



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Paper I JMCPG301

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCPG 301	JMC	Public Relation	60	20	20	0	0	4	1	0	5

Public Relation

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 know about the concept of Public Relations..
- To enable students to know about the various Public of Different Organizations.
- To prepare students for the field of Public Relations.
- To enable students to differentiate between Advertising and Public Relations.

Course Outcomes (COs):

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

- The students should be able to differentiate between Advertising, Public Relations, Publicity and Propaganda
- The students must be able to write good Press releases.
- The students should be able to hold press conferences when they join any organization.
- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- The students should be able to express his /her ideas and thoughts in speech or writing,
- The students should be able to communicate effectively.


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JMCPG301 Public Relation

Unit I

P.R. Meaning, Importance, and Scope; Process, Definition, Aims and Scope, In House & External PR

Unit II

Understanding cultures; culture and its implications for PR; Research in PR; Lobbying, PR & Propaganda; Professional bodies in PR: PRSI, IPRA, professional codes of ethics.

Unit III

Difference b/w Advertising, CC & PR; Tools of PR: Media Release, Media Conference, Seminars/ Workshops, Events; Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature & Videos, Interviews & other Programmes

Unit IV

Characteristics of Good P.R & C.C personnel; P.R. Campaign; Corporate Social Responsibility: Concepts, Scope; Crisis Communication; Social Marketing in Indian Context

Unit V

Role of PR in globalization; New Trends in PR, Activism and Mass Media; Global Challenges in P.R.; Laws and Ethical Issues in PR, P.R. in University, Government etc.

References:

- Scott M. Cutlip, Allen H. Center and Glen M. Broom (2000, 6 ed.), *Effective Public Relations*, Englewood Cliffs: N.J. Prentice Hall
- James B. Grunig and Tood (1984) *Hunt Managing Public Relations*, New York: Holt Rinehart and Winton
- Leonard Saffir, (2000). *Power Public Relation*, NTC Prosiness Books,
- Banik G.C. (2006). *PR and Media Relations*, Mumbai: JAICO,
- Philip H (Latest Edition). *Public Relations: A Practical Guide to Basics*.
- Ashok Arya (Latest Edition). *Dynamics of PR*, New Delhi L:Manas Publication,
- Sengupta, *Managment of Public Relations and Communication*, New Dehli: VikasPublication.


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Paper II JMCPG302 Media Research

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCP G302	JMC	Media Research	60	20	20	0	50	4	1	2	6

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 understand the concept, scope and significance of media research.
- To enable the students to understand Media Research techniques,
- To familiarize students with media studies by affording them an exposure to contemporary media and provide an opportunity to pursue their areas of interest.

Course Outcomes (COs):

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

- Students will understand the various types of Research
- Students will be able to tabulate Data and write a report in Research.


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JMCPG302 Media Research

Unit I

Introduction to mass communication research – meaning of research; Scientific method – characteristics – steps in research identification and formulation of research problem in communication research

Unit II

Basic elements of research – concepts – definitions, and variables; Hypothesis – type of hypothesis – characteristic of good hypothesis.

Unit III

Sampling in communication research; Types – Primary and Secondary, their applications and limitations; Methods of Data collection: Interview, Questionnaire, observation,

Unit IV

Use of statistics in communication research; Basic statistical tools: Mean, mode and median:

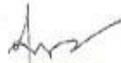
Unit V

Data processing, analysis, presentation and interpretation of data; Writing research report – components and style

Text Books:

1. Kothari, C.R. (Latest Edition). *Research Methodology Methods and Techniques*
2. Rogers D. Wimmer and Joseph R, Domy(Latest Edition).*Mass Media Research: An Introduction* worth Pub. Company Belmont.
3. Ralph. O. Nafziger and David M. (Latest Edition). *Introduction to Mass Communication Research*, New York: Greenwood Press
4. Gunter, B. (Latest Edition) .*Media Research Methods: Measuring audience reactions and impact*, New Delhi: Sage Publication


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Paper III MBA I 301

HUMAN VALUES AND PROFESSIONAL ETHICS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI301	Human Values and Professional Ethics	60	20	20	-	-	4	-	-	4

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

***Teacher Assessment** shall be based on 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 :

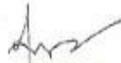
To disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

Course Outcomes (COs):

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

1. Help the learners to determine what action or life is best to do or live.
2. Right conduct and good life.
3. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.


