2 Students will: • Increase understanding of the fundamental concepts of integrated marketing communication and communication process • Apply the appropriate theories and tools to plan, develop, and evaluate integrated marketing communication.	Brands and IMC • Role of IMC in building brands: Segmentation, Target marketing, positioning, Brand attitude & Brand portfolio consideration. • The communication process and consumer behavior. • The role of persuasion in IMC • Objective setting and Budgeting	Writing an assignment on creation of stakeholders and tailoring media program
Module 3 Students will: • Study the in-depth understanding of integrated marketing concepts, principles, and terminology in both business and nonprofit environments. • Gain hands-on experience in the understanding of an	Advertising Management and New Media Choices • Overview of Advertisement, endorsements and its appeals • Direct Marketing and other media (social media) • Measuring Ad message effectiveness • Sale promotion: overview • De Bono's six hat	Class interaction and discussion on De Bono's six hats Analyze one marketing campaign

advertising campaign, press release, PSA, sales promotion, and other elements of the promotional mix.		
Module 4 Students will: • Obtain an understanding of the Global context of IMC and its creation. • Identify the core factors that need to be examined for understanding consumer behaviour and what appeals them as target audiences	Finalizing and Implementing IMC plan • Identifying touch points • Identifying communication tasks and matching the best media options • IMC planning worksheet • Implementing the plan	Design a campaign for any social cause or hypothetical commercial product

Suggested Activities:

- Visiting advertising, public relations, marketing firms and comparing the activities taking up by each one of them
- Undertaking a campaign at the college level and understanding all the stages of conceptualizing to evaluating the campaign.

Reference Books:

1. Bovee, Courtland L. Advertising excellence. McGraw Hill Inc., 1995, New York.
2. Duncan, Tom, Principles of Advertising and IMC, Second Edition, Tata-McGraw Hill, 2005, New Delhi.
3. Lancaster G and Paul Reybolds, Introduction to marketing- A step-by-step guide to all the tools of Marketing, Crest Publishing House, 2003, New Delhi.
4. Percy Larry. Strategic Integrated Marketing Communication: Theory and Practice
5. Rege, G.M. Advertising Art and Ideas. Ashutosh Prakashan, 1972, Mumbai.
6. Rosenberg, Jerry M. Dictionary of Marketing and Advertising. John Wiley& Sons Inc., 1995, New York.
7. Sandage, C H; Fryburger, Vernon; Rotzoll, Kim. Advertising : theory and practice. Publisher: India : Virender Kumar Arya, 1996
8. Terence Shimp, J. Craig Andrews Advertising Promotion and Other Aspects of Integrated Marketing Communications
9. Thakur, Devendra (ed); Advertising Marketing And Sales Management. Deep & Deep Publications, 1994, New Delhi.

INTRODUCTION TO NEW MEDIA

Course Code	Course	Total credits	Int	Ext	Total
4003	INTRODUCTION TO NEW MEDIA	4	25	75-	100

Module No & Objectives	Contents	Evaluation
Module 1 - Cr 1 Objectives: Students will:- ▪ understand the concept of digital technology with its role in new age communication ▪ Study the creation of digital communication technologies, focusing on the emergence and the concepts in use. ▪ Critically analyze the new media with theoretical bearing along understanding its importance and constraints.	I. Understanding New Media 1) Digital Technologies and Society a. Digital technology and Communication b. New media history c. Introduction to concepts:- E-mail, Chatting, New graph, BBS and IP d. Voice Fundamentals of internet: WWW, IP, Web page, search engine, browsers etc 2) New media communication as a form of communication a. New media power and limitation	Brief note on their personal use of new media.
Module 2 – Cr 1 Objectives:- Students will: - ▪ Analyze the relation between users and digital communication technologies/new media content how society uses technologies for social change. ▪ Understand various media forms as a medium of research.	II. New Media, Social Networking & Identity 1) Social Media and 'Community Culture' a. Community Culture: Facebook, Twitter, Blogs, Orkut, Linkedin, Friend Finder etc b. Online Dairies, Video Conferencing, SMS, MMS, Mobile Communication c. Issues of online identity	Survey of new media habits and use of college students
Module 3 – Cr 1 Objectives:- Students will: - ▪ Understand the social and cultural force that shapes	1. New Media and Popular Culture 2. Characteristics of New Media and Industry 3. Concept of Convergence	Blog on any issue / topic of interest.

communication structure.
▪ Study the use and challenges of new media in digital marketing.
▪ Understand the formation of digital content with its cultural dimensions of participation.
	4. New Media Industry: Software– Marketing, PR, Advertising, Video Games etc.
	5. Creating Collaborative Content
	  a. Learning in Participatory Culture
	  b. Ethics of participation	

Module 4 - Cr 1 Objectives:- Students will: - ▪ Identify and critically asses the usage of media among the generation next. ▪ Understand the information policy, and the governance of digital content and infrastructure.	General Issues/ questions in New Media 1. Do new media facilitate different type of learning? 2. How computer games help children learn 3. Issues of Copyright and intellectual property	Debate on the issues.

References

1. Hartley John, 2012, Digital Futures for Cultural and Media Studies, Wiley-Blackwell.
2. Hassan Robert. The Information Society: Cyber Dreams and Digital Nightmares (DMS - Digital Media and Society). Polity Press (26 September 2008)
3. Kearney Mary Celeste (ed), 2011, The Gender and Media Reader, Routledge.
4. Miller Vincent, 2011 , Understanding Digital Culture, *SAGE Publications Ltd*
5. Prell Christina, 2011, Social Network Analysis: History, Theory and Methodology, Sage Publications, London
6. Rettberg Jill Walker, 2008, Blogging, Polity Press
7. Saith Ashwani, M Vijayabaskar & V Gayathri. ICTs and Indian Social Change - Diffusion, Poverty, Governance. SAGE Publications Pvt. Ltd. 2008
8. Thornburg Ryan , 2010, Producing Online News: Digital Skills, Stronger Stories, Cq Press

WRITING for MEDIA

Course Code	Course	Total credits	Int	Ext	Total
4004	WRITING for MEDIA	4	100	-	100

No & Objectives	Content	Evaluation
Module 1 Objective: The student will • study the history of texts and the theoretical dimension of writing as coding a language. • understand the elements of writing • Explore the difference and similarities of writing as an art and science in various languages	Developmental Stages 1. Historical background of writing 2. Elements of Writing 3. Language for mediated communication	Assignments - Writing letters, reports etc.
Module 2 Objective: The student will • Study the rules of writing for different media along with their roots of grammatical formation used within languages. • Study the rules of translation from one language to another without changing the sole of the matter	Principles of Writing 1. Principles and methods of effective writing, rules of grammar, sentence construction, 2. Paragraphing, narration 3. Translating from one language to another	Assignments - Translating from regional language to English and from English to another language
Module 3 Objective: The student will • Be able to write in styles customary for various professional and public purposes, as well as to subvert or modify those styles.	Writing for Media – Print & Web 1. Difference in formal styles for different media 2. Types of writing: reporting, editorial, feature, reviews, content writing for websites – tweets – blogs.	Journal of the following 1. News report 2. Film/book review 3. Tweet 4. Feature article 5. Story /fiction
Module 4	Writing for Media – Radio &	Write a radio play

Objective: The student will	Television	Radio / TV talk show
• Apply professional ethical ways while writing for different media and develop practical understanding them and creating them.	1. Writing reports on current events 2. Writing reviews of film, radio etc Assignments: Writing TV and Radio News Fiction writing TV and Radio Commercials	Demonstration

References/Recommended Readings

1. Block Mervin. Writing News for TV & Radio. Taylor Trade Publishing. 1994
2. Bronfeld, S. 1981.Writing for Film & Television. Simon & Schuster. New York.
3. David Spark, Geoffrey Harris, 2011 , Practical Newspaper Reporting, SAGE Publications Ltd
4. Fred Bayles, 2011, Field Guide to Covering Local News: How to Report on Cops, Courts, Schools, Emergenices, and Government, Cq Press
5. Redman Peter & Maples Wendy Good Essay Writing: A Social Sciences Guide. SAGE Publications Ltd; Fourth Edition edition (May 9, 2011)
6. Shrivastava K.M. News Reporting and Editing. Sterling Publishers Pvt.Ltd ,India (December 1991)
7. Stewart Clark, 2003, Word for Word, OUP Oxford.
8. Swain Dwight. 1981. Scripting for Video and audio- visual. Focal Press.
9. Tim Holmes & Liz Nice, 2012 Magazine Journalism, Sage
10. Wayne R. Whitaker, Janet E. Ramsey, Ronald D. Smith, 2012, Mediawriting: Print, Broadcast, and Public Relations (4th edition), Routledge

WOMEN'S STUDIES

Course Code	Course	Total credits	Int	Ext	Total
4015	WOMEN'S STUDIES	2	50	-	50

No & Objectives	Content	Evaluation
This module will enable students to: 1. Understand the demographic profile of women in India. 2. To create awareness about the role and importance of media portraying women	Demographic profile of women in India and towards change 1.Sex Ratio 2.Health 3.Education 4.Employment 5.National Policy of Empowerment of women 2001 6.The role and importance of media portraying women	Debate 5 marks Discussion 10 marks Presentation 10 marks
This module will enable students to: 1. Understand the present situation and changes in the status of women. 2. Create awareness about Governmental policies and strategies for women's development and role of voluntary organizations and NGO's in women's development.	Women, work and development 1. Women in the unorganized sector. 2. Women in the Organized sector. 3.Legal provision for the protection of working women 4.Governmental policies and strategies for women's development 5.Role of voluntary organizations and NGO's in women's development	Discussion 10 marks Presentation 15 marks

References:

Bansal S. (2007): Women in Developing Countries, Sumit Enterprises, New Delhi.
Bhadauria M (1997): Women in India (Some Issues), APH Publication, New Delhi.

Chaudhuri M (ed.) (2004): Feminism In India, Women Unlimited, New Delhi.

Ghadially Rehana (ed.) *1998): Women In Indian Society: A Reader Sage Publications, New Delhi.

Gopalan S.(2002): Towards Equality- The Unfinished Agenda, Status of Women in India. National Commission for Women, New Delhi.

Iyer P (2007): women and Social Revolution: Strategies and Policy, Insights from India, Women's Press. New Delhi.

Kumar S.A (2007): Women in the face of Globalization, Serial Publication, New Delhi.

Mishra R.B (1992):Indian Women Challenges and Change., Commonwealth Publishers, New Delhi.

MadunuriLaxmipatti R (ed.) (2007):Women Empowerment: Challenges and Strategies,, Mayur Enterprises, New Delhi.

Panday R. (2008): Women Welfare and Empowerment in India, New Delhi, India.

Panday R. (2008): Women Welfare and Empowerment in India Vision for 21 century. New Century Publications,New Delhi.

Patel v (2002): Women's Challenges in the New Millennium. Gyan Publishing House, New Delhi.

Sapru R.K.(1989): Women and Development. Ashish Publication House, New Delhi.

Singh K.V (2007): Women Issues- Empowerment and Gender Discrimination. Vista International Publishing House, Delhi,

Tandon R.K. (1994): Women in Modern Indi. Indian Publication Distributors. Delhi.

WOMEN and MEDIA

Course Code	Course	Total credits	Th	Pr	Int	Ext	Total
4025	WOMEN and MEDIA	2	2	-	50	-	50

No & Objectives	Content	Evaluation
Module 1 Objective: The student will • Demonstrate substantial knowledge of foundational and contemporary theoretical literature in the field of gender studies. • Study the portrayal of women in various forms of media. • Understand and practically analyze the portrayal of gender and reasons.	Perspectives on Media Gender studies a. The social construction of sex and gender b. Construction of women and womanhood in media Representation of women in media a. Gender, representation and media b. Gender stereotyping in various media (print, TV, films. Advertising)	Collect cards and product labels / advertisements that describe 'who' is man and woman. Content analysis of various media to analyse and indentify women's representation/ stereotyping.
Module 2 Objective: The student will • Study the use of media by women • Study and critically understand the women in different forms of media.	Women's Media a. Understanding women's media consumption b. Women and Soap Operas c. Women's magazines d. Girls and Internet	Group Survey of women's use of media

References/Recommended Readings

- Bhavani, K. Durga. Woman as Spectator and Spectacle. Cambridge University Press India Pvt. Ltd. 2010

- Blumenthal, D. (1997). Women and Soap Operas: A cultural feminist perspective. London. Praeger.
- Creedon, P.J. (1993) Women in Mass Communication. Newbury Park. Sage.
- Dasgupta Sanjukta. Media, Gender & Popular Culture in India SAGE Publications India Private Limited.2011
- Mazzarella, S.R.(ed) (2005) Giirls, the internet and negotiation of identity. New York. Peter Lang Publishing.
- Munshi Shoma. Prime Time Soap Operas on Indian Television. Routledge India.2009
- Ross,K & Byerly, C.M. (2004) Women and Media : International Perspectives. Oxford. Blackwell Publishing.

