Curriculum and Credit Framework
As per NEP 2020

For

MAMC Integrated (Five Years)
(To be effective from the Academic Session 2023-24)

Department of Media Studies
Gurugram University, Gurugram
(A State Govt. University Established Under Haryana Act 17 Of 2017)

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1. <u>Background</u>

Introduction

NEP 2020 based Curriculum Framework for five year integrated degree programme MAMC intended to design a broad learning framework to provide the human capital needs of the ever-changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower students with creativity, knowledge, ability, skills and also moral ethical values so that he will able to acquire professional skills along with social-cultural values. It is also designed to make them capable of understanding primary research culture among students to encourage Research and Development (R & D) potentials in the field of audience, behaviour, content and meanings studies. This five-year integrated programme has been structured to prepare the students to achieve skills for information, entertainment as well as media relations industries.

2. Programme Outcomes

On completing MAMC 5 years Integrated Programme, the students shall be able to realise following programme outcomes:

PO	Description
PO-1	Shall acquire fundamental knowledge of Mass communication & Journalism.
PO-2	Shall acquire the knowledge related to media and its impact on society.
PO-3	Shall be competent enough to undertake professional job as per demands and requirements of market & entertainment (M & E) Industry.
PO-4	Shall empower themselves by communication, professional and life skills. Shall be able to enhance the ability of leadership. Shall become socially responsible citizen with global vision
PO-5	Shall be equipped with ICTs competencies including digital literacy.
PO-6	Shall acquire the interviewing, reporting and information gathering skills, that will helpful in understanding content and behaviors.
PO-7	Shall acquire the understanding of importance of leadership and teamwork that is the major quality and responsibility for media personnel.
PO-8	Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
PO-9	Shall have an understanding of acquiring knowledge throughout life.

3. Programme Specific Outcomes

On completing MAMC 5 years Integrated Programme, the students shall be able to realise following outcomes:

PSO	Description
PSO-1	The students will be able to write, edit and proofreads contents and writeups for mass media like Newspaper, Magazine and digital media.
PSO-2	This Program will provide understanding of program production, management in government and private television channels and in Cinema.
PSO-3	Students will be able to learn in the latest digital audio-video and multimedia technologies to understand agenda and propaganda hidden in web media like Facebook and Twitter
PSO-4	Students will be skilled to plan, conduct and present an interview for print, television, radio news and PR. They will also develop the knowledge of current affairs.
PSO-5	The students will be able to measure public opinion, through media research and opinion poll.

4. Graduate Attributes

- **Disciplinary Knowledge:** An ability to define the meaning, purpose of communication and demonstrate the theoretical knowledge in the field of mass communication.

- **Creative, Critical Thinking and Problem Solving:** Gain conceptual and theoretical knowledge and learn to critically think and analyze the dynamics and contemporary phenomenon of mass communication.Develop logical and creative thinking for the solutions in Print media, Electronic media and Communication for development.An ability to test and analyse research findings by demonstrating critical thinking and problem-solving skills.

- **Reflective Thinking**

- **Analytical Reasoning**

- **Communication Skills:** Develop the communication skills, theoretical and practical knowledge among the students in print, digital and development communication.Elicit views of others, mediate disagreements and help reach conclusions in group settings.Apply communication skills and practices in context of social and cultural milieu of the North-eastern region.

- **Research Skills:** Conducting research is key to fully understand how to gain the attention of an audience when building a communications campaign. The last thing people want with a communications campaign is to find themselves screaming out into the void, because they've failed to engage or interest people. Research brings objectivity and accuracy in news reporting. A good story is always the outcome of research and investigation. Media Research is also used in conducting surveys, public opinion polls, advertising and public relation campaigns.

- **Life Skills and Life-long Learning:** Engage in higher studies, research and professional work and be a life- long learner in context of media studies.

- **Multicultural Competence:**

- **Moral and Ethical Values:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through service learning and social commitment.

