

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD.



CIRCULAR NO./SYLLABUS./Faculty of INTERDISCIPLINARY STUDIES./B.VOC./68/2021.

It is hereby informed to all concerned that, on the recommendation of Ad-hoc Board in Vocational Studies and Dean, Faculty of Interdisciplinary Studies, the Hon'ble Vice-Chancellor has **accepted the curriculum of following B.Voc. Courses under Choice Based Credit and Grading System** in his emergency powers under Section-12 [7] of the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council as appended herewith:

Sr.No.	Course Name	Semester
1.	B.Voc in Theatre Techniques	I & II
2.	B.Voc in Performing folk Art	I & II
3.	B.Voc in Fashion Designing	OneYear Diploma
4.	B.Voc in Media & Entertainment	I & II
5.	B.Voc in Rural Health care & sanitation	I & VI
6.	B.Voc in Music	I & II
7.	B.Voc in Sports Physical Education and Fitness	III & VI

This is effective from the **Academic Year 2020-21 and 2021-22** and onwards. This curriculum is also available on the University website www.bamu.ac.in.

All concerned are requested to note the contents of the circular and bring notice to the students, teachers and staff for their information and necessary action.

University campus,
Aurangabad-431 004.

Ref. No.SU/B.voc./Curri./2021-22/

Date: 13.12.2021

5273-83

**Deputy Registrar,
Academic [Syllabus]
Section.**

Copy forwarded with compliments to :-

- 1] **The Principal All Affiliated Concerned Colleges, Dr.Babasaheb Ambedkar Marathwada University, Aurangabad.**
 - 2] **The Director, University Network & Information Centre, UNIC, with a request to upload the curriculum along with this Circular on University Website.**
- Copy to :-**
- 1] The Director, Board of Examinations & Evaluation, Dr.BAMU, A'bad
 - 2] **The Concerned Section, Examination Branch,**
 - 3] The Section Officer, [Eligibility Unit],
 - 4] **The Programmer [Computer Unit-1] Examinations, section, Dr.BAMU, A'bad**
 - 5] **The Programmer [Computer Unit-2] Examinations, section, Dr.BAMU, A'bad**
 - 6] The In-charge, [E-Suvidha Kendra],
 - 7] The B.Voc Section, Dr.BAMU,A'bad
 - 8] The Public Relation Officer,
 - 9] The Record Keeper,

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY
AURANGABAD**



SYLLABUS OF
BACHELOR OF VOCATIONAL

IN

Media & Entertainment
Semester – I & II

Choice Based Credit System

Effective from the Academic Year
2020-21 & Onwards

Dr. Chetna P. Sonkamble
6/12/2021
Dr. CHETNA P. SONKAMBLE
Dean
INTERDISCIPLINARY STUDIES
Dr. Babasaheb Ambedkar Marathwada
University, Aurangabad



कृष्णाई शिक्षण प्रसारक मंडळ, तातूर संचलित,

जनविकास महाविद्यालय, बनसरोळा

ता. केज, जि. बीड - ४३१५१८ (महाराष्ट्र)
दूरध्वनी (०२४४५) २३७२४९, फॅक्स : ०२४४५ - २३७२४९
संलग्न : डॉ. बाबासाहेब आंबेडकर मराठवाडा विद्यापीठ, औरंगाबाद
Email : principaljanvikas@rediffmail.com

सौ. आर.ए. तट
अध्यक्ष

डॉ.बी.एम. गोरे
सचिव

डॉ. बाबासाहेब गोरे
प्राचार्य

जा.क्र.

दि.

जा.क्र. : जमब/अभ्यासक्रम/२०२०-२१/८२१-३

दि.१६/१२/२०२१

प्रति,

मा. उपकुलसचिव,
शैक्षणिक विभाग (बी.व्होक.),
डॉ.बाबासाहेब आंबेडकर मराठवाडा विद्यापीठ,
औरंगाबाद.

विषय:- बी.व्होक. पदवी अभ्यासक्रम (आंतर विद्याशाखा) त्रुटी पुर्ततेसह स्विकारणे
बाबत.

संदर्भ:- १) UGC आदेश क्र. F.No.4-1/2020(NSQF) September, 2020.

२) शैक्ष/संलग्न/वायपीएस/२०२०-२१/३१४७२-८० दि.२४.०५.२०२१.

३) जमब/अभ्यासक्रम/२०२०-२१/७५२ दि.२१/०६/२०२१.

महोदय,

वरील संदर्भित पत्रान्वये आमच्या महाविद्यालयात संदर्भ क्र. ३ नुसार सादर (1) Media & Entertainment केलेल्या अभ्यासक्रमात आंतर विद्याशाखा यांची बैठक दि.१२/०८/२०२१ रोजी झाली त्यात निघालेली त्रुटीची पुर्तता करुन सुधारीत अभ्यासक्रम सादर करत आहोत. अभ्यासक्रम प्रमाणित करण्यासाठी विद्यापीठाच्या विहीत फॉर्मेट मध्ये अभ्यासक्रम तयार करुन सोबत देत आहोत. अभ्यासक्रम प्रमाणित करुन मिळावा ही विनंती.

आपला विश्वासू

प्राचार्य
जनविकास महाविद्यालय,
बनसरोळा, ता.केज, जि.बीड.

