

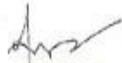


**Shri Vaishnav Vidyapeeth Vishwavidyalaya
SVIJMC**

BA+ MA

SEMESTER V


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Indore**


**Joint Registrar
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Indore**



Shri Vaishnav Vidyapeeth Vishwavidyalaya

SVIJMC

JMCB501

Principles of Layout and Design

COURSE CODE	Category	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCB 501	JMC	Principles of Layout and Design	3	0	2	4	60	20	20	0	50

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

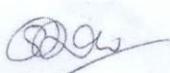
The student will be able to

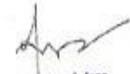
- To understand the concepts of design and layout.
- To understand the concepts of color theory and color psychology.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- Students would be able to design newsletters, tabloids and newspapers.
- Students would be able to design brochures, visiting cards.


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JMCB501

Principles of Layout and Design

Unit-I

Brief History of Printing; Difference between Daily/ Weekly/Fortnightly/Magazines & Newspaper: Style, Format; .A Brief History of Typography & Composition.

Unit II

Elements and Principles of Design; Familiar with various elements and principles used in design for enhancing the quality of production;

Elements of Design: Points - Lines - Space – Perspective – Atmospheric perspective - movement – Texture – Color;

Unit III

A Brief History of Printing Process, Screen printing : organization and functions of printing department; Process of Design: Visual Thinking and Creativity in design, - Functions of design; Designing fundamentals in publications: Layout designs - Design Analysis in Newspaper, Advertisement, Photography and Film -Package Designing

Unit IV

Principles of Design: Figure/Ground – Balance – Gestalt – Emphasis - Proportion – Rhythm – Unity; Painting and color: Meaning of color, Color Principles, Understanding color in different Medium; Photo editing; Dummy page make-up; Colors and their production aspects

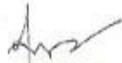
Unit V

Kinds of printing papers; Introduction to various types of print publications: Leaflets/ hand bills, booklets and books, folders, posters, brochures / souvenirs, posters.

Suggested Readings:

1. Adobe Photoshop CS3 . (Latest Edition).*Class room in a Book* : Adobe Press.
2. Adobe Photoshop CS3 Bible.
3. Essential Reading / Recommended Reading.
4. Carolyn M. Connally. (Latest Edition)., *PageMaker 7* .The Complete Reference.
5. Ted Alspach, . (Latest Edition). *PageMaker 7 for Windows* .Visual Quickstart Guide.


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JMCB502

Event Management

COURSE CODE	Category	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCB 502	JMC	Event Management	4	0	2	5	60	20	20	0	50

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

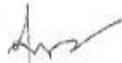
Course Educational Objectives (CEOs):

Today event management industry is a viable and cost effective medium in the domain of marketing and advertising and other cause related activities. Event management is aniche industry with strong identity and professional approach spelling a demand for sp0ecialists who manage and provide solutions for clients's promotional needs.

Course Outcomes (COs):

To prepare students to explore the emerging dimensions of the event management industry and prepare them to conceptualize, plan promotes and produces events and programs in a professional environment.


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JMCB502

Event Management

Unit I

Events and Event Management: What are events; Types of Events; Understanding Events: Events as a communication tool; Events as a marketing tool; The Need : Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide; Elements of Event Management : Event Infrastructure, Organizers, Sponsors, Logistics.

Unit II

Creating an Event: Conceptualization and Planning; The Nature of Planning; Project Planning; Planning the Setting; Location and Site; The Operations Plan; The Business Plan; Developing the Strategic Plan

Unit III

Organization: Setting up an Event Organization structure, The Committee Systems, Committee and Meeting Management; Programming and Service Management :. Programme Planning, The Elements of Style, Developing a Program Portfolio, The Programme Life Cycle, Scheduling

Unit-IV

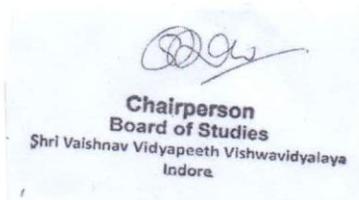
Generating Revenue: Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, The Price of Admission, Sponsorship; Financial and Risk Management: The Budget and Accounting; the Key Financial Statements, Measures of Financial Performance,

Unit-V

Evaluation and Assessment: Market Research, Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys. Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits

Suggested Readings :

1. Bruce, E Skinner.(2002). *Event Sponsorship*.New Delhi Publisher Vladimir Rukavina Wiley.
2. Anton Shene, Bryn Parry.(2004). *Successful Event Management* .New Delhi:Thomson Learning
3. Judy, Alley.(2000). *Event Planning*.New Delhi John Wiley and Sons.