- **Global Competence:** Global Competence is a multi-dimensional construct that that gave students combination of knowledge, skills, attitudes and values successfully applied to global issues Global competency demands effective communication skills that will be provided to student through linguistic and intercultural knowledge in order to make them engage in open, appropriate, and effective interactions with people all around the world (from different backgrounds) and will help students to move from learning about the world to making a difference in it.

5. <u>Qualification descriptors</u>

6. Scheme of Programme

Semester 1

Course Code	Course Title	Course ID	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
DSC – A1	Introduction to Communication		24			4	70	30			100
DSC – B1	Concept of Media and Journalism		28		2	4	70	30			100
DSC – C1	Evolution of Language		24			4	70	30			100
Minor (MIC) / Vocational Courses (VOC)											
MIC1	Basics of Camera		20		6	2			35	15	50
Multidisciplinary courses (MDC)											
MDC1	Socio-Economic-Polity (India) 1		24			3	70	30			100
Ability Enhancement Couse (AEC)											
AEC1	Hindi Bhasha Evam Vyavhar		8			2	35	15			50
Skill Enhancement Course (SEC)/ Internship/Dissertation											
SEC1	Basics of Computer Application and Typing		30		6	3			35	15	50
Value Addition Course(s)											
VAC1	"*Panchtantra*" Indian Art of Story Telling		20	4		2	35	15			50
Total Credits						**24**	**Total Marks**		**600**		

Semester 2

Course Code	Course Title	Course ID	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
DSC – A2	History of Print and Broadcast Media		24			4	70	30			100
DSC – B2	Basics of Written Communication		30			4	70	30			100
DSC –C3	Communication Psychology and Behaviour		24		0	4	70	30			100
Minor (MIC) / Vocational Courses (VOC)											
MIC2	Basic Presentation Skills		20		2	2			35	15	50
Multidisciplinary courses (MDC)											
MDC2	Socio-Economic-Polity (India) 2		24			3	70	30			100

Ability Enhancement Couse (AEC)											
AEC2	"Phonetics" An Art of Reading		20		4	2	35	15			50
Skill Enhancement Course (SEC)/ Internship/Dissertation											
SEC2	Photoshop and Illustrator		32		10	3			35	15	50
Value Addition Course(s)											
VAC2	Life Management and Yoga		16		2	2			35	15	50
Total Credits						**24**	**Total Marks**			**600**	

Syllabus

MAMC
SEMESTER - 1

Name of Subject: **Introduction to Communication**	Maximum Theory marks: 100 (70+ 30)
Subject Code: DSC - A1	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: with this course students would gain knowledge about basic aspects of Communication. Students would learn about the process and functions of communication and its role in developing self that play crucial role in the process of socialization.

Course Outcomes:

1. Students will able to speak confidentiality in interpersonal and group communication.
2. They will able to apply ethics of communication in psychological as well as social context.

COURSE CONTENTS:

Unit 1: Introduction	[6]
1.1 Human communication and Process of Socialization 1.2 Process and Functions of Communication 1.3 Barriers of Effective Communication 1.4 Communication and Self (Johari window)	

Unit 2: Types of Communication	[6]
2.1 Language: Verbal (oral and written) and Nonverbal 2.2 Structure: Formal and Informal 2.3 Flow: Horizontal and Vertical (Upward and Downward) 2.4 Medium: Audio, Visual and Audio-visual	

Unit 3: Forms of Communication	[6]
3.1 Intra-personal Communication 3.2 Interpersonal Communication 3.3 Group Communication: Small Group and Large Group 3.4 Dyad and Triad	

Unit 4: Non-Verbal Communication	[6]
4.1 Kin-sic and Body Movement 4.2 Facial Expressions and Eye Movements 4.3 Para-Language and Proxemics 4.4 Personal Appearance, Smell and Taste 4.5 Gaze, Haptic, Adapter and Artifacts	

Suggested Readings:

1. The Process of Communication D.K. Berlo, New York: Halt Renehart and Winston.

2. Introduction to Communication Studies by John Fiske, Routledge

3. Mass Communication in India by Keval J. Kumar, Jaico Publishing House

Name of Subject: **Concept of Media and Journalism**	Maximum Theory marks: 100 (70+ 30)
Subject Code: DSC - B1	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: this course is design to give basic knowledge and understanding to students of different mass media mediums and their functions in society. To help students to learn about basic news gathering and writing skills for soft stories.

