

**M.L. Dahanukar College of Commerce**

**Teaching Plan: 2020 - 21**

**Department: B.A.M.M.C.**

**Class: F.Y.B.A.M.M.C.**

**Semester: I**

**Subject: CURRENT AFFAIRS**

**Name of the Faculty:Dr. Prachee M. Phadke**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal Assessment</b>	<b>Number of Lectures</b>
September	<p>Module 1</p> <p>Three political stories of national importance. 2. Political leaders : news makers of the season ( Brief profile of any three) 3. One dominating economic /business news 4. One dominating environment news stories</p> <p>One dominating economic /business news 5. One story of current importance from any other genre</p> <p>Module 2</p> <p>Ministries of Government of India Autonomous government bodies</p> <p>2. Ministry of Home Affairs Enforcement Organizations Internal Security Police</p> <p>3. Communal tensions Review of latest episodes of communal tensions</p>		14
October	Module 2 continued		16

	<p>4.The tensions in J&amp;K Background, Political players Update on the current situation 02</p> <p>5. Review of any three Central Government projects and policies</p> <p>Module 3</p> <p>Security Council, Structure and role</p> <p>2. Issues that currently engage the SC</p> <p>3 Role of United Nations ,General Assembly ,Other main organs of the UNO</p> <p>4. Issues that currently engage the UNO</p> <p>5. Four conflicts/ issues of international importance</p> <p>Module 4</p> <p>Political parties reach and challenges, political leaders</p> <p>2. An update on the current political dynamics of Maharashtra</p>		
November	<p>Module 4 Continued</p> <p>3. News relating to the marginalized and displaced tribes</p> <p>4. The latest news on floods and drought, unemployment, health issues, etc</p> <p>5. Update two ongoing state projects</p> <p>Module 5</p>		16

	<p>Mobile Application for Journalists</p> <p>Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide</p> <p>2. Artificial Intelligence &amp; Content Automation Tools Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation</p> <p>3. Augmented Reality &amp; Virtual Reality in Media Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide</p>		
December	<p>4. Digital Gaming Industry Introduction to Digital Gaming Industry</p> <p>5. Digital gaming in India Overview of Indian digital gaming</p>		02

**Dr. Prachee M. Phadke**

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# M.L.Dahanukar College of Commerce

## Teaching Plan: 2020 - 21

Department: B.A.M.M.C.

Class: F.Y. B.A.M.M.C.

Semester: 1

Subject: Foundation Course 1

Name of the Faculty: Nikita Shah

Month	Topics to be Covered	Internal Assessment	Number of Lectures
September	<p>Unit 1 – overview of Indian society</p> <p>Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.</p> <p>Unit 2 – concept of disparity 1</p> <p>Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.</p>	<p>2 assignments</p> <p>2 assignments</p>	16
October	<p>Unit 3 – concept of disparity 2</p> <p>Examine inequalities manifested due to the caste system and inter-group conflicts</p>	<p>2 assignments</p> <p>1 assignment</p>	16

	<p>arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.</p> <p>Unit 4 – Indian constitution</p> <p>Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.</p>		
November	<p>Unit 5 – aspects of political process</p> <p>The party system in Indian politics; Local selfgovernment in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.</p>	3 assignments	14
December	<p>Unit 6 – growing social problems in India</p> <p>a. Substance abuse- impact on youth &amp; challenges for the future  b. HIV/AIDS- awareness, prevention, treatment and services  c. Problems of the elderly- causes, implications and response  d. Issue of child labour- magnitude, causes, effects and response  e. Child abuse- effects and ways to prevent  f. Trafficking of women- causes, effects and response.</p>	3 assignments	14

Nikita Shah  
17<sup>th</sup> October 2020  
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# M.L. Dahanukar College of Commerce

## Teaching Plan: 2020 - 21

Department: B.M.M./B.A.M.M.

Class: FY B.A.M.M.C.

Semester: I

Subject: Fundamentals of Mass Communication.

Name of the Faculty: Satish Bendre

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August			
September	Importance of mass Communication, Forms of mass Communication, Electronic , digital, Models of communication, Gerbers, Gatekeeping, Hub, Kirtan, Davandi, Povada, Electric to electronic.		15
October	Digital Communication, Traditional and Folk media, Books , Magazines, newspapers, Television, Radio, Films, Internet, Impact of mass media on Society, Social Impact, Political Impact,		15

November	Economic Impact of Mass media, Development Impact, Impact of mass media on education, Children, Women, Culture, Youth, Development, Elements of new media, Features of new media, Challenges and future prospects.		15
December			

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# M.L. Dahanukar College of Commerce

## Teaching Plan: 2020 - 21

Department: B.M.M./ B.A.M.M.C.      Class: F.Y. B.A.M.M.C.      Semester: I

Subject: HISTORY OF MEDIA

Name of the Faculty: ADV. SMITA JAIN

Month	Topics to be Covered	Internal Assessment	Number of Lectures
September	<p>EVOLUTION OF PRESS IN INDIA</p> <ul style="list-style-type: none"><li>a. Newspaper – the rise of the voice of India during British rule</li><li>b. India's Freedom Struggle and Role of Media</li><li>c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India</li><li>d. Press during the Emergency Period</li></ul>		12
October	<p>HISTORY OF INDIAN LANGUAGE PRESS IN INDIA</p> <ul style="list-style-type: none"><li>a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers)</li><li>b. Regional Press and its popularity of Indian regional languages in various regions</li><li>c. Vernacular Press Act 1878</li></ul>		10