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MBA I 301

HUMAN VALUES AND PROFESSIONAL ETHICS

Unit I: Human Value

1. Type of Values –competent
2. Instrumental, terminal
3. Extrinsic & intrinsic values; Hierarchy of values; Dysfunctionality of values
4. Basis of values: Philosophical, Psychological and socio-cultural

Unit II: Theories of Value Development

1. Psycho-analytic
2. Learning theory –social leaning
3. Models of Value Development
4. Value Analysis
5. Inquiry
6. Social Action

Unit III: Professional Ethics

1. Meaning
2. Objectives
3. Sources of Ethics
4. Ethics V/s Morals and Values
5. Ethico-Moral Action
6. Theories of Ethics, Codes of Ethics

Unit IV: Human Behavior – Indian Thoughts

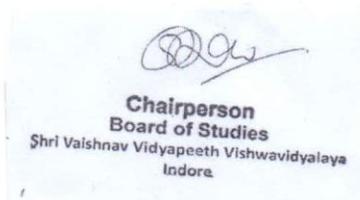
1. Guna Theory
2. Sanskara Theory
3. Karma Theory
4. Nishkama Karma Yoga and Professionalism

Unit V: Globalization and Ethics

1. Impact of globalization on Indian corporate and social culture
2. Corporate Citizenship
3. Environmental Protection
4. Social Welfare and Community Development Activities

Suggested Readings

1. Beteille, Andre (1991). *Society and Politics in India*. New Jersey: Athlone Press

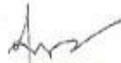




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2. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. oxford university press
3. Fernando, A.C. (2009). *Business Ethics - An Indian Perspective* .India: Pearson Education, India
4. Fleddermann, Charles D. (2012). *Engineering Ethics*. New Jersey: Pearson Education / Prentice Hall.
5. Boatright, John R (2012). *Ethics and the Conduct of Business*. New Delhi: Pearson. Education.
6. Crane, Andrew and Matten, Dirk (2015). *Business ethics*. New York. : Oxford University Press Inc.
7. Murthy, C.S.V. (2016). *Business Ethics – Text and Cases*. Mumbai: Himalaya Publishing House Pvt. Ltd.
8. Naagrajan, R.R (2016). *Professional Ethics and Human Values*. New Delhi: New Age International Publications.


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Paper IV JMCPG303 Audio-Visual Production

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCP G303	JMC	Audio-Visual Production	60	20	20	0	50	4	0	2	5

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):

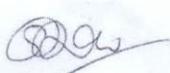
The student will be able:

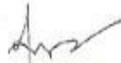
- To understand the role of T.V as a Mass Media
- To have an insight into Television News
- To Compare Television with other medium

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 know the Different T.V Formats
- The students should be able to know the Basic Principles of Effective Television
- Writing They will have knowledge about the working of T.V News Room
- Students will know The Basic Camera Shots


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Paper III JMCPG303

Audio Visual Production

Unit 1

Introduction to Video Production, Video production: meaning and scope, Video production process: pre production, production, post production, Production personnel and their duties and responsibilities, Types of video programs production, ENG production

Unit 2

Introduction to Video Camera, Working principle of a video camera, Different types of video cameras, Components of video camera, Types of lenses, White balance: process and need, Camera control unit, Basic shots and their composition Concept of looking space, head room and walking Space

Unit 3

Lighting for Television, Importance of lighting in television, Lighting equipment and control, Lighting techniques and problems,

Unit 4

Editing Concepts and Fundamentals, Editing - meaning and significance
Grammar of editing – (i) Grammar of Picture (ii) Grammar of Audio, eye line, point of view and continuity type- match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics.

Unit 5

Editing Techniques; Criteria for editing - picture, narration and music, Editing equipment - recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, non linear workstation, Types of editing - assemble and insert editing, on line and off line editing, cut to cut and AB roll editing, Non linear editing (basic softwares)

Reference:

1. Millerson, G. H (1993). *Effective W. Production* New Delhi: Focal Press
- Holland, P (1998). *The Television Handbook* : New Delhi: Routledge
2. Jack,H.Coote. (Latest Edition).*Making Colour Prints*: New Delhi: Focal Press.
3. Sidney, F. Ray.(Latest Edition). *Applied Photographic Optics*, New Delhi: Focal Press.
4. John, Tarrant.(Latest Edition). *The Practical Guide to Photographic Lighting*, New Delhi: Focal Press.
5. Fill, Hunter.Steven, Biver. Paul, Fuqua. (Latest Edition). *Light Science and Magic, An Introduction to Photographic Lighting*, New Delhi: Focal Press.


