



Smt. P. D. Hinduja Trust's

K. P. B. HINDUJA COLLEGE OF COMMERCE

- NAAC Re-accredited with "A+" Grade CGPA: 3.59 •

Autonomous Minority Institution
(Affiliated to University of Mumbai)

Sindhi Linguistic Minority Institution



REGISTERED ADDRESS:

315, New Charni Road, Charni Road East,
Opera House, Girgaon, Mumbai, Maharashtra 400004



CURRENT ADDRESS:

Sadhana House, 570 Pandurang Budhkar Marg,
Behind Mahindra Towers, Worli, Mumbai - 400018



CONTACT DETAILS:

Tel: 022-4098-9000 (100 Hunting lines)



EMAIL:

info@hindujacollege.com



WEBSITE:

www.hindujacollege.edu.in/

HANDBOOK

2026-2027





Founder Shri. Parmamand Deepchand Hinduja (1901 -1971)



Shri. Parmanand Deepchand Hinduja was a harmonious blend of philanthropy and mercantile activities. He believed in setting aside a portion of the profits from his businesses for charitable activities, especially in the fields of education and healthcare which he considered to be the fundamental right of every human being. His social consciousness, vision and magnanimity inspired the establishment of K.P.B. Hinduja College of Commerce in 1974.

We, at the College remain inspired by the great soul and commit ourselves to be steered
by his fundamentals :

Work to Give

A Word Is a Bond

Act Local, Think Global

Partnership for Growth

Advance Fearlessly



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Managing Trustees



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Chairman, Hinduja Group (Europe)



Shri. Ashok P. Hinduja
Chairman, Hinduja Group of Companies
(India)



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President,
Alternative Energy and Sustainability,
Hinduja Group



Mr. Prashant Asher
Independent Director



Ms. Namrata
Hinduja



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Director & Advisor's Message



Dear Students,

Welcome to Hinduja College, where education goes beyond textbooks and nurtures innovation, creativity, and independent thinking. We believe every student has unique potential, and our aim is to help you discover, develop, and excel in your chosen path.

At Hinduja College, academic excellence is blended with professional learning in a dynamic environment. Through quality education, new initiatives, and emerging technologies, we prepare you for future opportunities with confidence.

Your growth and well-being remain central to our mission. With dedicated faculty, meaningful student-teacher interaction, and personalised guidance, we strive to create an enriching learning experience.

Our college is recognised for strong academic results and a legacy of excellence in Mumbai. Alongside academics, we encourage social responsibility, empathy, environmental awareness, and active citizenship.

Whether you aspire to become a leader, pursue a specialised career, or explore new possibilities, Hinduja College offers you the platform to achieve your goals.

We warmly welcome you to this transformative journey.

Dr. Minu Madlani



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Principal's Message



Dear Students,

It gives me immense pleasure to welcome you to K.P.B. Hinduja College of Commerce, an institution known for academic excellence, values-based education, and holistic development. As you begin this exciting new chapter, I warmly welcome you to a campus that nurtures talent, encourages innovation, and prepares students for a changing world.

Established in 1974, Hinduja College is guided by the inspiring philosophy of our founder, Shri Parmanand Deepchand Hinduja: "My Dharma is to work so that I can give." This spirit of service and dedication continues to shape our vision.

At Hinduja College, we are committed to creating a student-centric environment with strong industry connect and a global outlook. Along with academics, we encourage participation in leadership opportunities, cultural activities, sports, social outreach, and skill-building initiatives for all-round growth.

This brochure has been designed as a ready-reckoner for first-year students. It introduces you to the college's history, values, committees, student bodies, and important details about your programme. We hope it will guide you as you begin your college journey.

I encourage each one of you to dream big, remain curious, work hard, and make meaningful contributions to society. Your years at Hinduja College will be a journey of learning, friendships, self-discovery, and growth.

I wish you every success and a memorable student life ahead.

Prof. (Dr.) Navin M. Punjabi



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Overview of The Student Handbook

Welcome to K.P.B. Hinduja College of Commerce – your gateway to a vibrant and enriching academic journey. This handbook serves as your comprehensive guide to understanding everything our institution has to offer.

Designed to help you make informed decisions, it provides valuable insights into our academic programs, core values, campus culture, and the wide range of opportunities available for your intellectual and personal growth.

It provides essential information on academics, and student life, helping you begin your journey with confidence. At Hinduja College, we believe informed and motivated students are key to a rewarding educational experience, and this guide is your first step toward a rewarding and successful educational experience with us.



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Motto, Vision & Mission of the College

MOTTO

Guided by its motto, "Character is Supreme," the College aligns all its activities toward holistic student development. It is committed to nurturing character and personality without discrimination, instilling secular values such as integrity, social justice, ethics, and reason, and fostering resilience to face life's challenges.

The College also prepares students for diverse careers in business by providing quality education, career direction, and a broad, humane outlook, enabling them to take on responsible roles in banking, finance, media, management, and industry.



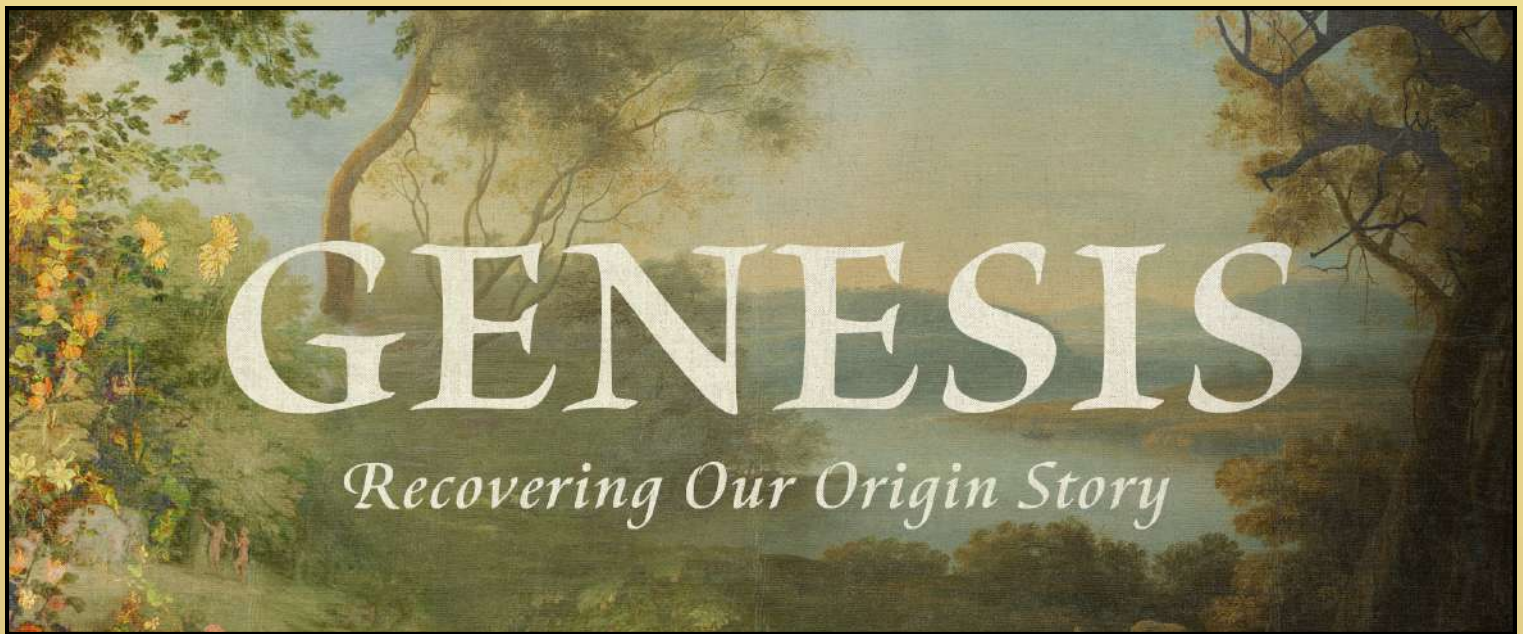
To empower students not only to excel but also to outshine.

To inculcate the values of hard work, diligence and determination and above all, the will to succeed through a holistic and multi-pronged approach.



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K.P.B. Hinduja College of Commerce, established in 1974 by the visionary industrialist Late Shri Parmanand Deepchand Hinduja, reflects his philanthropic commitment to education and healthcare as fundamental human rights. Recognized as a premier institution in Mumbai, the College has received several accolades, including the University of Mumbai's 'Best College Award' (2010-11) and the UGC's 'College with Potential for Excellence' status (2016). It was re-accredited with an 'A+' Grade by NAAC in 2017 and granted autonomous status from 2022-23, with NEP 2020 implemented from 2023-24.

With over 6,000 students, 70 full-time and 45 visiting faculty, the College offers 15 academic programmes from junior college to postgraduate and doctoral levels. It is dedicated to preparing students for responsible careers in commerce, banking, insurance, and industry. To achieve its goals, the College emphasizes excellence in academics alongside industry-oriented skill development. It offers a range of value-added courses such as Diamond Cutting, Cyber Law, Stock Market Operations, CFP, Entrepreneurship, Digital Media Marketing, Event Management, ERP, CRM, and Computer Applications. Students are also exposed to the real world of commerce through guest lectures by industry experts, industrial visits, field trips, and internships.

Aligned with its motto, "Character is Supreme," the College fosters social responsibility through extension activities like NSS, NCC, DLLE, and the Nature Club, nurturing commitment, service, and responsible citizenship among students.

***"In the world of business, the only constant is change.
Embrace it, adapt to it, and thrive in it."***

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AUTONOMY & NEP



About Autonomy:

K.P.B. Hinduja College of Commerce was granted Autonomous Status by the UGC in July 2022, enabling it to design and update curricula in line with evolving industry and societal needs. The College actively promotes research among faculty and students, while also encouraging community service, extension activities, and socially relevant projects.

National Education Policy (NEP) 2020:

In line with directives from the Government of Maharashtra, the College implemented NEP 2020 from the academic year 2023–24, following UGC guidelines (12 December 2022) and the Government Resolution dated 20 April 2023.

Salient Features of NEP 2020

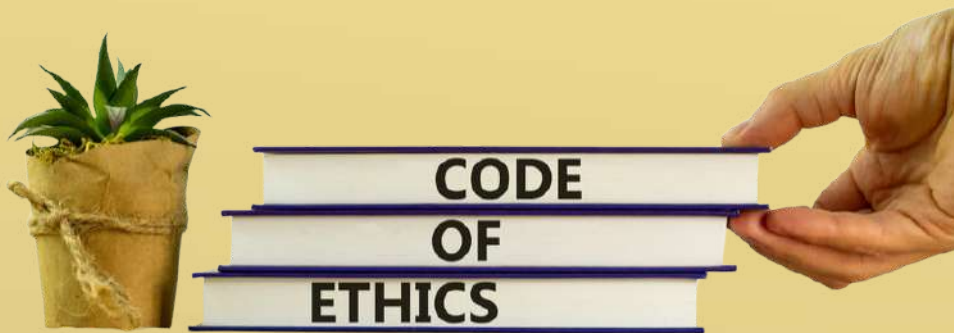
- **Multidisciplinary Learning:** Offers a flexible curriculum that enables students to choose subjects across disciplines, bridging arts, humanities, sciences, and commerce.
- **Critical Thinking Focus:** Emphasizes conceptual clarity and analytical skills over rote learning.
- **Skill & Vocational Development:** Integrates practical skills and vocational training to enhance employability and promote entrepreneurship.
- **Assessment Reforms:** Adopts continuous, competency-based evaluation for a more holistic assessment of student learning.
- **Inclusion and Equity:** Promotes equal access to quality education, addressing gender and social disparities and supporting marginalized groups, including students with disabilities.
- **Research and Innovation:** Encourages a strong research culture through dedicated centres and active student–faculty engagement in innovation.
- **Internationalization:** Enhances global exposure through academic collaborations, exchange programmes, and international partnerships.
- **Implementation:** NEP 2020 is being introduced in phases across institutions, including the University of Mumbai, laying the foundation for a more inclusive, flexible, and future-ready education system.

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Conduct and Ethics



Behavior

In our College, behavior and professionalism go hand in hand. We prioritize a culture of respect, integrity, and collaboration. Your behavior in the College is not only a reflection of yourself but also a representation of our collective commitment to excellence.

- Minimum 75% attendance in lectures in each subject is mandatory according to Ordinance No. 6086 of the University of Mumbai. Disciplinary action will be taken against students defaulting in attendance.
- Punctuality in attending lectures must be observed by students. Students must join the class within the first 05 minutes of the commencement of the lecture.
- A Notepad/Notebook and Pen must be carried by students to take down notes and instructions.
- Students are expected to be dressed appropriately during lectures.
- During offline lectures students must mute their mobile phones and during online lectures they must mute their microphones unless instructed otherwise by the faculty.
- Students must keep their camera on throughout an online class.
- In an online class, students may either type their queries in the 'Chat' window or use the option of the 'Raised Hand' feature.
- Any kind of indiscipline or use of improper language in the classroom is strictly prohibited and will warrant firm disciplinary action.

Together, let's create an environment where everyone feels valued, supported, and inspired to bring their best selves to the Institution each day.

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Conduct and Ethics

RAGGING FREE CAMPUS



Attendance

Students must attend all lectures, tutorials, and practicals as per University of Mumbai regulations, with a minimum of 75% attendance each semester. Failure to maintain the required attendance, including prolonged absence in any month, may lead to disciplinary action, including removal from the College Roll.

Discipline

Students must carry a valid Identity Card at all times; failure to do so may lead to denial of entry and loss of access to college facilities. In case of loss, a written request must be made to the Principal for a duplicate card.

Students are expected to maintain discipline, respect college property, and keep the परिसर clean. Unauthorized communication with the press regarding college matters is prohibited. Misconduct or indiscipline may result in strict action, including expulsion. Smoking, spitting, and the use of mobile phones on campus are strictly prohibited. Students must be neatly and modestly dressed, and adhere to all University rules.

ANTI – RAGGING

RAGGING IS AN OFFENCE WHICH WILL BE DEALT WITH FIRMLY, RAGGING IS PUNISHABLE UNDER THE 'MAHARASHTRA PREVENTION OF RAGGING ACT'.

The Prohibition of Ragging Act

Ragging is strictly prohibited as it violates fundamental rights and is punishable under law. As defined by the Hon'ble Supreme Court of India, ragging includes any form of verbal, written, or physical conduct that causes harassment, humiliation, psychological harm, or fear among junior students. It includes acts such as forcing juniors to perform tasks, do menial work, answer vulgar questions, view inappropriate content, or engage in activities causing physical or mental harm. Any such behavior will invite strict disciplinary action.

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Hinduja Foundation Prizes & Scholarships



- To enthuse students to excel in academics, sports and cultural activities and instill in them a spirit of healthy competition, as well as to inculcate habits of discipline and regularity, generous Prizes and Scholarships of Rs. 7.5 lakhs have been instituted by the Hinduja Foundation for every academic year. The prizes cover a broad spectrum of achievements which include:

- Best Student of the Year Award (Female)
- Best Student of the Year Award (Male)
- Best Class Representative
- Best Sportsman
- Best Sports woman
- Best Athlete of the College
- Best N.S.S. Volunteer
- Best DLLE Volunteer
- Best N.C.C. Cadet
- Best Student Organizer
- Best Rotaractor



- Hinduja Academic Excellence Award for Consistent Performance throughout F.Y.B.Com., S.Y.B.Com., and T.Y.B.Com., and in the Self-Finance Courses; B.Com(Accounting and Finance), B.Com(Banking and Insurance), Bachelor of Management Studies, Bachelor of Mass Media, B.Sc.(Information Technology), B.Com(Financial Markets), B.Com(Transport Management) and B.Com(Investment Management)
- The Highest Grade in Each Class
- The Highest Marks in Each Subject
- Outstanding Performance in Cultural Activities.

N.B.

- Repeaters and A.T.K.T. students are not eligible for scholarships and freeships.
- Only students whose attendance is satisfactory and good conduct are eligible for Hinduja Foundation Prizes and Scholarships.
- Students are eligible for the Hinduja Foundation Award provided they continue their studies in this college.
- Details of various freeships and scholarships instituted by the Government will be displayed on the college notice-board.



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STUDENT SUPPORT SERVICES



Ms. Asha Ambani
Counsellor



Office

The College Office functions from 9-30 a.m. to 4-30 p.m. on all working days.

Train & Bus Concession Forms

Students seeking train and bus concession forms are required to contact Ms. Yogita S. Humane in the College Office. Forms will be issued during office hours from 10:30 a.m. to 1:30 p.m. on all working days.

Academic Transcripts

Students requiring Academic Transcript should contact the respective staff. Forms will be issued during office hours from 10:30 a.m. to 4:30 p.m. on all working days.

