

F.Y.B.M.M.
Semester -I

M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: FYBMM

Semester 1

Subject: Effective Communication Skills I

Name of Faculty: Shivani Naik

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<p>The concept of communication – process and barriers. Reading (English, Marathi or Hindi)</p> <p>i. Types of reading (skimming and scanning)</p> <p>ii. Types of reading (same with examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi)</p> <p>iii. Recognizing aspects of language particularly in media</p> <p><input type="checkbox"/> Vocabulary 100 media words</p> <p><input type="checkbox"/> Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses.</p>	Individual projects + presentation	15
August	<p>Writing (English, Marathi or Hindi)</p> <p>• Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing.</p> <p><input type="checkbox"/> Introduction to feature and script writing</p> <p>Oral Communication – presentation, anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion</p>		20
September	<p>Thinking and Listening Skills –</p> <p>✓ Types of thinking (rational and logical)</p> <p>✓ Errors in thinking</p> <p><input type="checkbox"/> Partialism</p> <p><input type="checkbox"/> Time scale</p> <p><input type="checkbox"/> Egocentricity</p> <p><input type="checkbox"/> Prejudices</p> <p><input type="checkbox"/> Adversary Thinking</p> <p><input type="checkbox"/> Extremes</p> <p>✓ Types of listening, Barriers to listening</p> <p>Introduction of Translation & Views of Translation: Concept and importance of translation, External view of translation – Textual reliability, The Translator's</p>		10

	reliability, Timeliness, Cost, Trade-offs.		
October	<p>Internal view of translation –</p> <ul style="list-style-type: none"> □ Translator as a learner, □ Translator’s memory – Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding. □ The translator’s Learning Styles: Context, Field – Dependent/ Independent, Flexible/ Structural Environment, Independence/Dependence/Interdependence, Relationship/ Content Driven. <p>Processing in Translation:</p> <ul style="list-style-type: none"> □ Input and Processing: Input – Visual, Auditory and Kinetic ; Processing – Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings). □ The process of translation: The shuttle Experience, Charles Sanders Pierce on Instinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention. 		15

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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: FYBMM

Semester 1

Subject: Fundamental Of Mass Communication

Name of Faculty: Ridhima Mahabal

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<p>Meaning and need for Mass Communication</p> <ul style="list-style-type: none"> <input type="checkbox"/> Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc. <input type="checkbox"/> Elements and process of communication <input type="checkbox"/> Models of Mass Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model <input type="checkbox"/> Functions of MassCommunication <input type="checkbox"/> Barriers of Mass Communication 	group projects + presentation	15
August	<p>Introduction to Mass Media.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience. <input type="checkbox"/> Differentiate between Mass Communication & Mass Media. <input type="checkbox"/> Means &Tools of Mass Communication: <ol style="list-style-type: none"> 1. Traditional & Folk Media: Types, importance of traditional media 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet 6. Advertising, Public Relations 7. Other outdoor media 		20

	Political, Social& Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)		
September	<ul style="list-style-type: none"> • Media Convergence: conceptual framework, technological dimension, economic dimension, socio-cultural dimension and its implications to 'Mass Communication'. □ Developments in the Economy, Society, and Culture and its impact on current communication media. □ Introduce key terms such as "information economy" and "information society", "Digital," "multimedia convergence", "information superhighway", "channel abundance" and "interactivity." □ Impact of social media on Mass Communication 		10
October	<ol style="list-style-type: none"> 1. Education 2. Children 3. Women 4. Culture 5. Youth 6. Development 		15

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Department : BMM

Class: FYBMM

Semester 1

Subject: **INTRODUCTION TO COMPUTERS**

Name of Faculty: Shamal Parab

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<p>Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker.</p> <p>Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer?</p> <p>Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts</p> <p>File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.</p> <p>Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.</p> <p>Creating, Saving documents</p> <p>Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index)</p> <p>Language Tools (spelling, grammar thesaurus</p> <p>Inserting images, cut, copy, paste</p> <p>Creating Tables</p> <p>Mail merge, Use of keyboard shortcuts</p>	Practical Exam	15
August	<p>Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Intranet and Internet, Client Server Architecture.</p> <p>Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives,</p> <p>Networking through satellites, transfer of footage through OB Vans.</p> <p>Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet</p>		20