November	<p>HISTORY OF DOCUMENTARIES AND FILMS</p> <p>a. Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzala, The Vanishing Tribe)</p> <p>Role of Documentarians - P V Pathy, D.G.Tendulkar, H.S.Hirlekar, Paul Zils and Fali Billimoria Anand Patwardhan</p> <p>b. Evolution of film making in India - brief history, Photography to moving films</p> <p>c. Origin of Hindi cinema</p> <p>d. Origin of Short films to what it is today, role of YouTube and WhatsApp</p> <p>e. Great masters of world cinema</p>	SUBMISSION OF INTERNAL ASSIGNMENT	12
December	<p>HISTORY OF RADIO AND TELEVISION IN INDIA</p> <p>a. Radio &amp; Television as Mass Media</p> <p>b. Radio and Television Broadcasting</p> <p>c. The beginning of Radio and Television Shows</p> <ul style="list-style-type: none"> <li>• A New Era in Broadcasting in India</li> <li>• Satellite Television &amp; Privatization in Broadcasting</li> <li>• Advertising in India</li> </ul> <p>d. Internet Protocol Television</p>	SUBMISSION OF INTERNAL ASSIGNMENT	14

	<p>ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA:</p> <ol style="list-style-type: none"><li>1. Raja Rammohan Roy</li><li>2. Bal Gangadhar Tilak</li><li>3. M.K. Gandhi</li><li>4. B.R. Ambedkar</li><li>5. K.P. Kesava Menon</li><li>6. K.C. Mammen Mapillai</li><li>7. Maulana Abdul Kalam Azad</li></ol>		
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**ADV. SMITA JAIN**

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## Teaching Plan: 2020 - 21

Department: B.A.M.M.C.

Class:F.Y. B.A.M.M.C.

Semester: Sem I

Subject: Visual Communication

Name of the Faculty: Aparajita Deshpande

Month	Topics to be Covered	Internal Assessment	Number of Lectures
August			
September	Introduction to visuals, History of visuals, 1. History and development of Visuals 2. Need and importance of visual communication 3. Visual Communication as a process and as an expression, Language and visual communication 4. Visible concepts • Plans and organisational charts • Maps • Chronologies 5. Invisible Concepts • Generalisation Theories • Feelings or attitudes  Theories of visual communication, a. Gestalt b) Constructivism c) Ecological	Topic based assignments and class presentations on sub topic	12
October	Theories of Visual Communication, Colour Therapy, Class test , Tools of visual communication	Topic based assignments and class presentations on sub topic	16

	<p>1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design</p> <p>1. Painting &amp; Photography 2. Film &amp; Television, Documentaries, Script writing &amp; visualization 3. Comics &amp; Cartoons, Digital Images, Animation &amp; VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk &amp; Performing Arts , Theatre</p>		
November	<p>Visual communication in the age of social media and revision</p> <p>1. Ethics 2. Impact of Language and culture, Images and messages, Signs &amp; Symbols (GIF, etc.) 3. Audience Behavior 4. Citizen Journalism, Going Viral 5. Visual stereotyping in social media</p>	Topic based assignments and class presentations on sub topic	10
December			

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**M.L. Dahanukar College of Commerce**

**Teaching Plan: 2020 - 21**

**Department: B.A.M.M.C.      Class: F.Y.B.A.M.M.C. Semester: I**

**Subject: Effective Communication -I**

**Name of the Faculty: Ms. Monica Anchan**

Month	Topics to be Covered	Internal Assessment	Number of Lectures
September	Concept ,Importance , Difference between Technical & Technical Communication , Barriers and ways to overcome  Types of Communication , Importance , Types ,Advantages , Disadvantages  Oral Communication - Anchoring , Voice Modulation, Interview Public Speaking , Skits/ Plays, Panel Discussions , Voice Over , Elocution , Debates & Group Discussions		12
October	Listening Skills - Process, Classification, Barriers, Purpose, Measures to improve listening, Listening - an important skill at workplace  Reading - Meaning , methods, process ;Different types of text Newspaper, Magazine, T.V, Features & Documentary, Radio Bulletins, Ad Copy, Press Release ; Recognizing aspects of language  Vocabulary building for Media ( 100 words)		14

November	<p>Grammar - Idioms , phrases , voice, speech , homophones , homonyms etc.</p> <p>Types of Thinking and ways to overcome barriers, Presentation as a process and presentation skills</p>		8
December	<p>Translation- Meaning ,Importance , Need, Challenges &amp; impact of technology</p> <p>Interpretation - Meaning and difference between interpretation &amp; translation</p> <p>Translator - Meaning , Role in Media , Qualities , Importance , Challenges faced</p>		10

Ms. Monica Anchan

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