Ms. Kiran S. Dikwalkar
Jr. Clerk
(Aided Section)

Ms. Yogita S. Humane
Jr. Clerk
(Self-Financing Section)

Mr. Sanjiv A. Nikam
Jr. Clerk
(Junior College)

Student Counselling Services

The College provides access to a qualified counsellor to support students' emotional well-being and personal development. Students are encouraged to seek guidance on academic, personal, or emotional concerns. All interactions are handled with strict confidentiality, ensuring a safe and supportive environment for every student. The counsellor is available on Mondays and Fridays from 11:30 a.m. to 2:30 p.m.



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INFRASTRUCTURE FACILITIES

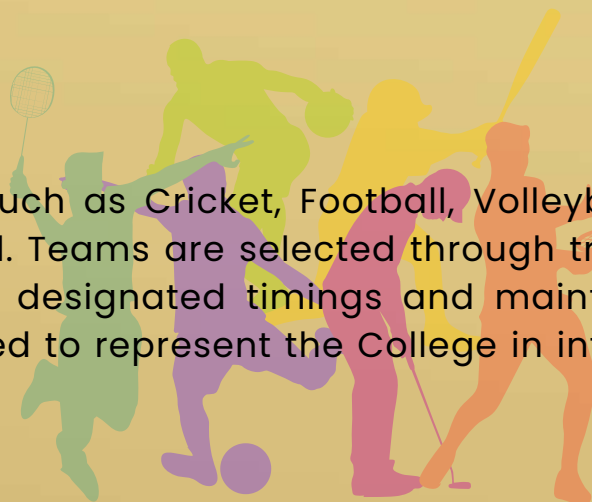


Library

The College Library is well-equipped with the latest publications in commerce, along with books of general interest, journals, periodicals, and newspapers. It is open from 7:00 a.m. to 6:00 p.m. on all working days, and access is permitted only with a valid ID card. Students must return issued books on time to avoid fines. Reference materials, question papers, periodicals, and newspapers are for reading within the library only. Maintaining silence and following library rules, as notified, is mandatory.

Gymkhana

The College provides facilities for sports such as Cricket, Football, Volleyball, Table Tennis, Chess, Carrom, and Throwball. Teams are selected through trials based on merit. Students must adhere to designated timings and maintain discipline. Selected students are encouraged to represent the College in inter-collegiate and external competitions.



Canteen

The College canteen offers hygienic food at reasonable prices.



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COLLEGE COMMITTEES



STATUTORY COMMITTEES

DLLE (Extension Work)	N.S.S.
Examinations Committee	Students' Council & Extra Curricular Activities
IQAC	Unfair Means Enquiry Committee
N.C.C	

NON- STATUTORY COMMITTEES

Academic Calendar	Marathi Mandal
Accountancy Association	Mentoring Committee
Add-on Courses	P.T.A.
Admission Committee	Placement Cell
Alumni Association	Planning and Evaluation Committee
Anti-Ragging Cell	Planning Forum
Attendance & Discipline	Prospectus
CAS Co-ordination Committee	Remedial Teaching (for Slow Learners)
CIC (College Internal Committee)	Research Cell
College Grievance Redressal Committee	Rotaract
Commerce Association	SC/ST Welfare
Counselling Centre	Selection & Prize Distribution
Faculty Welfare & Activities Co-Ordinator	Special Cell (For Students with Special Needs)
Gymkhana, Hiking And Nature Club	Student Welfare & Career Counselling
Library Committee	Study Circle (For Competitive Exams)
Literary & Debating Society	Time Table Committee
Magazine Committee	Women's Development Cell



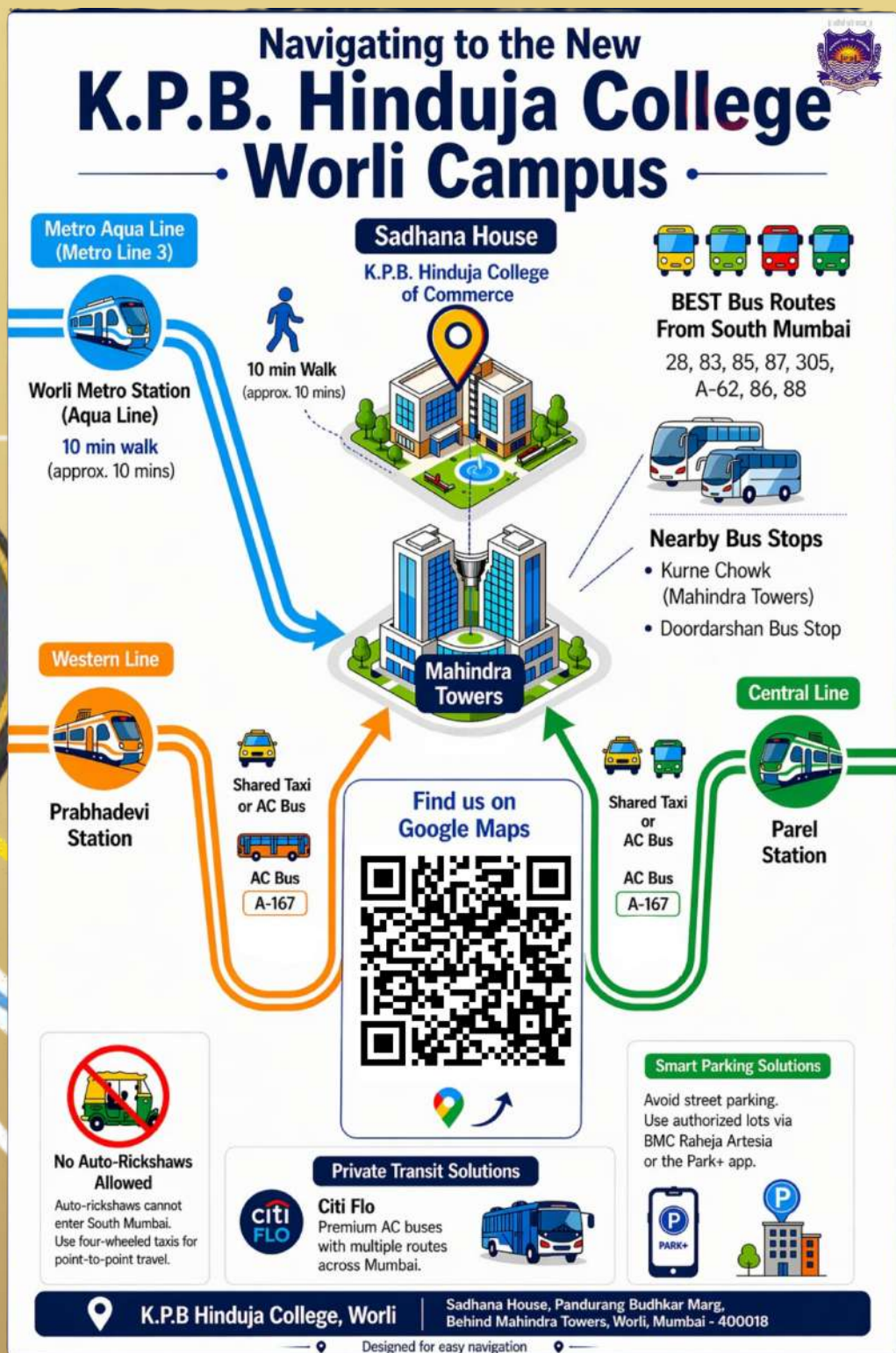
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CAMPUS LOCATION AND ACCESS

The new campus of K.P.B. Hinduja College of Commerce is located at Sadhana House, 570 Pandurang Budhkar Marg, behind Mahindra Towers, Worli, Mumbai – 400018. The campus is well-connected through multiple modes of public and private transport, ensuring convenient accessibility from different parts of Mumbai.



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B.A.M.M.C.

BACHELORS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION



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KNOW YOUR PROGRAMME

B.A.M.M.C.

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION



ELIGIBILITY & PASSING CRITERIA

Candidates seeking admission to BAMMC must have passed Std. XII (or equivalent) from Arts, Science, or Commerce streams. All admitted students must register with the University of Mumbai.



PASSING STANDARD (NEP 2020)

Students must secure a minimum of 40% separately in both internal and external assessments to pass, with combined marks determining the final result.



CREDIT SYSTEM

The University of Mumbai has introduced the credit system in all the Central, State & Deemed learning centres in the country, under the Universities Five Year Plan.

PERFORMANCE GRADING SCALE

Marks range out of 100	Grade and Grade Description	Grade Points
90 TO 100	O: Outstanding	10
80 TO 89.99	A+ Excellent	9
70 TO 79.99	A: Very Good	8
60 TO 69.99	B+: Good	7
55 TO 59.99	B: Above Average	6
50 TO 54.99	C: Average	5
40 TO 49.99	P: Pass	4
39.99 OR BELOW	F: Fail	0

The performance grading shall be based on the aggregate performance of the Internal Assessment Test and the Semester End Examination.

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KNOW YOUR PROGRAMME

B.A.M.M.C.

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

College examinations are compulsory for all students. No student will be granted any Scholarship, Freeship, Concession or any other similar facilities, unless among other conditions, he/she shows satisfactory performance at various examinations. Any Student found guilty of copying or using unfair means, directly or indirectly in an examination may be denied admission to any class again besides being liable for prosecution. FY/SY students will be promoted to SY/TY respectively after considering the passing standard prescribed as per the University guidelines received from time to time.

Scheme of Examination

1) Degree – Self Financed Programmes

Credit	Semester End Examinations	Internal Examinations
4	60 Marks	40 Marks
2	30 Marks	20 Marks

***NB: Internal Assessment includes tests, presentations, field-based assignments, projects etc.

ATKT Examination: –

There will be ATKT / Repeaters examination for those who failed and Makeup Examination for those who remained Absent on Medical ground.

Revaluation & Verification: –

Rules & procedures for providing photocopies of answer books to the examinee and process of revaluation of the answer books of the examinee who apply for revaluation will be as per university circular from time to time.

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STRUCTURE OF THREE-YEAR B. COM COURSE: F.Y. BAMMC

FYBAMMC					
Semester I			Semester II		
Category	Course Name	Credits	Category	Course Name	Credits
MAJOR 01	Introduction to Indian Media	4	MAJOR 01	Introduction to Advertising	4
MAJOR 02	Fundamentals of Mass	2	MAJOR 02	Introduction to Journalism	2
OPEN ELECTIVE 01	Introduction to Artificial	2	MINOR	Essentials of Public Relations	2
OPEN ELECTIVE 02	Financial Literacy	2	OPEN ELECTIVE 01	Event Management	2
SKILLS COURSE VOCATIONAL	Visual Media	2	OPEN ELECTIVE 02	Organization and Workplace	2
SKILL ENHANCEMENT COURSE	Anchoring and Public Speaking	2	VOCATIONAL SKILLS COURSE	Photography Skills	2
ABILITY ENHANCEMENT	Communicative English	2	SKILL ENHANCEMENT	Content Creation for Digital Media	2
VALUE EDUCATION COURSE	Understanding Gender Diversity	2	ABILITY ENHANCEMENT	Content Writing	2
INDIAN KNOWLEDGE SYSTEM	Indian Concepts in Media and Communication	2	VALUE EDUCATION COURSE	Environment, Sustainability & Media	2
Co-Curricular Courses	Co-Curricular Course (CC)	2	Co-Curricular Courses	Co-Curricular Course(CC)	2



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STRUCTURE OF THREE-YEAR B. COM COURSE: S.Y. BAMMC

The following tables provide details of the courses for the **Academic Year 2026-27**. Each semester, students are expected to earn a **total of 22 credits**, as per the guidelines of the Maharashtra State.

SYBAMMC					
Semester III			Semester IV		
Category	Course Name	Credits	Category	Course Name	Credits
MAJOR 01	Media and Society	4	MAJOR 01	Introduction to Media Research	4
MAJOR 02	Integrated Communications in Media	4	MAJOR 02	Media and Popular Culture	4
MINOR 01	Film Making and Criticism	4	MINOR 01	Writing and Editing for Media	4
Open Elective 01	Travel and Tourism	2	Open Elective 01	Startups and Entrepreneurship	2
VOCATIONAL SKILL Course	Computers & Multimedia I	2	VOCATIONAL SKILL Course	Computers & Multimedia II	2
Ability Enhancement Course	Hindi - I/ Marathi - I	2	Ability Enhancement Course	Hindi - II/ Marathi - II	2
Skill enhancement course			Field project		
Co-Curricular Courses	Co-Curricular Course (CC)	2	Co-Curricular Courses	Co-Curricular Course (CC)	2

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STRUCTURE OF THREE-YEAR B. COM COURSE: T.Y. BAMMC

The following table provide details of the courses for the Academic Year **2026-27**. Each semester, students are expected to earn a total of 22 credits, as per the guidelines of the Maharashtra State.

TYBAMMC					
Semester V			Semester VI		
Category	Course Name	Credits	Category	Course Name	Credits
MAJOR 01	Consumer Strategy and Decision Making	4	MAJOR 01	Advertising Design	4
MAJOR 02	Brand Management	4	MAJOR 02	Market Research and Media Monitoring	4
MAJOR 03	Social media and Digital Advertising	4	MAJOR 03	Media Planning and Buying	4
MINOR 01	Global Media Systems and Emerging Technologies	4	MINOR 01	Media Laws and Ethics	4
VOCATIONAL SKILLS COURSE	Copywriting	2	MINOR 02	Media, Polity and Governance in India	2
FIELD PROJECT S (FP)	Field Project	2	On-The-Job Training (OJT)	On-The-Job Training (Internship)	4
COMMUNITY ENGAGEMENT PROJECT S (CEP)	Community Engagement Project	2			

Note:

As per the National Education Policy 2020, after completing the third year of undergraduate study, a student may opt to pursue the fourth year either as an Honours programme or as an Honours with Research specialization track, depending on their academic interests and career aspirations.



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PROGRAMME DETAILS

A

Programme Overview

Name, Overview of the programme

Brief Introduction

B

Programme Details

Programme Outcomes (POs)

C

Faculty Profile

Name

Qualification Experience

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D

Research and Publications

Areas of Research

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Faculty & Subject Details

Subjects & Faculty Details

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F

Best Practices & Future Plans

Unique initiatives of your Programme

Innovative teaching or research practices

Academic expansion

Research goals

Contact Details

- **Dr. Rommani Sen Shitak – Programme Coordinator**
- **[bammc@hindujacollege.com/](mailto:bammc@hindujacollege.com)**
rommani.shitak@hindujacollege.com



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A. PROGRAMME OVERVIEW

About B.A. Multimedia & Mass Communication

The three year full time BAMMC programme, affiliated with the University of Mumbai, offers a holistic understanding of the ever-evolving landscape of mass communication. Structured across six semesters, the programme equips students with strong theoretical foundations along with practical exposure to diverse domains of media and communication.



Students are introduced to a wide range of media platforms, including advertising, journalism, digital media, public relations, broadcast media, filmmaking, content creation, influencer marketing, photography, and social media marketing. The teaching methodology blends classroom lectures with interactive sessions by industry professionals and alumni, hands-on workshops, and field-based projects.



Students actively participate in independent assignments, group activities, and classroom presentations, creating a practice-oriented learning environment.



The department also has an active Film Society that regularly organises film screenings to cultivate a culture of viewing, appreciating, and discussing cinema among students.



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B. PROGRAMME DETAILS

B.A.M.M.C.

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

Programme Outcomes (POs):

- PO1: Develop a strong foundation in media theories, concepts, and practices, enabling critical analysis and interpretation of content.
- PO2: Acquire practical skills in multimedia production, including content creation, audio-visual editing, and social media management, to produce engaging and impactful media outputs.
- PO3: Demonstrate effective communication skills across diverse media channels, with the ability to tailor messages to specific audiences.
- PO4: Integrate marketing communication elements such as advertising, branding, and public relations to create cohesive and strategic media campaigns.
- PO5: Apply research methodologies and analytical tools to understand audience behaviour, media trends, and the effectiveness of communication strategies.
- PO6: Exhibit industry readiness through practical exposure, internships, and projects, while fostering creativity, cultural sensitivity, and ethical responsibility.



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C. FACULTY PROFILE

**Name**

Dr. Rommani Sen Shitak

**Designation:**

Assistant Professor & Prog. Coordinator of BAMMC

**Qualification:**

Ph.D., M.A., NET

**Specialization**

Media Research, Journalism

**Experience:**

14 years (Teaching), 2 years (Industry)

**Email:**

rommani.shitak@hindujacollege.com



Dr. Rommani Sen Shitak is a media educator, researcher, and author with expertise in Journalism, Communication, New Media, Media Research, Public Service Broadcasting, and Qualitative Research. She is a Ph.D. Guide in Communication and Journalism at the University of Mumbai.



She holds a Ph.D. in Mass Communication from Panjab University, an M.A. in Development Studies from Tata Institute of Social Sciences, and a B.A. (Hons.) in Journalism from the University of Delhi.



With extensive teaching and leadership experience, she has contributed to curriculum development, research supervision, student mentoring, departmental administration, and institutional quality initiatives. She has launched academic and student-led initiatives, organized workshops and conferences, and introduced practice oriented media courses.