BA (MASS MEDIA) : ADVERTISING

SCHEME: Semester V (Advertising)

	Subjects	L	Cr	P / T	D	TP	TW	P/V	T
1	Research Methodology (Common Paper)	4	4	--	1.5	50	50	--	100
2	Advertising and Marketing	4	4	--	1.5	50	50	--	100
3	Consumer Behaviour	4	4	--	1.5	50	50	--	100
4	Advertising & Society	4	4	--	1.5	50	50	--	100
5	Media Planning & Scheduling	4	4	--	1.5	50	50	--	100
6	Branding	4	4	--	1.5	50	50	--	100
	Total	**24**	**24**	--	--	300	**300**	--	**600**

SCHEME: Semester VI (Advertising)

	Subjects	L	Cr	P / T	D	TP	TW	P/V	T
1	Marketing Communication Process and Divisions; Practical/ Project	4	4	--	1.5	50	50	--	100
2	Marketing and Advertising Research	4	4	--	1.5	50	50	--	100
3	Ethics In Advertising	4	4	--	1.5	50	50	--	100
4	Advertising Dept.& Agencies	4	4	--	1.5	50	50	--	100
5	Customer Relationship Management	4	4	--	1.5	50	50	--	100
6	Copy Writing	4	4	--	1.5	50	50	--	100
	Total	**24**	**24**	--	--	300	300	--	**600**

L = No. of Lectures / week, P / T = Practical / Tutorial in hrs,

D = Duration of Theory paper for Examination in hrs,

TP = Theory Paper-marks, TW = Term Work - marks,

P/V = Practical / Viva Voce - marks, T = Total

Advertising

SEMESTER V

Paper -I: Research Methodology (Common Paper)

Objectives:

a) To introduce research; concepts, ideas and approaches.

b) To introduce students with the tools to undertake research.

c) To understand the possibility and utility of social research.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-1	**Research Methodology (Common Paper)**	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	Introduction to Research Definition and types of research Need and scope of research	10	20
2	Basic principles of scientific research Quantitative and Qualitative Data	15	25
3	Research approaches Data collection techniques Sampling Techniques Statistical Techniques: Correlation and Deviation	15	25
4	Introduction to Mass media Research	10	20

	Media Institutions, messages and audiences		
5	Role of research in media	05	10
6	Project		25
7	Internal Assessment		25
	TOTAL	**55**	**100**

Reference Books:

1. Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
2. Gunter, Brrie; Media Research Methods; Sage Publications,2000
3. Kothari; Research Methodology:Wiley Eastern Ltd.
4. Chunawalla S.A, Reddy PN and appannalah HR : an Introduction to Advertising and Marketing research
5. G.C Beri: Marketing research (3ed),New Delhi: Tata Mcgraw Hill publishing co.ltd
6. Kulkarni M.V: Marketing research, Pune Everest publishing house
7. Boyd, Westfall & Stasch: Marketing research (text&cases) Irwin Inc
8. Krishnaswami: Research Methodology
9. Malhotra Naresh K: Marketing Research (an applied orientation), New Delhi: Prentice Hall of India Pvt ltd.
10. Kothari: Research Methodlogy.

Advertising

SEMESTER V

Paper – II –Advertising & Marketing

Objectives:

1. To provide the students with basic understanding of 4 P's of Marketing
2. To acquaint the students with various nuances of Advertising.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-2	**Advertising and Marketing**	4	4	--	1.5	50	50	--	100
Sr. No.	Topic and Details					No. of Lectures assigned		Marks assigned	
1	**Introduction to Marketing** Definition & Importance of Marketing Evolution of Marketing Market Segmentation – Importance & Strategies Elements of Marketing Mix					10		20	
2	**Product** Product life cycle Product line, Product Mix Classification – consumer products &industrial product – features Developing a new product (steps)					10		20	

	Test Marketing		
3	**Pricing** Importance & Objectives Factors affecting price determination Pricing strategies	10	10
4	**Place** (distribution channels) Types of channels of distribution Factors affecting channel choice Importance & services provided by wholesalers & retailers	10	20
5	**Personal selling** Importance Types of customers Buying Motives Process of effective selling	05	10
6	**Sales Promotion** Importance & Role in Marketing **Forms of sales promotion** **Tools of sales promotion – samples, POP, displays, contests, coupons, premiums, prince packs, patronage rewards, special events.**	10	20
7	Project		25
8	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Mishra M.N: Sales Promotion &Advertising management, New Delhi, Prentice Hall of India Pvt Ltd.
2. Chunawalla S.A: Advertising & Sales Promotion, Mumbai, Himalaya publishing house.
3. Gupta A.S: Advertising & Sales Promotion: concepts & strategies, Pune, Everest publishing house.
4. Mittal Arun: Advertising & Sales promotion: (text & cases) Delhi: Wisdom publications.
5. Rajput Namita & Vashisth Neeru: Advertising & Personal selling, Mumbai, Himalaya publishing house.
6. Houghton H.W: Salesmanship & advertising, London, The Gregg publishing co. ltd
7. Takur Devendra: Advertising, marketing & sales management, New Delhi, Deep & Deep publications.

<div align="center">

Paper – III –Consumer Behaviour

</div>

Objectives:

1. To introduce students to the complexities of consumer behaviour.
2. To provide the students with understanding the influence of consumer behaviour on Advertising.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-3	**Consumer Behaviour**	4	4	--	1.5	50	50	--	100
Sr. No.	Topic and Details			No. of Lectures assigned	Marks assigned				
1	**What is Consumer Behaviour?** 11 **Consumer needs & motivation** Buying motives Maslaw's need hierarchy theory Measuring consumer attitudes			11	20				

2	**Consumer Behaviour & Economic factors** DPI, size of family income	11	20
3	**Influence of culture on consumer behaviour** Culture – its influence Indian core values Influence of religion, race, culture	11	20
4	**Consumer Behaviour & society** Group dynamics Family – its importance, influence on buying decisions Influence of social class Influence of lifestyle	11	20
5	**Psychology of Advt.** Theories of persuasion Types of appeals Rational V/S Emotional appeals Psychology & consumer behaviour	11	20
6	Project		25
7	Internal Assessment		25
	TOTAL	55	100

Reference Books:

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1. Schiffman Leon, Kanuk Leslie: Consumer Behaviour, New Delhi Prentice Hall of India pvt ltd.
2. Mathur Vipin, Consumer Behavior (challenges of new millennium markets), New Delhi; Cyber tech publications.
3. Kulkarni M.V: Consumer Marketing, Pune: Everest publishing house.
4. Hawkins, Best & Coney: Consumer Behaviour (Implications for marketing Strategy) Chicago: Irwin.
5. Kumar Arcen, Tyagic: Consumer Behaviour, New Delhi, Atlantic Publishers & Distributers.

Advertising

SEMESTER V

Paper – IV – Advertising & Society

Objectives:

1. To give a broad overview of the influence of advertising on society.
2. To acquaint the students about the positive & negative advertising in relation to society culture & the Indian economy.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-4	Advertising & Society	4	4	--	1.5	50	50	--	100
Sr. No.	Topic and Details					No. of Lectures assigned	Marks assigned		

1	**Advertising & Society** Impact of Mass Medias on society Impact on attitudes, behaviour, perception, needs, lifestyles	11	20
2	**Advertising & Culture** Positive & negative influence on younger generation Positive & negative changes in culture, customs & traditions Universal ideas & local flavour	11	20
3	**Advertising & the Indian Economy** **Role of Advertising in Indian Economy** Impact of global competition Scope & challenges of international advertising	11	20
4	**Advertising & Retailing** Retailing boom Retailing & mass media Mall culture	11	20
5	**Advertising & Social Awareness** Social awareness issues Role of mass medias in social awareness	11	20
6	Project		25
7	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Namita Unnikrishnan & Bajpai Shailaja: The impact of television Adv.on children's, New Delhi: Sage publications Pvt Ltd.
2. Cafferata, Patrica & Tybout Alice M: Cognitive and affective response to Adv: lescingtan, Lexingtan Books.
3. Bovee, courtland L. & Arens, William F: contemporary Adv,Homewood. Irwin.
4. Kapta S.S: Social Dimensions of Adv, New Delhi: sarup & Sons.
5. Kapta S.S: Adv.Regulations, New Delhi: sarup & Sons.
6. Retaling Mgt,Text & cases,Swapana.
7. Retail Mgt: Suja Nair, New Delhi: Himalaya publications House.

Paper – V – Media Planning & Scheduling

Objectives:

1. To develop an understanding of procedures requirements & Techniques of media planning.
2. To develop knowledge of major media characteristics & buying

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-5	**Media Planning & Scheduling**	**2**	**4**	**4**	**3**	**50**	**50**	**--**	**100**
Sr. No.	Topic and Details				No. of Lectures assigned		Marks assigned		
1	**Media Planning** Selection of a media – their reach, frequency & impact, circulation Factors influencing media choice Media objectives Media Strategies Target audience				15		30		
2	**Media Options** T.V – Merits, Demerits, Buying space & time on T.V Radio - Merits, Demerits, Buying time on Radio Magazines - Merits, Demerits, Buying space in Magazines Newspapers - Merits, Demerits, Buying space in newspapers Buying space in yellow pages, hoardings, Internet.				15		30		

3	**Media Scheduling** Flighting Bursting Steady schedule	12	20
4	**Scheduling & Budget** Scheduling & Budget allocation Media plan evaluation Media Buying	13	20
5	Project		25
6	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Agawaral P.K Adv. Mgt: An Indian prespective Meerut:Pragati Prakashan.
2. Aakar David A. Batra Rajeeve &Myres, JohnG : Adv Mgt, New Delhi :Prentice Hall of India pvt ltd.
3. Chunawalla S.A & Sethia K.C; Foundation of Adv:Theory & Practice, Mumbai: Himalaya P:ublication House.
4. Shultz Don E, Tannenbaum Stanley I. & Allison Anne: Essentials of adv Strategy, Chicago: NTC Business Books.
5. Arens William F. Contemporary Adv Chicago Irwin.
6. Mittal AC & Sharma B.S: Adv mgt, Delhi : Vista International Publishing House.
7. Himanshu Pant: Adv & Media, Jaipur: ABD publishers 2007.
8. Bovee, courtland L. (et.al): Adv Excellence, New York: Mc Graw Hill. Inc.1996.

SEMESTER V

Paper – VI – Branding

Objectives:

1. To learn the importance of Branding
2. To make the students understand the importance of Brand Equity & Brand Value

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-6	**Branding**	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	**Branding** What is a brand? Building up a brand – why, when, how Why brands matter?	12	20
2	**Brand Image** Physical & Psychological dimensions Developing personality Creating brand awareness Brand positioning Brand extension	15	30
3	**Corporate Branding** Name, term, sign, symbol, design Logos, packaging, showroom, employee uniform	13	20

4	**Brand Equity & Brand value** Definition, Importance & Relevance creation of Brand Equity Evaluation & Calculation of Brand Value	15	30
5	Project		25
6	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Kumar Ramesh: Mktg & Branding, New Delhi: Pearsan Education.
2. Gupta S.L: Brand Mgt,Mumbai:Himalaya Publication House.
3. Moorthi YRL: Brand Mgt (The Indian Context)New Delhi : Vikas Publication House Pvt Ltd.
4. Gupta Seema: Branding & Adv, New Delhi: Global India Publications pvt Ltd.

Semester VI

(Advertising)

Paper – I – Understanding of Marketing Communication process & Divisions

Objectives:

1. To learn about the relationship between product, packaging, public relation & Advertising & how to project them.
2. To study the different dimensions of product, packaging, public relations & Advertising.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-1	**Marketing Communication Process and Divisions;** **Practical/ Project**	**4**	**4**	--	**1.5**	**50**	**50**	--	**100**
Sr. No.	Topic and Details				No. of Lectures assigned		Marks assigned		
1	**Product** • Its role in Marketing & Communication • Consumer Acceptance • Product Innovations				**11**		**20**		
2	**Packaging** • Form, Functions & Appeal • Physical Attributes • Design Attributes • Transportation				**11**		**20**		
3	**Public Relation:** • Internal & External				**11**		**20**		

	• Individual public relation • Brand public relation			
4	**Advertising** • Concept, Generation • Advertising process • Advertising effectiveness	11	20	
5	**Organised Retail/Visual Merchandising** Cyber Advertising	11	20	
6	Project		25	
7	Internal Assessment		25	
	TOTAL	55	100	

Reference Books:

1. Amita Shankar: Essentials of Adv, Bombay: Sheth publishers 1994.
2. Ahuja B.N and Chhabra S.S: Public Relation and Adv, Delhi: Surje publications,2001
3. Bhatia R.C: Mktg comm. & Adv, New Delhi: Galgotia publication pvt ltd.2003
4. Jefkina Frank: Introduction to Mktg.Adv and public relations, London: The Mcmillan Press Ltd. 1982.
5. Thomas Minee & Lata Swaminathan: The simplest textbook on Adv. SYBcom, Mumbai: Chetna Publications, 2003
6. Vaz Michale: Adv, Mumbai Manan Prakashan, 2007
7. Chandan J.s, Singh Jagjit, & alhan P.N, Essentials of Adv, New Delhi : IBH Publishers pvt. Ltd. 1990.

SEMESTER VI
ADVERTISING

Paper – II – Marketing & Advertising Research

Objectives:

1. To introduce students to the nuances of marketing & Advertising Research.
2. To understand the scope & techniques of marketing research.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper- 2	**Marketing and Advertising Research**	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	**Fundamentals of Marketing Research** Importance, needs, Methods of data collection Steps in research process	15	25
2	**Copy Research** Objectives Name testing, slogan testing, concept testing	15	25
3	**Mass Medias & Research** Why, where, when? Evaluation of impact of mass medias, Its reach	15	25
4	**Research Agencies**	10	25

	Various research agencies In-house research Professional Agencies		
5	Project		25
6	Internal Assessment		25
	TOTAL	**55**	**100**

Reference Books:

1. Hetcher Alan D. & Browser. Thomas A: Fundamentals of Adv. Research.
2. Mahendra Mohan: Adv Mgt: Concepts & cases, New Delhi:Tata McGraw Hill Publishing co. Ltd. 1989.
3. Bovee Courtland L : Adv Excellence, New York: McGraw Hill Inc 1996.
4. Chunawalla S.A, Kumar K.J. Sethia K.C Adv: Theory & Practice Bom,bay : Himalaya Publishing House;1994.
5. Russel J. Thomas & Lane W Ronald : Kleppeners Adv. Procedure, Englewood Cliffs Prentice Hall Inc.1996.
6. Basothia G.R & Sharma N.K Effective Adv. & Sales Mgt, jaipur: Mangal Deep publications, 1998.