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JMCB503

Film Studies

COURSE CODE	Category	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCB 503	JMC	Film Studies	4	0	2	5	60	20	20	0	50

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The student will be able to:

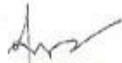
- To understand the history of Indian cinema.
- To understand the types of cinema.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- The students will come to know the various characteristics of films of different Directors.
- Students will come to know of the impact of cinema on society.


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JMCB503
Film Studies

Unit I

Historical Overview, Types of Cinema; The Silent Era and The Talkie;. Factors affecting Selectivity of films.

Unit II

Some Significant Turns, Parallel Cinema, New Wave Cinema and The Formula Film, The Angry Young Man, The Indian Diaspora and Bollywood , Contemporary Bollywood Cinema

Unit III

Films of Different Directors-Raj Kapoor,Gurudatt,Rajkumar Hirani,Karan Johar,Sanjay Leela Bhansali etc The Hindi Film Song;Film review

Unit IV

The Film Division, Ethics of Cinema, Film Censorship, Censorship Guidelines; Impact of Cinema on Society

Unit V

Hindi Cinema- Two case studies

Suggested screenings

1. Do Bigha Zamin/ Bandini.
2. Sahab, Bibi, Ghulam/ Pyaasa.
3. Awara/Shri 420.
4. Mughal-e-Azam/Pakeeza.
5. Deewar/ Zanjeer.
6. Koi Mil Gaya/Krish.
7. HTHK/DDDJ/Maine Pyar Kiya.
8. *Sholay/Amar Akbar Anthony.*
9. PK/Three Idiot
10. Devdas/Chak De
11. Indicative Reading List.
12. Bose, Mihir(2006) . *Bollywood: a history.* Tempus.New Delhi:Anmol Publishers
13. Griffiths, Alison "*Discourses of Nationalism in Guru Dutt's Pyaasa,*"New Delhi Deep publishers
14. Manschot, Johan; Vos, Marijke de (2005) *Behind the scenes of Hindi cinema: a*


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visual journey through the heart of Bollywood. Himalaya publishers

15. Mazumdar, Ranjani(2007) *"Rage on Screen" from her Bombay Cinema: An Archive of the City.* Minneapolis and London: University of Minnesota Press
16. Rajadhyaksha, Ashish *"Indian Cinema: Origins to Independence,"* New Delhi:Himalaya publishing house.

17. Ramachandran, T. M.(1983). *70 years of Indian cinema.*New Delhi:Anmol Publishers


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BBAI501 Human Values and Professional Ethics

COURSE CODE	Category	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
BBAI 501	JMC	Human values and professional ethics	4	0	0	4	60	20	20	0	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

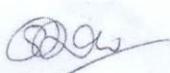
The student will be able to:

- To give an overview of the press and media laws in India as well as the Constitution of the country
- To provide the students with the ethical issues related to the mass media in India.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes:

- The student should be able to apply the critical aspect of media content by using various theoretical models and media criticism approaches.
- The student should be able to Understand how news media differ from entertainment media
- The student should be able to Understand how media channels function as businesses, public services and creators of culture


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BBAI501

Human Values and Professional Ethics

UNIT I: Human Value

1. Definition, Essence, Features and sources
2. Sources and Classification
3. Hierarchy of values
4. Values Across Culture

UNIT II: Morality

1. Definition, Moral Behavior and Systems
2. Characteristics of Moral Standards
3. Value vs Ethic vs Morality
4. Impression Formation and Management

UNIT III: Leadership in Indian Ethical Perspective.