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C. FACULTY PROFILE

**Name:**

Ms. Seema Narendran

**Designation:**

Assistant Professor

**Qualification:**

M.A.C.J,NET

**Specialization:**

Advertising, Media Laws & Public Relations

**Experience:**

12 years (Teaching) 3 years (Industry)

**Email:**

seema.narendran@hindujacollege.com



Ms. Seema Narendran holds a postgraduate degree in Mass Communication and Journalism from the University of Mumbai.



With 15 years of experience in the media and academia, Ms. Narendran has been actively engaged in teaching both undergraduate and postgraduate students. She has also served as the Academic Coordinator for the Master's programme in Communication & Journalism and Public Relations.



A published author, she has numerous national and international publications to her credit. Her research interests span across disability communication, gender and cinema, advertising, and the intersection of artificial intelligence with media studies.



Prior to her academic career, Ms. Narendran gained valuable corporate experience in journalism and public relations. She continues to contribute to the field as a freelance content writer and editor for various publications.



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C. FACULTY PROFILE

**Name:**

Ms. Vibha Singh

**Subjects taught:**

Writing and Editing for Media

**Educational qualifications:**

M.A. (Mass Communication), M.A. (Public Administration),
M.A. (Political Science & International Relations),
PG Diploma in Digital Media Writing, PG Diploma in Cyber Law, Certified Google Fact Checker, certified by Reuters-Digital Journalism, Henry Harvin certified Digital Content Writer, Certified Solution Journalism Trainer from Solution Journalism Network (USA) 2025.

**Years of experience:**

32 years (Industry), 16 years (Teaching)

**Email:**

vibhajourno9@gmail.com



Ms. Vibha Singh is an accomplished journalist, academician, author, and cyber safety trainer with over two decades of experience. Across media, higher education, digital communication, public policy, and grassroots awareness initiatives. She has over 40,000 published articles across national and regional publications.



Recognised with multiple awards for excellence in journalism and completed training as a Solution Journalism Trainer with Solution Journalism Network.

**Specialisations & Areas of Expertise**

- Digital Journalism & Media Writing
- Media Ethics & Solution Journalism
- Cyber Safety & Fact Checking
- Digital Content Strategy
- Public Policy & Grassroots Communication
- News Writing & Editing

**Professional Highlights**

- Published 40,000+ articles across national & regional publications.
- Certified Google Fact Checker
- Henry Harvin Certified Digital Content Writer
- Certified Solution Journalism Trainer (USA)
- Award-winning journalist with extensive industry contribution

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C. FACULTY PROFILE

**Name:**

Ms. Somya Dhamankar

**Subjects Taught:**

Social Media Marketing, Digital Advertising

**Educational Qualifications:**

MBA in Branding & Advertising,
Diploma in Advertising & Public Relations

**Years of Experience:**

9 years (Industry), 6 years (Teaching)

**Area of Specialization:**

Brand Strategy & Consumer Engagement,
Digital-First Marketing & Content Ecosystems,
Influencer Marketing & Creator Collaborations



Ms. Somya Dhamankar is a marketing and brand professional with over 9 years of experience across BFSI, beauty, skincare, and tech, specializing in digital-first brand building. As a visiting faculty, she focuses on bridging academic concepts with real-world industry practices, enabling students to understand practical marketing execution and strategy.



With an MBA in Branding & Advertising and a Diploma in Advertising & Public Relations, Ms. Dhamankar brings strong academic foundations and industry insights to the classroom. Her teaching approach blends case studies, live projects, and current market trends to make learning relevant and engaging.



Having spent 9 years in the industry, Ms. Dhamankar has worked on brand strategy, consumer engagement, digital campaigns, influencer collaborations, and content ecosystems. She has handled end-to-end marketing initiatives driving brand growth and engagement across multiple digital platforms.



Her core areas of impact include digital-first marketing, content strategy, influencer marketing, and creator collaborations. She is passionate about mentoring students, encouraging creativity, and equipping them with future-ready marketing skills.

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C. FACULTY PROFILE

**Name:**

Mr. Nirav Dinesh Ghate

**Subjects taught:**

Advertising Design

**Educational qualifications:**

M.A. in Electronic Media

**Years of experience:**

10 Years (Industry), 5 Years (Teaching)

**Area of specialization:**

Photography, Event Planning, Ad Designing, Direct Marketing, Film Communication

**Professional Profile**

Mr. Nirav Ghate is an Event Manager & Trained Photographer with experience of more than 9 years in the field of Wedding and Corporate Photography.

**Industry Experience**

He has worked with various celebrities and brands across these many years like Mountain Dew, Apollo Tyres, Dalmonte, Bombay Stock Exchange, Steel Federation of India, Rotary Clubs across Mumbai, Capri Loans, SEEPZ etc.

**Expertise Areas**

Specializes in photography, event planning, ad designing, direct marketing, and film communication with a creative and practical approach.

**Focus & Approach**

Known for his keen eye for detail, strong industry connect, and ability to deliver impactful visual storytelling and memorable experiences.



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C. FACULTY PROFILE

**Name:**

Mr. Farhan Fayyaz Shaikh

**Subjects Taught:**

Anchoring & Public Speaking, Event Management

**Educational Qualification:**

PGDM in Marketing

**Experience:**

15 Years (Industry) Teaching (3 Years)

**Area of Specialization:**

Marketing & Communication

**Key Achievement:**

Youngest Radio Jockey



Mr. Farhan Fayyaz Shaikh is a seasoned anchor, trainer, and entrepreneur with over 15 years of industry experience. Since 2011, he has been actively involved in hosting, training, and mentoring, bringing practical insights and high-energy engagement to the classroom.

**Name:**

Ms. Fatema Modi

**Subjects taught:**

Brand Management, Media Planning and Buying, Direct Marketing & E-commerce, Advertising & Sales Promotion

**Educational qualifications:**

M. Com & EMBA

**Years of experience:**

15 years (Teaching) & 3 years (Industry)

**Area of specialization:**

Marketing



Ms. Fatema Modi is a marketing professional with strong academic exposure. Her expertise in brand management, media planning, digital and direct marketing equips students with current market knowledge and skills for a competitive industry.

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D. RESEARCH AND PUBLICATIONS



Research Publications

Dr. Rommani Sen Shitak has contributed significantly to research with 17 research papers including 14 research papers presented at national and international conferences and 3 research papers published in international journals with impact factors. Her research covers areas such as public service broadcasting, gender representation in advertising, digital media, social media privacy and AI in Indian elections. She has also authored the book 'Public Service Broadcasting in India – A Study of Doordarshan'. She has completed a University of Mumbai-funded Minor Research Project on Public Service Broadcasting with special reference to BBC of Britain and PBS of USA.

Ms. Seema Narendran is a media academician and researcher with research interests spanning digital media, gender studies, disability communication, artificial intelligence, media ethics, and popular culture. She has undertaken a University of Mumbai approved Minor Research Project on the "Representation of Women with Physical Disabilities in Bollywood Cinema" and has presented research papers on themes such as third gender representation in cinema, digital rights and the "Right to be Forgotten," women in advertising, higher education for the hearing impaired, AI in social listening, and the metaverse in the Indian entertainment industry.

Her published research includes studies on emotional intelligence and leadership effectiveness, as well as digital activism and body image discourse among young adults. Through her interdisciplinary work, Ms. Narendran contributes to contemporary conversations on media, technology, inclusivity, and social change.



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E. FACULTY & SUBJECT DETAILS

B.A.M.M.C.

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

FYBAMMC – SEMESTER I				
Category	Course Name	Credits	Marks	Subject Teacher
MAJOR 01	Introduction to Indian Media	4	100	Dr. Rommani Sen Shitak
MAJOR 02	Fundamentals of Mass Communication	2	50	Ms. Seema Narendran
OPEN ELECTIVE 01	Introduction to Artificial Intelligence	2	50	Mr. Pankaj Bathija
OPEN ELECTIVE 02	Financial Literacy	2	50	Visiting Faculty
VOCATIONAL SKILLS COURSE	Visual Media	2	50	Ms. Seema Narendran
SKILL ENHANCEMENT COURSE	Anchoring and Public Speaking	2	50	Mr. Farhan Shaikh
ABILITY ENHANCEMENT COURSE	Communicative English	2	50	Dr. Nitin Bharaskar
VALUE EDUCATION COURSE	Understanding Gender Diversity	2	50	Mr. Tejasvi Khatri
INDIAN KNOWLEDGE SYSTEM	Indian Concepts in Media and Communication	2	50	Mr. Navel Nazareth
CO- CURRICULAR COURSES	Co- Curricular Course (CC)	2	50	

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E. FACULTY & SUBJECT DETAILS

B.A.M.M.C.

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

FYBAMMC – SEMESTER II				
Category	Course Name	Credits	Marks	Subject Teacher
MAJOR 01	Introduction to Advertising	4	100	Ms. Seema Narendran
MAJOR 02	Introduction to Journalism	2	50	Dr. Rommani Sen Shitak
MINOR	Essentials of Public Relations	2	50	Dr. Rommani Sen Shitak
OPEN ELECTIVE 01	Event Management	2	50	Mr. Farhan Shaikh
OPEN ELECTIVE 02	Organization and Workplace Management	2	50	Dr. Shradha Jain
VOCATIONAL SKILLS COURSE	Photography Skills	2	50	Mr. Navel Nazareth
SKILL ENHANCEMENT COURSE	Content Creation for Digital Media	2	50	Ms. Fatema Bhinderwala
ABILITY ENHANCEMENT COURSE	Content Writing	2	50	Dr. Nitin Bharaskar
VALUE EDUCATION COURSE	Environment, Sustainability and Media	2	50	Visiting Faculty
CO- CURRICULAR COURSE	Co- Curricular Course (CC)	2	50	

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E. FACULTY & SUBJECT DETAILS

B.A.M.M.C.

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

SYBAMMC – Semester III				
Category	Course Name	Credits	Marks	Subject Teacher
MAJOR 01	Media and Society	4	100	Dr. Rommani Sen Shitak
MAJOR 02	Integrated Communications in Media	4	100	Ms. Seema Narendran
MINOR 01	Film Making and Criticism	4	100	Mr. Navel Nazareth
OPEN ELECTIVE 01	Travel and Tourism	2	50	Dr. Shradha Jain
VOCATIONAL SKILLS COURSE	Computers and Multimedia-I	2	50	Mr. Pankaj Bathija
SKILL ENHANCEMENT COURSE	Advanced Photography Skills	2	50	Mr. Nirav Ghate
ABILITY ENHANCEMENT COURSES	Hindi-I/ Marathi-I	2	50	Ms. Jyoti Bharati
CO- CURRICULAR COURSE	Co- Curricular Course (CC)	2	50	



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E. FACULTY & SUBJECT DETAILS

B.A.M.M.C.

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

SYBAMMC – Semester IV				
Category	Course Name	Credits	Marks	Subject Teacher
MAJOR 01	Introduction to Media Research	4	100	Dr. Rommani Sen Shitak
MAJOR 02	Media and Popular Culture	4	100	Ms. Seema Narendran
MINOR 01	Writing and Editing for Media	4	50	Ms. Vibha Singh
OPEN ELECTIVE 01	Start-Ups and Entrepreneurship	2	50	Mr. Navel Nazareth
VOCATIONAL SKILLS COURSE	Computers and Multimedia-II	2	50	Mr. Pankaj Bathija
ABILITY ENHANCEMENT COURSE	Hindi- II /Marathi-II	2	50	Ms. Jyoti Bharati
FIELD PROJECTS	Field Project	2	50	-
CO- CURRICULAR COURSES	Co-Curricular Course (CC)	2	50	-



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E. FACULTY & SUBJECT DETAILS

B.A.M.M.C.

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

TYBAMMC – SEMESTER V				
Category	Course Name	Credits	Marks	Subject Teacher
MAJOR 01	Consumer Strategy and Decision Making	4	100	Ms. Seema Narendran
MAJOR 02	Brand Management	4	100	Ms. Fatema Modi
MAJOR 03	Social Media and Digital Advertising	4	100	Ms. Somya Paramguru
MINOR	Global Media Systems and Emerging Technologies	4	100	Dr. Rommani Sen Shitak
VOCATIONAL SKILLS COURSE	Copywriting	2	50	Ms. Fatema Bhinderwala
FIELD PROJECTS (FP)	Field Project	2	50	-
COMMUNITY ENGAGEMENT PROJECTS (CEP)	Community Engagement Project	2	50	-



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E. FACULTY & SUBJECT DETAILS

B.A.M.M.C.

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

TYBAMMC – SEMESTER VI				
Category	Course Name	Credits	Marks	Subject Teacher
MAJOR 01	Advertising Design	4	100	Mr. Nirav Ghate
MAJOR 02	Market Research and Media Monitoring	4	100	Dr. Rommani Sen Shitak
MAJOR 03	Media Planning and Buying	4	100	Ms. Fatema Modi
MINOR 01	Media Laws and Ethics	4	100	Ms. Seema Narendran
MINOR 02	Media, Polity and Governance in India	2	50	Mr. Tejasvi Khattry
On-The-Job Training (OJT)	On-The-Job Training (Internship)	4	100	-



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Syllabus

Smt. P. D. Hinduja Trust's
K. P. B. Hinduja College of Commerce, Mumbai
(Autonomous)

Re-accredited 'A+' Grade by NAAC



Affiliated to
The University of Mumbai

Syllabus for B.A.
(Multimedia and Mass Communication)
Semester I & II under NEP 2020

Programme Code: HUBAMMC



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SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – I

PROGRAM(s): F.Y. <u>B.A.MMC</u>			SEMESTER: I		
Course/Subject: Introduction to Indian Media			Course Code: HUBAMMC/I/MJ01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Evaluation (Project and Viva Voce)
4 lectures/1 hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To familiarize learners with the history of print media, its role in the freedom movement and transformation in post-independent India. 2. To explore the origin and growth of radio and television in India, with emphasis on public service, education, and entertainment. 3. To analyze the historical development of Indian cinema. 4. To familiarize students with prominent media personalities who have shaped journalism, cinema, and broadcast sector in India.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Develop contextual understanding of various mass media in India. CO2: Evaluate the development of radio and television in India as tools for education, social change, and entertainment. CO3: Critically analyze the evolution of Indian cinema from the silent era to the digital age.					



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DETAILED SYLLABUS

Modules	Module Title	Credits/ Lectures
1	Evolution of Print Media	10
	Early history of the Press and role of Indian newspapers in the Freedom Movement, Prominent journalists/ editors – James Augustus Hicky, Bal Gangadhar Tilak, Raja Rammohan Roy, Mahatma Gandhi Press in India since independence Censorship and Indian newspapers during the Emergency Period News Agencies of India Growth and expansion of Language press in independent India (especially since the 1970s) Prominent English and Language newspapers and magazines – The Times of India, The Indian Express, India Today, Loksatta, Kesari, Dainik Bhaskar, Dainik Jagran, Eenadu, Ananda Bazar Patrika	
2	Radio and Television in India	20
	Origin and Growth of Radio and Television in India FM Radio, Community Radio in India – case studies Television as an agent of education and social change – experiments such as SITE, Kheda Communication Project. Growth of Cable and Satellite Television in India Prominent TV Channels – STAR Network, Zee, SUN TV, ETV Television's transformation as a medium of mass entertainment – post economic liberalization Growth of OTT Platforms and recent trends in Indian Television	
3	Indian Cinema	15
	Pioneers of Indian Cinema, The Silent Era, Advent of Talkies, Sound and music in Indian Cinema, Post-independence Indian Films, Evolution of Bollywood as a Global Phenomenon. Major film industries other than Hindi – Bengali Cinema, Marathi Cinema, Cinema of South India (Tamil, Telugu, Malayalam and Kannada). The rise of South Indian Cinema in recent times – commercial success, national and international recognition, impact on Bollywood.	



DETAILED SYLLABUS

4	Digital Media	15
	Evolution of the internet as a medium for news, information and entertainment in India. Convergence news on the web. Misinformation and disinformation in the online world. The need for fact-checking and online verification. Cinema in the Digital Age – Contemporary Trends and Challenges Independent Cinema and digital platforms	

Reference books

1. Mass Communication in India – by Keval J. Kumar (Jaico Publishing House)
2. India's Newspaper Revolution by Robin Jeffrey
3. History of Indian Cinema – By Renu Saran (Diamond Pocket Books)
4. India on Television – by Nalin Mehta (Harper Collins Publishers)
5. Indian Cinema: A Very Short Introduction by Ashish Rajadhyaksha (Oxford University Press)

Additional Resources

Ormax Media – India Box Office Report for every quarter
FICCI-EY Media and Entertainment Industry (India) Reports





SEMESTER – I

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: I		
Course/Subject: Fundamentals of Mass Communication			Course Code: HUBAMMC/I/MJ02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2lectures /1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To introduce students to the history, evolution and the development of mass communication in the world with special reference to India. 2. To study the evolution of mass media as an important social institution. 3. To understand the development of Mass Communication models.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Recognize the different aspects of mass communication. CO2: Utilize theories of communication in different mediums. CO3: Learner should know about the different forms of communication used in media.					





DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1	1.1	Introduction and overview	20
		Meaning and importance of Mass Communication Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Digital communication. Major forms of mass media - Print: Books, Newspapers, Magazines, Films, Radio and Television	
	1.2	Models of Communication: Cultivation Theory, Sociological Model, Gatekeeping Model, Defleur's Model, Taste-differentiated Audience Model, Hub Model, Sadharanikaran.	
2	2.1	Impact of Mass Media on Society	10
		Social Impact (With social reformers who have successfully used mass communication) Political Impact (With political leaders who have successfully used mass communication) Economic Impact (With how economic changes were brought about by mass communication) Developmental Impact (With how the government has successfully used mass communication) Impact of mass media on -1 Education, 2.Children, 3. Women, 4. Culture, 5. Youth 6.Development.	
	2.2	The New Media and media ethics Elements and features of new media Ethics in media	

Reference Books:

1. Mass Communication Theory by Denis Mcquail
2. Mass Communication by Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication by Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects by Joseph Klapper
5. Mass Communication in India by Keval J Kumar





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – I

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: I		
Course/Subject: Introduction to Artificial Intelligence			Course Code: HUBAMMC/I/OE 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures /60 mins each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To introduce students to the basics of Artificial Intelligence. 2. To understand the fundamentals of AI technology as applied to media and communication and other sectors. 3. To create awareness about ethical issues and risks of AI in media.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Explain the basic concepts of Artificial Intelligence and its applications. CO2: Identify and analyze the role of AI in various sectors. CO3: Evaluate ethical issues, risks, and challenges associated with AI in media.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1	1.1	Fundamentals of Artificial Intelligence	8
		Meaning of Artificial Intelligence (AI), evolution of AI Difference between AI, Machine Learning (ML) and Automation Everyday examples of AI – chatbots, recommendations, and voice assistants Everyday applications of AI (non-media examples: banking, healthcare, education etc.)	
2		AI in Media: Tools, Applications, and Ethical Challenges	14
	2.1	AI in Media	
		Automated journalism (AI-generated news), AI in news gathering and reporting. Fake news, misinformation & AI detection tools. Case studies (AI in digital news platforms). Text-based AI tools (content generation basics). Image generation tools (basic exploration). Voice assistants & speech AI. Introduction to prompt writing (prompt engineering basics). Evaluating AI outputs (accuracy, bias, quality)	





DETAILED SYLLABUS

	2.2	Ethics, challenges & future of AI	8
		Ethical issues in AI (bias, privacy, manipulation) Deepfakes and security concerns Copyright issues in AI-generated content AI and job displacement vs. job creation Future of AI (global trends)	

Reference Books:

- 1.Exploring Artificial Intelligence Implications for Journalism and Mass Communication Education: 10 (AEJMC) – Peter Lang Scholar sourcing, 10) by Lukasz Swiatek, Marina Vujnovic, Chris Galloway and Dean Kruckeberg
- 2.Exploring the Intersection of Artificial Intelligence and Journalism: The Emergence of a New Journalistic Paradigm by Santosh Kumar Biswal and Anand J. Kulkarni.
- 3.AI & Media: Navigating Challenges and Opportunities by Dr Divya & Shivani Kasturia.
- 4.AI for Creative Production: A handbook for the ethical use of AI in creating and processing text, images, video, and audio by Iain Anderson.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – I

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: I		
Course/Subject: Financial Literacy			Course Code: HUBAMMC/I/OE02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To make students grasp fundamental financial concepts such as budgeting, saving, investing, debt management etc. 2. To enable students to create and maintain a personal budget that aligns with their financial goals, income, and expenses. 3. To make students familiar with various investment vehicles, such as stocks, bonds, mutual funds, and retirement accounts, and understand the potential risks and rewards associated with each. 4. To have a basic understanding of income taxes and the importance of tax planning to optimize their financial situation.					
Course Outcomes: After completion of the course, learners would be able to: CO1: By studying financial literacy course, students will have a comprehensive understanding of various financial concepts. CO2: The learners will be equipped with the knowledge and skills necessary to make informed and responsible financial decisions. CO3: The students will develop the confidence to manage their personal finances effectively and be aware of the importance of financial planning for their long-term financial well-being.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Introduction to Finance	15
	1.1	Introduction to Personal Finance- Definition and importance of personal finance, Setting financial goals and objectives, Basic financial literacy and terminology, Building a Budget, Creating a personal budget, Tracking income and expenses, Strategies for effective budgeting.	
	1.2	Managing Debt- Understanding different types of debt, Strategies for debt repayment, Managing and improving credit scores. Saving and Emergency Funds: Importance of saving money, Creating an emergency fund, Introduction to different saving options (e.g., savings accounts, certificates of deposit)	
	1.3	Understanding Taxes - Basics of income taxes, Tax deductions and credits Filing tax returns and deadlines Real Estate and Homeownership - Renting vs. buying a home, Understanding mortgages and interest rates, Financial considerations for homeownership	
2		Basics of Investment and Financial Planning	15
	2.1	Introduction to Investing - Basics of investing, Different types of investment vehicles (e.g., stocks, bonds, mutual funds), Understanding risk and return Retirement Planning - Importance of retirement planning, Different retirement savings options (e.g., 401(k), IRA), Investment strategies for retirement	





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	2.2	Insurance and Risk Management, Types of insurance (e.g., life, health, auto, home), Evaluating insurance needs, Managing risks and protecting assets	
	2.3	Financial Decision Making - Evaluating financial opportunities and risks, Making informed financial decisions, Financial considerations for major life events (e.g., marriage, education) Financial Goals and Future Planning - Reviewing personal financial goals, Long-term financial planning, Building a personal financial plan	

Reference Books:

- 1.The Intelligent Investor by Benjamin Graham
- 2.Rich Dad Poor Dad by Robert T. Kiyosaki
- 3.The Richest Man in Babylon by George S. Clason
- 4.I Will Teach You to Be Rich by Ramit Sethi
- 5.The Total Money Makeover by Dave Ramsey
- 6.The Little Book of Common Sense Investing





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – I

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: I		
Course/Subject: Visual Media			Course Code: HUBAMMC/I/VSC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: Visual media plays a crucial role in today's multimedia and mass communication landscape. This course is designed to provide first-year students with a comprehensive understanding of visual media. 1. To provide students with tools that would help them visualize and communicate. 2. To acquire basic knowledge in theories and languages of Visual Communication 3. The ability to understand and analyze visual communication from a critical perspective.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Apply principles of design, composition, color theory, and visual storytelling to create compelling visual content. CO2: Comprehend the fundamental concepts and theories of visual media in multimedia and mass communication.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Introduction to Visual Communication	18
	1.1	History and development of Visuals Need and importance of visual communication Visual Communication as a process and as an expression, Language and visual communication	
	1.2	Theories of visual communication	
		Sensual theories Gestalt Constructivism Ecological PERPETUAL THEORIES Semiotics Cognitive Colour, Shape and composition in Visual Communication	
2		Visual Communication in modern times	12
	2.1	Channels of visual communication Tools/Mediums of Visual communication How to read a visual How to read a painting, photograph, films(shot)-mis en scene	
	2.2	Language and culture in the age of social media Visual communication in the age of social media 1. Ethics in visual communication 2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) 3 Visual stereotyping in social media 4. Case studies on ethics and visual communication	

Reference Books:

1. Handbook of Visual Communication Edited by Ken Smith/Sandra Moriarty/Gretchen Barbatsis
2. Visual Communication Theory and Research by Shahira Fahmy, Mary Angela Bock
3. Visual Communication by Ralph E Wileman



SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – I

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: I		
Course/Subject: Anchoring and Public Speaking			Course Code: HUBAMMC/I/SEC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. Understanding the role of a compere/ anchor and the qualities needed. 2. To train students to become effective public speakers 3. Develop effective anchoring and public speaking skills. 4. Demonstrate confidence, stage presence, and composure while speaking. 5. Utilize voice modulation and articulation techniques for clear and impactful delivery					
Course Outcomes: After completion of the course, learners would be able to: CO1: Students will learn the different skill sets required to be a good compere/host. CO2: Students will learn the practical skills involved in public speaking CO3: Provide strategies for overcoming stage fright and nervousness CO4: Emphasize ethical considerations and responsible communication practices.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Introduction to Anchoring & Public Speaking	15
	1.1	All About Anchoring –Types of anchoring (Stage Anchoring, News Anchoring, Programme Anchoring) Difference between anchoring, compering and public speaking Talk show host and moderating an event Introduction to Microphones, Stage Lighting, make-up tips and techniques, dress code for men and women The basics of fluency, Voice: pitch/tone/intonation/inflection and articulation Public Speaking- how to hold an audience's attention, how to control body language, Public Speaking Styles and Delivery Techniques Personality, style and general show presentation Voice grooming – tips and techniques Speaking in Public and speaking to camera	
2		Effective Presentation and Performance Skills	15
	2.1	Body Language and Nonverbal Communication- Understanding the impact of body language on audience perception, Gestures, facial expressions, and posture, Eye contact and connecting with the audience, Using movement and stage presence effectively Audience Analysis and Engagement- Analyzing the target audience and adapting content accordingly, Strategies for engaging and connecting with the audience, Managing audience reactions and handling Q&A sessions, Incorporating interactive elements to enhance audience participation. Overcoming Stage Fright and Nervousness- Strategies for managing stage fright and anxiety, Relaxation exercises and mental preparation techniques, Visualizations and positive self-talk, Developing a confident and composed stage presence. Writing a script for an event Legal pitfalls (what NOT to say) Alternate careers -Voice-over and dubbing, radio jockeying	

Reference Books:

- 1.How to Develop Self-Confidence & Influence People by Public Speaking Paperback – 1 July 2017 by Dale Carnegie.
- 2.Working For Media : Handbook For Building A Career In Journalism: Learn the Art of Anchoring, Reporting and News-Making Kindle Edition by Bharti Nagpal

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SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – I

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: I Communicative English		
Course/Subject: Communicative English			Course Code: HUBAMMC/I/AEC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. Communicative English is a course aimed at improving students' speaking, listening, reading and writing skills in English. 2. By taking this course, students not only improve their English language skills, but also gain confidence in communicating with others in a variety of settings. 3. This course will help students to enhance their confidence in oral and written communication.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the fundamental concepts of communication, including the process, components, and importance of effective communication in various contexts, especially within the media industry. CO2: Adapt reading strategies based on the nature of the material, such as newspaper articles, magazine features, academic papers, and multimedia content. CO3: Demonstrate an understanding of different types of thinking (rational, logical, critical, lateral) and identify common errors in thinking, such as partialism and egocentricity. CO4: Analyze the significance of language in media, apply appropriate language choices in different media contexts, and build a vocabulary of relevant media-related terms.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		The concept of communication	15
	1.1	Communication, its concepts, process, importance of communication in media; Differences between Technical and General Communication; Barriers to Communication; Measures to overcome the barriers to communication. Types of communication; Verbal communication - importance & advantages, Written communication - significance; Significance of non-verbal communication.	
	1.2	Types of Reading	
		Skimming and scanning, Reading examples, Newspaper & Magazine articles, TV features and documentary, Radio bulletins, Advertising copy.	
	1.3	Listening Skills	
		Difference between listening and hearing, listening process, purpose of listening, barriers to listening, measures to improve listening, listening as an important skill in workplace.	





DETAILED SYLLABUS

II		Thinking, Language and Presentation	15
	2.1	Types of thinking (rational, logical, critical, lateral etc.) Errors in thinking, Partialism, Time scale, Egocentricity) Prejudices, Adversary thinking.	
	2.2	<u>Various aspects of Language and Presentation</u> Recognizing various aspects of language particularly related to media, Building Vocabulary - learn 50 media words such as meme, GIF, User generated content, podcast, radio jockey among other such terms. Presentation - its importance, steps in making a presentation, delivering a presentation.	
	2.3	<u>Grammar & Usage</u> Grammatical structure - spelling, structure of sentences, Active / Passive voice, Tense, Idioms, Phrases, proper usage of homophones, homonyms etc. (Kindly provide practice session- Test, Quiz etc.)	

Reference Books:

1. Business Communication - Rhoda A. Doctor and Aspi H. Doctor
2. Communication Skills in English - Aspi Doctor
3. Teaching Thinking - Edward De Bono's Thinking Course
4. Edward De Bono The Mind Map Book - Buzan Tony





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – I

PROGRAM(s): <u>F.Y.B.A.MMC</u>			SEMESTER: I		
Course/Subject: Understanding Gender Diversity			Course Code: HUBAMMC/I/VEC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. The Understanding Gender Diversity course aims to provide students with a comprehensive understanding of the concept of gender diversity, its significance in contemporary society, and the importance of promoting inclusivity and representation of diverse gender identities. 2. Develop skills to advocate for gender equality and inclusivity in various contexts. 3. Promote empathy, respect, and sensitivity in addressing gender-related issues. 4. Apply the knowledge gained to foster positive change and promote gender diversity awareness.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Demonstrate a nuanced understanding of gender diversity concepts and their importance in society. CO2: Advocate for gender equality and inclusivity in personal and professional setting. CO3: Exhibit empathy and sensitivity in discussing gender related issues. CO4: Engage in constructive conversations about gender diversity and social change. CO5: Apply their knowledge and insights to contribute to creating a more inclusive society.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Exploring Gender Diversity	
	1.1	Introduction to Gender Diversity – Definition, Relevance in contemporary society, The social construction of gender and its impact on identity. Understanding Gender Identity and Expression- Gender expression and its individual variations. Intersectionality and Gender - Intersection of gender with race, ethnicity, sexuality, and other identities.	15
	1.2	Gender Stereotypes and Biases- Influence of gender stereotypes on behavior and perceptions, The impact of media and culture on perpetuating gender biases. LGBTQ+ History and Activism- History of LGBTQ+ rights movements and activism. Challenges and progress in LGBTQ+ rights.	
	1.3	Gender Diversity in Education- Gender bias and inclusivity in educational settings. Strategies for creating gender-sensitive and supportive learning environments. Gender and Workforce Diversity- Gender disparities in the workplace and the wage gap. Strategies to promote gender equality and diversity in professional settings. Gender in Politics and Leadership- Analyzing the underrepresentation of diverse genders in political leadership. The role of women and LGBTQ+ individuals in politics and governance.	





DETAILED SYLLABUS

2		Gender, Media, and Social Advocacy	15
	2.1	Gender-Based Violence and Advocacy- Understanding the prevalence and impact of gender-based violence. Supporting survivors and promoting gender-sensitive policies. Gender and Health- Exploring gender disparities in healthcare access and treatment. Addressing gender-specific health concerns and challenges. Gender in Art and Literature - Analyzing gender representations in art, literature, and media. The role of storytelling in shaping gender narratives.	
	2.2	Promoting Gender Diversity in Media and Advertising- Critiquing gender representations in advertising and media content. Creating inclusive media campaigns that challenge stereotypes. Social Change and Advocacy for Gender Diversity- Examining successful advocacy campaigns for gender equality. Strategies for creating positive change in gender attitudes and policies. Emerging Trends in Gender Diversity- Exploring new research and trends in gender diversity studies. Navigating evolving gender-related challenges in the digital age.	

Reference Books:

1. Lorber, J. (2019). Gender Inequality: Feminist Theories and Politics. Oxford University Press.
2. Butler, J. (1999). Gender Trouble: Feminism and the Subversion of Identity. Routledge.
3. hooks, b. (2004). The Will to Change: Men, Masculinity, and Love. Atria Books.
4. Davis, A. Y. (2012). Women, Race & Class. Vintage Books





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – I

PROGRAM(s): F.Y.B.A.M.M.C			SEMESTER: I		
Course/Subject: Indian Concepts in Media and Communication			Course Code: HUBAMMC/ I/ IKS 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures /1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To understand the concept, principles, and philosophy of India's ancient communication system. 2. To appreciate India's rich folk and classical performance traditions as communicative media. 3. To draw relevance between traditional Indian communication systems and modern mass communication.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Demonstrate a thorough understanding of Indian concepts of communication derived from ancient texts, philosophical systems, and aesthetic theories. CO2: Analyze the role of oral, textual, and performative traditions in shaping Indian modes of storytelling and value communication. CO3: Apply Indian concepts of communication to contemporary media practices.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Foundations of Indian Communication: Concepts, Theories and Ancient Texts	15
	1.1	What is Communication? Western Vs. Indian perspectives. India's ancient communication system, Indian traditions of communication - Shruti and Smriti (Oral Tradition), Lok Vyavahar (Folk Communication), Rasa Theory (Aesthetic Communication), Vaad Samvaad (Dialogic Tradition), Sanchar and Samvad in communication. Indian theories of communication: Concept of Sahridaya, Sadharanikaran, Natya Shastra. Indian communication philosophy and ethos: Dharma and ethics in communication: truth, responsibility, non-violence. Indian philosophy of debate: <i>Nyaya</i> , <i>Samvada</i> , <i>Tarka</i> . Listening and silence as active communication.	
	1.2	Communication in Ancient Indian Texts – Upanishads and communication. Oral storytelling traditions: <i>Katha</i> , <i>Puranic</i> narratives, <i>Jataka tales</i> . Role of religious texts in value communication. Buddhist communication system. Jain Literature. Bhakti movement and communication. Janjatiya (Tribal) acts of communication - Oral Storytelling (myths, legends, history, and moral tales), Music and Dance, Folk Theatre and Performances (ritualistic performances, puppetry, and dramatized folklore), Symbolic Communication (tribal paintings, body art, totems, and tattoos), Rituals and Ceremonies (initiation rites, marriage rituals, harvest celebrations), Proverbs, Riddles, and Songs, Non-verbal Communication (gestures, facial expressions, drumming codes, or smoke signals)	





DETAILED SYLLABUS

2		Ancient Indian Media and Public Communication	15
	2.1	Role of Harikatha, Kirtan, Bhajanakshagana, Nautanki, Tamasha, Therukoothu, Kathputli, Bommalattam,, Qawwali, Juloos, Gospel Singing, Nativity Plays, Dhamma Talks, Paryushan Celebrations, Kirtan, Gurupurab Celebrations etc. in participatory mass communication. Scrolls, murals, and other visual storytelling forms. Inscriptions, edicts, and temple architecture as communicative media (e.g., Ashokan Edicts). Rituals and festivals as forms of collective communication. Celebrating diversity: Reinterpreting traditional festivals in a modern, inclusive society.	
	2.2	Folk media: Puppetry, street theatre (<i>Nukkad Natak</i>), ballads. Folk Dances of India. Folk Art and Literature. Folk Songs. Classical Music (Hindustani & Carnatic). Classical dance forms: Bharatanatyam, Kathak, Odissi, Kathakali etc. Folk and tribal dance forms in modern cultural festivals. Indian theatre: From classical roots to experimental, street, and digital theatre.	

