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# Pimpri Chinchwad University

Sate, Pune - 412106



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## Curriculum Structure

### **BBA Media & Communication (2025 Pattern)**

## **Pune School of Media and Communication Studies**



Effective from Academic Year 2024-25



### Semester III

Course Code	Course Name	Course Type	Teaching Scheme				Hrs	CIA	ESA	Assessment Scheme	
			Th	Prac	Tu	Credit				Practical	Total
UBBMC201	Film Making -I (Pre-Production)	MAJM	1	2	-	3	5	40	-	60	100
UBBMC202	Public Relations – Strategies & Implementation	MAJM	2	1	-	3	4	40	60		100
UBBMC 203	Event Planning, Budgeting & Production	MAJM	1	2	-	3	5	40	-	60	100
UBBMC 204	Consumer Behaviour & Psychology	MAJM	3	-	-	3	3	40	60		100
UBBMC 205	MOOC Elective-I	DE	-	-	1	2	-	25	25		50
UBBMC 206	MOOC Elective-II	OE	-	-	1	2	-	25	25		50
UBBMC 207	Mobile Journalism	SEC	-	2	-	2	4	20	-	30	50
UEG103	Applied Communication	AEC	2	-	-	-	2	50	-		50
ACCOI201	Constitution of India	AC	1	-	-	-	1	50	-		50
UFLI201	Foreign Language 1	AC	2	-	-	-	2	50			50
	Minor – 2	MIN	2	-	-	2	2	20	30		50
		Total	14	7	2	20	28	400	350		750

### Semester IV

Course Code	Course Name	Course Type	Teaching Scheme				Hrs	CIA	ESA	Assessment Scheme	
			Th	Prac	Tut	Credit				Practical	Total
UBBMC208	Television Studies & Practice	MAJM	1	2	-	3	5	40	-	60	100
UBBMC209	Strategic Crisis Management & Communication	MAJM	2	1	-	3	4	40	60		100
UBBMC210	Film Making -II (Production & Post Production)	MAJM	1	2	-	3	5	40	-	60	100
UBBMC11	Introduction to Indian Economy, Markets and Enterprises	MAJM	3	-	-	3	3	40	60		100
UBBMC12	MOOC Elective-I	DE	-	-	1	2	-	25	25		50
UBBMC13	MOOC Elective-II	OE	-	-	1	2	-	25	25		50
UBBMC14	Copywriting	SEC	1	1	-	2	3	20	30		50
UEG103	Applied Communication	AEC	2	-	-	-	2	50	-		50
ACUHV201/ ACCOI201	Understanding Harmony / Constitution of India	AC	1	-	-	-	1	50	-		50
UFLI201	Foreign Language 1	AC	2	-	-	-	2	50			50
	Minor – 2	MIN	2	-	-	2	2	20	30		50
		Total	15	6	2	20	27	400	350		750



Name of the Program:		BBAMC		Semester: III		Level: UG	
Course Name		Film Making (Pre-Production)		Course Code/Course Type-		UBBMC201/MAJM	
Course Pattern		2024		Version		2.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	2	-	3	75	40	60	
Pre-Requisite:      NIL							
Course Objectives (CO): 1.				The objectives of the course Film Making (Pre-Production) are: 1. Understand the foundational role and components of pre-production in the filmmaking process. 2. Analyze and break down a script for practical production planning. 3. Apply principles of casting and location scouting to fulfill narrative and aesthetic goals. 4. Design production budgets and schedules to manage resources effectively. 5. Develop visual aesthetics through production design and art direction.			
Course Learning Outcomes (CLO):				Students would be able to: 1. Explain the fundamental concepts and stages involved in the pre-production phase of filmmaking. 2. Interpret and break down a script to create effective production plans, including scene analysis and technical requirements. 3. Demonstrate the ability to identify and select appropriate cast and locations that support the film’s narrative and visual style. 4. Prepare and manage production budgets and shooting schedules to optimize the use of time and financial resources. 5. Create basic production design concepts that reflect the visual tone, mood, and themes of the script.			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Pre-Production:</b> What is Pre-production? The role of the producer, director, and roles of direction team, production team in pre-production. Overview of the production pipeline. Differences between film and TV pre-production processes.	<b>CLO 1</b>	15
<b>UNIT II</b>		
<b>Script Breakdown and Storyboarding:</b> Script breakdown techniques (characters, props, locations, etc.). Identifying shooting requirements (camera angles, lighting, special effects). Introduction to storyboarding and shot lists. Tools and software for script breakdown (e.g., Final Draft, Celtx)	<b>CLO 2</b>	15
<b>UNIT III</b>		
<b>Casting and Location Hunting:</b> Casting process: auditions, call backs, and choosing the right talent. Working with casting directors and agents. Location scouting: selecting appropriate locations, permissions, and legal considerations. Location recce and setting the mood/feel of the project.	<b>CLO 3</b>	15
<b>UNIT IV</b>		
<b>Production Design and Art Direction:</b> Understanding production design and art direction. Collaborating with costume, makeup, and set designers. Visual continuity: colour schemes, props, and set dressing. Designing for different genres (e.g. period films, sci-fi, contemporary)	<b>CLO 4</b>	15
<b>UNIT V</b>		
<b>Legal and Ethical Considerations in Pre-Production:</b> Copyright and intellectual property rights in film/TV. Contracts and agreements: with actors, crew, and suppliers. Film permits, location releases, and insurance. Ethical issues: representation, diversity, and inclusivity in casting and production.	<b>CLO 5</b>	15
<b>Total Hours</b>		<b>75</b>