सोबत :

१) अभ्यासक्रम आराखडा (१ कोर्स) दोन प्रति

2020-21

Annexure-I



**Dr. Babasaheb
Ambedkar
Marathwada
University,
Aurangabad (MS)**

Media and Entertainment

Bachelor of Vocation

(B. Voc: All Courses/ Trades)

(University Department and all Affiliation College)

Choice Based Credit System

The Bachelor in Vocation programme is divided into six semester having 192 credits. Each semester has courses categorized under **General Education Components** and **Skill Development Components**.

Preamble:

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad propose to offer three year Bachelor programme in Vocation (B. Voc) program which are being run University Department and various affiliated colleges. The curriculum design of this program is undertaken in the following framework.

- a. Although there has been remarkable progress in all sectors of education in last couple of decades, the less regulated area of the education sector-vocational training- seems to have lost its significance /importance. This has led to the widening gap between the supply and demand for skilled manpower across various industries and R &D organization. This shortage of skill has translated directly into unemployment among an increasing number of graduates who pass-out every year and are forced to be retrained in order to become marketable.

These programme are designed to produce skilled manpower so that wide variety of options in job sectors would be available and it will improve the opportunities for the unemployed youths in the country in both the private and public sectors.

- b. According to study conducted by the Associated Chambers of Commerce and Industry of India (ASSOCHAM), there will be a deficit of 40 million working professionals by the year 2020 and the employers would face the difficulty of filling positions because of the dearth of suitable talent and skilled person.

These programme aim to provide concrete solution for these problems and would facilitate to improve

- i. **Quality of training**
 - ii. **High drop-out rates**
 - iii. **Linkages with Universities and Industry**
 - iv. **Inadequacy of resources**
- c. These programme are intended to offer practical training and skill needed to pursue an occupation straight away. it will provide options to the students to select the courses of their choices which are directly aligned to land a job in a chosen profession or a skilled trade. One of the end results of these programme is to enable an individual to attain self-employment.

Exit Options:

The programme allows exit of a student in an intermediate stage, on successful employment. Scopes will be there for further continuation of study. The otherwise exit options will be as follows-

Exit Point	Duration	Diploma/Degree to be offered.
First Exit	After 6 months	Certificate in Vocation
Second Exit	After 1 year	Diploma in Vocation (D. Voc)
Third Exit	After 2 Years	Advance Diploma in Vocation (Adv. D.Voc)
Fourth Exit	After 3 years	Bachelor in Vocation (B.Voc)

Eligibility:

As per necessity of respective B. VOC Program

Admission / Promotion Process:

In response to the advertisement for registration, interested students will have to register themselves for a Common Entrance Test (CET) / Merit based admission process. Admission will be done on the basis of performance of students at Common Entrance Test (CET) / Marks scored in qualifying examination.

A candidate who has sought admission to Semester –I shall be admitted to Semester-II automatically. A candidate who has passed 75% of the paper at First Year (First and Second Semester together) examinations shall be allowed to take admission in Third semester. Similarly, a candidate who has passed 75% of the papers at the Second Year (Third & Fourth Semester together) examination shall be allowed to take admission to the Fifth semester. However, if a candidate has not passed the First & Second Semester examinations, he shall not be allowed to take admission to the Fifth Semester. Appearance in the First, third and Fifth Semester is compulsory to get next semester.

Choice Based Credit System (CBCS):

The choice based credit system is going to be adopted. This provides flexibility to make the system more responsive to the changing needs of our students, the professional and society. It gives greater freedom to students to determine their own pace of study. The credit based system also facilitates the transfer of credits.

- Students will have to earn 30 credit for the award of six month Certificate in Vocation
- Students will have to earn 64 credits for the award of one year Diploma in Vocation (D. Voc)
- Student we have to earn 128 credits for the award of two year Advance Diploma in Vocation (Adv. D. Voc.)
- Students will have to earn 192 credits for the award of three year Bachelor Degree in Vocation (B. Voc.)

Credit-to-contact hour Mapping:

- a) One Credit would mean equivalent of 15 contact hours for theory lecture.
- b) For lab course/ workshop/internship/field work/project, the credit weightage for equivalent hours shall be 50% that for lectures/workshop.
- c) For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops.

Attendance:

Students must have 75% of attendance in each course for appearing examination otherwise he/she will not be strictly allowed for appearing the examination of each course.

Evaluation Methods:

The assessment will be based on 20:80 ratios of continuous internal assessment (CIA) and semester end examination (SEE). Performance will be decided after combining performance in CIA and SEE. In Case of failure in SEE in particular course (s), exam will be conducted in immediate subsequent semester. However, if a student fails in CIA (considering independent CIA score), he / she may appear for the same CIA, at his / her own responsibility in the next academic year, when the same course is offered during regular academic session.

Continuous Internal Assessment (CIA):**A. For 4 credit courses-**

There will be 20 marks for Continuous Internal Assessment. Two internal tests (of 20 marks each) will be conducted, after completion of 40% and 80% of the curriculum respectively.

Average performance of the two tests will be considered for final marks-memo preparation. The setting of question papers and the assessment will be done by concerned teacher.