Reference Books:

1. Bhattacharya, K. K. (2016). Indian Communication Thought. New Delhi Publishers.
2. Pillai, J. (2023). The Indian Folk Arts and Craft. Notion Press.
3. Ranganathananda, S. (2018). Upnishdon Ka Sandesh. Ramakrishna Math.
4. Basham, A.L. (2019). The Wonder That Was India. Picador India.
5. Eck, D.L. (2013). India: A Sacred Geography. Harmony.
6. Lal, V. & Loon, B.V. (2010). Introducing Hinduism: A Graphic Guide. Icon Books.
7. Bhargava, D. (2015). Jain Tradition. Rajasthan Sanskrit Granth Academy.
8. Dev Acharya, N. (2001). Bauddha Dharm Darshan. Motilal Banarasi Das.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – II

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: II		
Course/Subject: Introduction to Advertising			Course Code: HUBAMMC/ II/ MJ 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures /60 mins each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To introduce students to the fundamentals of advertising, including its evolution, types and functions. 2. To familiarize students with the creative aspects of advertising, including copywriting, visual elements, and message development. 3. To introduce the role of Artificial Intelligence (AI) in advertising, including data-driven targeting, content creation, and understanding AI-powered tools. 4. To sensitize students to ethical, legal, and social issues in advertising, including concerns related to representation, consumer protection, and AI-driven communication.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand and explain the fundamental concepts, types, roles, and social impact of advertising in the contemporary media landscape. CO2: Understand the principles of copywriting, design, and AI-assisted tools while evaluating human vs AI creativity. CO3: Evaluate the structure of the advertising industry, emerging trends, ethical issues, and career opportunities, including AI-driven roles in advertising.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lecture
1		Fundamentals of Advertising and Media	
	1.1	Meaning, definition, scope and importance of advertising Evolution of advertising (traditional to digital overview) Social, cultural and economic impact of advertising Advertising and representation (women, children, senior citizens, pop culture) Functions and role of advertising in marketing communication Types of advertising-consumer, industrial, retail Corporate & public service Print, outdoor, broadcast and radio advertising	10
	1.2	Film advertising and product placement Rural advertising Advertising on digital media platforms Influencer marketing Advertorials and branded content	
2		Ethical and Technological Perspectives in Advertising	
	2.1	Advertising ethics and regulatory bodies Misleading advertising: puffery, surrogate, comparative ads Promotion mix (overview) Advertising vs PR vs sales promotion	20
	2.2	AI in Advertising	
		Human vs AI creativity Cognitive aspects of AI in advertising Programmatic advertising (basic concept) Data-driven advertising Personalization and targeted advertising Consumer data and analytics (basic understanding) Ethical concerns in AI-driven advertising (data privacy, manipulation, deepfakes)	





DETAILED SYLLABUS

3		Artificial Intelligence - Applications in Advertising Communication	20
	3.1	Chatbots and conversational advertising Predictive analytics Recommendation systems Voice and visual search advertising Use of AI for generating ad copies (conceptual understanding) Limitations of AI in advertising	
4		Advertising Industry Structure and Career Development	
	4.1	Advertising industry, careers and emerging trends Agency departments and functions Careers in advertising Traditional roles (copywriter, media planner, account executive) Emerging roles (AI strategist, data analyst, digital planner, content strategist)	10

Reference Books:

1. Introduction to Advertising and Brand , 2025 by Dr. Samrat Srivastava.
2. Introduction to Advertising: Understanding and Managing the Advertising Process, by Emmanuel Mogaji.
3. Marketing Artificial Intelligence: AI, Marketing, and the Future of Business Hardcover, by Paul Roetzer, Mike Kaput.
4. Programmatic Advertising: The Successful Transformation to Automated, Data-Driven Marketing in Real-Time (Management for Professionals), by Oliver Busch.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – II

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: II		
Course/Subject: Introduction to Journalism			Course Code: HUBAMMC/ II/ MJ02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures /1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. Provide students with a comprehensive understanding of the fundamentals of news and journalism. 2. Develop skills in writing different types of news content, including hard news, soft news, features, and editorials. 3. Highlight the principles of journalism such as objectivity, accuracy, and balance. 4. Differentiate between the roles of journalists and PR professionals.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Define news and describe the steps involved in the news process from event to publication. CO2: Identify and analyze the characteristics of a good news story. CO3: Write clear, concise, and engaging news stories using journalistic formats, and effective leads, headlines, and captions. CO4: Critically analyse the distinctions between public relations and journalism.					



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Modules	Module Title	Credits/ Lectures
1	News and its processes	15
	Definition of news, the news process from the event to the reader, what makes a good story, anatomy of a news story, covering an event - Background research, finding a news angle. The Inverted Pyramid Structure of News Writing, 5Ws and 1H. Writing Headline, captions and lead. What is a Lead, types of Lead. Beat Reporting. Types of Beats- Crime, Politics, Environment, Entertainment, Education, Agriculture, Rural, Sports. Covering the Parliament. Mobile Journalism, Data Journalism, Business and Financial Journalism, Policy Journalism, Lifestyle Journalism.	
2	Principles and format of journalism	15
	What makes a great journalist: Objectivity, Accuracy, Writing without fear or favour: Balance, Fairness. News Values – Prominence, Proximity, Human Interest, Timeliness, Conflict, Impact, Novelty. Difference between Public Relations (PR) and journalism. Criteria for news worthiness. Hard News / Soft News and blend of the two. News Reports, Features, Editorials, Reporter, Feature writer. Careers in Journalism: Reporter, Data Journalist, Feature Writer, Investigative Journalist. Rise of Citizen and Real-time Journalism.	

Reference Books:

1. Writing and Reporting News by Carole Rich. Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition.
3. Introduction to Journalism: Essential Techniques by Richard Rudin.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – II

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: II		
Course/Subject: Essentials of Public Relations			Course Code: HUBAMMC/II/MN 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Evaluation (Project and Viva Voce)
2 lectures/1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To introduce learners to the concepts, functions, and evolution of public relations in global and Indian contexts. 2. To develop understanding of PR tools, techniques, and strategies. 3. To build skills in PR writing and communication. 4. To familiarize learners with traditional and digital PR practices.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Explain key concepts and evolution of Public Relations, including its role, scope, and functions in various sectors. CO2: Distinguish between PR and related fields such as marketing, advertising, publicity, and perception management. CO3: Apply PR tools and techniques by drafting press releases, pitch notes, and developing basic communication materials. CO4: Analyze different types and contemporary trends in PR, including corporate communication, crisis communication, and digital PR.					



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DETAILED SYLLABUS

Modules	Module Title	Credits/ Lectures
1	Principles and Practice of Public Relations	15
	Public Relations – Concept, Definitions, Role, Scope, Functions; The Pioneers of PR – Ivy Lee and Edward Bernays Evolution of PR in India, Pioneers from India Difference between PR, marketing and advertising PR, publicity, perception management Types of PR – Media Relations, Government Relations, Social media and online PR, Community relations, Strategic Communication, Political PR Importance of Crisis Communication in PR Internal and External PR with a focus on Corporate Communication Skills needed to be a PR Professional	
2	Tools and Techniques of Public Relations	15
	Media tools – Press release: understanding and drafting of press releases, with focus on clarity, newsworthiness, and audience engagement. . Drafting a pitch note/ proposal, developing a company/ individual's profile. Press Conferences, Press Meets/ Tours. Non-media tools – seminars, exhibitions/ trade fairs, sponsorship, other events. New Age PR – Digital PR, difference between traditional PR and digital PR, Media Monitoring, Podcasts, Video News Releases, Blog Writing. Professional bodies - International Public Relations Association (IPRA), Public Relations Society of India (PRSI)	

Reference books:

- 1.Public Relations in India – J. V. Vilanilam
- 2.Handbook of Public Relations and Corporate Communication – Krishnamurthy Sriramesh
- 3.Effective Public Relations – Scott M. Cutlip, Allen H. Center & Glen M. Broom
- 4.Public Relations Management – C.S. Rayudu
- 5.Public Relations: Theory and Practice – S.M. Sardana

Additional Resources:

Press Information Bureau Website (access to all govt. Press releases since 1947)
<https://www.pib.gov.in/allRel.aspx?reg=3&lang=1>





SEMESTER – II

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: II		
Course/Subject: Event Management			Course Code: HUBAMMC/II/OE 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
02 Lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. Familiarize students with the scope and diversity of the event industry, including various types of events and their significance in different sectors. 2. Equip students with the skills to plan events effectively, including setting objectives, identifying target audiences, and creating event concepts and themes. 3. Teach students how to measure event success using appropriate metrics and feedback mechanisms to assess event outcomes. 4. Educate students about identifying potential risks, developing contingency plans, and managing unforeseen challenges during events.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Demonstrate a comprehensive understanding of the event industry, including various types of events and their significance in different sectors. CO2: The students will be able to showcase creativity and innovation in event planning, design, and execution to offer unique and engaging event experiences. CO3: Collaborate efficiently in teams to plan and execute successful events. CO4: Identify potential risks, develop contingency plans, and efficiently manage unforeseen challenges during events.					





DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Understanding the Industry	15
	1.1	Introduction – Definition, Meaning, Event Industry in India, Scope, 5 C's of Events, Key components and phases of event planning, Key elements of Events, Careers in Event Types of Events and Industry Overview – Categories of Events Different types of events (corporate, social, cultural, sports, etc.) Overview of event management in various industries.	
	1.2	Event Planning and Objectives- Identifying event objectives and target audiences, Developing event themes and concepts Event Budgeting and Financing - Budget development and resource allocation. Event Sponsorship and Fundraising: Types of sponsorships, Identifying potential sponsors, Steps in effective sponsorship management, Collaborating with partners for event success.	
	1.3	Venue Selection and Logistics- Factors to consider in venue selection. Event logistics, including permits and contracts. Event Marketing and Promotion- Creating effective event marketing strategies. Utilizing social media, PR, and advertising for event promotion.	





DETAILED SYLLABUS

2		Event Design, Production and Execution	15
	2.1	Event Design and Production- Planning event layouts and production elements. Coordinating audiovisuals, decor, and entertainment. Risk Management and Contingency Planning - Identifying event risks and developing contingency plans. Ensuring safety and security during events. Registration and Guest Management- Managing event registration and ticketing processes. Hospitality and customer service for event attendees.	
	2.2	Event Execution and On-site Management - Coordinating event setup and operations, Crisis management and problem-solving during events. Post-Event Evaluation and Feedback: Evaluating event success and KPIs., Gathering feedback from stakeholders and attendees. Virtual and Hybrid Events- Adapting event management to virtual and hybrid formats. Leveraging technology for engaging virtual experiences. Sustainable Event Management- Incorporating sustainability practices in event planning, Reducing the environmental impact of events.	

Reference Books:

1. Getz, D. (2019). Event Management: Theory and Practice. CABI.
2. Goldblatt, J. J. (2017). Special Events: Creating and Sustaining a New World for Celebration. Wiley.
3. Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2020). Festival and Special Event Management. Wiley.
4. Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2021). Events Management. Routledge.
5. Silvers, J. R. (2018). The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events. Wiley.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – II

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: II		
Course/Subject: Organization and Workplace Management			Course Code: HUBAMMC/II/ OE 2		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 60 mins each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1.To introduce learners to the fundamental concepts and functions of management in the context of media organizations. 2.To develop understanding of organizational behaviour, organizational culture, individual behaviour, and professional conduct in media workplaces. 3.To examine teamwork, communication, coordination, and collaboration required for effective functioning in creative and media teams. 4.To familiarize learners with contemporary workplace issues in media, including diversity and inclusion, hybrid work culture, ethical use of AI, and employee well-being.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Explain the core concepts and functions of management and organizational behaviour in the media context. CO2: Describe the structure, workflow, culture, and communication processes within media workplaces and production environments. CO3: Apply principles of teamwork, coordination, and professional conduct to professional media settings.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Management and Organizational Behaviour in Media	15
	1.1	Meaning and importance of management, Basic functions of management. Understanding media organizations: structure and workflow. Management in creative team coordination, Management of production workflows in media environments.	
	1.2	Organizational Behaviour in Media - Meaning, scope, and importance of organizational behaviour. Organizational culture: meaning, sources, and types. Organizational culture in media workplaces. Personality and individual behaviour in organizations. Professional attitude and workplace conduct. Employee abilities and skills. Workforce diversity and inclusion in terms of gender, ethnicity, language, culture, and generational differences.	0





DETAILED SYLLABUS

2		Managing Teams, Communication and Well-being	15
	2.1	Teamwork and communication: meaning and importance of teamwork; stages of team development and group dynamics. Collaboration in creative teams, Managing deadlines and coordination in media work. Team coordination in newsroom, production, campaign, and event environments. Workplace communication, feedback, and cross-cultural communication in the media industry.	
	2.2	Contemporary aspects of organizational behaviour: hybrid and remote work culture; requirements and etiquette. Artificial intelligence at the workplace; ethical use of AI in media Employee well-being, stress, and burnout management.	

