

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class:

FYBAMMC

Semester: 2

Subject: CONTENT WRITING

Name of the Faculty: Rashmi Warang

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	With special emphasis on use of punctuations, prepositions, capital letters and lower case. Meaning, usage of words , acronyms. Homophones and common errors in English usage. With emphasis on writing with clarity, logic and structure		16
February	Identifying redundant words and phrases and eliminating these. Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error. Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error. Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error. Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error.		16

March	For television news, Twitter and for other social networks. News briefs, Lifestyle and entertainment snippets. Picture stories etc. News headlines and feature headlines. Use of Power Point tools Power Point to Pdf Power Point to self animated presentation Auto timing of Power Point presentation. Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact. Content for single slide Uses of phrases Effective word selection Effective presentation.		08
April	How to select relevant information Locating authentic information How to gather information for domestic and international websites. How to do a plagiarism check Paraphrasing Citation and referencing style. Importance of content. Writing for print media/ social media like Twitter, etc. Ad campaigns (creative, witty and attractive). Difference in writing for print vs digital. Designing keywords for Search Engine Optimization.		08
		Total	48

Sign of Faculty

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class:

FYBAMMC

Semester: 2

Subject: EFFECTIVE COMMUNICATION-2

Name of the Faculty: Mansi Mule

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	<p>Module I</p> <p>Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report</p> <p>Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- PurposeFormat- Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.</p>		16

February	<p>Module II</p> <p>Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot.</p> <p>Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,</p>		16
March	<p>Module III</p> <p>Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.</p> <p>Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation</p>		08
April	<p>Module IV</p> <p>Summarizing content , the points and sub- points and the logical connection between the points.</p> <p>Read graphs, maps, charts, Write content based on the data provided</p>		08
		Total	48

Sign of Faculty

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class:

FYBAMMC

Semester: 2

Subject: Foundation Course 2

Name of the Faculty: Nikita Shah

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.		16
February	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution. Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life.		16

March	<p>Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment. Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict. Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society</p>		08
April	<p>Conflict-resolution and efforts towards building peace and harmony in society</p> <p>a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth.</p>		08
		Total	48

Sign of Faculty

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class:

FYBAMMC

Semester: 2

Subject: Introduction to Advertising

Name of the Faculty: Ganesh Achwal

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising. Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy. Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations. Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising. Stimulus theory, AIDA, Hierarchy ,MeansEnd Theory.		16
February	Emergence, Role, Tools,Communication process, The IMC Planning Process. Basic concepts, Types of Newspapers advertising , advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-ofhome Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising. Radio advertising Advantages and Disadvantages of Radio advertising , Television		16

	<p>advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages. Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity.</p>		
March	<p>Growth and Types of Sales-promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages. Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals. Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc.</p>		08
April	<p>Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story board. Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others. Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others. Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising.</p>		08
		Total	48

Sign of Faculty

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class:

FYBAMMC

Semester: 2

Subject: INTRODUCTION TO JOURNALISM

Name of the Faculty: Nishka Joshi

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	Changing face of journalism from Guttenberg to new media. Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism. New media with special reference to rise the Citizen Journalism. Definition of News , The news process from the event to the reader What makes a good story Anatomy of a news story Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc.		16
February	What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials.		16

March	Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, Indepth journalist , lifestyle journalist.		08
April	Background research Finding a news angle Capturing the right pictures for a photo feature Writing Headline, captions and lead.		08
		Total	48

Sign of Faculty

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class:

FYBAMMC

Semester: 2

Subject: MEDIA GENDER & CULTURE

Name of the Faculty: Smita Jain

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	Evolution, features of cultural studies, Need and significance of cultural studies and media Concepts related to culture Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media Theories: Stuart Hall : encoding and decoding, Circuit of culture, John Fiske: culture and industry , Feminism and Post feminism , Techno culture and risk – Ulrich Beck.		16
February	1. Construction of culture- social, economic, political, religion and technology 2. Culture, industry and mediacommodification, memes, representation, articulation, popular culture, power, cyber culture 3. Media and its impact on the cultural aspect of the society. 4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc., 5. Recent trends in Culture consumption: Changing values, Ideologies & its		16

	Relevance in the Contemporary society		
March	<p>1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.) 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news)</p>		08
April	<p>1. Media imperialism 2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender 3. Consumer culture and media in the era of globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power</p>		08
		Total	48

Sign of Faculty

Sign of Coordinator