Course Outcomes:

1. Students would be able to understand about different types of media mediums their role and functions.
2. To introduce students to the basics ethics of Journalism basics and its elements such as sources, values and treatments of news items. To enhance understanding of the traditional print, electronic and contemporary web media.

COURSE CONTENTS:

Unit 1: Introduction to Journalism	[6]
1.1 Meaning and Concept of Journalism 1.2 Origin of Journalism 1.3 Types of Journalism 1.4 New Trends in Journalism	
Unit 2: Introduction to Media	[6]
2.1 Nature and Function of Media 2.2 Objectives of Media 2.3 Types of Media:Print, Broadcast, Online 2.4 Convergence of Media	
Unit 3: Concept of News Journalism	[10]
3.1 News: Meaning, Definition and Elements 3.2 Type of News (hard v/s soft) 3.3 Principal of News: 5W and 1H 3.4 Structure of News: Inverted Pyramid	
Unit 4: Process of News	[6]
4.1 News Sources and News Gathering 4.2 News Values: Space, Time, Brevity, Balance and Fairness, Accuracy and Deadline 4.3 Language of News: Basic Headlines, Writing Skills and News Treatment 4.4 Media as the Fourth Pillar and Gatekeepers in News	

Suggested Readings:

1. John Hohenberg: Professional Journalists; Thomson Learning

2.M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.

3. Sourin Banerjee: Journalism Update; PragatishilProkashak.

4 Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications;

5 Tony Harcup: Journalism: Principles and Practice; Sage

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MAMC
SEMESTER - 1

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Name of Subject: Evolution of Language	Maximum Theory marks: 100 (70+ 30)
Subject Code: DSC - C1	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: Students will heighten their awareness of correct usage of word, sentence and grammar in language that will be helpful in writing and speaking. Students will improve their speaking language ability both in terms of fluency and comprehensibility.

Course Outcomes:

1. After completion of this course students will be able to give oral presentations and receive feedback on their performance.
2. It will increase their reading speed and comprehension of academic articles and will improve their reading fluency skills through extensive reading. Students will enlarge their vocabulary by keeping a vocabulary journal.

COURSE CONTENTS:

Unit 1: Introduction	[6]
1.1 Introduction and Concept of Language 1.2 Development of Language and Phonetics 1.3 Organ of Speech and Classification of sounds 1.4 Significance of Language	
Unit 2: Classification of Language	[6]
2.1 Language and Dialects 2.2 Language Family and Indian Language 2.3 Spoken and Written Language 2.4 Sign and Symbol of language	
Unit 3 The Coexistence of Languages	[6]
3.1 Societal vs Individual Multilingualism 3.2 Societal Multilingualism and Language Competition 3.3 Ecological Factors Leading to Language Endangerment and Loss 3.4 Globalization vs Glocalization: The Real Causes of Language Endangerment	
Unit 4: Reading and Understanding	[6]
4.1 Language and Culture: Words and Sentence Formation 4.2 General Methods of Words and Sentence Formation 4.3 Language and Constitution 4.4 Language and Society	

Name of Subject: **Basics of Camera**	
Subject Code: MIC1	Maximum Practical Marks: 50 (35+ 15)

Course objectives: Operate a digital video camera. Ability to apply camera techniques in several situations. Create treatments and storyboards to shoot basic video sequences. Identify story elements as they script, produce, light, direct, and edit a short documentary movie. Apply concepts of photographic composition and creative expression to pictures. An understanding of the software editing process Planning ahead and creating an idea

Course Objectives:

1. The course helps you understand how to apply photography and Videography techniques, how to organize a photo shoot, and how to work on set to produce high-quality still photographs or videos.