Reference Books:

1. Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2019). Fundamentals of Management. Pearson.
2. Küng, L. (2024). Strategic Management in the Media (3rd ed.). SAGE
3. Dessler, G. (2018). Human Resource Management. Pearson.
4. OpenStax. Organizational Behavior. (OER)
https://assets.openstax.org/oscms-prodcms/media/documents/OrganizationalBehavior-OP_TtwWleQ.pdf
5. Albarran, A. B. (2016). Management of Electronic and Digital Media (6th ed.). Cengage.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – II

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: II		
Course/Subject: Photography Skills			Course Code: HUBAMMC/II/VSC 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
02 Lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. Develop technical skills: Acquire camera settings, exposure, lighting, and composition techniques for capturing appealing photographs. 2. Cultivate artistic vision: Explore visual design principles to develop a unique style and effectively communicate ideas and emotions through photographs. 3. Enhance editing skills: Utilize photo editing software to refine images, adjust exposure, color, and apply creative effects for desired impact.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Demonstrate proficiency in camera operation, including understanding and adjusting camera settings, exposure, and lighting techniques. CO2: Develop and showcase their unique artistic style through the composition, framing, and use of visual elements, effectively conveying their ideas and emotions in their photographs. CO3: Use composition, lighting, subject selection, and narrative techniques to effectively tell visual stories and communicate ideas, messages, or emotions through their photographs.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Understanding the Basics	15
	1.1	Camera types and their features: - DSLR, mirrorless, point-and-shoot - Camera settings (ISO, aperture, shutter speed) - Lens selection and focal length - Understanding exposure triangle - Modes in a Camera	
	1.2	Types of Lens: - Prime Lens v/s Zoom lens - Prime = Fixed focal length - Zoom = Variable focal length - Normal, Wide angle and Telephoto - Special purpose lenses: Macro, Fish eye, Tilt-shift, Under-water	
	1.3	Lighting and Exposure - Natural lighting vs. artificial lighting - Controlling exposure and understanding histograms - Working with different lighting conditions (low light, backlighting, high contrast) - Using flash and reflectors effectively	





DETAILED SYLLABUS

2		Key Elements for Different Types of Photography	15
	2.1	Tools for Photography -Effective size of light source: -Small: Hard, Contrast, Sharp -Medium: Mid soft, moderate contrast, soft shadow, reflectors -Large: Extra soft, low contrast, shadowless -Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos	
	2.2	Composition and Framing - Rule of thirds and other compositional techniques - Balancing elements in a frame - Understanding lines, shapes, and patterns - Using perspective and depth in photography	
	2.3	Developing Your Style and Portfolio - Finding inspiration and developing a personal style - Building a portfolio and presenting your work - Seeking feedback and constructive criticism - Exploring avenues for showcasing and sharing your photography	

Reference Books:

1. Peterson, B. (2010). Understanding exposure. Amphoto Books.
2. Freeman, M. (2007). The photographer's eye: Composition and design for better digital photos. Focal Press.
3. Ghosh, N. (2013). The magic of the camera: A comprehensive guide to creative photography. Rupa Publications.
4. Kelby, S. (2013). The digital photography book: Part 1. Peachpit Press.
5. Hunter, F., Biver, S., & Fuqua, P. (2015). Light: Science and magic: An introduction to photographic lighting. Routledge.
6. Bendavid-Val, L. (Ed.). (2008). National Geographic: The photographs. National Geographic Society.
7. McCurry, S. (2011). Steve McCurry: The iconic photographs. Phaidon Press.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – II

PROGRAM(s): F.Y.B.A.MMC			SEMESTER: II		
Course/Subject: Content Creation for Digital Media			Course Code: HUBAMMC/II/ SEC 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 60 mins each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To make learners understand the fundamentals of content writing in the digital media landscape. 2. To explore the impact of AI and ML on content creation and distribution. 3. Develop effective writing techniques for different digital media platforms. 4. Understand the role of social media in content distribution and engagement. 5. Master the art of podcast and blog content creation.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Demonstrate knowledge of content creation principles and their application in digital media. CO2: Analyze audience behavior and preferences to create targeted and relevant content. CO3: Produce engaging and visually appealing written, visual, and multimedia content for diverse digital platforms. CO4: Utilize SEO techniques and digital marketing strategies to optimize content reach and engagement.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Fundamentals of Digital Content Creation and Strategy	20
	1.1	Introduction to digital content creation. Ethical considerations in digital content. Writing techniques for digital platforms (blogs, websites, emails). Crafting headlines, introductions, and calls-to-action (CTA). Writing for sponsored content and digital campaigns. Utilizing AI for idea generation, SEO, and enhancing engagement. Ethical considerations in digital content creation.	
	1.2	Writing Techniques for Digital Media Platforms- Crafting attention-grabbing headlines and introductions, tailoring content for websites, landing pages, and email campaigns, writing effective copy for ads and sponsored content. Creativity, copywriting and AI tools Creating visuals - logo, slogan, tagline, jingle, headline, body copy, layout. AI tools for copywriting and ideation (e.g., text, image, video generation) Content Planning and Strategy- Conducting audience research and defining target personas, creating content calendars and editorial schedules, implementing content distribution strategies, analyzing social media metrics for content performance evaluation.	





DETAILED SYLLABUS

2		Multimedia Content Creation & Emerging Digital Trends	10
	2.1	Podcast and blog content creation- Developing compelling podcast scripts and narratives, techniques for structuring blog posts for readability and SEO, Promoting podcasts and blogs for maximum reach.	
	2.2	Creating Engaging Video Content- Understanding the power of visual storytelling, scriptwriting and storyboarding for video content, editing and optimizing videos for different platforms. Emerging Trends and Technologies in Digital Media- Exploring virtual reality (VR) and augmented reality (AR) in content creation, understanding the impact of live streaming and influencer marketing, evolving trends and technologies in content creation.	

Reference Books:

1. Halvorson, K., & Rach, M. (2019). Content Strategy for the Web. New Riders.
2. Court, D., & Elzinga, D. (2021). Marketing in the Digital Age: Connecting, Engaging, and Learning. Harvard Business Review Press.
3. Pulizzi, J. (2018). Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses. McGraw-Hill Education.
4. Odden, L. (2019). Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing. John Wiley & Sons.
5. Siegel, E., & Vital, S. (2020). The Digital Marketing Career Blueprint: The First Step-by-Step Guide for Launching a Successful Career in Digital Marketing. John Wiley & Sons.





SEMESTER – II

PROGRAM(s): <u>F.Y.B.A.MMC</u>			SEMESTER: II		
Course/Subject: Content Writing			Course Code: HUBAMMC/II/AEC 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. Introduce students to the fundamentals of content writing in the context of mass media. 2. To enable students to differentiate writing styles across media platforms (print, electronic, digital). 3. To develop effective writing, editing, and content creation skills for news, features, scripts, and digital content. 4. To instill ethical and legal considerations in media writing.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the principles and practices of content writing for various mass media platforms. CO2: Apply different writing techniques suited for print, broadcast, and online media. CO3: Create engaging, clear, and audience-specific content. CO4: Edit and proofread content for clarity, accuracy, and coherence. CO5: Recognize ethical and legal considerations in content creation.					





DETAILED SYLLABUS

Module	Course / Module Title	Credits/ Lectures
1	Introduction to Content Writing	15
	Definition, scope, and importance of content writing, role of content in mass media, types of media content: news, features, editorials, advertisements, social media posts, scripts, audience analysis and purpose in content writing. Basics of news writing, writing headlines, leads, and body. Create engaging, clear, and audience-specific content. Edit and proofread content for clarity, accuracy, and coherence. Recognize ethical and legal considerations in content creation. Creative and promotional content writing: Basics of persuasive writing and copywriting, writing advertisements: taglines, slogans, jingles, content for brochures, press releases, and newsletters, writing scripts for commercials (TV, radio, digital), brand storytelling and content strategy fundamentals.	
2	Writing for digital, social and electronic media	15
	Characteristics of digital content, writing for the web, blog posts, social media captions, reels, and short video scripts, writing click-worthy headlines and call-to-actions. Writing for radio and television, scripting for news bulletins, interviews, and panel discussions, writing voice-overs and commentary, plagiarism, avoiding foul language, use of gender neutral, non-discriminatory language, copyright, and fair use, fake news and misinformation, content writing ethics and fact-checking, responsible and inclusive language in media. Examples/ case studies of successful/ acclaimed content in media. Examples / case studies of content which led to legal issues.	

Reference Books:

1. Wilma Davidson – The Essential Guide to Writing for the Media
2. Christopher Scanlan – Writing for Print and Digital Media
3. Shrivastava, K.M. – News Reporting and Editing
4. David Meerman Scott – The New Rules of Marketing and PR
5. Dennis L. Wilcox – Media Writing: Print, Broadcast, and Public Relations





SEMESTER – II

PROGRAM(s): F.Y.B.A.MMC		SEMESTER: II			
Course/Subject: Environment, Sustainability and Media		Course Code: HUBAMMC/II/VEC 01			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures /1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To understand fundamental concepts of environment, natural resources, and sustainable development. 2. To examine major environmental challenges and urban issues, with specific reference to Mumbai's ecosystem and development context. 3. To analyse the role of media in shaping environmental awareness, public perception, and discourse, including issues of bias and misinformation. 4. To develop basic skills in environmental communication, storytelling, and campaign design for promoting sustainability.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Apply knowledge of resource management and sustainability principles to real-world and urban contexts. CO2: Analyse environmental challenges and urban issues, particularly in the context of Mumbai. CO3: Critically evaluate the role of media in environmental communication, including bias and misinformation.					





DETAILED SYLLABUS

	Units	Module Title	Credits/ Lectures
1		Understanding Environment, Resources and Urban Sustainability	15
	1	Introduction to Environment: Concepts and Components, Environmental challenges and the risks to food, energy and water security, Resource types, Managing and conserving renewable and non-renewable resources, Human-Environment Interaction. Case studies from India - Chipko Movement, The Silent Valley Movement, and Formation of the National Green Tribunal. Regional issues - Mumbai as a coastal urban ecosystem, Mangroves as natural protectors, Air pollution, Noise Pollution in Mumbai, Urbanisation and its challenges - slum redevelopment, Unplanned urbanisation, Causes and impact of Urban Floods.	
	2	Sustainable Development - Historical background of sustainable development, Concept of Sustainable Development, SDGs (UN Sustainable Development Goals), Sustainability in India: Policies and Initiatives	
2		Media, Communication & Sustainability	15
		Role of Media in Environmental Awareness, Environmental Journalism, Framing of Environmental Issues in News, Media Bias and Misinformation in Climate Reporting, Social Media and Environmental Campaigns, Behavioral Change Communication, Case Studies: Campaigns such as Swachh Bharat, Greta Movement, #SaveAravalli Campaign, Save Aarey (Mumbai). Visual Storytelling in environmental communication - photography and Documentaries. Designing an environmental campaign	

Reference Books:

- 1.Environmental Studies – Anubha Kaushik & C.P. Kaushik
- 2.An Introduction to Sustainable Development – Peter Rogers, Kazi Jalal, John Boyd
- 3.India's Environment: The State of India's Environment Reports – Centre for Science and Environment (CSE)
- 4.Environment, Media and Communication – Anders Hansen
- 5.World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.
- 6.Down to Earth Magazine (CSE Publication)





Syllabus

Smt. P. D. Hinduja Trust's
K. P. B. Hinduja College of Commerce, Mumbai
(Autonomous)

Re-accredited 'A+' Grade by NAAC



Affiliated to
The University of Mumbai

Syllabus for B.A.
(Multimedia and Mass Communication)
Semester III & IV under NEP 2020

Programme Code: HUBAMMC



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SEMESTER – III

PROGRAM(s): <u>S.Y.B.A.MMC</u>			SEMESTER: III		
Course/Subject: Media and Society			Course Code: HUBAMMC/III/MJ01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures /1hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To understand the interdependent relationship between media and society. 2. To develop an understanding of the strengths and limitations of basic theories of mass media and the ability to apply those theories in practice. 3. To critically evaluate the concepts of media theory with learner's experience of media consumption.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Critically evaluate the role of media in shaping societal norms and values. CO2: Develop an understanding of various theoretical frameworks used to analyze media content and its effects. CO3: Articulate the challenges posed by new technologies and social media platforms in contemporary society.					





DETAILED SYLLABUS

Modules	Module Title	Credits/ Lectures
1	Introduction to Society and Media	15
	Relationship between media and society, Media in a socio-cultural and economic context, expectation from media in society – Normative theories of the Press, Social Responsibility Theory, Media in relation to other institutions, Media and audience, Media and Advertising, Media and the government	
2	Media Theories	15
	Propaganda and propaganda theory Uses and Gratification Theory Spiral of Silence Paul Lazarsfeld – Two-step Flow of Information Marshall McLuhan – Medium is the ‘message’ and ‘massage’	
3	Technology, Media and Society	15
	Technology in society: historical context and theoretical perspectives, The fundamentals of social media, impact of social media on politics, news media, and identity. Facebook and WhatsApp: Surveillance in the Digital age, Twitter and Democracy – A new public sphere?	



DETAILED SYLLABUS

4	Media Effects and Impact on Society	15
	Magic Bullet Theory, Agenda Setting Theory, Cultivation Analysis, Social Learning Theory, Media and Children, Media and Youth Violence and Media, Feminist critiques of media, Caste and Indian media, LGBTQ+ and Indian media	

Reference Books:

1. McQuail's Mass Communication Theory by Denis McQuail, Sage Publications, 2010.
2. Mass Communication Theory: Foundations, Ferment, and Future by Stanley J. Baran and Dennis Davis, Wadsworth Publishing, 2013.
3. Technology & Society: Social networks, power, and inequality by A. Quan-Haase, Oxford University Press, 2015.
4. Social Media: A Critical Introduction by Christian Fuchs, Sage Publications, 2014.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – III

PROGRAM(s): S.Y.B.A.MMC			SEMESTER: III		
Course/Subject: Integrated Communications in Media			Course Code: HUBAMMC/III/MJ02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures/1 hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1.To help students understand the concept of integrated communications and its significance in media. 2.Explore various tools and techniques used for integrated communication process. 3.Apply theoretical concepts of integrated communication to practical projects in media for creating effective campaigns, brand building and reputation management.					
Course Outcomes: CO1: Demonstrate an understanding of integrated marketing communications (IMC) principles and their application across various media platforms. CO2: Analyze and evaluate brand media strategies in the digital era, considering the evolving media landscape. CO3: Develop and implement integrated communication plans that leverage cross-media platforms to create cohesive brand experiences.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Introduction to Integrated Communications	20
	1.1	Definition and significance of integrated communications Evolution of media landscape and the need for integration Role of integrated communications in brand building and reputation management	
	1.2	Traditional Media Integration	
		Overview of traditional media channels (TV, radio, print) Strategies for integrating traditional media with digital platforms Case studies on successful traditional media integration campaigns	
	1.3	Digital Media Integration	
		Overview of digital media channels (social media, websites, email, etc.) Content creation and distribution strategies for digital platforms Leveraging analytics for optimizing digital media integration	
2		Audience Analysis and Insights	20
	2.1	Understanding audience behavior across different media channels Market segmentation and targeting strategies Gathering and interpreting data for audience insights	
	2.2	Message Consistency and Branding	
		Importance of message consistency in integrated communications Brand identity development and maintenance across media channels Tools and techniques for ensuring brand coherence	
	2.3	Creative Strategies for Integrated Campaigns	
		Developing creative concepts for integrated campaigns Storytelling techniques across different media formats Integrating user-generated content and interactive elements	



DETAILED SYLLABUS

3		Integrated Communication Campaign Development	10
	3.1	Group project: Developing an integrated communication campaign Applying concepts learned to create a comprehensive campaign plan Presentation of campaign proposals	
4		Case Studies in Integrated Communications	10
	4.1	Analysis of successful integrated communication campaigns Learning from failures and challenges in integration Emerging trends and future directions in integrated communications	

Reference Books:

- 1.Brand Media Strategy: Integrated Communications Planning in the Digital Era – Antony Young, Palgrave Macmillan, First Edition, 21 December 2010.
- 2.Cross-Media Communications: An Introduction to the Art of Creating Integrated Media Experiences – Drew Davidson, Lulu.com, 2010.
- 3.The Evolution of Integrated Marketing Communications, The Customer-driven Marketplace – Don Schultz, Charles Patti, Philip Kitchen 1st Edition, First Published 2011.
- 4.Public Relation and Integrated Communications – Stuart M. Levy, Lotus Press, 2006.
- 5.Dictionary of Media and Communications – Marcel Danesi, Edition 1st Edition, First Published 2009.
- 6.The Customer Century Lessons from World Class Companies in Integrated Communications – Anders Gronstedt, 1st Edition, First Published 2000.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – III

PROGRAM(s): S.Y.B.A.MMC			SEMESTER: III		
Course/Subject: Film Making and Criticism			Course Code: HUBAMMC/III/MN01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4lectures/1 Hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. To provide students with insight into film making techniques and aesthetics.					
Course Outcomes: CO1: Students gain understanding of the evolution of cinema. CO2: Learners will be able to identify various genres of films and film criticism. CO3: Students will learn the techniques of film making and film critiquing.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		History and Evolution of World Cinema	10
	1.1	History of Indian and world Cinema Still pictures to moving images, Early films, colour films, talkies. Bollywood cinema at present Brief history of Hollywood, global reach of Hollywood cinema Art v/s Commercial Cinema	
2		Traditions and Transformations in Indian and World Cinema	15
	2.1	Golden era of Indian Cinema - important works of Satyajit Ray, Bimal Roy, Guru Datt, Raj Kapoor and V.Shantaram Indian New Wave cinema - Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu etc. Parallel cinema - Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Saeed Mirza etc. Growth of Regional Indian cinema (Bengali, Malayalam, Marathi etc)	
	2.2	Italian neo-realism- Origin and impact on world cinema (work of Roberto Rossellini, and Vittorio de sica Japanese cinema - Work of Yasujiro ozu, Akira Kurosawa, Hayao Miyazaki etc. Iranian cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.	