	<p>Entering data, Formulae, functions, Editing sheets, Formatting.</p> <p>Finding, replacing and filling data, Database Management, sorting, Preparing Charts, Use of Keyboard shortcuts.</p> <p>Introduction to presentations, create, save</p> <p>Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, organization charts, charts, etc.</p> <p>Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds, Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts.</p> <p>Types of communication, What is design, Types of design</p> <p>Colour theory, Hierarchy in a design, Typography (fonts & typefaces, type of fonts), Observation & visualization, perspective</p>		
September	<p>Domain names, webservers, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals (Horizontal and vertical portals).</p> <p>Services (email, search engines, ftp, etc.)</p> <p>Searching on the web, keywords etc.,</p> <p>Internet Security, threats, legal challenges – copyright issues, technology issues, political issues, social issues; economic issues – ethical issues</p> <p>Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet : advantages, limitations.</p> <p>Introduction to different pagemaking software, Tools, menus, Tools, Making pages in Quark Express / Pagemaker</p> <p>Inserting a photograph / graphics for print, Creating blurbs, Using drop caps, etc, Differences between Quark Express and Pagemaker.</p> <p>Creative page layouts in different media (flyers, brochures, books, newspapers, etc.), Basics of newspaper layout, folds, importance of placement of news above and below the fold, Preparing a dummy newspaper.</p>		10

<p>October</p>	<p>Introduction to graphics, difference between vector and bitmap images, CMYK and RGB Image size, canvas size, Resolution and DPI. Learning tools (all tools of the toolbox), colour separation. Different graphic formats (PSD, JPG, GIF, etc.) Scanning and colour correction, Touching up photographs, importance of highlights, mids and shadows, Cloning, duplicating and adjustment. Working with Image, giving effects to image, Cropping and resizing images, Masking, Working with layers, Preparing images for the web, print medium and films. Introduction to illustrator, tools and panels Creating a new document, drawing and painting, working with points - paths-layers-colours Working with graphics, manipulation and effects. Exporting the file, proof reading and optimization for printing. Creating for artwork design for web and devices CorelDraw Terminology and Concepts Drawing Ellipses, Circles, Arcs, and Pie Shapes Drawing Lines in CorelDraw Drawing Rectangles, Squares, Polygons and Stars Cloning objects, applying colour and tone effects</p>		<p>15</p>
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Semester 1

Subject: INTRODUCTION TO ECONMICS

Name of Faculty: Chetan panchal

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<p>Nature and Scope of Micro Economics: Meaning-nature-scope-significance & limitations, positive and normative economics. Basic Concepts, wealth-welfare and scarcity.</p> <p>Consumer Behaviour and Demand Analysis:MarshallianApproach – Equimarginal utility- Law of demand – Determinants of demand-Elasticity of drmand and its measurement-Price, Income, Cross and Promotional Elasticity of Demand</p>	group projects + presentation	15
August	<p>Production Function:Short run and long run production function – Economies and Diseconomies of scale, scope – international economies</p> <p>Costs of Production: Concepts of cost – measures of costs – Total, Fixed, Variable, Marginal, Average Costs, opportunity costs, social and private costs, implicit, explicit costs. Total Revenue – Breakeven Analysis</p> <p>Market Structure: Features of Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly</p> <p>Introduction: Meaning and scope of macroeconomics- Concepts of National Income – GNP,GDP,NNP,NDP, Per Capita Income – Circular flow of income – Trade Cycles – Features and Phases</p>		20
September	<p>Money and Inflation: Meaning and function of money-Constituents and Determinants of money supply – Velocity</p>		10

	<p>of circulation of money – RBIs approach to money supply – Demand for money – Inflation – meaning- causes – effects – measures to control inflation – Monetary policy - Functions of Commercial Banks and Central Bank</p> <p>Brief Understanding of Government: Fiscal Policy-Sources of Public Revenue- Areas of Public Expenditure – Union Budget -Social Expenditure – Millennium Development Goals</p>		
October	<p>Overview of Indian Economy: Structure and macroeconomic scenario – salient features- challenges and economic issues – poverty- unemployment – infrastructure – population – India’s position in world economy – share in world GDP , Trade and Capital flows.</p> <p>Introduction to External Sector: Balance of Payments –Exchange Rate - Trade Policy – Free Trade and Protectionism – FDI - FII. World Institutions – IMF, World Bank and WTO – India in a globalized world</p>		15