## Learning Resources

### Textbooks:

1. **Burch, M. (2018).** *Mobile filmmaking: The complete guide to shooting video with your smartphone*. Michael Wiese Productions.  
– A step-by-step guide for beginners and professionals to produce high-quality content using mobile devices.
2. **Landau, G. (2020).** *The mobile journalist's toolkit: A practical guide to shooting and editing video with your smartphone*. Focal Press.  
– Focuses on journalistic storytelling and practical tips for editing and shooting on the go.

### Reference Books:

1. **Allan, S. (2017).** *Mobile Journalism*. Routledge.  
– A foundational text on the emergence and impact of mobile journalism in the digital era.
2. **Burns, N. (2019).** *Smartphone Video Storytelling: How to Shoot, Edit and Share Pro-Quality Video*. Focal Press.  
– Covers visual storytelling fundamentals and how to make compelling videos with smartphones.
3. **Quinn, S. (2016).** *MoJo: The Mobile Journalism Handbook*. Routledge.  
– Practical handbook for mobile journalists and content creators.
4. **Rodriguez-Mateo, C., & Diezhandino, M. P. (Eds.). (2019).** *Mobile Journalism in Action: Global Case Studies*. Routledge.  
– Offers international case studies showcasing mobile journalism's real-world applications.
5. **Westlund, O. (2019).** *The Mobile Journalist: Towards a Pragmatic Theory of Mobile Media and Journalism*. Palgrave Macmillan.  
– A theoretical and empirical look at mobile media's role in journalism.

### Online References:

1. **Poynter NewsU**  
– Offers free and paid courses on digital and mobile journalism, ethics, and visual storytelling.
2. **Knight Center for Journalism in the Americas**  
– Provides MOOCs on digital reporting, video storytelling, and mobile journalism.
3. **UNESCO: Mobile Journalism Resources**  
– Educational material, toolkits, and training guides for mobile content creators.



<b>Name of the Program:</b>		<b>BBAMC</b>		<b>Semester: III</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Public Relations- Strategies &amp; Implementation</b>		<b>Course Code/Course Type-</b>		<b>UBBMC202 /MAJM</b>	
<b>Course Pattern</b>		<b>2024</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
2	1	-	3	60	40	60	-
<b>Pre-Requisite:</b> <b>NIL</b>							
Course Objectives (CO):				The objectives Public Relations- Strategies & Implementation are: 1. To introduce students to strategic planning and execution in Public Relations campaigns. 2. To equip students with skills to develop communication strategies aligned with brand and organizational goals. 3. To expose students to PR practices across sectors—corporate, political, entertainment, and NGOs. 4. To enable students to analyze PR case studies and understand success/failure factors. 5. To integrate emerging PR tools and technologies with traditional methods for campaign implementation.			
Course Learning Outcomes (CLO):				Students would be able to: 1. Understand the fundamentals of PR strategies and their importance in organizational communication. 2. Develop PR plans and strategies tailored to specific organizational needs. 3. Apply PR practices effectively across various sectors and industries. 4. Critically evaluate real-world PR campaigns to derive learning outcomes. 5. Utilize digital tools, analytics, and media relations for effective PR implementation.			