SEMESTER VI

ADVERTISING

Paper – III – Ethics in Advertising

Objectives:

1. To understand the importance of adhering to ethics in Advertising.
2. To introduce the students to different acts like MRTP act, ASCT & AAAI code of conduct.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-3	Ethics In Advertising	4	4	--	1.5	50	50	--	100
Sr. No.	Topic and Details					No. of Lectures assigned	Marks assigned		
1	**Regulation of Advertising in India** Misleading & Deceptive Advertising Role played by Govt., consumers, media houses					15	25		

2	**Deceptive Advertising** False promises False comparisons Visual distortions Use of women in Advertising	15	25
3	**Advertising & Law** MRTP Act, ASCT & AAAI code of conduct Prize & competitions act Magic remedies act	15	25
4	**Surrogate Advertising** Introduction, Definition Case studies	10	25
5	Project		25
6	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Kaptan S.S:Social Dimension of Adv,New Delhi: Sarup &scns,2003.
2. Kaptan S.S: Adv regulation, New Delhi: Sarup &scns,2003.
3. Agwaral P.K Adv.Mgt: An Indian perspective, Meerut: Pragati Publication.
4. Sandage C.H (etal) Adv theory & practice , Mumbai: Virendra Kumar Arya,1996
5. Kaptan Sanjay & Subhraminam V.P, Women in Adv. Jaipur, Book Enclave, 2001
6. Bovee courtland L.& arens William F. Contemporary Adv, Homewood Irwin,1989

SEMESTER VI

ADVERTISING

Paper –IV – Advertising Departments & Agencies

Objectives:

1. To make the students understand the nuances of Advertising Department as well as the Agency.
2. To give a deep insight into the working of an Advertising Agency

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-4	**Advertising Dept.& Agencies**	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	**Adv. Agencies** Need, Importance Their organization Functions Selection of an Adv. Agency	11	25
2	**Adv. Depts.** Importance Functions Organisation	11	20
3	**Client Servicing** Client – Agency relationship Understanding client's business Conflict resolution	11	20

4	**Agency Finances** Sources of income Client profitability Agency commission & fees	11	20
5	**Agency Growth** New business development Growing with existing clients Growing with new clients	11	15
6	Project		25
7	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Agwaral P.K Adv.Mgt: An Indian perspective, Meerut: Pragati Publication.
2. Sandage C.H (etal) Adv theory & practice , Mumbai: Virendra Kumar Arya,1996
3. Kaptan Sanjay & Subhraminam V.P, Women in Adv. Jaipur, Book Enclave, 2001
4. Bovee courtland L.& arens William F. Contemporary Adv, Homewood Irwin,1989
5. Amita Shankar: Essentials of Adv, Bombay: Sheth publishers 1994.
6. Bovee courtland L.& arens William F. Contemporary Adv, Homewood Irwin,1989

SEMESTER VI
ADVERTISING

Paper – V – Customer Relationship Management

Objectives:

1. To introduce the students to the important concept of CRM.
2. To understand the nuances of winning over customers & retaining them.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper -5	Customer Relationship Management	4	4	--	1.5	50	50	--	100
Sr. No.	Topic and Details					No. of Lectures assigned	Marks assigned		
1	**CRM** Meaning, Importance Growing needs Types of business needing CRM					15	25		
2	**Winning over customers** Methods Need					15	25		
3	**Sustaining Customer Loyalty** Why? Need					10	20		
4	**Relationship building with customers** Why? Where? How?					15	30		

	Why is there a need for relationship building? Retaining customers CRM is here to stay		
5	Project		25
6	Internal Assessment		25
	TOTAL	**55**	**100**

Reference Books:

1. Duchessi Peter: Creating Customer value, Mumbai: Jaico publishing House.
2. Kulkarni M.V: CRM, pune: Everest publishing House.
3. Phelps-Graham Roberts: CRM (How to turn for bus.into a great one), New Delhi: Viva Book pvt ltd.
4. Rai alok Kumar: Crm (concepys & cases) New Delhi:PHI learning pvt ltd

SEMESTER VI
ADVERTISING

Paper – VI – Copy Writing

Objectives:

1. To understand the basic concept of effective copywriting.
2. To introduce students to the nuances of writing an effective copy.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-6	**Copy Writing**	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	**Introduction to Copy writing** Features, Objectives, Proof- reading, the techniques of copy writing	11	20
2	**Different Styles of Copy-writing** Print, Audio, Visual, Internet	11	20
3	**Different Types of Copy-writing** Advertorials, infomercials, slogans, jingle ads, feel-good ads, reason why, fund raising copy, comparative copy	11	20

4	**Copy for different audiences** Children, defense services, youth, women	11	20
5	**Copy for specialized areas** Corporate ads, financial ads, international markets, classified ads, catalogue copy, image advertising foods & beverages advertising, rural advertising, durables, personal products	11	20
6	Project		25
7	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Bruton Philip: Adv Copywriting; Liuccnwood NTC Business Books 1990
2. Maltlaud Lain: How to plan press Adv, London, Cassel.
3. Russell Thoman & Verrill Genn: otto Klrppner's Adv. Procedure: Englewood Cliff: Prentice hall.1986.
4. Bovee courtland L.(et al): Adv Excellemce New York: McGraw Hill Inc.

SCHEME: Semester V (Journalism)

	Subjects	L	Cr	P / T	D	TP	TW	P/V	T
1	Research Methodology (Common Paper)	4	4	--	1.5	50	50	--	100
2	Basics of Reporting	4	4	--	1.5	50	50	--	100
3	Editing, Layout and Design	4	4	--	1.5	50	50	--	100
4	Newspaper Writing Styles	4	4	--	1.5	50	50	--	100
5	Introduction to Regional Journalism	4	4	--	1.5	50	50	--	100
6	Magazines and Journals	4	4	--	1.5	50	50	--	100
Total		**24**	**24**	--	--	--	**300**	--	**600**

SCHEME: Semester VI (Journalism)

	Subjects	L	Cr	P / T	D	TP	TW	P/V	T
1	Media, Law and Society	4	4	--	1.5	50	50	--	100
2	News media Organisation and Management	4	4	--	1.5	50	50	--	100
3	Ideas, Contemporary Issues and Challenges	4	4	--	1.5	50	50	--	100
4	Electronic Journalism / Web Journalism; Practical/ Project	4	4	--	1.5	50	50	--	100
5	Women of the Fourth Estate	4	4	--	1.5	50	50	--	100
6	Crusading Journalism	4	4	--	1.5	50	50	--	100
Total		**24**	**24**	--	--	**300**	**300**	--	**600**

L = No. of Lectures / week, P / T = Practical / Tutorial in hrs,

D = Duration of Theory paper for Examination in hrs,

TP = Theory Paper-marks, TW = Term Work - marks,

P/V = Practical / Viva Voce - marks, T = Total

Journalism

SEMESTER V

Paper -I: Research Methodology (Common Paper)

Objectives:

a) To introduce research; concepts, ideas and approaches.

b) To introduce students with the tools to undertake research.

c) To understand the possibility and utility of social research.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-1	**Research Methodology** (Common Paper)	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	Introduction to Research Definition and types of research Need and scope of research	10	20
2	Basic principles of scientific research Quantitative and Qualitative Data	10	20
3	Research approaches Data collection techniques Sampling Techniques Statistical Techniques: Correlation and Diviation	15	30

4	Introduction to Mass Media Research Media Institutions, messages and audiences	10	20
5	Role of research in media	10	10
6	Project		25
7	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
2. Gunter, Brrie; Media Research Methods; Sage Publications,2000
3. Kothari; Research Methodology:Wiley Eastern Ltd.
4. Chunawalla S.A, Reddy PN and appannalah HR : an Introduction to Advertising and Marketing research
5. G.C Beri: Marketing research (3ed),New Delhi: Tata Mcgraw Hill publishing co.ltd
6. Kulkarni M.V: Marketing research, Pune Everest publishing house
7. Boyd, Westfall & Stasch: Marketing research (text&cases) Irwin Inc
8. Krishnaswami: Research Methodology
9. Malhotra Naresh K: Marketing Research (an applied orientation), New Delhi: Prentice Hall of India Pvt ltd.
10. Kothari: Research Methodlogy

Journalism

SEMESTER V

Paper – II - Basics of Reporting

Objectives:

- To acquaint students to all aspects of the reporter's job.
- To discern what is news; how the modern newsroom operates.
- How facts are gathered and checked; news writing and newspaper language.
- To substantially improve and expand the news gathering and writing skills of students.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-2	**Basics of Reporting**	2	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	**News Reporting:** Objectives of News Reporting, Sources of News	05	10
2	**Cardinal Principles of Reporting:** Imp of Accuracy, News judgment, clear and graceful writing, use of quotes, attribution, use of transitions, listening, use of basic research tools, interviewing, editing and rewriting, deadline writing, note-taking, short- hand ,research planning, use of multiple sources, current events knowledge, libel knowledge, use of statistics and Verification.	15	25
3	**Leads:** Kinds of leads. Writing effective leads.	10	20
4	**Types of Reporting:**	15	25

	Press conferences, Public Meetings, Speeches, Events. Investigative Reporting, Beat Reporting and Specialized reporting Their features, roles, tools and techniques and skills required of a good reporter.		
5	**Practical:** a] Case studies of Major national and International happenings b] Coverage of the following: a meeting, a crime, a breaking news event, a profile and a final story on an issue.	10	20
6	Project		25
7	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Reporting for the Media – Bender, John R. – Oxford University Press-(New York 2000)
2. News Reporting & Editing- Chakravarty, Suhas- Kanishka Publication -(New Delhi 2006)
3. Mencher, Melvin; News Reporting and Writing; (1997); 7th edition; Columbia University
4. Shrivastava, K.M; News Reporting and Editing; (1987); Sterling Publication
5. Harris and Spark; Practical Newspaper Reporting; 2nd edition; (1993); Focal Press
6. Randall, David; The Universal Journalist; 2nd edition; (2000); Pluto Press
7. Paulos; A Mathematician reads the newspapers
8. Ed. Burgh, Hugode; Investigative Journalism; (2000); Routledge
9. Spark, David; Investigative Reporting; (1999); Focal Press
10. Scanlon, Paul; Reporting rolling stone style
11. Jensen, Carl; The News that didn't make the news and why
12. Woodward, Bob; The Watergate Story

Journalism

SEMESTER V

Paper – III Editing, Layout and design

Objectives:

- To provide students with a basic knowledge of the principles underlying the editing process in print newsrooms.
- To allow students to critically assess the editing process and the products of editing.
- To provide students with an understanding of the copy editor's place in the journalistic process

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-3	**Editing, Layout and Design**	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	**Editorial Department** Importance, need, role, functions and duties Role and functions of the sub-editor Structure, functions & work flow in editorial department of newspaper	10	20
2	**Editing** Basics, Style, Editing Symbols, using available Space, Checking facts &figures, reorganizing, restructuring, ethical considerations.	10	10
3	**Using language efficiently** Usage tips, words & phrases to avoid, specific grammatical errors. Punctuations, effective captions, Intros & Leads writing	10	20

4	**Proof reading**	05	10
5	**Typography & Design**	10	20
	Layouts, fonts, balancing, matter & space editorial content.		
	Planning the page.		
	Selecting Visuals & Pictures.		
	Effective Graphics.		
6	**The changing world of editing**	10	5
	Computer editing -using Photoshop, PageMaker, Corel Draw, Illustrator.		
7	**Practical:**		5
	a] Proof Reading Exercises.		
	b] Editing Copies.		
8	ProjecT		25
9	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Editing Techniques- Kundra S.-Anmol Publication;(New Delhi 2005)
2. News Reporting Editing- Chakravarty, Suhas- Kanishka Publication (New Delhi 2006)
3. Banerji, Sourin; New Editing in Theory and Practice; (1992)
4. Felsch; The Art of Readable Writing
5. Evans, Harold; Editing and Design; Heinemann
6. Moen, D.R; Newspaper Layout and Design; (1984); State University Press
7. Bowles and Borden; Creative Editing; 3rd edition; Wadsworth
8. Quinn, Stephen; Digital Subediting and Design;

Journalism

SEMESTER V

Paper – IV Newspaper Writing Styles

Objectives:

- To introduce students to the different styles of reporting and writing.
- To help students to draw a distinction between Report Writing, Feature Writing & Opinion Writing.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-4	**Newspaper Writing Styles**	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	**Hard news stories:** Inverted pyramid structure; 5 Ws and H (Who, What, When, Where, Why and How) in lead, other details in descending order of importance Adheres to accepted grammatical conventions Written by reporters Objective, facts-only reporting Purpose is to inform Defining & examining "Hard &Soft news"	10	20
2 a	**Styles** **Columns:** Personal writing style Uses accepted grammatical conventions except where	25	40

	columnists would find the message more effective otherwise Written by columnists, either newspaper staff or syndicated; usually identified with photograph Purpose is to advise, entertain, analyse, interpret or comment Page 3 columns, health, business, finance and markets		
b	**Editorial page:** Written in essay form Adheres to accepted grammatical conventions Written by editorial page staff Presents the opinions of the newspaper's editorial board Purpose is to persuade, comment and provoke thought		
c	**Features** Personal writing style Adheres to accepted grammatical conventions Written by reporters Reporting of facts, with interpretations often included; result of extensive research; longer than hard news story Purpose is to inform and explain		
d	**Comics** Very brief, often dialogue only Not necessarily grammatically correct; slang often appears		

	Written by cartoonists from newspapers or syndicates Purpose is to entertain and comment, sometimes on political issues		
e	**Advertisements** Brief, descriptive Not necessarily grammatically correct Written by professional services or ad staff Purpose is to persuade and inform about services and products		
f	**Cut lines** Brief; maximum a few sentences Not necessarily grammatically correct Written by copy editors Contain facts related to photos/illustrations or accompanying stories Purpose is to inform		
3	**Letters to the editor** Letter; essay form Should be grammatically correct Written by newspaper readers Reader's opinion expressed Purpose is to provide forum for readers' comments	10	20
	Headlines Brief; descriptive Not complete sentences Written by copy editors		

	Purpose to attract reader and inform		
4	**Trend Stories** Related to Socio-Cultural changes in society	10	20
	Reviews and Criticism Books, Arts, Theatre, Films etc.		
	Obituaries		
	Interviews Kinds of Interviews.		
15	**Practical:** a) Book & Film Review. b) Film & Television Criticism. c) Mock Interviews.		
16	Project		25
17	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. Hand book of Journalism and Mass Communication Gupta V S; Concept Publication Company New Delhi 2003
2. The Art & Craft of Feature Writing ; Blundell William.
3. Elements of Style; Strunk & White.
4. Crusadas the 4th Estate; Srinivasan R.
5. Blundell, Wrilliam; The Art and craft of feature writing; (1988); Penguin
6. Growers, Ernest; The Complete Plain Words; (1962); Pelican
7. Strunk and White; Elements of Style;

8. Graves and Hodge; The Reader over your shoulder

Journalism

SEMESTER V

Paper V   Introduction to Regional Journalism

Objective: -

- To introduce the student to various aspects of regional journalism, its nuances and characteristics