COURSE CONTENTS:

Unit 1: Introduction to Camera	[10]
1.1 Basics of Camera 1.2 Components of Camera 1.3 Functioning of Camera 1.3 Different Types of Camera	
Unit 2: Basics Camera Operations	[10]
2.1 Camera Control and Shooting Techniques 2.2 Camera Angles, Shots and Movements 2.3 Importance of Lighting 2.4 Lighting Techniques and Equipment	

MAMC
SEMESTER - 1

Name of Subject: **Socio-Economic-Polity (India) 1**	Maximum Theory marks: 100 (70+ 30)
Subject Code: MDC1	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: The aim this course is to provide students with basic knowledge of society, family and rural India. It will also focus on learning India constitution and basic current affairs

Course Outcomes:

1. Students would be able to inculcate the basic knowledge of social system. Students would be able to aware about the governance of India.
2. Students would be able to aware about India agricultural and industrial problems and issues.

COURSE CONTENTS:

Unit 1: Social Scenario in Indian	[6]
1.1 Concept, characteristics and type of Society 1.2 Indian Family System and Changes 1.3 Social Structure, Social Values and Social Control in India 1.4 Factors and Parameters of Social Change	
Unit 2: Fundamentals of Indian Economic	[6]
2.1 Meaning and Nature of Indian Economy 2.2 Rural India: Agriculture Issues and Problem 2.3 Indian Industry for Developing Economy 2.4 Economic Reforms and India Society	
Unit 3: Indian Constitution	[6]
3.1 Indian Constitution: Salient Feature and Preamble 3.2 State and Union Territories 3.3 Fundamental Rights and Fundamental Duties 3.4 Directive Principals of State Policy	
Unit 4: Power and Functioning of Democratic Institution	[6]
4.1 President and Governor: Power and functions 4.2 Prime Minister and The Cabinet 4.3 Chief Minister and The Cabinet 4.4 Parliament: Functions and Power	

Suggested Readings:

1. A.N. Aggarwal Indian Economy

2. Rajni Kothari Caste in Indian politics

3. Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a

4. Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001 12

5. Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003

6. D. D. Basu An Introduction to the Constitution of India

7. J.C. Johri Indian Political System

8. P. C Joshi & Namita Joshi A Text Book of Environmental Science, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3

9. R.S. Yadav (ed.) India's Foreign Policy: Contemporary Trends

10. Muchkund Dubey Political Issues

11. Rajan Harshe & K.N. Sethi Engaging the World: Critical Reflections on India's Foreign Policy (Orient Longman)

12. S.R. Sharma Indian Foreign Policy (Om Sons)

Name of Subject: हिंदी भाषा एवं व्यवहार	
Subject Code: AEC1	Maximum Theory Marks: 50 (35+ 15)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: इस पाठ्यक्रम का प्रमुख उद्देश्य है विद्यार्थियों को हिंदी भाषा का व्यावहारिक ज्ञान देना साथ ही उन्हें लेखन लिखने के लिए प्रोत्साहित करना।

Course Outcomes:

1. हिंदी भाषा शिक्षण का महत्व, दशा व वैश्विक स्थिति का ज्ञान।
2. इस पाठ्यक्रम के पश्चात विद्यार्थियों को हिंदी भाषा के लेखन इत्यादि का अभ्यास होगा और वह स्वयं लेखन कार्य कर सकेंगे ।

COURSE CONTENTS:

इकाई 1 हिंदी भाषा अर्थ एवं स्वरूप	[4]
1.1 हिंदी नामोत्पत्ति, स्वरूप	
1.2 भाषा क्षमता एवं भाषा व्यवहार	
1.3 हिंदी के विविध रूप: राजभाषा, माध्यम भाषा, संचार भाषा	
1.4 हिंदी भाषा शिक्षण के उद्देश्य एवं व्यवहार	