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Fundamentals of PR Strategy :</b> Definition of PR strategy and its significance, Understanding stakeholders and target audiences, Research and situation analysis (SWOT, PESTLE), Goal-setting and measurable objectives (SMART objectives), Alignment with business/brand strategy	<b>CLO 1</b>	<b>12</b>
<b>UNIT II</b>		
<b>Planning and Designing PR Campaigns:</b> Campaign components: message, media, timing, budget, Tools and Techniques of PR (press releases, events, media kits, etc.), Storytelling and brand voice in PR, Crisis communication planning, Ethics and transparency in PR campaigns	<b>CLO 2</b>	<b>12</b>
<b>UNIT III</b>		
<b>Sectoral PR Practices:</b> Corporate PR: Investor relations, CSR campaigns, Political PR: Image management, public opinion shaping, Entertainment PR: Celebrity and Film PR strategies, NGO and Development Sector PR, Government and Public Sector PR campaigns	<b>CLO 3</b>	<b>12</b>
<b>UNIT IV</b>		
<b>Implementation and Media Engagement:</b> Media planning and media list building, Media pitching and press conferences, Working with journalists, bloggers, influencers, Digital PR: SEO, social listening, content amplification, Monitoring media coverage and measuring ROI	<b>CLO 4</b>	<b>12</b>
<b>UNIT V</b>		
<b>Evaluation and Trends in PR:</b> KPIs and PR metrics (AVE, reach, sentiment analysis), Campaign reporting and feedback loops, Case studies: Successful and failed PR strategies, PR trends: AI in PR, influencer collaboration, data-driven storytelling, Global vs. local strategy adaptation	<b>CLO 5</b>	<b>12</b>
<b>Total Hours</b>		<b>60</b>

## Learning Resources

### Textbooks:

- The New Rules of Marketing and PR – David Meerman Scott
- Strategic Public Relations Management – Erica Weintraub Austin
- Public Relations: Strategies and Tactics – Dennis L. Wilcox & Glen T. Cameron
- Planning and Managing Public Relations Campaigns – Anne Gregory
- Public Relations Cases – Jerry A. Hendrix & Darrell C. Hayes

### Reference Books:

- Public Relations Today: Managing Competition and Conflict – Robert L. Heath
- The Practice of Public Relations – Fraser P. Seitel
- Reputation Management: The Key to Successful Public Relations – John Doorley & Helio Fred Garcia
- Effective Public Relations – Scott M. Cutlip, Allen H. Center, Glen M. Broom
- Corporate Communication: A Guide to Theory and Practice – Joep Cornelissen

### Online References:

- PRSA – Public Relations Society of America
- Institute for Public Relations <https://instituteforpr.org>
- Spin Sucks Blog by Gini Dietrich <https://spinsucks.com>
- Holmes Report / PRovoke Media <https://www.provokemedia.com>





Name of the Program:		BBAMC		Semester: III		Level: UG	
Course Name		Event Planning, Budgeting & Production		Course Code/Course Type-		UBBMC203 /MAJM	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	2	-	3	60	40	60	-
Pre-Requisite: NIL							
Course Objectives (CO):				The objectives of Introduction to Event Planning, Budgeting & Production are:  1. To introduce students to the fundamental concepts and lifecycle of event planning. 2. To enable students to create structured event proposals with timelines and resources. 3. To impart knowledge of budgeting methods and financial planning for different types of events. 4. To provide practical understanding of production design and logistics management. 5. To equip students with the knowledge of latest industry trends and sustainable event practices.			
Course Learning Outcomes (CLO):				Students would be able to:  1. Understand and explain the complete planning cycle of an event. 2. Develop event blueprints including concept, planning, and execution timelines. 3. Prepare and manage event budgets and financial forecasts. 4. Organize and coordinate technical and production elements of events. 5. Analyze emerging trends and apply sustainable and innovative practices in events.			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Event Planning :</b> Types and categories of events (corporate, social, entertainment, MICE), Event lifecycle: ideation to execution, Understanding audience profiling and stakeholder mapping, Concept note, event objectives, and deliverables, Event feasibility study and SWOT analysis	<b>CLO 1</b>	<b>12</b>
<b>UNIT II</b>		
<b>Event Design and Proposal Development:</b> Creative ideation and theme development, Event proposal and planning documentation, Venue selection and site inspection, Timeline and scheduling (Gantt Charts, Run Sheets), Legalities, permits, and compliance	<b>CLO 2</b>	<b>12</b>
<b>UNIT III</b>		
<b>Event Budgeting and Financial Planning:</b> Cost estimation and budgeting techniques, Revenue models (sponsorships, ticketing, merchandising), Budget allocation and break-even analysis, Vendor negotiations and contract management, Financial risk management and contingency planning	<b>CLO 3</b>	<b>12</b>
<b>UNIT IV</b>		
<b>Event Production and Logistics:</b> Production design: stage, sound, lighting, AV, Technical crew and backstage management, Logistics planning: transport, catering, crowd management, On-ground coordination and production timelines, Health, safety, and emergency planning	<b>CLO 4</b>	<b>12</b>
<b>UNIT V</b>		
<b>Trends, Technology &amp; Sustainability in Events:</b> Hybrid and virtual event formats, Use of AI, AR/VR, and event management software, Green event practices and sustainable production, Experiential marketing and audience engagement trends, Post-event evaluation, ROI, and analytics	<b>CLO 5</b>	<b>12</b>
<b>Total Hours</b>		<b>60</b>