B. For 2 credit courses-

There will 10 marks for Continuous Internal Assessment. Two internal tests (of 10 marks each) will be conducted, after completion of 40% and 80% of the curriculum respectively. Average performance of the two tests will be considered for final marks-memo preparation. The setting of question papers and the assessment will be done by concerned teacher.

Semester End Examination (SEE):

The semester end theory examination for each theory course of 4 credits will be of 80 marks. Whereas, for 2 credit theory course, the same will be 40 marks. Therefore, the total marks shall be 100 for 4 credits theory course (80 marks semester end exam + 20 marks CIA) and 50 for 2 credit theory course (40 marks semester and exam +10 marks CIA)

Pattern of semester end question paper will be as below

(A) For 4 credits courses-

- The semester end examination of theory courses will have two parts
- (20+60=80Marks)
- Part A will be consisting of 10 question having 2 marks each (multiple choice question /fill in the blanks/ answer in one sentence) as compulsory question and it should cover entire course syllabus (20marks)
- Part B will contain 05 question of 12 marks each with equal weightage on every module. Each of these questions will have two option, Form which students will have to attempt any one.
- 20 to 30% weightage can be given to problems/numerical (wherever applicable) wherein use of non-programmable scientific calculator may be allowed.
- Number of sub question (with allotment of marks) in a question may be decided by the examiner

(B) For 2 credit courses-

- The semester end examination of theory course will have two parts (10+30Marks)
- Part A will be consisting of 05 question having 2 marks each (multiple choice question /fill in the blanks/ answer in one sentence) as compulsory question and it should cover entire course syllabus (10marks)
- Part B will contain 05 question having of 06 marks each with equal weightage on every module Each of these question will have two options, from which student will have to attempt any one.
- 20 to 30% weightage can be given to problems/ numerical (wherever applicable) wherein use of non-programmable scientific calculator may be allowed.
- Number of sub question 9 with allotment of marks) in a question may be decided by examiner.

Regarding practical examination, the assessment will be based on 50: 50 ratio of continuous internal assessment (CIA) and semester end examination (SEE). During each semester, student must perform at least six experiments from every laboratory course. Internal and external (semester end) practical examination will be conducted at the end of each semester.

Earning credits

At the end of every semester, a letter grade will be awarded in each course for which a student had registered. A student's performance will be measured by the number of credits that he/she earned by the weighted Grade point Average (GPA).The SGPA (semester grade point Average) will be awarded after completion of respective semester and the CGPA (Cumulative Grade point Average) will be awarded at the respective exit point.

Grading System:

The grading reflects a student-own proficiency in the course. A ten point rating scale shall be used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Master programme. Grade points are based on the total number of marks obtained by him / her in all heads of the examination of the course, the grade points and their equivalents range of the marks are shown in Table-I

Table-I: Ten Point grade and grade description

Marks Obtained (%)	Grade Point	Letter Grade	Description
90-100	9.00-10	O	Outstanding
80-89	8.00-8.99	A ⁺⁺	Exceptional
70-79	7.00-7.99	A	Excellent
60-69	6.00-6.99	A	Very Good
55-59	5.50-5.99	B	Good
50-54	5.00-5.49	B	Fair
45-49	4.50-4.99	C ⁺⁺	Average (Above)
41-44	4.1-4.49	C	Average
40	4.0	P	Pass
<40	0.0	F	Fail (Unsatisfactory)
	0.0	AB	Absent

- Non-appearance in any examination / assessment shall be treated as the students have secured zero mark in that subject examination / assessment.
- Minimum P grade (4.00 grade points) shall be the limit to clear / pass the course / subject. A student with F grade will be considered as-failed in the concerned course and he / she has clear the course by appearing in the next successive semester examination. There will be no revaluation or recounting under this system.
- Every student shall be awarded grade points out of maximum 10 points in each subject (based on 10 points scale). Based on the grade points obtained in each subject / semester.
- Grade point Average (SGPA) and then cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and CGPA will be given at respective exit point

Computation o SGPA (Semester Grade Point Average)and CGPA (Cumulative Grade Point Average)

Grade in each subject / course will be calculated based on the summation of marks obtained in all five modules.

The computation of SGPA and CGPA will be as below

- Semester Grade Point Average (SGPA) is the weighted average points obtained by the students in a semester and will be computed as follows:

$$\text{SGPA} = \frac{\text{Sum (Course Credits) X Number of grade points in concerned Course Gained by the students}}{\text{Sum (Course Credits)}}$$

- The SGPA will be mentioned on the grade card at the end of every semester
- The Cumulative Grade Point Average (CGPA) will be used to describe the overall performance of a student in all semester of the course and will be computed as under.

$$\text{CGPA} = \frac{\text{Sum (All six Semester SGPA)}}{\text{Total Number of Semester}}$$

- The SGPA and CGPA shall be rounded off to the second place of decimal.

Grade Card:

Result will be declared by the Center and grade card (containing the grades obtained by the student along with SGPA) will be used by the university after completion of every semester. The grade card will be consisting of following details.

- Title of courses along with code opted by the student. Credits associated with the course.
- Grades and grade points secured by the student.
- Total credits earned by the student in a particular semester. Total credits earned by the students till that semester.
- SGPA of the student.
- CGPA of the student (at respective exit point)

Cumulative Grade Card:

The grade card showing details secured by the student in each subject in all semesters along with overall CGPA will be issued by the University at respective exit point.