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Semester 1

Subject: Introduction to Sociology

Name of Faculty: Smita Jain

Month	Topics to be cover	Topics For internal	No. of Lecture
July	<ul style="list-style-type: none">• Definition and features<ul style="list-style-type: none"><input type="checkbox"/> Sociological imagination<input type="checkbox"/> Sociological perspectives- Functionalist, Conflict, Symbolic Interaction and Feminist perspective.Definition of society, features, Types of Society- Rural and Urban,civil societySocial Interaction: Definition, Need for social interaction, Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, integration	group projects + presentation	15
August	<ul style="list-style-type: none">• Definition<ul style="list-style-type: none"><input type="checkbox"/> Need for social institutions<input type="checkbox"/> Types: Family, Marriage, education, religion, economy, polity, and media• Definition of news<ul style="list-style-type: none"><input type="checkbox"/> Types of news<input type="checkbox"/> News values<input type="checkbox"/> Sociological significance of news		20
September	<ul style="list-style-type: none">• Culture: meaning, elements, types, features<ul style="list-style-type: none"><input type="checkbox"/> Concepts related to culture (popular culture, sub-culture, ethnocentrism, acculturation, cultural relativism, culture shock, cultural lag)<input type="checkbox"/> Discussion of Core Indian values<input type="checkbox"/> Establish the link between culture and media		10

	<ul style="list-style-type: none"> • Definition <ul style="list-style-type: none"> <input type="checkbox"/> Segments: caste, class, gender, and age. • Meaning <ul style="list-style-type: none"> <input type="checkbox"/> Need <input type="checkbox"/> Agencies of socialization with particular reference to Media • Meaning, need and importance <ul style="list-style-type: none"> <input type="checkbox"/> Types (primary, secondary, formal, informal, in-group and out-group, Reference group) 		
October	<ul style="list-style-type: none"> • Meaning, <ul style="list-style-type: none"> <input type="checkbox"/> Functions <input type="checkbox"/> Formal and informal means of control over media • Social Change - meaning, factors of social change, impact of social change with special reference to media and communication. <ul style="list-style-type: none"> <input type="checkbox"/> Social movements - Definition, features, types of social movement, elements, stages of social movement, some examples. 		15

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Semester 1

Subject: History

Name of Faculty: sneha Nagarkar

Month	Topics to be cover	Topics For internal	No. of Lecture
July	World Wars, Aftermath, changing boundaries: rise of dictatorships Negative propaganda by war perpetrators, Positive media by president Wilson Case studies: Holocaust; War crimes	group projects + presentation	15
August	II. Cold War: Ideological clash: Media espionage Theatres of Cold War: Korea Vietnam, Brinkmanship in Cuba, Economic Alliances III. UNO Formation: Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee problem), Formation of Israel, Middle East conflict IV. Red star over China-reign of Mao- tse-tung Pol Pot- Cambodia Killing fields-human rights violation. UDHR document, role of UN in peace keeping in Sudan, Liberia Case studies: Iran Iraq war; End of Saddam Hussein regime		20
September	V. Nelson Mandela's contribution to removal of Apartheid. Peace time media intervention: <input type="checkbox"/> Star Radio <input type="checkbox"/> Talking Drum Studio-Liberia <input type="checkbox"/> Voice of Hope in Sudan VI. Collapse of Communism: USSR, East European nations, Glasnost & Perestroika American hegemony-its role in Afghan War People's Movement in China-		10

	<p>Tianaman Square Case studies: Collapse of Berlin War, Formation of CIS VII. Role of Social Media: Arab Spring, Tahrir Square, Egypt & Jasmine Revolution</p>		
October	<p>VIII. India Partition of India: Refugee problem; Sino Indian War 1962, Indo-Pak Wars 1965, 1971-formation of Bangladesh India & SAARC, India's Role in Non- Aligned Movement Cross Border terrorism, Kargil. IX. Maharashtra" Formation of State 1960.</p>		15

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