## Learning Resources

### Textbooks:

- Event Management & Event Marketing – Sita Ram Singh
- Successful Event Management – Anton Shone & Bryn Parry
- The Complete Guide to Successful Event Planning – Shannon Kilkenny
- Events Management: Principles and Practice – Razaq Raj, Paul Walters, Tahir Rashid
- The Business of Events Management – John Beech, Sebastian Kaiser, Robert Kaspar

### Reference Books:

- Special Events: A New Generation and the Next Frontier – Joe Goldblatt
- Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events – Judy Allen
- Risk Management for Meetings and Events – Julia Rutherford Silvers
- Sustainable Event Management: A Practical Guide – Meegan Lesley Jones
- Into the Heart of Meetings – Eric de Groot & Mike van der Vijver

### Online References:

- Event Manager Blog (Skift Meetings) – <https://www.skiftmeetings.com>
- MeetingsNet – <https://www.meetingsnet.com>
- International Live Events Association (ILEA) – <https://www.ileahub.com>
- Eventbrite Blog (Tips & Trends) – <https://www.eventbrite.com/blog>



<b>Name of the Program:</b>		<b>BBAMC</b>		<b>Semester: III</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Consumer Behaviour &amp; Psychology</b>		<b>Course Code/Course Type-</b>		<b>UBBMC204 /MAJM</b>	
<b>Course Pattern</b>		<b>2024</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tut ori al</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	45	40	60	-
<b>Pre-Requisite:</b> <b>NIL</b>							
<b>Course Objectives (CO):</b>				<b>The objectives of Consumer Behaviour &amp; Psychology are:</b>			
				<div><div></div><div>1. To develop a foundational understanding of key consumer behaviour concepts and theories, encompassing psychological, social, and cultural influences.</div><div>2. To analyze the consumer decision-making process and the factors that impact each stage, from need recognition to post-purchase evaluation.</div><div>3. To evaluate the role of psychological principles such as perception, motivation, learning, attitudes, and personality in shaping consumer choices within diverse media contexts.</div><div>4. To apply consumer behaviour insights to develop effective strategies in advertising, event management, public relations, and film making, considering both global trends and the Indian consumer landscape.</div><div>5. To critically assess ethical considerations and the impact of marketing and media practices on consumer behaviour and societal well-being.</div></div>			
<b>Course Learning Outcomes (CLO):</b>				<b>Students would be able to:</b>			
				<div><div></div><div>1. Demonstrate a strong understanding of core consumer behaviour theories and their relevance to media and communication practices.</div><div>2. Analyze and interpret consumer decision-making processes in various contexts, identifying key influencing factors.</div><div>3. Apply psychological principles to understand and predict consumer responses to different media and marketing stimuli.</div><div>4. Develop informed and culturally relevant communication strategies for advertising, events, public relations, and film, considering both global and Indian consumer nuances.</div><div>5. Critically evaluate the ethical implications of marketing and media communications on consumers and advocate for responsible practices.</div></div>			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Foundations of Consumer Behaviour:</b> Defining Consumer Behaviour: Scope, Importance, and its relevance to Media & Communication. Evolution of Consumer Behaviour: From Economic Man to Contemporary Perspectives (including Neuromarketing). The Consumer Decision-Making Process: A comprehensive model and its stages. Market Segmentation and Targeting: Identifying and reaching specific consumer groups (Global and Indian examples). Consumer Value Framework: Understanding customer value, satisfaction, trust, and loyalty. .	