1. Leadership Characteristics
2. Leadership in Business (styles) Types of leadership (Scriptural, Political, Business and Charismatic)
3. Leadership Behavior, Leadership Transformation in terms of Shastras (Upnishads, smritis and Manu smriti)

UNIT IV: Human Behavior – Indian Thoughts

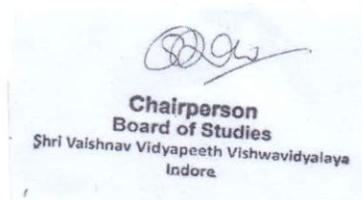
1. Business Ethics its meaning and definition
2. Types, objectives, sources, relevance in business organizations.
3. Theories of Ethics, Codes or Ethics

UNIT V: Globalization Ethics

1. Source of Indian Ethos & its impact on human behavior
2. Corporate Citizenship and Social Responsibility – Concept (in Business)
3. Work Ethics and factors affecting work Ethics

Suggested Readings

1. Beteille, Andre (1991). *Society and Politics in India*. Athlone Press:New Jersey.
2. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. oxford university press
3. Fernando, A.C. (2009). *Business Ethics - An Indian Perspective* .India: Pearson Education: India



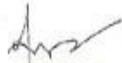


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4. Fleddermann, Charles D. (2012). *Engineering Ethics*. New Jersey: Pearson Education / Prentice Hall.
5. Boatright, John R (2012). *Ethics and the Conduct of Business*. Pearson. Education: New Delhi.
6. Crane, Andrew and Matten, Dirk (2015). *Business Ethics*. Oxford University Press Inc:New York.
7. Murthy, C.S.V. (2016). *Business Ethics – Text and Cases*. Himalaya Publishing House Pvt. Ltd:Mumbai
8. Naagrajan, R.R (2016). *Professional Ethics and Human Values*. New Age International Publications:New Delhi.


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JMCB504

Communication Research

COURSE CODE	Category	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCB 504	JMC	Communication Research	3	0	2	4	60	20	20	0	50

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The students will be able to:

- To get acquaint with the fundamental features of Indian folk culture.
- To comprehend the meaning & features of different mediums of cultural communication

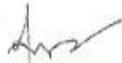
Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

The students will be able to:

- Students should be able to make effective oral presentations on a variety of topics in public settings.
- The student should be able to Understand how media channels function as businesses, public services and creators of culture


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JMCB504

Communication Research

Unit I

Introduction to Research, Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II

Methods of Media Research, Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

Unit III

Sampling, Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

Unit IV

Methods of analysis and report writing, Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Working with Archives; Library Research, Working with Internet as a source; Writing Citations, Bibliography, Writing the research report

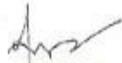
Unit V

Ethnographies and other Methods, Readership and Audience Surveys, Ethnographies, textual analysis, discourse analysis, Ethical perspectives of mass media research

Suggested Readings:

1. Wimmer, Roger, D and Dominick, Joseph,R.(2006). *Mass Media Research*, New Delhi: Sage Publications.
2. Arthur Asa Berger. (1998). *Media Research Techniques*.New Delhi: Sage Publications.
3. John Fiske. (1982). *Introduction to Communication Studies*: Routledge Publications.
4. David Croteau and William Hoynes. (Latest Edition). *Media/Society: Industries, Images and Audiences*.
5. Kothari, C.R.(2004). *Research Methodology: Methods and Techniques*: New Age International Ltd. Publishers.
6. Bertrand, Ina and Hughes, Peter. (2005). *Media Research Methods; Audiences*,


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JMCB505

Summer Internship

COURSE CODE	Category	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCB 504	JMC	Communication Research	0	0	0	2	0	0	0	30	20

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

JMCB505

Summer Internship

Course educational objectives (CEO'S):

The student will be able

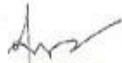
- To excel in problem solving and programming skills in the various computing fields.
- To work in the media organizations and understand their working.
- Students will enrich themselves with knowledge after completing the summer Internship

Course outcomes (CO'S):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- The student should be able to understand the working of media organizations.
- Students will understand how the different departments function in a media organization.


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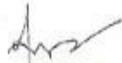
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Summer Internship

Work in the media organization in for 30 -40 working days and present the report and give viva voce for the same


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