**Uniform Curriculum Structure of B. Voc. Media and Entertainment
Syllabus with effective from 2020-2021**

Subject Code	Subject Name	Credits	Marks
Semester I	General Education		
1	English Grammar & Usage	04	100
2	Environmental Studies	04	100
3	Basic Computer Literacy	04	100
	Skill Component		
1	Writing Skills	06	150
2	Editing For Media	06	150
3	Desktop Publishing	06	150
	Total	30	750
Semester II	General Education		
1	Communication Proficiency	04	100
2	Constitution of India	04	100
3	Life Skills	04	100
	Skill Component		
1	Media Law & Ethics	06	150
2	Photography 1	06	150
3	Creative Advertising	06	150
	Total	30	750
	Total First Year	60	1500
	Second Year		
Semester III	General Education		
1	Non-verbal Communication	04	100
2	Corporate Communication	04	100
3	Advanced Computer Studies	04	100
	Skill Component		
1	Script Writing	06	150
2	Photography 2	06	150
3	Technical Writing	06	150
	Total	30	750
Semester IV	General Education		
1	Public Speaking	04	100
2	Computer Graphics	04	100
3	Feature Writing	04	100
	Skill Component		
1	Graphic Design	06	150
2	Web Designing	06	150
3	Media & Environment	06	150
	Total	30	750
	Total Second Year	60	1500

Semester V	General Education		
1	Global Communication	04	100
2	Community Radio	04	100
3	Freelance Journalism	04	100
	Skill Component		
1	Film Journalism	06	150
2	Radio Production	06	150
3	Television Production I	06	150
	Total	30	750
Semester VI	General Education		
1	Media Management	04	100
2	Public Relation	04	100
3	Research Methodology	04	100
	Skill Component		
1	Cinematography	06	150
2	Independent Project	06	150
3	Internship	06	150
	Total	30	750
	Total Final Year	60	1500
	Total for Third Years	180	4500

Total Credit (Three Years): 180 Credits

Total Marks: 4500

Students have to undertake 120 contact hours internship in respective industry during summer vacation at the end of each academic year. This is off campus activity.

Students should submit report of the training within seven(07) days after completion of training

Glossary and Notes:

- CIA: Continuous Internal Assessment
- SEE: Semester End Examination
- L: Theory Lecture
- P: Practical/ Hands-on
- VOC: Vocational
- Interpretation of Courses Code:

All Courses will have nomenclature as 'VOCXYZ'

X represent Semester Number

Y = '0' General Academic Components

'1' Skill Components (Theory)

'2' Skill Components (Lab Curses)

'3' Skill Components (In plant training)

'4' Major Project

Z Represents Incremental Number

- Contents of the syllabus should be designed to provide employability / Entrepreneurship opportunities to the students and should be supported by available technical infrastructure in the institution.

Uniform Courses Syllabus Template of Bachelor of Vocation (B. Voc)

VOC XYZ: Course Name

Credit:

Marks:

Unit- 1. Title	(12Hrs)
Contents	
Unit- 2. Title	(12Hrs)
Contents	
Unit- 3. Title	(12Hrs)
Contents	
Unit- 4. Title	(12Hrs)
Contents	
Unit- 5. Title	(12Hrs)
Contents	

Text Books:

1. 'Title'; 'Author'; 'Edition'; 'Publisher'; 'Country of Origin'; ISBN No.
2. 'Title'; 'Author'; 'Edition'; 'Publisher'; 'Country of Origin'; ISBN No.

Reference Book:

1. 'Title'; 'Author'; 'Edition'; 'Publisher'; 'Country of Origin'; ISBN No.
2. 'Title'; 'Author'; 'Edition'; 'Publisher'; 'Country of Origin'; ISBN No.

Web: *Link of the Website*

Dr. S. S. S. S. S.
6/1/2021

2020-21



**Dr. Babasaheb
Ambedkar
Marathwada
University,
Aurangabad (MS)**

Uniform Curriculum Structure

Bachelor of Vocation

(B. Voc. : Media & Entertainment)

(University Department and all Affiliation College)

Choice Based Credit System

TITLE OF THE PROGRAMME

B. Voc. (Media & Entertainment)

1. Preamble:

Skills and knowledge are the driving forces of economic growth and social development for any country. Presently, the country faces a demand – supply mismatch, as the economy needs more „skilled“ workforce than that is available. In the higher education sphere, knowledge and skills are required for diverse forms of employment in the sectors of education, health care, manufacturing and other services.

Government of India, taking note of the requirement for skill development among students, launched National Vocational Education Qualification Framework (NVEQF) which was later on assimilated into National Skills Qualifications Framework (NSQF). Various Sector Skill Councils (SSCs) are developing Qualification Packs (QPs), National Occupational Standards (NOSs) and assessment mechanisms in their respective domains, in alignment with the needs of the industry.

In view of this our University initiated to start skill based courses which are in demand of industries to be carry responsibilities of society. The programme is highly relevant for all those who want to pursue a professional career in Medical Laboratory Technology.