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Psychological Influences on Consumer Behaviour:</b> Perception: Sensory processes, attention, interpretation, and implications for media messaging (Indian visual and auditory culture). Motivation and Needs: Theories of motivation (Maslow, Herzberg), types of needs, and their application in advertising and content creation (Indian value systems). Learning and Memory: Classical and operant conditioning, cognitive learning, memory systems, and their role in brand building and recall. Attitudes and Attitude Change: Formation, components, functions of attitudes, and strategies for attitude change in persuasive communication (Indian social attitudes). Personality and Self-Concept: Theories of personality, the self and its influence on consumption, and brand personality (Indian cultural archetypes).	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Social and Cultural Influences on Consumer Behaviour:</b> Culture and Subculture: Impact of culture on consumer values, beliefs, and behaviour (Indian cultural diversity and regional variations). Social Class and Group Influence: Social stratification, reference groups, opinion leaders, and their impact on media consumption and product adoption (Indian social hierarchies). Family and Household Influences: Roles within the family, family life cycle, and their impact on purchase decisions (Indian family structures and dynamics). Diffusion of Innovation and Adoption Process: How new products and ideas spread through a population (Indian adoption patterns and influencers). Cross-Cultural Consumer Behaviour: Understanding and adapting to diverse consumer markets (Global marketing strategies and their adaptation in India).	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Consumer Decision Making: Specific Contexts:</b> High-Involvement vs. Low-Involvement Decisions: Implications for marketing communication strategies. Variety Seeking and Brand Loyalty: Understanding consumer switching behaviour and building brand relationships. Online Consumer Behaviour: E-commerce, digital marketing, social media influence, and online communities (Growth of digital consumption in India). Services Consumption: Unique characteristics of services and their impact on consumer evaluation (Experiences in the Indian service sector). Ethical Considerations in Consumer Behaviour: Deceptive advertising, privacy concerns, vulnerable consumers, and sustainable consumption (Ethical marketing practices in India).	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Applications in Media and Communication Specializations:</b> Consumer Insights in Advertising: Developing effective ad campaigns, understanding target audiences, and measuring advertising effectiveness (Indian advertising landscape). Consumer Engagement in Events & Public Relations: Creating memorable experiences, managing public perception, and building relationships (Indian event culture and PR challenges). Understanding the Film Audience: Audience segmentation, motivation for film consumption, and the impact of narrative and visual elements (Indian film industry and audience preferences). Consumer Journey Mapping: Visualizing the consumer experience across different touchpoints in media and communication. Future Trends in Consumer Behaviour and Media Consumption: The impact of technology, personalization, and evolving consumer values (Emerging trends in the Indian media market).	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>



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## Learning Resources

### Textbooks:

1. Batra, S. K., & Kazmi, S. H. H. (2008). Consumer Behaviour. Excel Books.
2. Raju, M. S. (2011). Consumer Behaviour: Concepts, Applications and Cases. Tata McGraw-Hill Education.
3. Nair, S. R. (2015). Consumer Behaviour in Indian Perspective. Himalaya Publishing House.
4. Kumar, N., & Raju, J. (2013). Consumer Behaviour: A South Asian Perspective. Pearson Education.
5. Assael, H. (2010). Consumer Behavior and Marketing Action. Cengage Learning.

### Reference Books:

1. Schiffman, L. G., & Wisenblit, J. (2015). Consumer Behavior. Pearson Education.
2. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). Consumer Behavior. Thomson South-Western.
3. Solomon, M. R. (2018). Consumer Behavior: Buying, Having, and Being. Pearson Education.
4. Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2018). Consumer Behavior. Cengage Learning.
5. Arnould, E. J., Price, L. L., & Zinkhan, G. M. (2004). Consumers. McGraw-Hill Irwin.

