

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

**Teaching Plan: 2023- 24**

**Department: BAMMC**

**Class:**

**FYBAMMC**

**Semester: 1**

**Subject: EFFECTIVE COMMUNICATION**

**Name of the Faculty: Manasi Mule**

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

October	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: 2023- 24**

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

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

**Semester: I**

**Subject: Fundamentals of Mass Communication.**

**Name of the Faculty: Mrunmayi V.**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal Assessment</b>	<b>Number of Lectures</b>
july	Importance of mass Communication, Forms of mass Communication, Electronic , digital, Models of communication, Gerbers, Gatekeeping, Hub, Kirtan, Davandi, Povada, Electric to electronic.		16
August	Digital Communication, Traditional and Folk media, Books , Magazines, newspapers, Television, Radio, Films, Internet, Impact of mass media on Society, Social Impact, Political Impact,		16
September	Economic Impact of Mass media, Development Impact, Impact of mass media on education, Children, Women, Culture, Youth, Development.		8

October	Elements of new media, Features of new media, Challenges and future prospects.		8
			48

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## M.L. Dahanukar College of Commerce

### Teaching Plan: 2023- 24

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: Sanskruti S.

Month	Topics to be Covered	Internal Assessment	Number of Lectures
july	EVOLUTION OF PRESS IN INDIA  a. Newspaper – the rise of the voice of India during British rule b. India's Freedom Struggle and Role of Media  c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India  d. Press during the Emergency Period		12
August	HISTORY OF INDIAN LANGUAGE PRESS IN INDIA  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 regions  c. Vernacular Press Act 1878		10

September	<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
October	<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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## M.L. Dahanukar College of Commerce

### Teaching Plan: 2023- 24

Department: BAMMC

Class: FYBAMMC

Semester: I

Subject: CURRENT AFFAIRS

Name of the Faculty: Sayali Natu

Month	Topics to be Covered	Internal Assessment	Number of Lectures
July	3 political stories of national importance, political leaders, dominating economic and environment news stories.	Class Test	8
August	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
September	Security council, UNO, conflicts and issues of international importance, news, political parties and political leaders of Maharashtra	PPT Presentation Current international issue	8
October	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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## **M.L.Dahanukar College of Commerce**

### **Teaching Plan: 2023- 24**

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

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

**Semester: 1**

**Subject: Foundation Course 1**

**Name of the Faculty: Siddhi K.**

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

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

### **Teaching Plan: 2023- 24**

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

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

**Semester: Sem I**

**Subject: Visual Communication**

**Name of the Faculty: Rashmi W./Mrunmayi W.**

<b>Month</b>	<b>Topics to be Covered</b>	<b>Internal Assessment</b>	<b>Number of Lectures</b>
July	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
August	Theories of Visual Communication, Colour Therapy, Class test , Tools of visual communication  1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design  1. Painting & Photography 2. Film & Television, Documentaries, Script writing &	Topic based assignments and class presentations on sub topic	12

	visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk & Performing Arts , Theatre		
September	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
October	3. Audience Behavior 4. Citizen Journalism, Going Viral 5. Visual stereotyping in social media		12

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