2. Eligibility:

10+2 Pass

3. Program outcome:

- First Exit Point (Diploma) and Outcome of First Year
- Second Exit Point (Advance Diploma) and Outcome of Second Year
- Third Exit Point (B. Voc. Degree) and Outcome of Third Year

Students will be awarded:

Certificate	Student shall be required to appear in examinations of all courses. However, to award the Certificate (Media & Entertainment) a student shall study the minimum of 30 credits course and opt minimum passing credits as per university rule.
Diploma	Student shall be required to appear in examinations of all courses. However, to award the Diploma (Media & Entertainment) a student shall study the minimum of 60 credits course and opt minimum passing credits as per university rule.
Advanced Diploma	Student shall be required to appear in examinations of all courses. However, to award the Advanced Diploma (Media & Entertainment) a student shall be required to study minimum of 120 credits course and opt minimum passing credits as per university rule.
B.Voc Degree	Student shall be required to appear in examinations of all courses. However, to award the degree a student shall be required to study minimum of 180 credits course and opt minimum passing credits as per university rule..

4. Assessment:

The Skill component of the course will be generally assessed by the respective Sector Skill Councils. In case, there is no Sector Skill Council for a specific trade, the assessment may be done by an allied Sector Council or the Industry partner. Further if Sector Skill Council in concerned / relevant trade has no approved QP which can be mapped progressively or due to any other reason, if the SSC expresses its inability to conduct the assessment or cannot conduct the skill assessment in stipulated time frames as per academic calendar, the institutions may conduct skill assessment through a Skill Assessment Board by „Certified Assessors“ as per the provisions enumerated in MHRD Skill Assessment Matrix for Vocational Advancement of Youth (SAMVAY). The Skill

Assessment Board may have Vice-Chancellor/Principal/Director/Nodal officer/Coordinator of the programme / Centre, representatives of the partner industry (s),

one nominee of the Controller of Examination or his/her Nominee of affiliating University / Autonomous College and at least one external expert. The affiliating university may nominate additional experts on the Skill Assessment Board, if required.

The certifying bodies may comply with / obtain accreditation from the National Accreditation Board for Certification Bodies (NABCB) set up under Quality Council of India (QCI). Wherever the university/college may deem fit, it may issue a joint certificate for the course(s) with the respective Sector Skill Council(s).

The general education component will be assessed by the concerned university as per the prevailing standards and procedures. General Education credit refers to a unit by which the course work is measured. It determines the number of hours of instructions required per week.

One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week. Accordingly, one Credit would mean equivalent of 14-15 periods of 60 minutes each or 28 – 30 hrs of workshops/ labs. For internship / field work, the credit weightage for equivalent hours shall be 50% of that for lectures /tutorials. For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures / tutorials.

The institutions offering B.Voc degree programme should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever available.

Letter Grades and Grade Points: it is recommended to adopt 10- point grading system with the Letter grades as given below:

Grades and Grade Points

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F(Fail)	0
Ab (Absent)	0

Passing percentage for each paper each course is 40%. Separate passing for continuous assessment and end semester examination and/or as per time to time guidelines of the university.

A student obtaining Grade F and Ab shall be considered failed and he/she will be required to reappear in the examination. Computation of Semester Grade Point Average System (SGPA) and Cumulative Grade Point Average (CGPA):

The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the course components taken by a student and the sum of the number of credits of all the courses undergone by a student in a semester, i.e

$$SGPA (S_i) = \Sigma(C_i \times G_i) / \Sigma C_i$$

where 'C_i' is the number of credits of the ith course component and 'G_i' is the grade point scored by the student in the ith course component.

The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \Sigma(C_i \times S_i) / \Sigma C_i$$

Where 'S_i' is the SGPA of the ith semester and C_i is the total number of credits in that semester. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

The skill component would be taken as one of the course components in calculation of SGPA and CGPA with given credit weightage at respective level.

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
Syllabus with effective from 2020-2021

Semester I

Sr. No	Course Code	Course Title	Continuous Assessment Credits (CA)	End Semester Exam Credits (ESE)	Total Credits
General Education					
1	ME101	English Grammar and Usage	2	2	4
2	ME102	Environmental Studies	2	2	4
3	ME103	Basic Of Computer IT	2	2	4
Skill Courses					
4	ME104	Writing Skills	2	2	4
5	ME105	Editing for Media	2	2	4
6	ME106	Desk-Top Publishing	2	2	4
Practical Skill Courses					
7	ME107	Lab-I: Basic Of Computer IT	1	1	2
8	ME108	Lab-II: Writing Skills	1	1	2
9	ME109	Lab-III: Desk-Top Publishing	1	1	2
Total					30

Semester II

Sr. No.	Course Code	Course Title	Continuous Assessment Credits (CA)	End Semester Exam Credits (ESE)	Total Credits
General Education					
1	ME201	Communication Proficiency	2	2	4
2	ME202	Constitution Of India	2	2	4
3	ME203	Life Skills	2	2	4
Skill Courses					
4	ME204	Media Law & Ethics	2	2	4
5	ME205	Photography -I	2	2	4
6	ME206	Creative Advertising	2	2	4
Practical Skill Courses					
7	ME207	Lab-IV: Communication Proficiency	1	1	2
8	ME208	Lab-V: Photography-I	1	1	2
9	ME209	Lab-VI: Creative Advertising	1	1	2
Total					30