### Online References:

1. <https://archive.nptel.ac.in/courses/110/105/110105074/>
2. [https://onlinecourses.swayam2.ac.in/cec25\\_mg10/preview](https://onlinecourses.swayam2.ac.in/cec25_mg10/preview)
3. <https://www.edx.org/learn/marketing/indian-institute-of-management-bangalore-consumer-behaviour>
4. [https://onlinecourses.nptel.ac.in/noc22\\_mg47/preview](https://onlinecourses.nptel.ac.in/noc22_mg47/preview)



<b>Name of the Program:</b>		<b>BBAMC</b>		<b>Semester: I</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Mobile Journalism</b>		<b>Course Code/Course Type-</b>		<b>UBBMC /MAJM</b>	
<b>Course Pattern</b>		<b>2024</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
-	2	-	2	30	20	30	-
<b>Pre-Requisite:</b> <b>NIL</b>							
<b>Course Objectives (CO):</b>				<b>The objectives of Introduction to Mobile Journalism are:</b>			
				<div><div></div><div>1. To understand the evolving landscape of journalism and the transformative role of mobile technology in newsgathering and storytelling.</div><div>2. To develop practical skills in using smartphone cameras and audio recording equipment effectively for capturing high-quality multimedia content.</div><div>3. To master mobile-based editing techniques for video, audio, and photo journalism, adhering to professional standards.</div><div>4. To explore diverse storytelling formats and platforms suitable for mobile journalism, tailored to different media specializations (advertising, events, PR, and film).</div><div>5. To critically evaluate ethical considerations, legal frameworks, and best practices in mobile journalism within a global and Indian context.</div></div>			
<b>Course Learning Outcomes (CLO):</b>				<b>Students would be able to:</b>			
				<div><div></div><div>1. Articulate the significance of mobile journalism in the contemporary media environment and its implications for various communication fields.</div><div>2. Produce high-quality video, audio, and photographic content using smartphone devices and accessories, demonstrating proficiency in composition, lighting, and sound recording.</div><div>3. Edit multimedia content effectively on mobile platforms using relevant applications, ensuring professional storytelling and adherence to time constraints.</div><div>4. Create compelling journalistic narratives in diverse formats optimized for different media platforms relevant to advertising, events, public relations, and filmmaking.</div><div>5. Apply ethical principles and legal guidelines to their mobile journalism practice, demonstrating an understanding of responsible content creation and dissemination in the Indian and global context.</div></div>			

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Mobile Journalism (MoJo):</b> The Evolution of Journalism and the Rise of MoJo: Global trends and the Indian scenario. Advantages and Limitations of Mobile Journalism: Speed, accessibility, challenges in quality and infrastructure (Indian perspective on connectivity and device penetration). Ethical Considerations in MoJo: Accuracy, fairness, privacy, and responsible reporting in the digital age (Indian media ethics and legal frameworks). Mobile Journalism Workflow: Planning, shooting, editing, and publishing – an overview. Essential MoJo Gear and Accessories: Smartphones, microphones, tripods, lenses, and their effective use.	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Capturing High-Quality Content with Smartphones:</b> Smartphone Camera Basics: Understanding settings, resolution, frame rates, and aspect ratios. Principles of Visual Storytelling: Composition, framing, rule of thirds, leading lines, and camera movements (Indian visual aesthetics). Lighting for Mobile Video and Photography: Natural light, artificial light, and using reflectors effectively. Audio Recording Techniques for MoJo: Internal microphones vs. external microphones, capturing clear audio in various environments (challenges in noisy Indian environments). Shooting Techniques for Different Story Formats: News reports, interviews, documentaries, social media updates, and behind-the-scenes content.	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Mobile Editing for Multimedia Storytelling:</b> Introduction to Mobile Editing Apps: Overview of popular video, audio, and photo editing applications (global and Indian app landscape). Video Editing on Mobile: Trimming, cutting, adding transitions, text overlays, graphics, and music (Indian copyright considerations for music). Audio Editing on Mobile: Noise reduction, equalization, mixing, and adding voiceovers. Photo Editing on Mobile: Adjusting exposure, color correction, cropping, and adding annotations. Creating Engaging Visuals for Social Media: Optimizing content for different platforms (Instagram Reels, YouTube Shorts, etc.) and understanding platform-specific trends in India.	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>MoJo for Media and Communication Specializations:</b> Mobile Journalism for Advertising: Creating short-form video ads, behind-the-scenes content, and social media campaigns. Mobile Journalism for Events & Public Relations: Live coverage, capturing key moments, interviews with attendees and organizers, creating event highlights and promotional videos (Indian event culture). Mobile Journalism for Film Making: Location scouting, storyboarding with visuals, behind-the-scenes documentation, and creating promotional material. Creating Interactive Mobile Stories: Using polls, quizzes, and other interactive elements to engage audiences (Indian audience engagement strategies). Going Live with Mobile: Platforms for live streaming (Facebook Live, YouTube Live, Instagram Live) and best practices for live reporting and event coverage in India.	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Distribution, Ethics, and the Future of MoJo:</b> Publishing and Distribution Strategies for Mobile Content: Optimizing for different platforms and audience reach (Indian internet landscape and digital consumption patterns). Legal and Copyright Issues in Mobile Journalism: Understanding intellectual property, fair use, and permissions (Indian copyright laws). Citizen Journalism vs. Mobile Journalism: Verification, fact-checking, and maintaining journalistic integrity in a participatory media environment (challenges of misinformation in India). Monetization Strategies for Mobile Content Creators: Exploring different revenue models. The Future of Mobile Journalism: Emerging technologies, AI integration, and the evolving role of the mobile journalist in India and globally.	<b>CLO 5</b>	<b>6</b>
<b>Total Hours</b>		<b>30</b>