DETAILED SYLLABUS

3		The Language, Culture and Craft of Cinema	20
	3.1	Film as Medium Film and the Emotions: Why Do Films Move Us? Films and Morality: Should Films Make Us Better? Analysis of Film by its Cultural, Political, Social, Psychological, Economical Context Semiotics of the Film Film review and film criticism Film Criticism- How to view/read a film Film Review and ingredients of a good review	
	3.2	Technology and Art of film making Overview of the film crew, Introduction to various departments of film making, Introduction to film script; treatment, Screenplay-format and layout, Narrative structures, Protagonists and antagonists, Adoption, Genre, Loglines. Story boards Shot sizes, camera movements	
4		The Art and Craft of Filmmaking	15
	4.1	Director - the captain Writer – the back bone. Visual Aspects and Editing Cinematography Production, pre and post production Shot sizes; meaning and motivation, Camera movements- methods and meaning Audio field production, microphones, music, sound effects Distribution Promotion Marketing	

Reference Books:

1. Geoffrey Nowell-Smith, The History of Cinema: A short Introduction, OXFORD 2018
2. Yves Thoraval, The Cinema of India, MacMillan India, 2000
3. Huda, Anwar. The Art and Science of Cinema. New Delhi. Atlantic Publishers and Distributors, 2004
4. Leo Eubank & Marshall Cohen, Film Theory and Criticism: Introductory Readings, Oxford University Press, 2004
5. Jim Piper, Film Appreciation Book: The Film course, All Worth Press, 2018
6. Jane Barnwell, The Fundamentals of Film Making, AVA book publishing, SA, 2019
7. Michael K. Hughes, Digital Filmmaking for Beginners A Practical Guide to Video Production, McGrawHill, 2012.
8. Cinematography: Theory and Practice: Image Making for Cinematographers and Directors, 3rd Edition by Blain Brown





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – III

PROGRAM(s): S.Y.B.A.M.M.C			SEMESTER: III		
Course/Subject: Travel and Tourism			Course Code: HUBAMMC/III/OE01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 Lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To equip students with a comprehensive understanding of key concepts in travel and tourism. 2. To explore the art of travel writing, developing storytelling skills that engage readers and effectively convey experiences. 3. To learn to utilize digital platforms, creating compelling content for social media and travel blogs that resonate with diverse audiences. 4. To understand the basics of tourism marketing.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Demonstrate an understanding of travel and tourism principles in media contexts. CO2: Develop content creation skill for various media platforms. CO3: Apply marketing strategies effectively in tourism-related projects.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Tourism and Media	15
	1.1	Tourism : Meaning, Features, Purpose, Negative and Positive impact, Classification and Types of Tourism, Scope and Importance of Tourism Tourist: Meaning, Types, Tourist Typology, Cohen typology, Plog typology of tourist, Travel Behavior, Travel Motivation Components of Tourism: 4A's, Roles and Responsibilities of Tourism Stakeholders,	
	1.2	India as a Tourist Destination: Problems and Prospects, Tourism Campaign, Tourism Organisations. Role of media in Tourism- Media as tool for promotion, Impact of Social Media on Travel choices, Travel writing and Journalism, Writing Compelling Travel Stories, Research Skills and Interviewing for Travel Journalist, Travel Photography and Videography Content Creation on different platforms, Travel Blogs, Social Media, Magazines etc.	





DETAILED SYLLABUS

2		Tourism Marketing	15
	2.1	Marketing Mix – 7 P's of Tourism Tourism Product- Destination, Tourism Destination Lifecycle, factors influencing tourism destination selection, Destination Management Strategies, Developing Unique Tourism Product, Destination Image Itinerary- Meaning, Types, Designing Itinerary for Tourist STP- Segmentation strategies for diverse tourist market in India, Targeting Niche Market, Consumer Trends in Travel, Travel Patterns in India	
	2.2	Distribution Mix in Tourism Industry Pricing- Factors influencing pricing, Pricing Strategies in Tourism Promotional Mix/Tools and Strategies People Mix in Tourism Industry Factors to be considered while designing Tourism Service Process Physical Evidence in Tourism	

Reference Books:

1. "Travel and Tourism: An Introduction" by Gary K. V. and Mike M.
2. "Tourism Management: An Introduction" by Clare Weeden and Michael M. Smith
3. "Marketing for Tourism" by Philip T. Kotler and John T. Bowen
4. "Tourism and Media: Theories and Applications" by G. H. and J. P.
5. "Tourism: Principles, Practices, Philosophies" by Charles R. Goeldner and J. R. Brent Ritchie
6. "Tourism: An Introduction" by David Weaver and Laura Lawton





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – III

PROGRAM(s): S.Y.B.A.M.M.C			SEMESTER: III		
Course/Subject: Computers and Multimedia-I			Course Code: HUBAMMC/III/VSC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To develop foundational skills in graphic design tools such as Canva, Photoshop, and CorelDraw. 2. To explore and apply AI-enhanced graphic design tools like Designs.AI to create efficient, innovative, and visually compelling content, logos, and layouts.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the fundamentals of multimedia systems and explain how computers are used to create, edit, store, and deliver multimedia content including text, images, audio, and video. CO2: Demonstrate knowledge of file formats, compression techniques, and hardware requirements associated with multimedia content creation and delivery. CO3: Design and develop a basic multimedia presentation or project, incorporating text, images, sound, and video while considering principles of usability and aesthetics.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Introduction to Graphics and AI Graphic tools	15
	1.1	Introduction to Canva: Image editing theory, Bitmaps v/s Vectors, Image mode, Image size, canvas size, Image resolution, size, and resampling What is perfect resolution? Cropping to size and resolution, resizing v/s resampling, Photo backgrounds & Shapes, Illustrations, icons, and lines, Adding pages to a design, Image, Text features and Charts	
	1.2	Introduction to Graphics Design with AI: Introduction to Designs.AI, AI Tools in Graphic Design, AI-enhanced Color Theory in Design, AI-assisted Logo Design, AI in Layout and Composition, AI-driven Image Recognition in Design	
2		Introduction to Graphic Design Tools	15
	2.1	Introduction to Photoshop: When to use Photoshop and when to use drawing tools, Importance of photoshop in designing. Photoshop Workspace: The tools, Toolbox controls, Property bar, Options bar, Floating palates, Levels, Curves, Contrast adjustment, Colour adjustment, Photo filters, Text layer, Character palate, Paragraph palate, Text resizing, Text color, Text attributes.	
	2.2	Introduction to CorelDraw: Corel Draw Interface, Tool Box, importing files in CorelDraw, Different file formats, Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects. Exploring tools: Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners, Convert to Curves: Reshaping, Creating figures, Logos, Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power, Clips, Exporting, Types of export, Exporting for other software.	

Reference Books:

1. Photoshop Bible McLeland Willey Publication
2. Corel Draw Practical Learning: BPB Publication





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – III

PROGRAM(s): S.Y.B.A.MMC			SEMESTER: III		
Course/Subject: Advanced Photography Skills			Course Code: HUBAMMC/III/SEC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 Lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. Identify and recall key photography techniques and settings, including manual exposure and focus controls. 2. Explain the principles of lighting and composition in photography and how they affect the final image. 3. Demonstrate the ability to use advanced camera settings and lighting techniques in various photography forms, such as product, wedding, and travel photography. 4. Critically analyze different photographs to identify successful techniques and areas for improvement, based on composition, lighting, and subject matter.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Evaluate and critique student portfolios to provide constructive feedback aimed at improving technical skills and creative vision. CO2: Develop and execute comprehensive photography projects that showcase advanced techniques and creative storytelling in different photography forms. CO3: Integrate various photography techniques and styles to produce cohesive and compelling visual narratives across multiple genres, including night-time, street, and photojournalism. CO4: Foster a deep understanding of the ethical considerations and responsibilities involved in different forms of photography, particularly in photojournalism and street photography.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Advanced Styles of Professional Photography	15
	1.1	Product Photography - Lighting for product shots - Background and props setup - Post-processing for commercial use	
	1.2	Wedding Photography - Capturing candid moments - Managing different lighting conditions - Posing and group shots	
	1.2	Travel Photography - Capturing landscapes and cityscapes - Portraits of locals and cultural shots - Gear and preparation for travel shoots	
2		Creative and Storytelling Photography	15
	2.1	Night-time and Astro-Photography - Techniques for low light conditions - Capturing star trails and the Milky Way - Use of long exposure and light painting	
	2.2	Street Photography - Capturing candid moments in public spaces - Legal and ethical considerations - Techniques for blending into the environment	
	2.3	Photojournalism - Telling stories through images - Techniques for capturing news and events - Ethics and responsibilities of a photojournalist	

Reference Books:

1. Freeman, M. (2007). *The photographer's eye: Composition and design for better digital photos*. Focal Press.
2. Hunter, F., Biver, S., & Fuqua, P. (2015). *Light science & magic: An introduction to photographic lighting*. Routledge.
3. Lovegrove, D. (2014). *The complete guide to wedding photography*. Lovegrove Essentials.
4. Peterson, B. (2016). *Understanding exposure: How to shoot great photographs with any camera*. Amphoto Books.
5. Zuckerman, J. (2013). *Photographing products: From studio to location*. Amherst Media.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – IV

PROGRAM(s): <u>S.Y.B.A.MMC</u>			SEMESTER: IV		
Course/Subject: Introduction to Media Research			Course Code: HUBAMMC/IV/MJ01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures /1 hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. Provide a foundational understanding of research and its applications in media and communication. 2. Guide students through the steps of the research process, from problem formulation to data analysis and interpretation. 3. Differentiate between quantitative and qualitative research methods and their appropriate applications.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Define research and distinguish between its various types and characteristics. CO2: Describe and apply the steps of the research process, including problem identification, hypothesis formulation, and research design. CO3: Demonstrate knowledge of data collection methods such as surveys, interviews, focus groups, and experiments.					



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DETAILED SYLLABUS

Modules	Module Title	Credits/ Lectures
1	Introduction to Research	10
	What is research? Types of research, Characteristics of research, Indicators of good research, Evolution of media research, Steps in the research process, Quantitative and Qualitative Research	
2	Research Design	15
	Literature review, identification and formulation of research problem, Unit of analysis, Variables – Independent and dependent, formulation of hypothesis, sample design, sampling methods – probability sampling and non-probability sampling methods.	
3	Data Collection Tools and Data Analysis	20
	Data sources – Primary and Secondary, Methods of primary data collection – Observation, Experiments, Interviews – depth interviews and focus group discussions, Surveys. Survey instrument – questionnaire, how to design a questionnaire, types of questions, dos and don'ts of questionnaire design Levels of measurement – Nominal, Ordinal, Interval and Ratio Attitude Measurement Scales – Likert Scale, Semantic differential scale Projective Techniques Quantitative Data Analysis – Data entry, Descriptive statistics. Qualitative Data Analysis – Coding, Content Analysis. Difference between quantitative and qualitative data analysis.	





DETAILED SYLLABUS

4	Research in Mass Media	15
	Readership and Circulation Studies TRP, Ratings and Non-ratings research Audience Research Exit Polls and Opinion Polls Advertising Research	

Reference Books:

1. Punch, Keith F. (2005). Introduction to Social Research: Quantitative & Qualitative Approaches. London: Sage Publications.
2. Mass Media Research: An Introduction by Roger D. Wimmer and Joseph R. Dominick, Cengage Learning.
3. Handbook of Media and Communication Research (2002) by Klaus Bruhn Jensen, London: Sage Publications.





SEMESTER – IV

PROGRAM(s): S.Y.B.A.MMC			SEMESTER: IV		
Course/Subject: Media and Popular Culture			Course Code: HUBAMMC/IV/MJ02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures/1 hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To help students analyze and critique the concepts of popular culture, high culture, mass culture, cultural values, ideology and hegemony. 2. Critically analyze popular culture commodities presented through varying media (literature, radio, film, television, and internet). 3. Examine how popular culture and mass media shape citizen's perception of present-day society and life.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Identify and define popular culture. CO2: Describe cultural phenomena reflected in the mass media such as the internet, comic, film, music, television, anime, advertisement, novel and magazine CO3: Understand, evaluate and contribute to future trends in popular culture as mass media professionals.					



DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		What is Popular Culture?	20
	1.1	Introduction to the Study of Popular Culture, definitions and key concepts of popular culture, historical development of popular culture, definition and scope of media in popular culture, the role of media in shaping reality and culture, media's influence on social change, case studies of media impact in society, popular culture as a reflection of societal values and ideologies, media and national identity formation, media's role in political visions and religious practices, power structures in media and popular culture production, case studies of media impact in society and popular culture.	
	1.2	Popular culture, high culture and low culture, distinction between high, low and popular culture, how it started and current scenario, trends in popular culture, popular culture as everyday life content, popular culture, low culture and media impact, popular culture vs. subculture, popular culture's influence on beliefs and behaviors, mediated popular culture: movies, TV, songs, advertisements	
	1.3	The history of popular culture, globalization and the spread of popular culture, the role of technology in shaping popular culture, subcultures and media representation, power structures in media and popular culture production.	
	1.4	The need to study popular culture, understanding societal values and beliefs, the influence of pop culture on societal attitudes toward race, gender, sexuality, values, norms, language, communication, generating or challenging stereotypes, pop culture as a lens for examining political, economic, and social issues, the relationship between pop culture and social change	
	1.5	The manufacturing of popular culture, popular culture as big business, the culture of production, how media constructs our understanding of the world, production of identity through media, how media influences our sense of self, the role of media in constructing gender roles, the economic drivers of popular culture production.	



DETAILED SYLLABUS

2		Cultural Analysis: An Overview	20
	2.1	The production of popular culture, media's role in shaping reality, the influence of stereotypes, commercial media and entertainment, how popularity is determined in media, how media manufactures desire and aspiration, measuring popularity through consumption patterns, analyzing the lifespan of popular culture phenomena, the influence of trends and fads on popular culture.	
	2.2	The Complexity of Cultural Signs, semiotics and the study of signs, signifier and signified, symbols and cultural context, how signs create meaning decoding visual and auditory cues in popular culture	
	2.3	Ideology and Hegemony, defining ideology in a cultural context, how dominant ideologies are perpetuated through media, hegemony perpetuated through media, counter-hegemony and resistance in popular culture, the role of institutions in maintaining ideological control, examining power structures in media production, analyzing ideological messages in cultural texts Case studies of ideological influence	
	2.4	Culture and Communication, the role of media in cultural transmission, Circuit of Culture, intercultural communication and popular culture, the impact of technology on cultural communication, globalization and cultural exchange through media, the role of language and symbols in cultural communication.	





DETAILED SYLLABUS

3		How to Interpret Popular Culture?	15
	3.1	Interpreting History, Personal Identity, Citizenship, Through Popular culture (Television, Radio, social media), television: reflecting and shaping social narratives, radio: its historical role in creating cultural identity, social media: identity formation and community building, how media perpetuates historical narratives, the impact of popular culture on national identity, media's role in shaping civic engagement, case studies of media influencing personal identity	
	3.2	Popular Culture and Functionalism; Gender and Sexuality, how popular culture contributes to social order, Functionalism in media and entertainment, the social functions of gender roles in popular culture, representation of sexuality in media, the role of pop culture in reinforcing norms around gender and sexuality, how media perpetuates gender stereotypes	
	3.3	Popular Culture and Critical Theory; Race and Racism, examining power structures and social inequalities, representations of race and racism in media, how popular culture perpetuates or challenges racial stereotypes, the role of media in constructing racial identities, analyzing racism in media narratives, Critical Race Theory, case studies.	
	3.4	Popular Culture and Religion, representation of religious themes and figures in media, how popular culture reflects and shapes religious beliefs, the influence of religion on media content, the role of media in promoting or challenging religious norms, exploring the intersection of religion and popular culture, sports as a religion in popular culture.	
	3.5	Popular Culture and food, food's depiction in television shows, how food shape's identity and social bonding, consumption rituals and patterns, food advertisements and media, social values and status.	





DETAILED SYLLABUS

4		Labour, Ownership, and the Future of Popular Culture	5
	4.1	Incivility and cultural erosion – are pop culture and media to blame? media's role in promoting or discouraging civility, the impact of social media on public discourse, the influence of media on cultural values, examining the relationship between pop culture and moral decay, the effects of sensationalism and sensational content, future of popular culture.	
	4.2	Hedonism and modern media; The Mass-consumable MEME, meme culture and its impact on society, how hedonism is portrayed and encouraged in media, the role of memes in cultural communication, effects of excessive pleasure-seeking in media, the origins, rise, and cultural effects of memes on culture.	
	4.3	Contribution of Pop Culture to Social Change, how popular culture can initiate dialogues on social issues, the role of media in raising awareness and promoting activism, examples of pop culture influencing social reform.	

Reference Books:

1. Popular Culture: Introductory Perspectives, 4th Edition. By Marcel Danesi. 2019. Rowman & Littlefield.
2. Goffman: Behavior in Public Places & The Presentation of Self in Everyday Life.
3. The Role of Money in Popular Culture (Simmel, McLuhan, Becker).
4. Understanding Media and Culture: An Introduction to Mass Communication (This is an Open Access Textbook, available as a FREE download at <https://open.lib.umn.edu/mediaandculture/>)





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – IV

PROGRAM(s): <u>S.Y.B.A.MMC</u>		SEMESTER: IV			
Course/Subject: Writing and Editing for Media		Course Code: HUBAMMC/IV/MN01			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures /1 hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. Understand the Fundamentals of News and Media Writing. 2. Develop Skills in Writing for Diverse Media Platforms 3. Adapt Writing for Different Audiences and Formats 4. Engage with Emerging Trends in Digital Media Writing 5. To gain competence in editing and evaluating content.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Identify and apply news values to generate and structure content suitable for print, broadcast, and digital media. CO2: Write effectively for various formats—news stories, features, blogs, scripts, and social media posts—with appropriate tone, style, and structure. CO3: Create content for advertisements and corporate communications, tailoring messages to different platforms and audiences. CO4: Edit and evaluate media content for grammatical accuracy, coherence, readability, and platform compatibility. CO5: Adapt to the changing media landscape by producing content for evolving digital platforms, addressing challenges such as fake news, audience engagement, and multimedia.					