		L	Cr	P / T	D	TP	TW	P/V	T
Paper- 5	**Introduction to Regional Journalism**	4	4	--	1.5	50	50	--	100
Sr. No.	Topic and Details					No. of Lectures assigned	Marks assigned		
1	**Indian Journalism** English & Various languages, Print, Radio & TV Evolution of regional language Press and their contribution to journalism The Hindi Press at the national & regional level. (Pre-independence & post-independence)					15	25		
2	**Marathi, Gujarati & Hindi Press** Origin, Contribution. Their role in furthering regional aspiration. Overview of Marathi, Gujarati & Hindi Press today.					15	25		
3	**Role of regional Journalism in** Shaping cultural trends. Projection of Events & Persons.					15	25		

	Creating public opinion on International event other countries. Focus on Kerala where newspaper readership is highest & only state where TV penetration is still below the Print Media.			
4	**Case studies of different regional language Newspapers** Malayala Manorama: The largest selling newspaper /broadsheet Lok Satta, Dina Thanti, Dainik Jagran, Amar Ujala Gujarat Samachar	**10**		**25**
	Practicals: a)Visit to Press & Report. b)Comparative study of Regional language newspapers			
5	Project			**25**
6	Internal Assessment			**25**
	TOTAL	**55**		**100**

Reference Books:

1. Gopal, Madan; Freedom Movement and the Press – the role of Hindi newspapers; (1990); Criterion Pub.
2. 2. Jeffrey, Robin; India's Newspaper Revolution; (2000); Oxford University Press
3. 3. Indian Regional Journalism by P. K. Rabindranth, Author's Press

Journalism

SEMESTER V

Paper – VI   Magazines and Journals

Objectives:

- To introduce students to specialized journalistic streams like Magazines, Journals, technical writing, Women oriented writing , sports and entertainment stories

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-6	**Magazines and Journals**	4	4	--	1.5	50	50	--	100
Sr. No.	Topic and Details					No. of Lectures assigned		Marks assigned	
1	**Niche & Magazine Journalism** : Evolution, definition, types of magazine. Formats and Features –design and layout					05		10	
	Journals: Kinds, features								
	Writing for Magazines & Journals Style tone and language								
2	**Women Oriented Journalism:** Women's sections in media and growth of women's magazines ,Feminism Feminist media in India and abroad Writing on sexual harassment of women; Interviewing victims of sexual harassment; Covering					09		15	

	women's organizations and women's issues, agony aunt and similar columns; The self-improvement page; gender and caste in media Writing for the cookery page			
3	**Entertainment Journalism:** Importance of Entertainment journalism, special publications, role in media Reviewing a restaurant/writing on eating out, Covering food festivals Writing about fashions, Covering fashion shows, Boutiques Various classical dance forms, Dance review Classical music, Indian-Carnatic and Hindustani Fine arts appreciation-paintings, sculptures, murals Theatre appreciation, Film appreciation, How to review a film Covering exhibitions	09	15	
4	**Sports Journalism:** Evolution of Sports Journalism, Eminent Sports writers and their specialties Various sports publications and television channels in India and abroad, Special Writing skills for sports writing, Liberties sports writers can take, Common errors in Sports reporting-failure to stick to 5Ws and 1H, Developing Sources, Various local, national and international tournaments, Covering Indian Games, Football, Lawn Tennis, Billiards,Snooker, Golf, Squash, Shooting, Basketball, Volleyball, Cricket,Horse Racing,	09	15	

	Interpretative reporting on sports, Importance of records and statistics, Maintaining records and statistics, Covering local sports, Interviewing, Importance of Photography, Sports Photography, Designing the Sports page, Planning the edition with time zones in mind			
5	**Business journalism:** How different is it from other reporting History of business journalism, Prominent business publications in India and abroad, Beats in business journalism, Sources in business journalism Aspects of business reporting, Stock market, Banking, Reserve Bank of India, its policies, Commodities market, State and Central Budgets, Exim policy,Forex market, International market, WTO, its impact on India Money market, Taxation, direct and indirect taxes, Income Tax, Excise, Sales Tax, Disinvestments, Companies Act, Legal issues related to shareholders, Forward markets in shares and commodities, derivatives	09	15
6	**Science, Technology and Environment Journalism** Evolution of Science Journalism, Prominent Science Journals in India and Abroad, Eminent Science Writers and Sources on Science in India and Abroad, Difference between science journalism and other forms of journalism, What makes science, technology and environment news Difference between science journalism and other forms of journalism Need to be accurate and credible, Developing and Using Sources, Making the scientists speak, Reference Material, Statistics and Documentation Guarding against plagiarism by scientist as well as by science writers Major Scientific bodies and institutions in India and abroad	09	15

	Covering Science for Newspapers, Writing Science for Magazines Writing for Trade and Science Journals, Writing for Specialized Journals Writing books on Scientific topics, Writing jointly with a Scientist Writing on Medicine, Covering Infectious Diseases, Physics and allied subjects, Drug Industry and other Medical Business			
7	**Case Studies:** Magazines & Journals on different subjects like – Finance, Environment, Culture, Health, Travel & Tourism, and Education etc		**05**	**15**
10	Project			**25**
11	Internal Assessment			**25**
	TOTAL		**55**	**100**

Reference books:

1. Davis, Anthony; Magazine Journalism Today; (1988); Heinemann
2. Baird, Click; Magazine Editing and Production; 4th edition Mogel; The Magazine
3. Anderson, Douglas; Contemporary Sports Reporting; (1985); Nelson-Hall
4. Melkote, Srinivas; Communication for development in the third world; (1991); Sage
5. Ed. Glasser, Theodore; The idea of Public Journalism; (1999); Guilford Press

Journalism

Semester – VI

Paper I - The Media, Law and Society

Objectives:

- This course will introduce students to the study of legal and ethical issues in the media.
- Students will develop an understanding and appreciation of these issues.
- To develop the ability to analyze the important legal and ethical issues involved with the mass media industry.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-1	**Media, Law and Society**	**4**	**4**	**1.5**	**3**	**50**	**50**	**--**	**100**

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	History and philosophy of laws pertaining to free press and free speech. Censorship, libel, contempt, obscenity, right of privacy, copyright, government regulations and business law affecting media operations. Stresses responsibilities and freedoms in a democratic communications system	**10**	**20**
2	Legal Implications of mass Communication and media Introduction to jurisprudence, torts, Writs and Constitutional Laws. A brief review of the salient features of Indian constitution, preamble, directive principles, fundamental rights, with special reference to freedom of speech and expression.	**10**	**10**
3	Theories of freedom - Press freedom-Responsibilities. The Press as the fourth estate.	**05**	**10**

4	Recommendations of first and Second Press Commissions relating to the press freedom in India, Press Council of India. Study of press freedom, rights, duties and liabilities of owner, printer, publisher, editor, author, journalist, contributor, vendor.	05	10
5	A brief study of various Indian laws related to definitions, defamation, libel, slender, sedition, obscenity, censorship, contempt of court and legislatures, privileges, fair comment.	05	10
6	Copyright	05	10
7	Study of important laws concerning Newspaper s and other Mass Communications media: Code of Ethics	05	10
8	Ethical Aspects of journalism & mass media Professional ethics; Definition nature, scope and importance Code of conduct for various mass media systems- press, Radio, T.V, Advertising, P.R, internet Media et	10	20
9	Project		25
10	Internal Assessment		25
	TOTAL	55	100

Reference books:

1.   Computer Application for journalism, Singhal, Rahul, Refrence Press,2006
2.   Journalism,Sharma,Seema, Amol Publication P vt,Ltd,2005.
3.   Journalism, Shami, Nayyer, Amol Publication P vt,Ltd,2005.
4.   Impact of journalism, Muniruddin, Amol Publication P vt,Ltd,2005.

5. Aggarwal, S.K; Media Credibility; (1989); Mittal Pub

6. Meyer, Philip; Ethical Journalism; (1987); Longman

7. Christians, Rotzoll and Fackler; Media Ethics; 2nd edition; (1987); Longma

8. Goodwin, E; Groping for Ethics; 2nd edition; (1987); Iowa State Univ. Press
    Fink, Conrad; Media Ethics – in the Newsroom and beyond; (1988); McGraw Hill

Journalism

SEMESTER VI

Paper II: News Media Organization and Management

Objectives:

- To develop a set of skills to problem-solve in a newsroom.
- To learn about all departments of a newspaper company and how they interact to achieve company goals.
- To learn about media management – what is involved in strategic planning and decision-making.
- To develop a new product to meet the needs of the client and its audience.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-2	**News media Organization and Management**	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	Starting of a Newspaper: Principles of Newspaper Business, Divisions, Operations. Types of Newspaper Organizations in India	15	25

2	Newspaper Ownership: Types of Newspaper ownership in India. Organizational Structure. Planning and decision-making Financial and Resource Management Cost and Profitability, Fixed and variable costs Newsprint Technology Production process. Resource and supply chain	15	30
3	Advertising revenue - building and maintenance Circulation and Promotion, Marketing and Public Relations Brand building Sales promotional activities Human Resource development	15	25
4	Problems and Prospects of Newspaper Industry in India, Small newspapers and their problems. News Agencies. Global competition on Indian Media. Status of Radio and Television in India.	15	20
5	Project		25
6	Internal Assessment		25
	TOTAL	55	100

Reference books:

1. MEHRA ; Newspaper Management.

2. RUCKER & Williams; Newspaper Organization and Management.

3. SINDHWANI; Newspaper Economics and Management.

4. HERBERT Williams; Newspaper Organization and Management

5. RA YUDU C S; Media and Communication Management.

6. MOCAVATT & PRINGLE; Electronic media Management

7. BHATT ACHARJEA; A Indian Press- Profession to Industry

Journalism

SEMESTER VI

PAPER III - Ideas, Contemporary Issues and Challenges

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-3	**Ideas, Contemporary Issues and Challenges**	4	4	4--	1.5	50	50	--	100
Sr. No.	Topic and Details					No. of Lectures assigned			Marks assigned
1	Ideologies and Political systems through Historical perspective from Medieval to modern Theories of Power					10			20
2	Responsibility of media in pluralistic society					05			10
3	Ideologies of Indian Freedom Movement like Gandhism					05			10

4	Social justice and ethnic conflict Emergence of Religious Fundamentalism, Emergence of Terrorism, Communalism	10	15
5	Consumerism, Liberalization and Privatization, Human Rights Gender equality, Green Activism, Dalit Activism, Environmental issues, Women's movement	10	15
6	Uni-polar World or Multi-polar World Globalization, Role of MNCs WTO. The Implications	10	20
7	Relevance of UN in 21st Century India as an emerging power and market force	05	10
8	**Projects:** Case studies: Indo-Pak relations. Kashmir issue		25
9	Internal Assessment		25
	TOTAL	55	100

Reference books :

1. Vision 21st century : Anantharama Rao

2. Capitalism in age of Globlisation : Samir Amin

3. The Violence of the green revolution : Vandana Shiva

4. Environmentalism and Mass Media : Graham Chapman

5. The third wave : Alvin Toffler

6. Ideology and Utopia : Karl Manheim

7. The Human Group : G.C. Homnas

8. Street corner society : W. F. White

9. Democracy and Totalitarianism: Raymond Aron

10. American Power and New Mandarins : Noam Chomsky

11. Essay on Sociology and Social Psychology : Karl Manheim.

<u>Journalism</u>

SEMESTER VI

Paper – IV: ELECTRONIC JOURNALISM / WEB JOURNALISM

Objectives:

- To acquaint students to all aspects of the electronic media & Web Journalism.
- To discern what is the definition of news according to electronic media & Web Portals.
- How facts are gathered and checked; news writing and television/radio/web language.
- How to edit/telecast the news with the help of latest systems.

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-4	**Electronic Journalism / Web Journalism;** **Practical/ Project**	4	4	--	1.5	50	50	--	100
Sr. No.	Topic and Details						No. of Lectures assigned		Marks assigned
1	**Inception of Electronic Media / Web Media** 1. History of Television and Radio 2. Web News Portals						05		10
2	**Importance of Electronic / Web Journalism in present era** 1. Presence of different Television news channels and web sites. 2. Different views on each and every channels/web sites. 3. How different news channels/portals touches the mass, 4. Definition of mass and class in the eye of electronic/web media.						10		15
3	**News Editing** 1. News editing systems particularly in television media 2. Editing of News on the latest computerized systems. 3. The duties of Producer while editing of news. 4. Technicalities of editing known to news producer: clear editing without any editing errors, clear voice recording and voice editing.						10		20
4	**Electronic Script Writing** 1. How to write the news script for Television news and Web portal. 2. Points to be considered while writing of these scripts.						10		20

	3. Visuals and the scripts.		
5	**Speed and Accuracy** 1. Importance of speed in Television Journalism 2. Production of speedy news for 24hours news channels 3. Maintaining accuracy while giving news in speed 4. Definition of Breaking News and expectations of viewers while broadcasting breaking news.	**10**	**15**
6	**Radio Journalism** 1. Importance of Radio Journalism in present era 2. Concept of FM Radio 3. Ratio of Success of FM Radio 4. Place for All India Radio in the era of FM	**05**	**10**
7	**Radio Scripting** 1. Radio news script writing 2. Reach of Radio news as compared to Television News	**05**	**10**
8	Project		**25**
9	Internal Assessment		**25**
	TOTAL	**55**	**100**

Reference Books:

1. Computer Application for journalism, Singhal, Rahul, Refrence Press,2006

2. Journalism,Sharma,Seema, Amol Publication P vt,Ltd,2005.

3. Journalism, Shami, Nayyer, Amol Publication P vt,Ltd,2005

4. Impact of journalism, Muniruddin, Amol Publication P vt,Ltd,2005.

Journalism

SEMESTER VI

Paper - V: Women of the Fourth Estate

Objectives:

- To inform the students about the empowerment of women through Journalism.
- To inform the students about women in this field/ their capabilities / service in journalism.
- Contribution of prominent women journalists in shaping the present day journalistic scenario.