## Learning Resources

1. Textbooks:  
Burch, M. (2018). Mobile filmmaking: The complete guide to shooting video with your smartphone. Michael Wiese Productions.
2. Landau, G. (2020). The mobile journalist's toolkit: A practical guide to shooting and editing video with your smartphone. Focal Press.
3. Littau, J. (2019). Smartphone journalism: How to create professional-quality video and report news with your mobile device. Taylor & Francis.
4. Siemens, R. (2021). The power of mobile storytelling: How to connect with audiences using your smartphone. Routledge.
5. Vecchi, G. (2017). iPhone video for dummies. John Wiley & Sons. (While specific to iPhone, many principles apply broadly to smartphone videography).

## Reference Books:

1. Allan, S. (2017). Mobile Journalism. Routledge.
2. Burns, N. (2019). Smartphone Video Storytelling: How to Shoot, Edit and Share Pro-Quality Video. Focal Press.
3. Quinn, S. (2016). MoJo: The Mobile Journalism Handbook. Routledge.
4. Rodriguez-Mateo, C., & Diezhandino, M. P. (Eds.). (2019). Mobile Journalism in Action: Global Case Studies. Routledge.
5. Westlund, O. (2019). The Mobile Journalist: Towards a Pragmatic Theory of Mobile Media and Journalism. Palgrave Macmillan.

## Online References:

5. <https://www.newsu.org/>
6. <https://knightcenter.utexas.edu/>
7. <https://en.unesco.org/themes/journalism-ethics-media-accountability/mobile-journalism>
8. <https://ijnet.org/>





Name of the Program:		BBAMC			Semester: III		Level: UG	
Course Name		Corporate Communication			Course Code/Course Type-		UEG208	
Course Pattern		2024			Version		2.0	
Teaching Scheme					Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral	
2			2	30	50	-	-	
Pre-Requisite:		NIL						
Course Objectives (CO):					The objectives of the course Business Communication are:  1. To introduce the fundamental concepts, scope, and types of corporate communication. 2. To understand and interpret internal communication strategies within organizations. 3. To explore the application of tools and platforms for external communication and stakeholder engagement. 4. To examine crisis communication and reputation management techniques. 5. To enable students to evaluate and design strategic corporate communication plans aligned with branding and organizational goals.			
Course Learning Outcomes (CLO):					Students would be able to:  1. Define and recall basic concepts, functions, and components of corporate communication. 2. Describe and explain the role of internal communication in shaping organizational culture and employee engagement. 3. Apply appropriate tools and platforms to communicate effectively with external stakeholders. 4. Analyze real-life case studies to understand effective crisis communication and brand reputation strategies. 5. Design and evaluate a basic strategic corporate communication plan for a hypothetical organization.			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Corporate Communication:</b> Definition, nature, and evolution of corporate communication. Importance in modern business organizations. Types: Internal and External Communication. Relationship with PR and Marketing Communication.	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Internal Communication Strategies:</b> Communication within organizations: upward, downward, lateral. Tools: Emails, intranet, newsletters, internal meetings. Leadership and employee communication. Role of communication in building organizational culture.	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>External Communication and Stakeholder Engagement:</b> Media relations, press releases, investor relations. Government and community communication. Use of social media and digital platforms. CSR communication strategies.	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Crisis Communication and Reputation Management:</b> Identifying communication crises. Components of a crisis communication plan. Role of transparency and consistency. Monitoring and protecting corporate reputation.	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Corporate Branding and Strategic Communication:</b> Corporate identity, image, and branding. Designing strategic communication plans. Ethics in corporate communication. Evaluating communication effectiveness. Future trends in corporate communication	<b>CLO 5</b>	<b>6</b>
<b>Total Hours</b>		<b>30</b>

