

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class:

FYBAMMC

Semester: 1

Subject: EFFECTIVE COMMUNICATION

Name of the Faculty: Rashmi Warang

Month	Topics to be Covered	Internal Assessment	Number of Lectures
September	Module I Introduction to communication- The concept of communication, Types of communication, Oral communication and media, Listening skills		16
October	Module II Reading –English , Hindi or Marathi Types of reading , Various aspects of language, Grammar and Usage.		16
November	Module III Thinking and Presentation Thinking, presentation		08

December	Module IV Translation Introduction to Translation, Interpretation, Role of Translator		08
		Total	48

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M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: B.A.M.M.C

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
September	Importance of mass Communication, Forms of mass Communication, Electronic , digital, Models of communication, Gerbers, Gatekeeping, Hub, Kirtan, Davandi, Povada, Electric to electronic.		16

October	Digital Communication, Traditional and Folk media, Books , Magazines, newspapers, Television, Radio, Films, Internet, Impact of mass media on Society, Social Impact, Political Impact,		16
November	Economic Impact of Mass media, Development Impact, Impact of mass media on education, Children, Women, Culture, Youth, Development.		8
December	Elements of new media, Features of new media, Challenges and future prospects.		8
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Teaching Plan: 2021 - 22

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">a. Newspaper – the rise of the voice of India during British ruleb. India’s Freedom Struggle and Role of Mediac. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of Indiad. Press during the Emergency Period		12
October	<p>HISTORY OF INDIAN LANGUAGE PRESS IN INDIA</p> <ul style="list-style-type: none">a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers)b. Regional Press and its popularity of Indian regional languages in various regionsc. Vernacular Press Act 1878		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) 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 & 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"> • A New Era in Broadcasting in India • Satellite Television & Privatization in Broadcasting • Advertising in India <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">1. Raja Rammohan Roy2. Bal Gangadhar Tilak3. M.K. Gandhi4. B.R. Ambedkar5. K.P. Kesava Menon6. K.C. Mammen Mapillai7. Maulana Abdul Kalam Azad		
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ADV. SMITA JAIN

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M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class: FYBAMMC

Semester: I

Subject: CURRENT AFFAIRS

Name of the Faculty: Pushkaraj Arte

Month	Topics to be Covered	Internal Assessment	Number of Lectures
September	3 political stories of national importance, political leaders, dominating economic and environment news stories.	Class Test	8
October	Ministries of Government of India ministry of Home affairs, communal tension, tension in Jammu and Kashmir, Central government projects and policies	PPT Presentation Current national issue	16
November	Security council, UNO, conflicts and issues of international importance, news, political parties and political leaders of Maharashtra	PPT Presentation Current international issue	8

December	Mobile application for journalists, artificial intelligence, digital gaming industry and digital gaming in India	The Project: On any current issue	16
		Total	48

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Teaching Plan: 2021 - 22

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

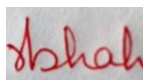
Class: F.Y. B.A.M.M.C.

Semester: 1

Subject: Foundation Course 1

Name of the Faculty: Nikita Shah

Month	Topics to be Covered	Internal Assessment	Number of Lectures
September	Unit 1 – overview of Indian society	2 assignments	16
	Unit 2 – concept of disparity 1	2 assignments	
October	Unit 3 – concept of disparity 2	2 assignments	16
	Unit 4 – Indian constitution	1 assignment	
November	Unit 5 – aspects of political process	3 assignments	14
December	Unit 6 – growing social problems in India	3 assignments	14



Nikita Shah

5th September 2021

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Teaching Plan: 2021 - 22

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
September	<p>Introduction to visuals, History of visuals,</p> <p>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</p> <p>Theories of visual communication,</p> <p>a. Gestalt b) Constructivism c) Ecological</p>	Topic based assignments and class presentations on sub topic	12
October	<p>Theories of Visual Communication, Colour Therapy, Class test , Tools of visual communication</p> <p>1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design</p> <p>1. Painting & Photography 2. Film & Television, Documentaries, Script writing & visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers,</p>	Topic based assignments and class presentations on sub topic	12

	Advertisements, Photo Journalism 5. Folk & Performing Arts , Theatre		
November	Visual communication in the age of social media and revision 1. Ethics 2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)	Topic based assignments and class presentations on sub topic	10
December	3. Audience Behavior 4. Citizen Journalism, Going Viral 5. Visual stereotyping in social media		12

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