Semester - I: General Education

Course Code	Course Title	Credits
ME101	English Grammar and Usage	04
Objective		
Unit I	Communication in General The meaning process of communication types of communication, interpersonal skill and elements communication.	
Unit II	Interpersonal Communication and Effective communication The skills of Interpersonal communication, communication as a skilled behavior, Effective communication, guidelines for effective communication.	
Unit III	Situation Language Greetings, Introduction, Inviting someone, making requests, offering help and assistance, seeking permission, asking for advice, expressing gratitude, persuasion, complimenting and congratulating, expressing sympathy and condolence, complaining, apologizing, making suggestion, warning, , ending a conversation, asking for information, opinion, excuse, preference. Requesting, asking if someone agree and if obliged. Describing something and some useful expressions.	
Unit IV	Expectations in communication Brainstorming, having realistic expectations, communication breaks down because of unrealistic or great expectations	
Suggested Readings	1. Modern English Grammar By S. M. Roy	

Course Code	Course Title	Credits
ME102	Environmental Studies	04
Objective		
Unit I	The multidisciplinary nature of environmental studies Definition, scope and importance. Need for Public awareness.	
Unit II	Natural Resources: Renewable and non renewable resources. Natural resources and associated problems a. Forest Resources : use and over- exploitation , deforestation, case studies. Timber extraction ,mining, dams and their effects on forest and tribal people. b. Water Resources : use and over- exploitation of surface and ground water, floods, droughts, dams - benefits and problems. c. Mineral Resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies- with reference to Karnataka d. Food Resources: World food problems, changes caused by agricultural and overgrazing. Effects of modern agriculture, fertilizer - pesticide problems, water logging, salinity, case studies. e. Energy Resources: growing energy needs, Renewable and non renewable energy resources, use of alternate energy sources, case studies. f. Land Resources: Land as a resource, land degradation, (man induced landslides), soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.	
Unit III	Ecosystem: Concept of an ecosystem. Structure and function of an ecosystem, Producers , consumers and decomposers. Energy flow in an ecosystem. Food chains, food web and ecological pyramids. Introduction , types , characteristic feature, structure and function of the following ecosystem 1. Forest ecosystem 2. Grassland ecosystem 3. Desert ecosystem 4. Aquatic ecosystem (ponds)	

Unit IV	Biodiversity and its Conservation: Introduction - Definition, genetic, species, ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option value. India as a mega -diversity nation. Hot - spots of Biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In - situ and Ex - situ conservation Important National Parks of India 1. Nagarhole National Park 2. Bandipur National Park 3. Gir National Park 4. Kaziranga National Park
Suggested Readings	References 1. Agarwal K.C.(2000) Biodiversity, Agrobios, Jadhpur 2. Agarwal K.C.(2001) Environmental Biology, Nidi Publications, Bikaner. 3. Biodiversity Hot spots for conservation priorities Nature 403:853, fifth report, New Delhi; centre for science and environment. 4. E.P.Odum (1971) Fundamental of Ecology, W.B.Saunders Co.USA. 5. S.Sinha, M Shukla and R.Shukla (2005) Text Book of Environmental Studies by AITBS, New Delhi.

Course Code	Course Title	Credits
ME103	Basic Of Computer IT	04
Objective		
Unit I	Introduction to computer: history of computers, generations of computers, classification of computers, application areas of computer, functional block diagram of computers, components of computer in detail. Types of computer memory - Primary memory, RAM and ROM and their types, storage capacity of memory, speed of computer.	
Unit II	Computer hardware devices – input devices - keyboard, mouse, track ball, joystick, touch screen, digitizing tablet, light pen, scanner, encrypted plastic cards, video input, and voice/audio input devices. Output devices – visual display unit, printers, types of printers, plotter, sound cards and speakers, 3d audio. Secondary memory - magnetic tape, hard disk, floppy disk, zip disk, jaz disk, super disk, optical disk	
Unit III	Data representation on computer : computer words, number system: introduction, decimal number system, binary number system, octal number system, hexadecimal number system, BCD, GRAY code, inter-conversion of number systems, ASCII code, EBCDIC code. Computer software : definition, software types- application software and system software, programming languages - low level languages, assembly level language, high level language, translator – compiler, interpreter, assembler	

Unit IV	Data representation on computer : computer words, number system: introduction, decimal number system, binary number system, octal number system, hexadecimal number system, BCD, GRAY code, inter-conversion of number systems, ASCII code, EBCDIC code. Computer software : definition, software types- application software and system software, programming languages - low level languages, assembly level language, high level language, translator – compiler, interpreter, assembler Documentation Using MS-Word - Introduction to word processing interface, Toolbars, Menus, Creating & Editing Document, Formatting Document, Finding and replacing text, Format painter, Header and footer, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Previewing and printing document, Advance Features of MS-Word-Mail Merge, Tables, File Management, Printing, Styles		
Suggested Readings	1. Computer Fundamentals,	B.Ram ,	New Age International Publishers
	2. Computers Today ,	S K BASANDRA	Galgotia publications
	3. Computer Fundamentals	PK SINHA	New Age International Publishers
	4. Complete Microsoft Office	Complete Reference	BPB publications