इकाई 2 आधुनिकीकरण व हिंदी	[4]
2.1 शिक्षा में हिंदी की भूमिका	
2.2 शिक्षक की भूमिका एवं संवैधानिक स्थिति	
2.3 डिजिटिकरण एवं कम्प्यूटर क्रांति	
2.4 विश्वपटल पर बढ़ता हिंदी का महत्व	

प्रायोगिक:

३ पत्र-लेखन
(क) पत्र के प्रकार

(ख) औपचारिक पत्र

(ग) अनौपचारिक पत्र४ कक्षा -कक्ष शिक्षण

(क) शिक्षण का अर्थ, महत्व

(ख) सूक्ष्म शिक्षण

(ग) निबंध लेखन

(घ) अनुवाद

Name of Subject: **Basics of Computer Application and Typing**	
Subject Code: SEC1	Maximum Practical Marks: 50 (35+ 15)

Objective: Student will learn a basic understanding of history of computer its evolution and use as technology hardware and software. Utilize computer technologies for writing and presentation. Demonstrate basic understanding of basic computer softwares.

Course Outcomes:

1. Solve basic information systems problems using MS Office products appropriate for the solution. Communicate in a business environment using the MS Office product appropriate for the communication.
3. Use computing technology ethically, safely, securely, and legally.
4. Describe and analyze computer hardware, software, and the internet. Use file management techniques for file and directory/folder organization.

COURSE CONTENTS:

Unit 1: Fundamentals of Computer	[6]
1.1 Computer: Definition, Characteristics & Objectives 1.2 Functional Units of Computer 1.3 Computer Memory 1.4 Input/Output Devices	
Unit 2: History	[6]
2.1 History of Computer 2.2 Computer Software & Computer Language 2.3 Function and Types of Operating System 2.4 Working with Windows	
Unit 3: Basic Computer Software and Applications	[18]
3.1 MS Word-Creation and Manipulation of Document 3.2 MS Excel-Data Analyses 3.3 MS PowerPoint- Preparation of Presentation 3.4 Typing: Hindi and English	

Name of Subject: **"*Panchtantra*" Indian Art of Story Telling**	
Subject Code: VAC1	Maximum Theory Marks: 50 (35+ 15)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: Panchatantra Fables are narrated in a fun-filled manner, which will definitely ignite curiosity among the students. They will learn about human action and reaction in different situations through narratives. Such stories will help them in learning how to handle real-life situations.

Course Outcomes:

1. Students will able to recall the story and can relate to it in specific ways and problems of everyday life. Also, it provides a strong moral message to them.
2. Raising Curiosity and Furthering Brain Development. These stories are the best guide to inculcate moral values in students. These are rich in Indian culture and values and are relevant to all communities across the world.

COURSE CONTENTS:

Unit 1: Art of Storytelling	[6]
1.1 Storytelling: Content, Characterization and Character Build-up 1.2 Elements of Storytelling: Narrative, Interactive, Imaginative and Attentive 1.3 Language of Story Telling 1.4 Sequence and Connectivity	
Unit 2: Storytelling and Moral education	[14]
2.1 Abstract Concepts and Least Messages Complexity 2.2 Storytelling and Behaviour Changes 2.3 Visual Presentation Through Words 2.4 Screening of "*Panchtantra*" Stories	

SEMESTER - 2

Name of Subject: **History of Print and Broadcast Media**	Maximum Theory marks: 100 (70+ 30)
Subject Code: DSC - A2	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: To increase students' knowledge and understanding of the nature, functions, and objectives of media. To increase students' awareness of how the press, radio, and television industries developed in past decades and their role in the freedom struggle, and during emergency & post-liberalization era

Outcomes:

1. Students would be able to understand the evolution and emergence of media.
2. Students would be able to learn about the history of the press and other media forms.
3. To enhance understanding of the origins of traditional print, electronic, and web media.