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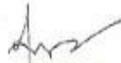

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6. Gupta , R.G. (Latest Edition). *Audio and video system*. New Delhi: Focal Press.
7. M.J. Langford. (Latest Edition). *Basic Photography*, New Delhi: Focal Press.
8. Jack H.Coote. (Latest Edition). *Making Color Prints*, New Delhi: Focal Press.
9. Mark Galer. (Latest Edition). *Digital Photography in Available Light, Essential Skills*, New Delhi: Focal Press.
10. John Child. (Latest Edition). *Studio Photography- Essential Skills* , New Delhi: Focal Press.


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Paper IV JMCPG304 Film Studies

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCP G304	JMC	Film Studies	60	20	20	0	50	3	0	2	4

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 introduce the basic concept in film studies. Along with some background information on the beginning of the medium 'cinema' and major trends in cinema-making.
- To familiarize students with the information on World and Indian cinema including regional languages and lay a foundation for film analysis.

Course Outcomes (COs):

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

- History of cinema - from silent to talkies
- Understanding of various film forms
- Basics of film analysis


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JMCPG304 Film Studies

Unit I

Film history; Film as a mass medium from silent to introduction of sound in cinema: Understanding Visual Grammar; various Directors and Characteristics of their films(Gurudatt, RajKapoor, Suraj Badjatya, Yash chopra, Sanjay leela bhansali, Rajkumar Hirani)

Unit-II

Types of Films; Factors affecting Selectivity of Films ; Film analysis and Review

Unit III

Films and Society, Art Cinema and Commercial cinema; film and literature; Film and Feminism; Film and Violence

Unit IV

Film criticism; Hollywood cinema; Film Institute in India; Film Censorship

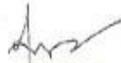
Unit V

Screening of Various important films of different era.

Reference Books:

1. Badley Linda, R. Barton Palmer and Steven Jay Schneider(1990) *Traditions in World Cinema*,New Delhi:Sage Publishers
2. Boggs, Joseph(2000). *The Art of Watching Films*.New Delhi:Sage publishers
3. Storey, John(2014).*Cultural Studies and the Study of Popular Culture*.New Delhi:oxford Press
4. Ray, Satyajit. (2007). *Our Films and their Films*.New Delhi: Orient Blackswan
5. Roberge, Gaston(2005). *The Subject of Cinema*. New Delhi: Seagull Books,
6. Hayward, Susan(1996). *Cinema studies: The Key Concepts* Oxon,New Delhi: Routledge
7. Roberge, Gaston(2005) *Another Cinema for another Society*, Calcutta: Seagull Books
8. Bordwell, David and Kristin Thompson (2001). *Film Art: An Introduction*. New York: McGraw Hill


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Paper V JMCPG305

Practical in Advertising & PR

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			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCP G305	JMC	Practical in Advertising & PR (Practical)	0	0	0	30	20	0	0	4	2

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 prepare a House Journal
- To write press releases

Course Outcomes (COs):

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

- Students should be able to make Television advertisements.
- The student should be able to make Radio Advertisements
- The students will be able to make public service advertisements.


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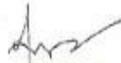
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Paper V JMCPG305

Practical in Advertising & PR

1. Prepare a House Journal.
2. Write three press releases of pre-event.
3. Write three press releases of post-event.
4. Prepare a print advertisement of any product.
5. Prepare a radio advertisement of any product.
6. Prepare a TV Advertisement of any product.
7. Prepare a public service advertisement on any social issue.


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Paper VII JMCPG306 Comprehensive Viva Voce

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL		Th	T	P	End Sem	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
JMCP G306	JMC	Comprehensive Viva Voce	0	0	0	50	0	0	0	0	0	2

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:

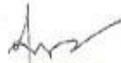
- To give answers to the various questions asked by the examiner.
- To study each paper in detail as he will have to answer all the questions asked by examiner.

Course Outcomes (Cos)

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

- Demonstrate critical and innovative thinking.
- Display competence in oral, written, and visual communication.


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Paper V JMCPG306 Summer Internship

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCP G306	JMC	Summer Internship	0	0	0	30	20	0	0	0	2

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.

JMCPG306 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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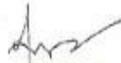


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JMCPG306 Summer Internship

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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