		L	Cr	P /T	D	TP	TW	P/V	T
Paper-5	**Women of the Fourth Estate**	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	**History of women in journalism** Short history of women journalists; with some prominent names and their works.	05	10
2	**Service of women journalists in various fields of journalism** 1. Women journalists in different medias. 2. Areas of interest of women in Indian journalism (like politics-business-sports etc.) 3. Women journalists in political reporting. 4. Women journalists in business and sports reporting.	10	20
3	**Women journalists in Television/ Print Media:** 1. The work of women journalists in television media 2. Importance of women journalists in television media in present scenario. 3. Comparative study of women journalists in television media and print media.	10	20
4	**Problems faced by women in Journalism** 1. Problems faced by women journalists; gender bias. 2. Coping up with the problems of working in shifts.	05	10
5	**Women journalists of the developed countries** 1. Comparative study of Indian women journalists and women journalists of countries like US and Britain. 2. The work culture of foreign women journalists and Indian women journalists.	10	20

6	**Future of women in journalism** 1. Future of women in journalism. 2. Journalism as a challenging career for women.	05	10
7	**Prominent journalists in different media** 1. Definition of Prominent journalist according to India media. 2. Services of prominent journalists in different media. 3. Contribution of prominent journalists.	10	10
8	Project		25
9	Internal Assessment		25
	TOTAL	55	100

Reference Books:

Women and Journalism- Dr. Deborah Chambers Routledge Taylor and Francis group.

Women in Journalism-Ammu Josep, Konark Publication.

Journalism

SEMESTER VI

Paper – VI Crusading Journalism

Objective:

- To familiarize students about the various classifications of publics and the impact of Journalism on public opinion and vice versa,

		L	Cr	P / T	D	TP	TW	P/V	T
Paper-6	**Crusading Journalism**	4	4	--	1.5	50	50	--	100

Sr. No.	Topic and Details	No. of Lectures assigned	Marks assigned
1	**Demographic Classification:** Classification of Publics based on demographic (Sections A, B, Cs)	10	10
2	**Public Opinions:** Definitions. Linkages between public(s), policy makers, and media The role of the Press in forming public opinion and attitudes; Different perspectives- Lippmann, Lazarsfeld, Chomsky.	15	25
3	**Some Key Concepts:** Agenda Setting V/s uses and Gratifications Model Framing	10	20

	Pluralistic Ignorance Spiral of Silence		
4	**Gauging public opinion & their authenticity**: Journalism & Political opinion Political parties, Eminent Personalities, Events, Elections, Government Policies. Molding Press agenda on perceived public opinion. (Jessica Lal case / Nithari serial killings) Journalism Influencing attitude & Public opinion during-Wars	15	25
5	Case studies:- Vietnam, Indo-Pak war over Bangladesh, Kargil, Gulf war Internal strife- Case Studies –Kashmir issue Public opinion on International events Case study-Big brother [racial discrimination]	05	20
6	Project		25
7	Internal Assessment		25
	TOTAL	55	100

Reference Books:

1. **Donna R. Leff, David L. Protess and Stephen C. Brooks**
2. Journalism,Sharma,Seema, Amol Publication P vt,Ltd,2005.

3. Missing Half The Story, Journalism as if gender matters,ed.Kalpana Sharma, zuban Publication,2010.

BA IN MASS MEDIA

SPECIALISATION: ANIMATION

List of courses in semester V & VI

Title of Course	Credits	Th (Cr)	Pr (Cr).	Int	Ext	Total Marks	U/C
Research Methods	4	3	1	25	75	100	U
Introduction to Animation	4	3	1	25	75	100	U
Basics of Art & Drawing	4	1	3	100	-	100	C
2D & 3D Animation	4	1	3	100	-	100	C
Visual Communication	4	3	1	25	75	100	U
Animation Applications in Media	4	3	1	25	75	100	U
Title of Course	Credits	Th (Cr)	Pr (Cr).	Int	Ext	Total Marks	U/C
Research Methods	4	3	1	25	75	100	U
Introduction to Animation	4	3	1	25	75	100	U
Basics of Art &	4	1	3	100	-	100	C

Drawing							
2D & 3D Animation	4	1	3	100	-	100	C
Visual Communication	4	3	1	25	75	100	U
Animation Applications in Media	4	3	1	25	75	100	U

ANIMATION

SEMESTER V

SEMESTER – V   Paper-I: RESEARCH METHODOLOGY (Common Paper)

Objectives:

a) To introduce research; concepts, ideas and approaches.

b) To introduce students with the tools to undertake research.

c) To understand the possibility and utility of social research

		L	Cr	P/T	D	TP	TW	P/V	T
Paper-I	Research Methodology (Common Paper)								100
Unit	Topics and Details				No. of Lectures assigned			Marks assigned	
1.	• Introduction to Research • Definition and types of research • Need and scope of research				10			20	

2	• Basic principles of scientific research • Quantitative and Qualitative Data	10	20
3	• Research approaches • Data collection techniques • Sampling Techniques • Statistical Techniques: Correlation and Deviation Data processing • Editing, coding, tabulation, report writing (ingredients)		25
4	• Introduction to Mass Media Research • Media Institutions, messages and audiences	10	20
5	• Role of research in media	10	15

Reference Books:

1) Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
2) Gunter, Brrie; Media Research Methods; Sage Publications,2000
3) Kothari; Research Methodology: Wiley Eastern Ltd.

ANIMATION

SEMESTER V

Paper-II : INTRODUCTION TO ANIMATION

Objectives:
- To make students understand meaning and role of animation.
- To help students recognise scope and opportunities in using animation.

		L	Cr	P/T	D	TP	TW	P/V	T
Paper-II	Introduction to Animation								100
Sr.No.	Topics and Details				No. of Lectures assigned			Marks assigned	
1.	Understanding the meaning and Scope of Animation • Purpose, role, importance of animation • Animation as art form, medium, industry, business • Purpose of Animation for- story telling, enhancement, correction, moving static objects, play/games, special effects, artistic expression…. • Animation for education, entertainment, information				15			25	
2.	History of Animation • Evolution of animation as form of communication • Types of animation: Classical, cell, stop motion, clay, cut out, silhouette…… • Indian animators and institutions • Holly wood studios.				15			25	
3.	Understanding of Animation principles • Persistence of vision, Frames Per Second, difference in manual/traditional and mechanical/digital processes • Concept of 2D/vector and 3D • Visualization- motion-colour-texture-layer/surface-path, cycling and looping, walk cycle, alignment, exaggeration/anticipation/wind up • Color Strips, flip books and Comic strips				15			25	

4.	Technology for Animation and Production flow	15	25
	- Hardware: Computer, storage and output devices like Photo Scanners-Printers-Pen Drivers & External HDD-Digital SLR Camera - Softwares: (only information) Adobe Suit (Pagemaker, Photoshop CS4, Illustrator, Coral Draw CS4, X4, Indesign CS4, Dreamweaver) 2D Animation Softwares: Macromedia flash and macromedia director 3D Animation Softwares: Maya, - Expected outcomes and modes of delivery of output created through animation		

ANIMATION

SEMESTER V

Paper-III: BASICS OF ART & DRAWING

Objectives:

- To make students understand meaning and role of animation.
- To help students recognise scope and opportunities in using animation.

		L	Cr	P/T	D	TP	TW	P/V	T
Paper-III	Basics of Art & Drawing								100
Unit	Topics and Details				No. of Lectures assigned			Marks assigned	
1.	Line drawing and basic forms * Ink drawing * Linear elements and contour lines * Brush marks and washes * Reductive Drawing using smeared charcoal, a chamois cloth, and an eraser * Using the observation of light to create the illusion of form * Create a reductive drawing during class time				15			20	
2	Working with multiple drawing techniques to make one coherent image. * Create a drawing using Ink, Reductive, and Additive drawing techniques				15			20	

	* Use all three techniques in a complimentary way		
3	Still Life * Basic Composition and Pictorial Space * Create a still life drawing during class time. * Be able to briefly present your drawing to class.	10	20
4	* Pictorial Space * Sub topic - Perspective systems * Sub topic - Depth of field * Create a drawing using one point perspective * Create a drawing using observation * Be able to briefly present the drawing to the class.	15	30
5	* Figure, Objects, Space - Combining the Genres.	5	10

Suggested books for Reading:

1. Joseph D'Amelio : Perspective Drawing Handbook..
2. Peter Stanyer, Terry Rosenberg , Foundation Course in Drawing.
3. Albert Handell, Anita Louise West, Painting the Landscape in Pastel ,
4. James Markel & Layne Vanover (Eds) The Ultimate Guide to Painting from Photographs ,
5. Faber Birren , The Elements of Color, Color and Human Response.

6. Robert Hale and Terence Cole, Master Class in Figure Drawing.

SEMESTER – V (Animation)

Paper: IV   2D and 3D Animation

Objectives:
 To enable students to explore principles and concepts of animation using traditional methods, digital imaging, and contemporary 2D and 3D software applications.
 .

Sr.No.	Topics and Details	No. of Lectures assigned	Marks assigned
1.	**Types of Animation** Computer Animation Stop Motion Animation Clay Animation	10	25
2.	**2D Concepts** • Panels - Description , modifying , Saving & deleting a panel • Layers & Views • Shaping Objects – Overview of shapes, Drawing & Modifying Shapes • Basic Principles of Text • Bitmap Images & Sounds • Object Selection, working with objects & transforming Objects • Animation -Principles , Frame by frame animation, twining, masks • Building a Movie- Symbol, Libraries, Structure & Exporting Movie	20	30

| 3. | **3D Concepts**

Introduction & Context for 3 D Studio Max.
Exploring the Max Interface
 Controlling & Configuring the view ports
 Working with Files, importing & exporting
 Creating & editing primitive objects
 Selecting Objects & setting object properties
 Transforming objects, pivoting, aligning & snapping
 Cloning objects & Creating object arrays
 Grouping & Linking objects
 Accessing sub objects and using modeling helpers
 Introduction to modifier & using modifier stack
 Drawing & Editing 2 D Spines & shapes
 Modeling with polygon & Patch
 Using the Graphic Modeling & Painting with objects | 20 | 30 |
| 4. | **Understanding of-**
Types of Media
Uses of Animation | 5 | 15 |

Project on 2 D & 3 D

Reference Books –

1. Flash CS4 Professional Bible Published by Wiley Publishing (Robert R & Snow D.)

2.FLASH MX For PC/Mac Published by – FIREWALL MEDIA – Laxmi Publications

ANIMATION

SEMESTER V

Paper-V: VISUAL COMMUNICATION

Objectives:
To prepare students for a broad range of communication disciplines, exploring ways in which visual information is produced and consumed in today's media-rich society. After completing this course, students will:

1.   Demonstrate understanding of the principles of visual communication.
2.   Identify and describe social and cultural conventions for communicating within the various forms of visual media.
3.   Effectively interpret and create visual messages within various media formats.
4.   Critically analyze and interpret visual media messages

		L	Cr	P/T	D	TP	TW	P/V	T
Paper-V	VISUAL COMMUNICATION								100
Unit	Topics and Details				No. of Lectures assigned			Marks assigned	
1.	Introduction to visual communication theory • How and why we see • The concept of visual literacy • The nature of visual aesthetics				10			20	
2	Principles of design • Balance and harmony • Patterns of arrangement and object placement • Contrast				15			25	

		5	15
	Elements of visual communication • Typography and readability • Layout and design • Packaging and visuals • Effective use of color		
4	Visual persuasion in communication • The power of visual images • Reinforcing stereotypes with images • Persuasion and propaganda with visual communication. • The ethics of what we see	10	25
	Effective use of photography • What makes a good photograph • Cropping and sizing photographs	5	15

References/Recommended Readings

1. Aitchinson, Jim : 2001. Cutting Edge Commercials. Prentice Hall. Singapore.
2. Berger,Arthur. 1992. Media Analysis Techniques, Beverly Hills, Calif.Sage.
3. Butterworth,M. 1980. Architecture. London.
4. Carter David (ed). 2000. Creating Logo Families. Harper Collins. N.Y.
5. Lester,,P. 2000. Visual Communication Images with Messages(2nd Edition). Wadsworth.
6. Mcluhan,,Marshall. 1964. Understanding Media. Signet.
7. Pavitt, Jane . 2000. Brand New. V&A Publ. London.
8. Pink S. 2001. Doing Visual Ethnography. Sage. California.
9. Porter Tom & Greenstreet Bob . 2002. Manual of Graphic techniques: Mediums & Methods.
10. Rose, Gillian. 2001. Visual Methodologies. Sage.
11. Shaw Jefferey & Weibel Peter. 2003. Future Cinema. Imaginary after Film. The MIT Press. Canbridge.
12. Stoltze Design: 2000. Letterhead and Logo Design 6. Rockport Publ. Gloucester, MA.

ANIMATION

SEMESTER V

Paper-VI: ANIMATION APPLICATIONS IN MEDIA

		L	Cr	P/T	D	TP	TW	P/V	T

Objectives:

Unit	Topics and Details	No. of Lectures assigned	Marks assigned
Paper-VI	ANIMATION APPLICATIONS IN MEDIA		100
4.	Issues of animation in media • Gimmicks without meaning/communication • Issues of human resources-costs-creativity-execution in using animation in media	15	25
1.	Applications of graphics and animation in media ▪ Print media- cover pages, layouts, illustrations, maps and charts, ▪ Television- cartoons, credit roll, captions, effects, weather reports, ▪ Advertising- graphics, cartoons, illustrations, demonstrations, product anatomy/working, ▪ Films- animation and live action, effects, ▪ Web-pop ups, banners, interactive, e-cards,	15	25
2.	Understanding of animation processes • Techniques of Characterization • Build of Character • 3D Modeling • Rigging and Animation • Adding & Removing of objects • Building of various Parts • Shaping , Movements & Motions • Effects & Special Effects • Rendering • Imaging • Pipeline Integration	15	25
3.	Role of animation in media • Making impossible possible • Creating enhanced impact • Making it simpler and understandable • Cheaper alternative to live action	15	25

- To make students understand role of animation in various media.
- To help students recognise scope and opportunities in using animation for varied group and mass media.

ANIMATION

SEMESTER VI

THIRD YEAR: Semester Six (SIX PAPERS)

       Research in Animation

       3D Animation

       Audio – Video editing

       Flash Scripting

       Advanced Web Design

       Video Editing & SFX

ANIMATION

SEMESTER VI

Paper 1: RESEARCH IN ANIMATION

Objectives:
- To make students understand meaning and role of research in animation.
- To help students build first-hand experience in linking animation product with producer by undertaking primary research.