COURSE CONTENTS:

Unit-1 History of Print Media in India	[6]
1.1 Press Before 1857 1.2 Era of National Freedom Movement (1857-1947) 1.3 Post Independence Era & Emergency (1947-1975) 1.4 Print Media Post Liberalization	
Unit-2 History of All India Radio	[6]
2.1 History and Development of Radio in India 2.2 Spoken Word Program of AIR 2.3 AIR and Issues of Autonomy 2.4 FM Radio	
Unit-3 History of Doordarshan in India	[6]
3.1 The Beginnings and Early development of Television 3.2 SITE (Satellite Instructional Television Experiment) 3.3 Doordarshan 3.4 Early Popular Programs of Doordarshan	
Unit-4 Broadcasting After Liberalization	[6]
4.1 Post-Liberalization Era of Television (1990-2000) 4.2 Development of Television (2000 onwards)	

4.3 Community Radio and Private Radio 4.4 Digital Radio and Podcast	
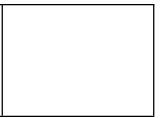
Name of Subject: **Basics of Written Communication**	Maximum Theory marks: 100 (70+ 30)
Subject Code: DSC – B2	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: Students will learn historical concepts of development and history of writing. They will learn the basic principles and steps needed to write basic forms such as paragraphs and sentences. The course will also enhance their writing mapping process and idea generation on topics and themes.

Course Outcomes:

1. Students will be able to write independently in various basic forms such as essay, paragraph, resume, and various professions at the end of the course, using proper spelling, punctuation, and sentences.

COURSE CONTENTS:

Unit 1: Introduction	[6]
1.1 History, Development and Types of Writing and Script 1.2 Principals and Mechanics of Writing 1.3 Steps and Process of Writing 1.4 Essentials of Grammar	
Unit-2 Paragraph Writing	[8]
2.1 Introduction and Importance of Paragraph Writing 2.2 Structure and Features of Paragraph 2.3 Constructions of Paragraph 2.4 Types of Paragraph	
Unit-3 Essay Writing	[8]
3.1 Introduction to Essay 3.2 Types of Essays 3.3 Characteristics of Essay 3.4 Steps of Essay Writing	
Unit-5 Professional Writings	[8]
4.1 Letter- Element and Style 4.2 Resume Preparation 4.3 Email Writing 4.4 Official/Business Writings: Memo, Circular, Notice, Minutes, and Report	

MAMC
SEMESTER - 2

Name of Subject: **Communication Psychology and Behaviour**	Maximum Theory marks: 100 (70+ 30)
Subject Code: DSC – C2	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Course Objectives: This course is broadly interested in how basic psychological theories are used to influence communication and behaviour. It gives basic knowledge of mental processes such as perception, cognition, motivation, emotion, and personality that are involved in communication. Students will learn about how people act and interact in communication and social relations.

Course Outcomes:

1. At the end of this course, students will explore the intersection of these concepts by looking at how human beings communicate with and without communication and in various settings to achieve a desired result.
2. They can handle situations of dissonance and conflicts in communication and are also able to judge the factors of behaviour such as perception, motivation, and conflict.

COURSE CONTENTS:

Unit-1 Psychology of Communication	[6]
1.1 Introduction to Psychology of Communication 1.2 Communicative Actions and Interactions 1.3 Social Relations and Influence 1.4 Self Disclosure Psychology (levels of SDP)	
Unit-2 Personality, Behaviour and Conflict	[6]
2.1 Definition, Personality Determinants and Human Behaviour 2.2 Personality Traits Relevant to Behaviour 2.3 Definition and Type of Conflicts 2.4 Process of Conflicts	
Unit-3 Perception and Perceptive	[6]
3.1 Process and Importance of Perception 3.2 Factors Effecting Perceptions 3.3 Cognitive Dissonance Theory (CDT) 3.4 Perception and its Application	
Unit-4 Motivation for Behaviour	[6]
4.1 Definition and Nature 4.2 Importance of Motivation 4.3 Theory of Motivation: Maslow's Hierarchy of need and ERG Theory 4.4 Hezberg Two Factor Theory and Factor of Motivation	