Skill Courses:

Course Code	Course Title	Credits
ME104	Writing Skills	04
Objective	To enable students to be able to communicate through writing to make them understand the importance of reporting	
Unit I	Definition of news, report; news values; theories of news reporting; inverted pyramid	
Unit II	Types of reporting; the lead; types of lead; Investigative, interpretative and editorial Comment, Interview skills for news gathering, Features, Freelance writing, Reviewing	
Unit III	Basics of editing; Proof reading, editing symbols, rewriting, common language errors, spellings and syntax; analyzing newspapers and magazines for reporting and editing	
Unit IV	Introduction to Magazine Journalism. Types of magazines; Differences between	

Course Code	Course Title	Credits
ME105	Editing for Media	04
Objective		
Unit I	Newsroom Organization – Small, Medium, and Big Daily – Editorial Staff	
Unit II	Principles of Editing – Rewriting different copies – Computer Editing- Style Sheet.	
Unit III	Techniques of Headline Writing – News and Feature Headlines- types and functions of Headlines.	
Unit IV	Editorials – Function, Principles, Types; Letters to the Editor	
Suggested Readings	1. News Editing – Bruce II Westley 2. The Art of Editing – P.K. Baskette and Jiz Sissors 3. The Sub – Editor's Companion – Michael Hides 4. The Simple Sub's Book - Lealie Sellers 5. The Techniques of Clear writing – Robert Gunning 6. Handling Newspaper Text – Harold Evans	

Course Code	Course Title	Credits
ME106	Desk-Top Publishing	04
Objective		
Unit I	Design Concepts: Relevance-proportion-Direction-Consistency) - Contrast-The total Picture-Restraint-Attention to Detail-Examining Proofs Page Organizers: Grids- Columns-Gutters-Margins Text organizers: Headings-Kickers-Subheads-Captions-Headers and Footers-Pull Quotes and Side bars-Bullet Lists-Jump lines- nameplates and Logos	
Unit II	Using Font Families: Type style-Type Weight Choosing Typefaces: Body Text Choice-Display text Choices Presenting Type Effectively: Type Size-Alignment-Kerning and Tracking-Word spacing - Paragraph Spacing, Tabs and Indents- line spacing-Special effects White Space: Sinks-Vertical White Space Rules, Drop Shadows-Screens-Borders	
Unit III	Using Illustrations Effectively: Illustrations Vs, Photographs- Illustrations Possibilities Ready-Made Arts: Clip Art-Background textures and patterns-Dingbat Sets and picture Fonts-Shopping for Ready-made Information Graphics: Charts and Diagrams- Diagrams-Tables-Screen Captures-Maps Presenting and Positioning Illustrations: Tips and Tricks	

Unit IV	Working with Photographs: choosing good photographs-Technical fine-tuning Designing with Photographs: use Dominant photos-Line of Force-Follow the Horizon Achieving Motion through Sequences Altering Photographs: Cropping-Enlarging and reducing photographs-Flipping and flopping photographs-Adjusting Contrast and Brightness-Touching Up Problems spots- Special Effects with photographs
Suggested Readings	Roger C.Parker, Publishing & Design - WILEY - Dreamtech India Pvt. Ltd 2005

Practical Skill Courses:

ME107	Lab-I: Basic Of Computer IT
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PRACTICALS

1. MS-DOS

- Exploring important commands

2 MS-Windows

- Components of Windows
- Exploring different tools of Windows
- Exploring icons in Windows
- Managing files in Windows
- Shortcuts in Windows

3 MS-WORD

- Formatting in MS Word
- Report writing using MS Word
- News paper publication using MS Word
- Tabulation in MS Word
- Drawing Tools in MS Word
- Mail merge in MS Word

Linking pages from different files in MS WordME108	Lab-II: Writing Skills
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Practical

News reporting exercises; field reporting, campus reporting; lab journal

Practical

This practical paper includes daily reporting – both campus and outside – and learning of designing softwares. Marks are allotted for each of the daily practicals and there shall be a practical exam at the end of the semester

Desktop Publishing

1. Introduction to Graphics
2. Colour Theory
3. Typing Tutor
4. Design Theory
5. Basic layout Design
6. Corporate Identity:
7. Logo design, Brochure design, Letter head, Book cover page design, Magazine cover page
8. Basic layout for magazines, posters, brochures, ads, direct mail, exhibition art, signage and identity projects

Semester II :

Course Code	Course Title	Credits
ME201	Communication Proficiency	04
Objective		
Unit I	Communication aids, blocks and group discussion. How to use communication aids and to avoid communication blocks, group discussion, interacting, presenting and to improve group communication	
Unit II	Leadership communication and Team Communication. Different types of leadership communication; to develop team work and team communication Skills.	
Unit III	Winning at Human Relations. Important role interpersonal relations, process of personality development, to develop caring and productive relationship within family and among friends.	
Unit IV	Interview skills Kinds of Interview, preparation for job interview, D-day of the interview and success in Interview.	