Unit	Topics and Details	Marks
1.	Understanding Research process • Steps in research • Academic research and applied research for animation • Role of research in animation production	10
2.	Approaches to Visual/ Animation Research • Research on Typography • Content Analysis – using composition interpretation, visual grammar, gestalt theory. • Semiotic analysis	20
2.	Research for animation • Content creation research • Choice of computer graphics and video processing • Audience perception about techniques • Motion, form, texturing visual research • Realism versus animation	25
3.	Animation research • Animation research as graphic design, art practice and visual making • Researching Indian symbols, icons, script, visual	25

	representation • Issues- human motions capture, performance capture, rigid body simulation, facial animation, cloth modeling, deformable modeling, water/fluid simulation, and so on.	
4.	Student project on Interviewing an animator in relation to his/her animation project.	20

References

- Ball M.S., Smith, G.W.H. Analysing Visual Data. Sage Publications. 1992
- Bauer, M.W., Gaskell, G. (eds). Qualitative Researching with Text, Image and Sound. Sage . 2000.
- Rose, G. Visual Methodologies. Sage. 2001.

Links:

http://www.cdm.depaul.edu/academics/Pages/BFAinAnimation.aspx

http://www.disneyresearch.com/research-areas/

http://www.lboro.ac.uk/departments/sota/research/research.html

ANIMATION

SEMESTER VI

Paper 2: 3D ANIMATION

Objectives:
1. To introduce the basic working methods for 3D modeling and animation.
2. To convey movement through analog and digital means

Sr. no	Topic	Marks Assigned
1	Modeling & Texturing Visual Perception Methods of Approach Details of Surfacing Low Poly Modeling Art of Texturing & UV Layout Industry Standard	25
2	Rigging Animators Scan Pose the Model Introduction to Bones IK-FK Introduction to Biped Rig -1(Setting up the Skeleton) Introduction to Biped Rig -1(Creating Controls and Finishing the Rig) Basic Key Frame Animation	25
3	Lighting &Shading	25

	Perception of Colour & Natural Light Sources	
	Understanding Shading Models	
	Lightening Methods & Scenic Optimization	
	Industry Standard Portfolio	
4	Rendering	25
	Mentor Raynder	
	V Raynder	
	Process	
	Output	
	Project – Short Movie	

Reference Books:

1. 3ds Max- Bible 2011
2. By – Kelly L. Murdock WILEY PUBLICATIONS
3. 3ds Max a step by step approach by Kurt Wendt.

Paper 3: AUDIO – VIDEO EDITING

Objectives:
1. To enable students to dramatically enhance their productions with professional special effects, with professional audio and video editing applications, soundtracks, and more.
2. To develop editing methodologies

Sound Forge Pro Mac is the ideal one-stop solution for students who need to record, edit, and deliver crisp, punchy, and perfectly optimized audio content for any purpose.

Sr. no	Topic	Marks Assigned
1	Introduction to Audio Editing - Audio console Sound aesthetics Editing Tools Cut Cross fade Mix Process of Equalization Applying effects to sound	20
2	Audio Edit & Technique Audio Mixing Effects in sound Get Output Editing and Mixing of Sounds	25

	• Nature of digital Sound • Meaning of Mono, Stereo and surround sound Various formats of digital Sound	
3	Video editing with Adobe Premiere or FCP The basics of editing: Overview Concept of nonlinear editing Dubbing Importing and Exporting: various audio Video and graphics in various formats, Edit & manipulate and arrange these elements in visual Timeline, Understand all Tools of toolbox for editing clips. Titling and superimposing. Panels: Tools panel, Monitors: Source and program, Timeline, Audio meters, Misc. Speed and duration, Effects, Key frames	20

Reference Books:

1. Adobe Premiere Pro CS5 Classroom in a Book (Author: Adobe Creative Team) Adobe Press
2. Computronics (2007). Digital Video Editing .Publisher: Computronics. 2007
3. Murch Walter; Francis Ford Coppola. In the Blink of an Eye: A Perspective on Film Editing , Silman-james Press. 2001
4. Roberts Charles . Digital Video Editing with Final Cut Express: The Real-World Guide to Set Up and Workflow : Focal Press. 2003
5. Wells Peter . Digital Video Editing: A User's Guide : Crowood Press (uk). 2007

Paper 4: FLASH SCRIPTING

Objectives:
To familiarise students with Flash interface, setting movie preferences, Use drawing tools to create graphic content, Use symbols
• Create basic animation
• Insert sound, interactive buttons

Sr.No.	Topics and Details	Marks assigned
1.	Action Script 2.0 / 3.0 Understanding Object Oriented Programming Introduction to Scripting Introduction to Flash Introduction to Advance Flash When to Use Action Script Introducing the Actions Panel Working in Normal Mode Working in Expert Mode Using the Reference Panel Understanding Action Script Syntax	15
2.	Creating Action Script Movies About Flash Symbol Types Adding an Action to Your Script Adding an Action to a Key frame Adding an Action to an Object Adding an Action to a Button Planning Your Action Script Movie Tips for Creating Code Dissecting an Action Script	15

3.	Controlling The Timeline With Action Script	15
	Starting and Stopping the Movie	
	Navigating to Frames and Scenes	
	Creating an Interactive Animation	
	Navigating to URLs	
	Opening a URL in a Different Browser Window	
4.	Creating ActionScript Loops	15
	About Loops	
	Looping Between Frames	
	Creating a For Loop	
	Creating a While Loop	
	Creating a Do While Loop	
5.	Modifying An Object With Action Script	15
	Creating a Movie Clip	
	Creating Movie Clip Instances	
	Using the Set Property Action	
	Changing an Object's	
	Getting an Object's Properties	
6.	Using Action Script with Text	15
	Creating Input Text Blocks	
	Creating Dynamic Text Blocks	
	Loading Text From an External Document	
	Creating Rich Formatted Text	
7	Flash UI Components	10
	Working with Sound	
	Embedding Video	

Reference Books -

1 Macromedia Flash MX 2004: The Complete Reference by Brian Underdahl
2 Action Script for Flash MX: The Definitive Guide, 2nd Edition By Colin
   Moock
3 Macromedia Flash MX 2004 Bible by Robert Reinhardt and Snow Dowd

ANIMATION

SEMESTER VI

Paper 5: ADVANCED WEB DESIGN

Objectives

To enable students to create web sites.

Sr. no	Topic	Marks Assigned
1	Introduction to HTML5 - Revision of Basic HTML HTML5 Introduction What is HTML, XHTML & HTML5? Creating a folder structure for a site Cascading Style Sheets – CSS What is CSS? Types of CSS CSS Concept CSS Syntax	20
2	Getting Started Doctype Block vs Inline Tags	25

	Basic tags	
	Using Images in HTML	
	Attributes	
	Using Tables	
	HTML Entities	
	Creating Links	
	Container vs Standalone Tags	
3	Working with DIVs Understanding margin and padding Positioning Float Property Display property	
4	Creating a complete website using HTML5 and CSS3 Creating Table-less Designs	
5	Overview of JavaScript Syntax Programming the HTML with JavaScript Introduction to jQuery Handling events using JavaScript	
6	Overview of Forms and Input Types Validating User Input by Using HTML5 Attributes Validating User Input by Using JavaScript	

References

Alexis Goldstein, Louis Lazaris, Estelle Weyl . HTML5 & CSS3 in the Real World. Site Point (2011) Ben Frain . Responsive Web Design with Html5 and Css3. Packt Publishing (2012)

Joe Kraynak . The Complete Idiot's Guide to HTML5 and CSS3. Alpha Books (2011)

Mark Pilgrim . HTML5 : Up and Running. O'Reilly (2010)

Zak Ruvalcaba . Murach's HTML5 and CSS3. Murach's (2012)

ANIMATION

SEMESTER VI

Paper 6: VIDEO EDITING SFX

Objectives

Students will learn techniques and uses of special effects in video editing.

Sr. no	Topic	Marks Assigned
1	VFX- Visualization Basic of Photography Layer-Based Compositing Clean Plate & Wire Removal Stereoscopic Pipelining Node-Based Compositing	15
2	Editing & Effects- Trimming, Adding Special effects like: Star trek transporter effect, Blur part of an image, Ghost effect, Highlight part of an image etc.	10
3	Compositing video and sound *SFX* Final Render Project-Short Movie	10

References

Computronics (2007). Digital Video Editing .Publisher: Computronics. 2007

Murch Walter; Francis Ford Coppola. In the Blink of an Eye: A Perspective on Film Editing , Silman-james Press. 2001

Roberts Charles . Digital Video Editing with Final Cut Express: The Real-World Guide to Set Up and Workflow : Focal Press. 2003

Wells Peter . Digital Video Editing: A User's Guide : Crowood Press (uk). 2007

SNDT Women's University

Centre for Distance Education

Mumbai - 400 049

Bachelor of Arts (Mass Media)

(New Course w.e.f. 2023-24)

Semester – I

Course Title: Fundamentals of Mass Communication

Course Code: 1002

Course Writer

Ms. Shagufta Memon

Centre for Distance Education

SNDT Women's University

Vice Chancellor

Prof. Ujwala Chakradeo

Director

Dr. Smriti Bhosle

Co-ordinator – Course Material Writing

Dr. Falguni Vahanwala

(Asst. Professor)

B.M.M – I
Fundamentals of Mass Communication
Subject Code (1002)

Objectives:

1. Know Characteristics and forms of mass communication.
2. Understand scope, need and role of mass communication in any society.
3. Examine the relationship of media and society.

Unit No.	Title of Lesson
1	**Lesson 1: Concept of Mass Communication** • Definitions, Characteristics, Scope and model of Mass Communication • Evolution of Mass Communication from stone age to present • Concept of crowd-public-group-mass
2	**Lesson 2: Need, Importance and Functions of Mass Communication** • Need and Importance of Mass Communication • Role of technology • Functions: Information, instruction, entertainment, surveillance, linkage, transmission of values, cultural integration
3	**Lesson 3: Media for Mass Communication** Concept of audiences and their access to different media: • Newspapers • Films • Radio • Television • Magazines n Journals • Computer/Internet • E-books and E-magazines • Social Media
4	**Lesson 4: Media and Society** • Media & socialization • Media as a primary source of information • Media and Violence

Index

Unit Structure:

1.0 Objectives

In this lesson students will be able to:
1. To develop historical perspective on Mass Communication
2. To understand the role of Mass Communication

1.1 Introduction

Mass Communication involves communication with the mass audiences andhence the name Mass Communication. When we are thinking, it is intra-personal communication, when there is face-to-face conversation between two people it is interpersonal communication, college lecture or speech would be an example of group communication, but there is another level of communication when we read newspapers, magazines, listen to Radio or watch TV. This would be called 'Mass communication' as the message is reached to the masses through different media.

1.2 Subject Debates

1.2.1 Definition

The term communication comes from the Latin word-communis, which means common. In social situation the word communication is used to means the act of imparting, conveying or exchanging ideas through speech, writing or signs. Thus, it is an expression of transmitting thoughts and sound for hearing.

Mass communication is defined as 'any mechanical device that multiples messages and takes it to a large number of people simultaneously'.

Mass communication is unique and different from interpersonal communication as it is a special kind of communication in which the nature of the audience and the feedback is different from that of interpersonal communication.

Both mass communication and mass media are generally considered synonymous for the sake of convenience. The media through which messages are being transmitted include radio, TV, newspapers, magazines, films, records, tape recorders, video cassette recorders, internet, etc. and require large organizations and electronic devices to put across the message. Mass communication is a special kind of communication in which the nature of the audience and the feedback is different from that of interpersonal communication. Mass communication can also be defined as 'a process whereby mass produced messages are transmitted to large, anonymous and heterogeneous masses of receivers'.

Heterogeneous means that the individual members of the mass are from a widevariety of classes of the society.

Anonymous means the individuals in the mass do not know each other. The source or sender of message in mass communication does not know the individual members of the mass. Also the receivers in mass communication are physically separated from each other and share no physical proximity.

1.2.2 Features of mass communication

For Mass Communication to occur, there should be a sender, a message, a channel and a receiver. Further there is feedback, which is the response or reaction of the receiver, which comes back to the sender through the same or some other channel. Another element, which plays an important role in communication, is noise or the disturbances. It is observed that the term mass communication must have at least five aspects:

Large audience, fairly homogeneous audience structure, some form of message reproduction, Rapid distribution and delivery, Low cost to the consumers

- **Source** – Source or sender of the message may become same or different. Source mostly represents the institution or organization where the idea has been started. In case of source and the sender being different, the sender belongs to media institution or is a professional in media communication. Thus, a scientist or a technologist may use the mass communication media himself for propagating his idea. Or else, they can send the script of the message to the media for delivering the message by an announcer or a reporter.

- **Message**- A message needs reproduction for making it communicable through the media. The message is processed and put to various forms like talk, discussion interview, documentary, play, etc. in case of radio and TV. In case of newspapers, the message is processed by means of article, feature, news story, etc.

- **Channel**- The term channel and media are used interchangeably in mass communication. Modern mass media like radio, television; newspapers spread the message with enormous speed far and wide. The ability of mass communication to involve vast boundaries of space is voiced by McLuhan's term 'global village'. The term expresses that the world is smaller than before due to advances in mass communication. More information is coming faster, at cheaper rates per unit, from farther away and from more sources through more channels including multimedia channels with more varied subject matter. Channels of mass communication can be classified into two broad categories.
A)Print-newspapers, books, magazines, pamphlets, etc.
B)Electronic-radio, television, cinema.

There is also a third category which includes all traditional media like folk dance, drama, folk songs and so on. The mass media may also be categorized according to their ability to provide sensory inputs. Thus, visual media are newspapers, magazines, books, still photographs, paintings, etc. The audio medium is radio and audio-visual media are television, motion pictures, drama, etc. Audio-visual media are more efficient than either audio or visual.