Name of Subject: **Basic Presentation Skills**	
Subject Code: MIC2	Maximum Practical Marks: 50 (35+ 15)

Objective: This course will give the opportunity to develop and strengthen skills in preparing and presenting public oral presentations in a variety of situations. This course will focus on instructional strategies to develop the written, verbal, non-verbal and technical communication skills of the students.

Course Outcomes:

1. After end of the course student will be able express and present themselves clearly, with confidence in variety of speaking situations.
2. They will able to plan and structure an effective presentation. its effective delivery and overcome anxiety, fear and nervousness when making a presentation.

COURSE CONTENTS:

Unit-1 Planning and Designing Presentation	[6]
1.1 Types of Presentation (Formal and Informal, Structured and Unstructured) 1.2 Structure of Presentation 1.3 Stages of Presentation Designing: Planning, Gathering Information, Writing and Designing 1.4 Tools for Presentations Designing 1.5 Do's and Don't of presentation	
Unit-2 Presentation Behaviour	[14]
2.1 Style of Presentation (storyteller, Freeform, Visual, Closer, Connector, instructor, persuader, interactive) 2.2 Presentation Skills: Delivering and Handling of Presentation, Practice, Self-Rehearsals, and Improvising 2.3 Role of non-verbal communication in presentation 2.4 Behaviour Skills: Positive Attitude, Self-Management, Problem Solving, Time Management and Anger Management. 2.5 Presentation Etiquette: Dressing and Grooming, Meeting Etiquette, Dinning Etiquette	

Name of Subject: **SOCIO-ECONOMIC-POLITY (INDIA) 2**	Maximum Theory marks: 100 (70+ 30)
Subject Code: MDC2	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: The aim will be to evaluate and analyze the complex process of the evolution of religion, philosophy, and cultures in the Indian subcontinent, the emergence of power relations and state structures, as well as social stratification patterns. These will help trace aspects of marginality and hierarchy in early India.

Outcomes:

1. Students would be able to inculcate knowledge of social systems. Students would be able to learn about the governance of India.
2. Students will be able to learn about India's economic and political systems. Students would be able to understand the importance of interactive media.

COURSE CONTENTS:

Unit-1 Contemporary Indian Society	[6]
1.1 Social Structure and Stratification Patterns	
1.2 Social Issues and Problems	
1.3 Government Initiative for Social Development	
1.4 Citizens Responsibility Towards Society	
Unit-2 Indian Economy	[6]
2.1 National Income (GDP, GNP, NNP, NDP and PCI)	
2.2 Introduction to Financial Institutions (SEBI, RBI, NABARD, IRDA)	
2.3 Introduction to Budget	
2.4 Balance of Payment, Trade	
Unit-3 Federal System in India	[6]
3.1 Emergency Provision in Indian Constitution	
3.2 Centre State Relations	
3.3 Panchayati Raj	
3.4 Municipalities and Local Administration	
Unit-4 Indian Judicial System	[6]
4.1 Supreme Court, Jurisdiction and Powers	
4.2 High Court, Jurisdiction and Powers	
4.3 Subordinate Courts, Structure and Jurisdiction	
4.4 Lok Adalat and Public Interest Litigation	

Name of Subject: **"Phonetics" An Art of Reading**	
Subject Code: AEC2	Maximum Theory Marks: 50 (35+ 15)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: Understand the system of sounds and sound combinations in English. Understand how sounds are produced, how they are transmitted, and how they are perceived (phonetics). Differentiate between consonants and vowels. Pronounce English sounds in isolation and in connected speech.