Course Code	Course Title	Credits
ME202	Constitution Of India	04
Objective		
Unit I	Meaning of the term Constitution, Preamble, Constituent Assembly, Salient features of the Constitution.	
Unit II	Fundamental Rights, Fundamental duties. The Directive Principles of State Policy.	
Unit III	Union Government: Union Legislative – Parliament. Loksabha and RajyaSabha. Powers and functions of the Parliament. Union Executive: President – Powers and Functions. Prime Minister – Powers and Functions Union Judiciary: The Supreme Court and its Jurisdiction	
Unit IV	State Government State Legislature – Legislative Assembly and Legislative Council. State Executive – Governor – Powers and Functions Chief Minister – Powers and Functions State Judiciary – High Court and its Jurisdiction	

Course Code	Course Title	Credits
ME203	Life Skills	04
Objective		
Unit I	Emotional intelligence skills: Definition, Interpersonal intelligence and intrapersonal intelligence	
Unit II	Relationships: Family relational ship, friendship, professional relationship, elements to sustain healthyrelationships	
Unit III	Excellence in life. Ways to achieve excellence in life. Leadership qualities	
Unit IV	How to get rid of bad habits? Alcoholism addiction.	
Suggested Readings	➤ The challenge to develop your resources by Dr. Marie Mignon Mascarenhas-A Crest Publication ➤ Human values development programme. – An AIACHE publication ➤ Wings of Freedom by Maureen Higgins-Vision 2020 by A P J Abdul Kalam	

Skill Courses:

Course Code	Course Title	Credits
ME204	Media Law & Ethics	04
Objective		
Unit I	Brief history of media laws in India, Constitution of India, Indian legal system, Legal aspects, Fundamental rights, Restrictions, Freedom of the Press	
Unit II	Press laws; Contempt of court. Defamation - Slander and libel. Right to Information Act, Copy Right Act	
Unit III	News paper management; Newspaper registration, The Press Council, Media Contracts, Prasar Bharathi	
Unit IV	Media Laws; Indian Cinematograph Act, The cable TV network regulation Act, Ombudsmen	
Suggested Readings	1. VrdishaBarua, Press and the Media Laws. Universal law publishing, New Delhi, 2006 2. Durga Das Basu, Laws of the Press, Wadhua, New Delhi, 2002. 3. Kiran R. N., Philosophies of Communication and Media Ethics, B. R. Publishing Corporation, New Delhi, 2000.	

Course Code	Course Title	Credits
ME205	Photography -I	04
Objective	To provide specialized training in photography catering to the advertising industry	
Unit I	History of photography; Digital photography – the past and the future, why go digital, Types of digital cameras, Camera Controls, Composing, Capturing and Continuous Photography. Sensors: image sensors, types of image sensors, size and aspect ratios, cleaning	
Unit II	Digital Work flow; Image formats; In camera image storage devices, Transferring images, Storing images, organizing your photo files, Image Manager and Colour Management.	
Unit III	Controlling Exposure; The importance of Exposure, Exposure Controls, Exposure Modes, Scene specific exposure, Shutter Controls, Aperture Controls, Shutter speed and Aperture, Automatic exposure, Focus, Depth of field, ISO and Noise	
Unit IV	Light and colour; Colour theory, White Balance, Photography at Night, Direction and Quality of light. Lenses: Focal Lengths, types of lenses. Flash Photography: Flash power and range, Flash Sync and shutter speeds, Auto flash, Redeye reduction, Fill Flash, Flash off, slow sync flash, flash exposures, external flash and accessories.	
Suggested Readings	1. Tom Grimm, The Basic Book of Photography, New York, Plume, 1979. 2. George Haines, Learning Photography, Hamlyn publishing Group, London, 1992. 3. Michael Langford, Basic Photography, Focus Press, London, 1986. 4. John Hedgeco, New Book of Photography, Dorling Kindersley Book, London 1994.	

Course Code	Course Title	Credits
ME206	Creative Advertising	04
Objective	To provide a basic understanding of the nature of advertising as a creative industry and to develop basic skills in creating mainstream media ads (print, electronic, and web)	
Unit I	Introduction to advertising; definition and types; structure and functioning of an ad agency; advertiser-agency relationship	
Unit II	Audience analysis; segmentation, targeting and positioning; audience	
Unit III	Creative aspects of advertising; art direction; creative aspects in print and electronic media; print production; electronic production; other media productions; cutting-edge advertising	
Unit IV	Outdoor advertising; creative use of media – traditional and new media	
Suggested Readings	1. Frank Jenkins, <i>Advertising made simple</i> , Rupa and Co, New Delhi, 1992 2. Cutland L. Bovee, John V. Thill et al., <i>Advertising Excellence</i> , McGraw-Hill, Inc., New York, 1995. 3. Shaliam F. Arens, <i>Contemporary Advertising</i> , Irwin/Mc Graw-Hill, 1999.	

Practical Skill Courses:

ME207	Lab-IV: Communication Proficiency
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PRACTICAL

Communication Proficiency exercises

ME208	Lab-V: Photography-I
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PRACTICAL

1. Basic shots
2. Outdoor shooting
3. Depth of field
4. Exposer- Sutter speed, Aperture and ISO
5. Compositing rules
6. Exercises with Photoshop
7. Photography with a theme

ME209	Lab-VI: Creative Advertising
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Practical: PSA Production


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