- **Receiver**–Mass communication means communication to the mass, so there remains mass of individuals at the receiver end of the communication. This mass of receivers, are often called as mass audience. Mass audience can be defined as 'individuals united by a common focus of interest (to be informed, educated or entertained) engaging in identical behavior towards common ends (listening, viewing or reading)'. Yet the individuals involved are unknown to one other. The most outstanding characteristic of the mass communication is that it has a widespread audience separated from the source by a considerable distance. Mass communication has an enormous ability to multiply a message and make it available in many places. The

greatest advantage of this mode of communication is the rapid spread of message to a sizeable audience remaining scattered far and wide and thus cost of exposure per individual is lowest.

- **Feedback**- Mass communication will have indirect feedback. A source having communicated a message regarding family planning through radio, television or print either has to depend on indirect means like survey of audience reaction, letters and telephone calls from audience members, review of the programme by columnists to know the reaction of audience to the message. Direct feedback which is possible in interpersonal and to a limited extent in group communication, is almost absent in the mass communication.

- **Gate Keeping**-This is again a characteristic unique to mass communication. The enormous scope of mass communication demands some control over the selection and editing of the messages that are constantly transmitted to the mass audience. Both individuals and organizations do gate keeping. Whether done by individuals or organizations, gate keeping involves setting certain standards and limitations that serve as guidelines for both content development and delivery of a mass communication message.

- **Noise**- Noise in mass communication is of two types-channel noises and semantic noise. Channel noise is any disturbance within transmission aspects of media. In print media, channel noise will be misspellings, scrambled words, omitted lines or misprinting. Any type of mechanical failure stops the message from reaching the audience in its original form. Semantic noise will include language barriers, difference in education level, socio-economic status, occupation, age, experience and interests between the source and the audience members. One way of solving the problem of semantic noise is to use simplicity and commonality.

1.2.3 Characteristics of Mass Communication

Mass communication is very similar to other forms of communication. It involves people, messages, channels, noise etc. However, it possesses the following special characteristics or features in addition to the characteristics of general communication-

- **Large number of audiences**: The foremost characteristic of mass communication is that its audiences are comparatively large. Audiences of mass communication may exceed millions after millions. No other communication gets as many receiver as it gets.

- **Heterogeneous audiences**: The audiences of mass communication are not only large in number but also heterogeneous and anonymous in nature. Here heterogeneity means that they may belong to different ages, religions, sections and groups.

- **Scattered audiences**: The audiences of mass communication are scattered in a vast geographical area, even in the whole world. So its audiences are far away from the source of information.

- **Anonymous audiences**: In mass communication, messages flow to dispersed external audiences. Usually, the audiences are personally unknown to the communicator.

- **Uniform messages**: Mass communication delivers the same messages consecutively to a vast and diversified audience. Whoever wish and has the ability to afford the media,

can easily receive the message from the mass communications channels.

- **Use of electronic media**: Mass communication relies on mechanical or electronic media to address large and diverse audiences. The media include radio, television, films, newspaper, posters, leaflets etc. Mass communication does not take place through face to face or telephonic conversation.

- **Rapid and continuous dissemination**: Another distinct characteristic of mass communication is the speedy and continuous dissemination of the message. Various media of mass communication like radio and television transmit messages instantly. Numerous copies of films, newspapers, books and magazines can be distributed across vast geographical area within few days. Moreover, modern mass communication occurs continuously where messages are sent on a schedule.

- **No direct feedback**: In mass communication, there is no direct feedback from the receivers. It is mainly because the receivers of mass communication are far away from the source of information. For this, mass communication is regarded as mostly one-way communication process. However, in some causes reactions of audiences can be known for their subsequent behaviors.

- **Requiring professional help**: Developing and designing the message of mass communication requires help of professional communicators. The professional communicators include reporters, editors, actors, authors, writers, official spokespersons and so on. These professional communicators design, edit and distribute news, entertainment, dramas, advertising

messages, public reactions messages and political campaigns.

- **Use of modern technology**: Modern mass communication requires the use of various specialized modern technologies such as computer, computer network, fax, mobile phones, broadcasting media, printing devices etc. for effective preparation and distribution of message.

1.2.4 Scope of Mass Communication

With the opening of satellite communication, mass communication has become inseparable part of the human life. The history of mass communication is comparatively recent, but it has become indispensable in today's society, which has become dependent on mass communication.

At personal level, mass communication is merged into our day-to-day existence. Individuals use mass media to satisfy their need for entertainment or enlightenment.

They become more aware of the country's problems and issues as well as help people develop understanding of the social problems. They also contribute to increased understanding of culture, politics, and economy and so on.

In developed nations, where literacy and industrialization is high, is likely to depend more on mass communication channels for people's knowledge, entertainment and decision making.

As people of the country modernize and become more literate, unique and diverse, the use of mass communication channels becomes more and more important as there are many areas of common concern and interest to people about which people want to know. Today's society has become far more complex to function only through interpersonal or group communication. There are many important messages of

common concern which have to reach effectively to masses at a time.

In a country like India, it is not possible to train a mass of Indian population in basic life skills simultaneously and uniformly through formal education. It is not possible with our meager existing resources and facilities. This requires resorting to effective system of mass communication.

In India a large majority of the population is illiterate and hence beyond the reach of the printed media. Moreover, more than 65 per cent of Indian population is living in villages, bound by traditions, deep rooted attitudes and superstition.

This is a challenge for any educator. It is only through persuasive influence of mass communication, the illiterate and backward population in India can be directed towards any social change required for development. Thus, mass communication has important role to play in enlightening the masses to raise the standards of their living and improve quality life.

Communication with rural people is difficult and challenging, as many of them live in inaccessible and isolated villages. In this situation mass communication is the only alternative for reaching them breaking all the barriers of physical distances and illiteracy.

1.2.5 Evolution of Mass Communication

The term mass communication was coined in the 1920s, with the advent of nationwide radio networks, newspapers, and magazines, which were circulated among the general public. The distribution of information to a wide range of people remains the main function of mass communications, even today. Mass communications are widely used, primarily because it is a rewarding exercise which may award a person or company with brand and name recognition, instantly increasing

credibility. Commonly used units for analysis of mass communications are the messages, medium for communication, and the audience for whom the message is intended.

There was a time when men on horseback travelled long distances to convey news about say, a war. Pigeons were used as postmen to deliver messages. The invention of paper and printing, and later newspapers, were the first steps towards mass communication. But it was only through the telegraph, invented by Samuel F. B. Morse in 1835, that messages could be sent to long distances using a code. The next step was to send messages through human voice. Alexander Graham Bell in 1876 succeeded in using wires to send the human voice across long distances. However, it was the invention of the radio by Marconi in 1901 which made sending of human voices over long distances possible. In 1947 the invention of the transistor made radio the most popular medium for sending voice messages. Today television, which can send voice as well as pictures, is found almost everywhere. This was invented by Baird in 1920.

Before the invention of paper, writing was done on rocks, leather, palm leaves etc. For example, old Sanskrit or other Indian language documents written on palm leaves. Though the Chinese are credited with the use of some sort of paper in 105 AD, the word 'paper' is derived from the name of a plant Papyrus, that grows on the banks of river Nile in Egypt.

- **Printing**: Johannes Gutenberg of Germany was the first to develop printing around 1439. With printing, there was a revolution in the way communication developed.Knowledge and information, which were till then the monopoly of certain sections of the upper strata of society, slowly became available to ordinary people. Spread of knowledge, available in print between

two hard covers, was fast. Schools, colleges and universities were places with their libraries making books available to those who wanted to read even if they could not afford to buy them. Later newspapers and journals also became popular.

- **Print Media**: The printing process that Gutenberg developed later underwent much changes and mechanization. Today printing has become highly sophisticated and the print media, namely newspapers, weeklies and monthlies use these modern printing presses which are capable of printing very fast. Computers have further improved printing operations. Paper and printing led to the development of newspapers. Newspapers are printed and published for providing information of public interest, advertisements and views. These publications are usually issued daily, weekly or at other regular intervals. Newspapers were first published in countries like Germany, Italy and the Netherlands in the 17th century. Later it spread to countries all over the world. Early owners of newspapers were people who took up journalism to fight social problems.

- **Photography**: In photography, images are produced using light. Photography was developed in the 19th century by two people from France, NicephoreNiepce and LouisJacques-Mande Daguerre. Till a few years back we were taking black and white photographs. Later color photographs could be taken using an emulsion. Newspapers, magazines and advertisements used photography. By the end of the 20th century photographers began using the digital technology, making photography easier and the cameras user friendly.

Even cell phones today have such digital cameras.

- **Films**: The logical development from still photography was what we call 'motion pictures' or 'movies'. In this technology, a series of still photographs on films were projected in rapid succession onto a screen. The camera used for this was called a movie camera. The motion picture machines used to project the films into moving images and later talking pictures were developed by Thomas Alva Edison in the USA and the Lumiere brothers in France. In fact the Lumiere brothers came to India and showed moving pictures in Bombay. Just as in Hollywood in America, India also developed the art and technology of motion pictures.

First they were silent and then the talkies came in 1927. The first Indian motion picture was Raja Harischandra by Dada SahebPhalke and the first talkie was AlamAra.

- **Radio**: From mere curiosity and technical experiments radio became a truly powerful and popular medium of mass communication. After it was developed in the west we had radio by the 1920s and the first formal radio station was started in Bombay.

- **Television**: One of the technological marvels of the 20th century was television invented in 1920 by Baird. In India, television started in 1959 on an experimental basis and the first television station was set up in Delhi. The beginnings were modest and slow but television was popular and became available in colour in 1982. Today Doordarshan has one of the largest television networks. From early 1990s satellite television also came to India and later Direct to Home (DTH) television.

- **NewMedia**: Development and widespread use of computers and information technology have resulted in the emergence of what is called 'new media'. It includes computers, information technology, communication networks and digital media. This has led to another process in mass communication called 'convergence'. Convergence means coming together of many forms of media and other formats like printed text, photographs, films, recorded music or radio, television etc. Though it is hard to separate old media from new media the World Wide Web or internet has changed the way in which we communicate.

1.2.6 Models of Mass Communication

- **Shannon and Weaver Model of Communication**

In 1948, Shannon was an American mathematician, Electronic engineer and Weaver was an American scientist both of them join together to write an article in "Bell System Technical Journal" called as "Shannon-Weaver model of communication".

This model is specially designed to develop the effective communication between sender and receiver. Also they find factors which affecting the communication process called "Noise". At first the model was developed to improve the Technical communication. The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.
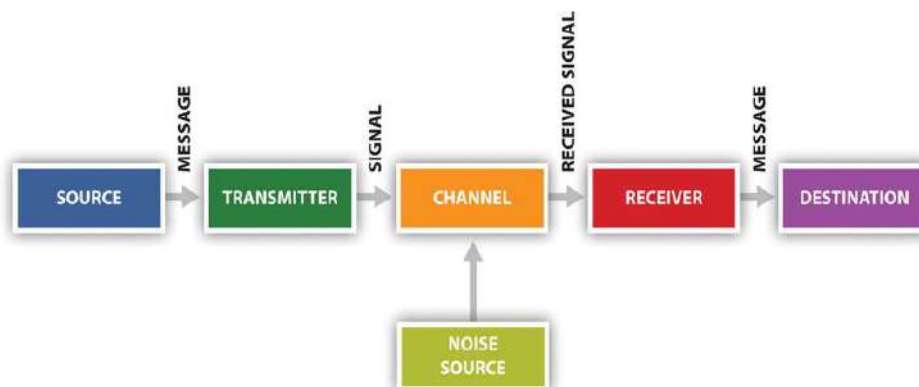
Sender : The originator of message or the information source selects desire message

Encoder : The transmitter which converts the message into signals

Decoder : The reception place of the signal which converts signals into message. A reverse process of encode

Receiver : The destination of the message from sender

Noise: The messages are transferred from encoder to decoder through channel. During this process the messages maybe distracted or affected by physical noise like horn sounds, thunder and crowd noise or encoded signals may distract in the channel during the transmission process which affect the communication flow or the receiver may not receive the correct message

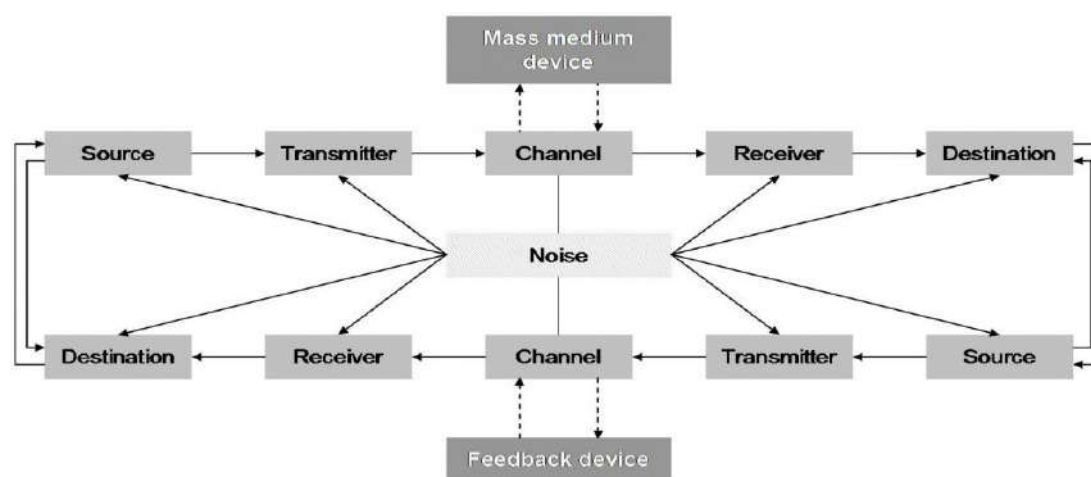- **Criticism of Shannon-Weaver model of communication:**

It is one of the simplest model and its general applied in various communication theories. It is more effective in person-to-person communication than group or mass audience. The model is based on "Sender and Receiver". Where sender plays the primary role and receiver plays the secondary role (receive the information or passive).

There is no concept of feedback which makes it inapplicable to direct human communication and only applicable to mass communication like newspaper, television, etc. There is no way to know if the communication was effective or not. The model has become less relevant to electronic communication and internet where it is not clear who is the sender and who is the receiver.