Course Outcomes:

1. Students will be able to understand systematic, conscious consideration of how speech sounds are made, what they sound like, and how they compare with each other. Know the structure of the English syllable.
2. Know the different types of stress in English. Distinguish between strong and weak forms. Know the different intonation patterns of English.

COURSE CONTENTS:

Unit 1: **Basics of Phonetics**	[10]
1.1 Definition and Division of Phonetics 1.2 Consonant and Vowels: Sounds with Transcriptions 1.3 Syllable: Definition, Types and Rules 1.3 Stress and Intonation: Definition and Types	

Unit 2: Reading Patterns in English	[10]
2.1 Difference between British, American and Indian English 2.2 Characteristics and Problems of Indian English 2.3 Essentials of Reading English 2.4 Reading Skills: Scanning, Skimming Eyes, Extensive Reading and Intensive Reading	

MAMC

SEMESTER – 2

Name of Subject: **Photoshop and llustrator**	
Subject Code: SEC2	Maximum Practical Marks: 50 (35+ 15)

Course Objective: To learn advanced use of all tools and different workspaces of Photoshop and illustrator. Students will learn character designing and Background designing for 2D animation in Photoshop. Students will learn to design vector arts like logo, brochure, banner, poster, vector character and background for vector animation.

Course Outcomes:

1. Understand the basic principles and functions of the software, including the tools, workspace, and basic techniques. Create and manipulate shapes, paths, and curves to create complex designs. Apply colors, gradients, patterns, and typography to create visually appealing designs.
2. Manage and organize design elements using layers, blending modes and other techniques. Apply transformations and effects to designs, such as rotation, scaling, and distortion. Understand how to use the digital pen tab for designing. Export and save designs in various file formats, including vector and raster formats, depending on the intended use.

COURSE CONTENTS:

Unit 1: Introduction to Photoshop	[10]
1.1 Painting Workspace: Learn to use digital tablets for character design and background design. Learn to use this workspace for concept art development. 1.2 Color Correction and Use of primary, secondary and tertiary colors in any design or image to make them more vibrant 1.3 Blending Modes: Applying different blending modes on layers can create different effects on any image, design or illustration. 1.4 Filters, Typography and Exporting files	
Unit 2: Introduction to Illustrator	[10]
2.1 Introduction to the Illustrator: Tools, Workspace, and Basic Functions. 2.2 Understanding the Interface: Explore the different menus, palettes, and toolbars available in Illustrator. Learn how to customize your workspace to make your work easier 2.3 Character design: Create vector character. 2.4 logo and BG design: Background design for vector animation, create clip art, logo, poster, brochure design.	
Unit 3: Project Submission (practical)	[12]
Logo design Poster Design/ Banner Design/ Brochure Design. Character Design. Background Design One human and one non-human character design. Detailed background design.	

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MAMC
SEMESTER – 2

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Name of Subject: **Life Management and Yoga**	
Subject Code: VAC2	Maximum Practical Marks: 50 (35+ 15)

Objective: At the end of the course, students will know how to impart skills to introduce yoga awareness for health among the general public. to gain an understanding of yogic practices and apply that understanding in one's life and living.To develop human values in students. To develop physical, emotional, and mental health through yogic activities.

Course Outcomes:

1. To acquaint students with the knowledge of yogasana, kriya, bandha mudra, shatkarma, etc. Students will be able to fit themselves physically and mentally.
2. Students can inform others about the benefits of yoga in everyday life. Conduct yoga protocols at workplaces.

COURSE CONTENTS:

Unit 1: **Introduction**	[6]
1.1 Yoga: Concept and Importance 1.2 History of Yoga 1.3 Relationship between Meditation & Yoga 1.4 Patanjali Yogsutra: its Importance in Life	
Unit 2: **Life Management**	[10]
2.1 Yoga for Concentration 2.2 Yoga for Mental Health 2.3 Yoga for Physical Fitness 2.4 Common Yogic Practice	

8. Learning Outcome Index

Semester	PSO → Course No. ↓	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
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