### Reference Books

1. Corporate communication- A guide to theory and Practice by Joep Cornelissen, **Publisher:** SAGE Publications
2. The Art of Communication by Jim Stovall, **Publisher:** Sound Wisdom
3. Corporate Communication Case study Approach by Paul A. Argenti, **Publisher:** McGraw-Hill Education

### Online Resources

1. Business Communications on Coursera
2. Corporate Communication on edX

### Learning Resources

- 1 Business Communications – Coursera
2. TED Playlist: Communication
3. <https://studio.blender.org/>

Name of the Program:		B.Tech/B.B.A/B.C. A/B.Sc/B.Pharm		Semester : 3/4		Level: UG	
Course Name		Constitution of India		Course Code/Course Type		ACCOI201/AC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	-	2	50	-	-
Pre-Requisite:							
Course Objectives (CO):				The objectives of Constitution of India are: 1. To familiarize the students with the key elements of the Indian constitution. 2. To enable students to grasp the constitutional provisions and values. 3. To acquaint the students with the powers and functions of various constitutional offices and institutions. 4. To make students understand the basic premises of Indian politics. 5. To make students understand the role of constitution and citizen oriented measures in a democracy			
Course Learning Outcomes (CLO):				Students would be able to: 1. Analyze the basic structure of Indian Constitution. 2. Remember their Fundamental Rights, DPSP's and Fundamental Duties (FD's) of our constitution. 3. know about our Union Government, political structure & codes, procedures. 4. Understand our State Executive & Elections system of India. 5. Access the Amendments and Emergency Provisions, other important provisions given by the constitution			

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Indian Constitution:</b> The Necessity of the Constitution, The Societies before and after the Constitution adoption. Introduction to the Indian constitution, The Making of the Constitution, The Role of the Constituent Assembly. The Preamble of Indian Constitution & Key concepts of the Preamble. Salient features of India Constitution.	<b>CLO 1</b>	<b>8</b>
<b>UNIT II</b>		
<b>FR's, FD's and DPSP's:</b> Fundamental Rights and its Restriction and limitations in different Complex Situations. Directive Principles of State Policy (DPSP) and its present relevance in our society with examples. Fundamental Duties and its Scope and significance in Nation building	<b>CLO 2</b>	<b>5</b>
<b>UNIT III</b>		
<b>Governance and Constitution:</b> Federalism in India - Features , Local Government -Panchayats –Powers and functions; 73rd and 74th amendments, Election Commission – Composition, Powers and Functions; Electoral Reforms, Citizen oriented measures – RTI and PIL – Provisions and significance..	<b>CLO 3</b>	<b>5</b>
<b>UNIT IV</b>		
<b>Union Executive:</b> Parliamentary System, Union Executive – President, Prime Minister, Union Cabinet, Parliament - LS and RS, Parliamentary Committees, Important Parliamentary Terminologies. Supreme Court of India, Judicial Reviews and Judicial Activism.	<b>CLO 4</b>	<b>5</b>
<b>UNIT V</b>		
<b>State Executive &amp; Elections, Amendments and Emergency Provisions:</b> State Executive, Election Commission, Elections & Electoral Process. Amendment to Constitution (How and Why) and Important Constitutional Amendments till today. Emergency Provisions.	<b>CLO 5</b>	<b>7</b>
<b>Total Hours</b>		<b>30</b>

### Learning resources

#### **Text Books**

1. “Constitution of India” (for Competitive Exams) - Published by Naidhruva Edutech Learning Solutions, Bengaluru. – 2022.
2. “Engineering Ethics”, M.Govindarajan, S.Natarajan, V.S.Senthilkumar, Prentice –Hall, 2004

#### **Reference Books:**

1. “SamvidhanaOdu” - for Students & Youths by Justice HN NagamohanDhas, Sahayana, kerekon.
2. “Constitution of India, Professional Ethics and Human Rights” by Shubham Singles, Charles E. Haries, and et al: published by Cengage Learning India, Latest Edition – 2019.
3. “Introduction to the Constitution of India”, (Students Edition.) by Durga Das Basu (DD Basu):Prentice –Hall, 2008.
4. “The Constitution of India” by Merunandan K B: published by Merugu Publication, Second Edition, Bengaluru.