- **De Fleur Model of Communication**

The theory De fleur model of communication is expanded version of Shannon and weaver model of communication. And also based on the "Westley& Maclean model of communication" describes the circular process of communication with feedback from the receiver. Shannon and Weaver model is a one-way communication and they explain the role of noise in the communication process. Westley& Maclean model is a two-way communication and for first time they introduced the important component called "Linear Feedback" in the communication model. De fleur combine these two models and creates new one called "De Fleur Model of Communication".

Defleur Model of Mass Communication System

Theory:

De Fleur simply expands the Shannon & weaver model of communication by inserting the Mass Media device and suggested the communication process is circular as well as it gives possible two-way feedback. In this whole communication process, noise may occur at any stages. Defleur pictures the source, transmitter, receiver and destination as separate phases of mass communication.

Defleur's another important suggestion in this model is "Feedback Device". This feedback device is helps to analyse the target audience (as separate from the receivers). Here, all these receivers are not considering as a target audience because the target audience will make some kind of feedback which will helps to find the target audience by using feedback device.

One of the important aspect of the communication model is two-way communication process which is recommended by Defleur. And also this model is the first one which introduce both two-way feedback and targeted audience in the communication process.

- **Westley and MacLean's Model of Communication**

This model can be seen with two contexts, interpersonal and mass communication. And the point of difference between interpersonal and mass communication is the feedback.

In interpersonal, the feedback is direct and fast. In the mass, the feedback is indirect and slow.

Westely and Maclean realized that communication does not begin when one person starts to talk, but rather when a person responds selectively to his/her physical surroundings. This model considers a strong relation between responds from surroundings and the process of communication. Communication begins only when a person receives message from surroundings. Each receiver responds to the message they received based on their object of orientation.

Westley and MacLean's Model of Communication
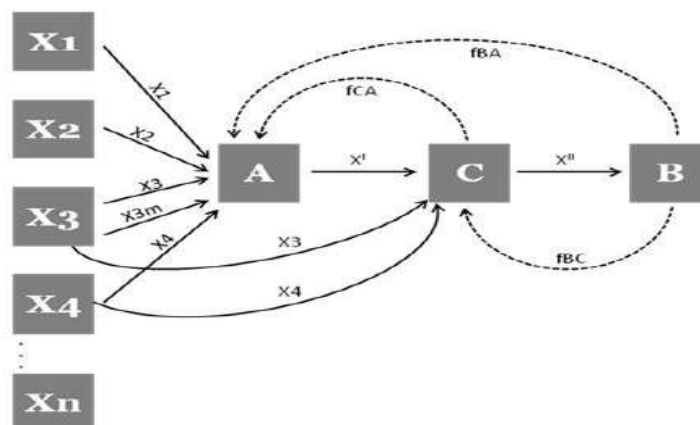
X1, X2, X3 and X4....—are news articles or information, Feedback (f), Clients (A), Reader or Audience (B) and Gate Keeper (c)

Example:

A Daily News Papers will receive many Press releases from Many Public Relations Agencies on behalf of their clients. In this case, Newspaper will publish the selected Press release due to the space constraints. Then, Readers can directly respond to the client or they can respond to the News daily which published in the Newspaper. If Readers responded to daily Newspaper, it will communicate the feedback to concern PR Agency.

X1, X2 and X3—are Press Release, Feedback (f), Clients (A), Reader (B) and Daily News Paper (Gate Keeper) (c)
1. Feedback Loop between Reader (B) and News Paper (C) – fBC
2. Feedback Loop between News Paper(C) and Client (A) -fCA
3. Feedback loop between Reader (B) and Client (A) -fBA.

- **Merits and Demerits:**
This model accounts for Feedback.

It can account for different modes of communication, i.e., for both interpersonal communication and Mass communication.

It is a predictive model of communication and very descriptive also.

Westley and Maclean communication model is Two Dimensional.

It cannot account for multi dimensions; this means this model will not be applicable for typical communication events that involve broader context and wide range of communication messages

- **Lasswell's model**
Harold Dwight Lasswell, the American political scientist states that a convenient way to describe an act of communication is to answer the following questions
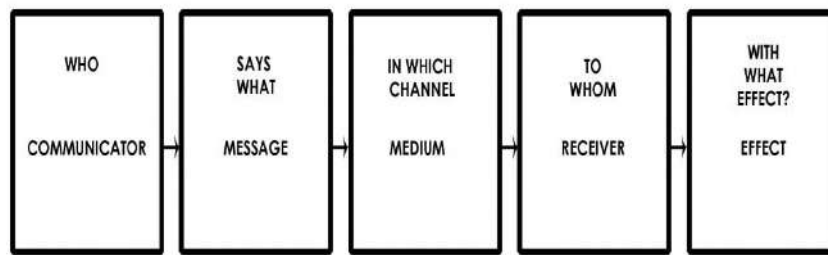Who
Says What
In Which Channel
To Whom
With what effect?

This model is about process of communication and its function to society, According to Lasswell there are three

- **functions for communication:**
-Surveillance of the environment
-Correlation of components of society
-Cultural transmission between generations

Lasswell model suggests the message flow in a multicultural society with multiple audiences. The flow of message is through various channels. And also this communication model is similar to Aristotle's communication model.In this model, the communication component who refers the research area called "Control Analysis",
Says what is refers to "Content Analysis",
In which channel is refers to "Media Analysis",
To whom is refers to "Audience Analysis"
With What Effect is refers to "Effect Analysis"

Advantage of lasswell model:
It is Easy and Simple
It suits for almost all types of communication
The concept of effect

Disadvantage of lasswell model:
Feedback not mentioned
Noise not mentioned
Linear Model.

1.2.7 Concept of Crowd

In its ordinary sense, the word ''crowd'' means a gathering of individuals of whatever nationality, professional, or sex, and whatever be the chances that have brought them together. A numerically strong agglomeration of individuals does not suffice to form a crowd.

- **Special characteristics of crowds-**
The turning in a fixed direction of the ideas and sentiments of individuals composing such a crowd, and the disappearance of their personality. The crowd is always dominated by considerations of which it is unconscious, the disappearance of brain activity and the predominance of medullar activity, the lowering of the intelligence and the complete transformation of the sentiments. The transformed sentiments may be better or worse than those of the individuals of which the crowd is composed. A crowd is as easily heroic as well as criminal.

- **Nature of a crowd-**
Under certain given circumstances, and only under those circumstance, an collection of men presents new characteristics very different from those of the individuals composing it. The sentiments and ideas of all the persons in the gathering take one and the same direction, and their conscious personality vanishes. A collective mind is formed, doubtless transitory, but presenting very clearly defined characteristics.

A crowd about to become organized does not always involve the simultaneous presence of a number of individuals on one spot. Thousands of isolated individuals may acquire at certain moments and under the influence of certain violent emotions-such, for example, as a great national event-the characteristics of a psychological crowd. At certain moments half a dozen men

might constitute a psychological crowd, which may not happen in the case of hundreds of men gathered together by accident. On the other hand, an entire nation, though there may be no visible agglomeration, may become a crowd under the action of certain influences.

Whoever be the individuals that compose it, however like or unlike be their mode of life, their occupations, their character, or their intelligence, the fact that they have been transformed into a crowd puts them in possession of a sort of collective mind which makes them feel, think, and act in a manner quite different from that in which each individual of them would feel, think, and act were he in a state of isolation. There are certain ideas and feelings which do not come into being, or do not transform themselves into acts expect in the case of individuals forming a crowd. In the collective mind the intellectual aptitudes of the individuals, and in consequence their individuality, are weakened. The heterogeneous is swamped by the homogeneous, and the unconscious qualities obtain the upper hand.

It is not only by his acts that the individual in a crowd differs essentially from himself. Even before he has entirely lost his independence, his ideas and feelings have undergone a transformation, and the transformation is so profound as to change the miser into a spendthrift, the skeptic into a believer, the honest man into a criminal, and the coward into a hero.

The conclusion to be drawn from what precedes is, that the crowd is always intellectually inferior to the isolated individual, but that, from the point of view of feelings and of the acts these feelings provoke, the crowd may, according to circumstances, he better or worse than the individual. All depends on the nature of the suggestion to which the crowd is exposed. This is the point that has been completely misunderstood by writers who have only studied crowds from the criminal point of view. Doubtless a crowd is often criminal, but also it is often heroic.

1.2.8 Concept of Group

Group are a fundamental part of social life. As we will see they can be very small—just two people—or very large. When people talk about groups they often are describing collectivities with two members (a dyad) or three members (a traid). For example, a work team or study group will often comprise two or three people. However, groups can be very large collectivities of people such a crowd or religious congregation or gathering. As might be expected, there are differences in some aspects of behaviour between small and larger groupings (see below), yet there remain significant commonalities.

- **Definitions of a group**

"A group is a collection of individuals who have relations to one another that make them interdependent to some significant degree. As so defined, the term group refers to a class of social entities having in common the property of interdependence among their constituent members." Dorwin Cartwright and Alvin Zander (1968: 46)

"We mean by a group a number of persons who communicate with one another often over a span of time, and who are few enough so that each person is able to communicate with all the others, not at second-hand, through other people, but face-to-face." George Homans (1950: 1)

"A group exists when two or more people define themselves as members of it and when its existence is recognized by at least one other." Rupert Brown (1988: 2-3) JarlathF.Benson has identified a list of characteristics of a group—

1) A set of people engage in frequent interactions
2) They identify with one another.
3) They are defined by others as a group.
4) They share beliefs, values, and norms about areas of common interest.

5) They come together to work on common tasks and for agreed purposes

- **Types of groups**

There are various ways of classifying groups, for example in terms of their purpose or structure, but two sets of categories have retained their usefulness for both practitioners and researchers. They involve the distinctions between: Primary and Secondary groups; and Planned and Emergent groups

Primary groups are clusters of people like families or close friendship circles where there is close, face-to-face and intimate interaction. There is also often a high level of interdependence between members. Primary groups are also the key means of socialization in society, the main place where attitudes, values and orientations are developed and sustained.

Secondary groups are those in which members are rarely, if ever, all in direct contact. They are often large and usually formally organized. Trades unions and membership organizations such as the National Trust are examples of these. They are important place for socialization, but secondary to primary groups. Planned and emergent groups.

Planned groups are specifically formed for some purpose – either by their members, or by some external individual, group or organization.

Emergent groups come into being relatively spontaneously where people find themselves together in the same place, or where the same collection of people gradually comes to know each other through conversation and interaction over a period of time.

- **Advantages of a group**
1) Significant sites of socialization and education – enabling people to develop a sense of identify and belonging, and to deepen knowledge, skills, and values and attitudes

2) Places where relationships can form and grow, and where people can find help and support.
3) Settings where wisdom flourishes. As James Suriwiecki (2004) has argued, it is often the case that 'the many are smarter than the few'

- **Disadvantages of a group**

The socialization they offer might be highly constraining and oppressive for some of their members. They can also become environments that foster interpersonal conflict.

Furthermore, the boundaries drawn around groups are part of a process of excluding certain people (sometimes to their detriment) and creating inter-group conflict.

There is also evidence to show that groups can impact upon individual as in ways that warp their judgements and that lead to damaging decision making (what some commentators have talked about a 'groupthink').

1.2.9 Concept of public

The name "public" originates with the Latin "populus" or "poplicus", and in general denotes some mass population ("the people") in association with some matter of common interest. So in political science and history, a public is a population of individuals in association with civic affairs, or affairs of office or state. In social psychology, marketing, and public relations, a public has a more situational definition. [6] John Dewey defined (Dewey 1927) a public as a group of people who, in facing a similar problem, recognize it and organize themselves to address it.

A group of people having common interests or characteristics where private persons are welded together by a shared point of reference – say, a political disposition – is called a public.

Members of the public are thus usually dispersed, and can influence events from a

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distance only, by a "soft" persuasion: by voicing and communicating an opinion.

- **Example of Public**
1) The beach is open to the public.
2) The general public is in favor of the law.
3) Members of the public called for the mayor's resignation.

- **Differences between Public and Crowd-**
1) A crowd is transient and impulsive whereas the public does not exhibit emotionally intensity and impulsiveness.
2) In the crowd there are expectancy, enthusiasm and excitement; in the public there is an absence of excitement and tension.
3) Public is a scattered group of people whereas the members of a crowd collect at one place—a scene of incident or accident.
4) Public is a critical group whereas in a crowd no critical discussion is possible. In the public, discussion is essential which is generally free and unimpassioned.
5) The members of a public have common interests but are not like-minded as in crowd. They show differences of opinion over common issues.
6) In the crowd, the contact between its members is personal and face-to-face while in the public the contact is through communication by means of press, TV, radio, etc. Public is not necessarily a face-to-face group.
7) In the crowd, there is contagion through contact; in the public, there is contagion without contact.
8) A public is a much bigger group than a crowd.
9) The crowd is an ecstatic aggregation while the public is a rational group.
10) The crowd generates and expresses emotion and nulls to a dominating collective impulse; the public deliberates in regard to issue on the basis of facts and evidence.
11) The crowd reaches unanimity through the development of rapport; the public

arrives at a consensus through the clash and modification of opinion.
12) Public has long life than crowds which dissolve through fatigue or discomfort of the members. People disperse as soon as the objective is achieved.

1.2.10 Concept of mass

The terms common people, commoners, or the masses denote a broad social division referring to ordinary people who are members of neither the nobility nor the priesthood. Since the 20th century, the term common people has been used in a more general senseto refer to typical members of society in contrast to highly privileged (in either wealth or influence).

The masses don't include celebrities, rich people, royalty, or political leaders. The masses are everybody else. People use this term when they need to speak generally about the majority, although it often refers to the lower class. To win an election, a politician must appeal to the masses. Popular movies and music also must appeal to the masses – in other words, they need mass appeal.

On the other hand "mass communication," refer to activities that are intended to affect very large numbers of people who are seen, for these purposes, as more or less undifferentiated units of an aggregate or "mass." Similarly, a "mass society" is one in which many or most of the major institutions are organized to deal with people in the aggregate and in which similarities between the attitudes and behavior of individuals tend to be viewed as more important than differences. Societies or institutions organized in this way are said to have a "mass character," and the life of individuals in such societies is said to be governed primarily by "mass relations."

However, the public and crowd should be distinguished from the "mass." The members of a mass exhibit similar behavior, simultaneously, but with minimum interaction.

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