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DETAILED SYLLABUS

Modules	Module Title	Credits/ Lectures
1	WRITING FOR PRINT & BROADCAST MEDIA	20
	1. What makes news? (determinants of news) 2. Art and basic tools of writing 3. Steps and elements of writing-editorial, features and review 4. Writing for Newspapers and Magazines 5. Writing a News story/feature stories/Article/Editorials(differences) 6. Leads, nut shelling and story structure 7. Writing style and the stylebook 8. Public Relations and corporate writing- various forms Writing for Advertisements <u>Writing for Broadcast Media</u> 1. Radio and Television: Challenges, strengths and weaknesses 2. Writing for Television and Radio programs 3. Script writing formats 4. Writing for interviews, live news and daily news 5. Radio jockeying / online radio and new trends 6. Storyboarding for Television commercials	
2	DIGITAL MEDIA	15
	1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content 2. How to produce well-written webpages Written content for the web, digital spaces and digitally distributed media. 3. Development of web-specific style guides, convergence of text and video on digital. 4. Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn). 5. Dealing with breaking news and fake news in real time. 6. Writing for Advertisements through Email and SMS Writing Blogs	





DETAILED SYLLABUS

3	CUSTOMIZING ONLINE WRITING BASED ON THE ONLINE PLATFORM	10
	1 Long forms of writing- language, writing style, content, vocabulary focus, title, introduction and conclusion – film review, blog posts, scientific writing, e –magazines 2 Shorter forms of writing – language, writing style, content, vocabulary, focus, caption – Twitter feeds/poems, fanfiction, instagram stories, facebook posts etc – 3 Photo and Video writing – language, writing style, content, vocabulary, focus, caption, introduction and conclusion, synchronizing content – Video logging, photo blogging etc	
4	EVALUATION OF CONTENT	10
	1. Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. 2. Rewriting leads 3. Achieving fitment with spacing requirements at any newspaper, magazine or webpage. 4. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design	

Reference Books:

1. James Glen Stovall, Writing for the mass media, Sixth edition, published by Dorling
2. Kindersley (India).
3. Artwick, Claudette G., Reporting and Producing for Digital Media, Surjeet Publications, 1st Indian Reprint, 2005.
4. The Associated Press Stylebook. Associated press (current edition).
5. Chicago guide to fact-checking (Chicago Guides to Writing, Editing and Publishing) By Brooke Borel.
6. Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog
7. Posts And Social Media Content by Paul Lima | 10 April 2013.
8. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting for Today's Media. McGraw-Hill.
9. An Introduction to Writing for Electronic Media-Scriptwriting Essentials Across the Genres Authors: Robert B. Musburger.
10. The Basics of Media Writing: A Strategic Approach by Scott A. Kuehn – Clarion University of Pennsylvania, Usa and Andrew Lingwall- Sage Publications.
11. Feature writing for Journalists (Media Skills) by Sharon Wheeler.
12. Writing for News Media: The Storyteller's Craft by Ian Pickering | 27 November 2017.



SEMESTER – IV

PROGRAM(s): S.Y.B.A.M.M.C			SEMESTER: IV		
Course/Subject: Startups and Entrepreneurship			Course Code: HUBAMMC/IV/OE01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To understand the fundamental concepts of entrepreneurship. 2. To equip students with practical tools and techniques for identifying, evaluating, and developing viable business opportunities. 3. To familiarize students with the startup ecosystem.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Students will be able to analyse and assess business opportunities and apply creative idea-generation techniques. CO2: Students will demonstrate the ability to design a comprehensive business plan, incorporating feasibility analysis, financial planning, marketing strategy, and operational execution. CO3: Students will gain a practical understanding of startup ecosystems, including the roles of key stakeholders, compliance requirements, funding sources, and strategies for growth, networking, and exit					





DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Entrepreneurship	12
	1.1	Entrepreneurship- meaning, qualities, functions, problems faced by entrepreneurs, Role of entrepreneurship in economic development, Types and classification of entrepreneurs, Intrapreneurs, Social Entrepreneurs, Women Entrepreneurs	
	1.2	Identifying Business Opportunity, Evaluating Business Opportunity, Idea generation techniques, Creativity and Innovation, Market Research, Feasibility Analysis, Business Plan- Meaning, Need, Importance and Components	
2		Startups	18
	2.1	Meaning, Understanding startup ecosystem, Key players and stakeholders, Role of incubators, accelerators and mentorship Networking and Building relationship, Global startups trend, problems and reasons of failure in a startups	
	2.2	Financing a startup- Sources Legal and Regulatory Considerations/ compliance for startups, Intellectual property – Patents, Copyrights, trademarks Marketing and Sales strategies- Branding, Positioning and Customer Acquisition, Digital marketing and Social media	
	2.3	Operations management- Product Development, prototype, supply-chain and inventory management, Technology and Automation Scaling a startup- Challenges, Strategies and managing growth Exit Strategies, Launch Strategies	

Reference Books:

1. Entrepreneurship by Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd
2. Innovation and Entrepreneurship by Peter F. Drucker
3. Entrepreneurship Development by S.S. Khanka
4. The Lean Startup by Eric Ries
5. The Startup Owner's Manual by Steve Blank & Bob Dorf
6. Dream With Your Eyes Open by Ronnie Screwvala





SEMESTER – IV

PROGRAM(s): S.Y.B.A.M.M.C			SEMESTER: IV		
Course/Subject: Computers and Multimedia-II			Course Code: HUBAMMC/IV/VSC01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures/ 1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To understand and apply AI-powered tools in the creative design process. 2. To develop proficiency in graphic design and image editing using Adobe Photoshop. 3. To gain foundational knowledge of video editing tools and storytelling techniques.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Generate original images using DALL-E 2 and describe its core functionalities. CO2: Create and edit design projects using tools like Smart Objects, Smart Filters, and various selection and drawing tools. CO3: Edit a basic video project using software like Adobe Premiere Pro or DaVinci Resolve, applying transitions, effects, and pacing techniques.					





DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lecture
1		Key AI Graphic Tools and Software	15
		DALL·E 2 (OpenAI) What it does: Generates images from textual descriptions using deep learning models. Key Features: Text-to-image generation, Image inpainting (editing parts of an image), Style transfer for artistic effects. Practical Use: Generating creative concept designs, Producing illustrations, logo concepts, or digital art for market	
2		Graphic Design Tools and Video Editing	15
	2.1	Smart Objects and Smart Filters in Photoshop: What are Smart Objects? Creating and editing Smart Objects, Using Smart Filters non-destructively, Workflow with Smart Objects and Filters in large projects Photoshop Editing Tools: Move Tool, Marquee Tool, Lasso Tool, Selection Tool, Crop and Slice Tool, Drawing and Painting Tools, Text tools. Exporting and File Management: Exporting for Web: Optimizing images for web: File formats (JPG, PNG, GIF) and resolution, Export As and Save for Web options, Compression techniques for fast-loading web images.	
	2.2	Introduction to Video Editing: What is Video Editing? Overview of video production and post-production, The role of video editors in film, TV, YouTube, and social media, The importance of storytelling, pacing, and emotion in video editing. Video Editing Software Overview: Introduction to different video editing software options: Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, and others, Overview of the user interface (UI) and key workspace elements (timeline, preview window, media bins), Basic concepts: Timeline, Tracks, Clips, Transitions, and Effects.	

Reference Books:

- 1.The Art of AI: The Creativity Code by Marcus du Sautoy
- 2.Graphic Design: The New Basics by Ellen Lupton & Jennifer Cole Phillips
- 3.Adobe Photoshop Classroom in a Book (Latest Edition) by Conrad Chavez & Andrew Faulkner
- 4.In the Blink of an Eye: A Perspective on Film Editing by Walter Murch





Syllabus

Smt. P. D. Hinduja Trust's
K. P. B. Hinduja College of Commerce, Mumbai
(Autonomous)

Re-accredited 'A+' Grade by NAAC



Affiliated to
The University of Mumbai

Syllabus for B.A.
(Multimedia and Mass Communication)
Semester V & VI under NEP 2020

Programme Code: HUBAMMC

Choice Based Credit System (CBCS) with effect from
Academic Year 2023–2024
Programme Outline 2025–2026



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SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – V

PROGRAM(s): T.Y.B.A.MMC			SEMESTER: V		
Course/Subject: Consumer Strategy & Decision Making			Course Code: HUBAMMC/V/MJ 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures/1 hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. The student should be able to understand key concepts and theories of consumer behavior. 2. Analyze and valuate the consumer decision-making process using various models and theories 3. Examine the impact of cultural, social, and economic factors on consumer behaviour. 4. Discuss ethical dilemmas in marketing practices related to consumer targeting and behaviour manipulation.					
Course Outcomes: CO1: The student will get a solid understanding of the central concepts within consumer behaviour and their applications in marketing. CO2: The learner will be able to critically assess various consumer behaviour theories and their relevance to contemporary marketing challenges. CO3: The student will be able to formulate effective marketing strategies based on insights gained from consumer behaviour analysis.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Introduction to Consumer Behaviour	20
	1.1	Overview of consumer behaviour Importance of understanding consumer behaviour Definition and significance in marketing Predicting customer needs and wants in a globalized economy Personalizing marketing efforts Enhancing customer satisfaction and loyalty The role of consumer behaviour in strategic marketing	
	1.2	Consumer involvement and decision making Creating a unique value proposition Identifying consumer segments based on behaviour - impulse buying, loyalty, tailoring products/services for specific groups Buyer roles: initiator, influencer, decider, buyer, user Consumer decision-making process stages: Problem recognition, information search, evaluation, purchase, post-purchase Influencing consumer perception Culture and subculture Reference groups and family Social and cultural influences on consumer behaviour The role of family dynamics in purchasing decisions	
2		Consumer motivation and information processing	10
	2.1	Factors that influence customer attention Exposure to marketing stimuli How consumers interpret marketing messages Understanding and interpreting information Retention and memory Needs versus wants Intrinsic vs. extrinsic motivation Theories of Motivation - Maslow's Hierarchy of Needs in consumer behaviour Herzberg's Two-Factor Theory Sigmund Freud's Theory (Id, Ego, and Superego) Psychographics and Lifestyle Analysis (VALS) Understanding consumers based on attitudes, values, interests, and lifestyles	



DETAILED SYLLABUS

3	3.1	Consumer attitude and personality theories	20
		Consumer attitude formation and change What is consumer attitude? Components of attitude Theories of attitude formation and change: Classical Conditioning Instrumental Conditioning Cognitive Dissonance Theory Balance Theory Multi-attribute Models – Fishbein Model Influence of personality on buying behaviour Personality traits and consumer preferences Theories of personality (Trait theory) Application of personality insights in marketing strategies	
	3.2	Models of consumer purchasing Nicosia Model Engel-Kollat-Blackwell Model Howard-Sheth Model	
4		Emerging Trends in Consumer Behaviour	10
	4.1	Digital Influence on consumer behaviour Social Commerce, Quick Commerce Impact of e-commerce and digital marketing strategies, Consumer shopping changes brought about by e commerce sites like Amazon. Role of technology in shaping consumer preferences AI and recommendation engines Consumer empowerment through digital tools Access to price comparisons and reviews Rise of user-generated content Social proof and peer influence	
	4.2	Sustainability and ethical consumption Changing consumer attitudes towards ethical products Preference for eco-friendly and biodegradable products Rise of zero-waste packaging and sustainable supply chains Willingness to pay more for ethical brands Loyalty towards mission-driven brands	

Reference Books:

1. Solomon, M. R. Consumer Behaviour (12th ed.).
2. Schiffman, L. G. Consumer Behaviour (Theories on motivation, perception).
3. Kotler, P. Marketing Management (STP frameworks).
4. Niosi, A. Introduction to Consumer Behaviour. (Open-access text on cultural influences).
5. Ramesh Kumar, S. Advertising, Branding, and Consumer Behavior (Digital marketing focus)





SEMESTER – V

PROGRAM(s): T.Y.B.A.MMC		SEMESTER: V			
Course/Subject: Brand Management		Course Code: HUBAMMC/V/MJ 02			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures /1 hour	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To equip learners with a comprehensive understanding of branding concepts. 2. To help understand how to develop and manage a brand's identity and personality. 3. To enable them to create effective brand positioning strategies. 4. To help learners understand and measure brand equity and apply brand leveraging strategies like extensions, co-branding, and global branding.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Explain the distinction between a product and a brand and recognize the role branding plays in consumer perception and business success. CO2: Apply positioning strategies to clearly differentiate a brand, using tools like consumer segmentation and perceptual mapping. CO3: Measure brand equity and apply strategies for building and maintaining brand value through brand loyalty, awareness, and effective brand management practices.					



DETAILED SYLLABUS

Modules	Module Title	Credits/ Lectures
1	Introduction to Brand Building, Identity, Personality and Positioning	15
	Brand Building - Meaning, Product v/s Brand. Why brand matters? Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury, Global brands. Brand building blocks, Guidelines for effective branding. Brand Elements – types of brand elements. Brand Identity and Brand personality - Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR), and Advocacy. Brand Positioning – Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy.	
2	Branding Leveraging, Strategies, Equity, Models	12
	Brand Leveraging – Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co-branding. Brand Strategies – Multi-branding, Mix branding, Hierarchy Building Equity at different Hierarchy Levels, Brand Product Matrix, Brand Architecture – Breadth of a Branding Strategy, Depth of a Branding Strategy. Brand Equity and Models – Meaning, Importance, Objectives, Sources of Brand Equity. Measurement - Brand awareness, Brand loyalty. Brand Activation. Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	





DETAILED SYLLABUS

3	Brand Building through Imperative, Global and Corporate Image, Brand Performance	15
	Brand Imperatives - Co-ordination across organization, Co-ordination across geography, Re-branding, revitalizing, Rural advertising and brands. Global brands - Emergence of global brands, Advantages and Disadvantages, Global leadership brands and positioning, Globalization Corporate image Building through brands - Corporate Image in Contemporary Management, Advertising and Corporate Image Brand Performance and Management - Global Branding Strategies, Brand Audit, Role of Brand Managers, Branding and Positioning in rural markets.	
4	Brand Building through CSR, Cause Marketing, Brands in Different Sectors, Brand Life Cycle, Brand Communication	18
	CSR as part of business environment management, How CSR activities can be used for Brand Building, Social activities other than CSR to enhance the brand. Cause Marketing to build Brand Equity - Meaning of Cause Marketing, Advantages, Green Marketing, Building Global Customer Based Brand Equity. Brand Life Cycle – Important factors in conception and various stages of growth and maturity of brands with various case studies. Branding in different sectors – Customer, Industrial, Retail and Service Brands. Brand Communication - Online Brand Promotions, Role of Brand Ambassadors, Celebrities, Loyalty Program.	

Reference Books:

- 1.Aaker, David, A. (2010). Building Strong brands, Simon & Schuster Ltd.
- 2.Trott, Sangeeta & Sople, Vinod V. (2016). Brand Equity: An Indian Perspective, PHI Learning Pvt. Ltd.
- 3.Sengupta, Subroto (2004). Brand positioning – Strategies for Competitive Advantage, McGraw Hill Higher Education.
- 4.Ries, Al & Laura (2000). The 22 Immutable Laws of Branding, Profile Books.
- 5.John Philip Jones (1998). What's in a brand: Building Brand Equity through Advertising, Tata McGraw Hill.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – V

PROGRAM(s): T.Y.B.A.MMC			SEMESTER: V		
Course/Subject: Social Media and Digital Advertising			Course Code: HUBAMMC/V/ MJ 03		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures/1 Hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. Understand the fundamentals of social media marketing and digital advertising. 2. Develop requisite skills to create and execute effective advertising campaigns across different social media platforms. 3. Learn to use analytics tools to measure campaign success and strategize. 4. Understand ethical considerations and privacy issues in digital advertising.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Evaluate the role of social media in marketing, advertising and public relations. CO2: Analyze the importance of social media for developing an effective marketing plan, and assess ways to measure its performance. CO3: Gain practical skills required for creating and sharing content through different online platforms. CO4: Create ethically sound social media campaigns.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Introduction to Social Media Marketing	20
	1.1	History and evolution of social media platforms. How digital technologies are transforming marketing, key terms and concepts – personalization, automation, data analytics, omnichannel marketing, interactive content. Overview of key platforms: Facebook, Instagram, LinkedIn, X, YouTube, Snapchat. Organic vs. paid social media strategies. Case studies of successful social media campaigns.	
	1.2	Fundamentals of Digital Advertising Types of digital advertising: display ads, search ads, social ads. Key components of a digital ad campaign: Ad copy, visuals, targeting. Introduction to Google Ads and Facebook Ads. What is Facebook marketing? How to use Instagram for marketing? LinkedIn marketing strategies. X (Twitter) marketing, Snapchat marketing, YouTube marketing	
	1.3	Search engine marketing (SEM) and Search engine optimization (SEO) SEO versus SEM On page optimization, off page optimization SEO and SEM audit, tools and measurement, content calendars and scheduling, PPC, Ad auctions, key word research, SEMrush, Moz, GoogleTrends, conversion tracking, GDN Campaign creation Creating a successful social media strategy	
2		Content Creation for Social Media Networks	20
	2.1	Content creation for various platforms (Instagram, Facebook, LinkedIn, YouTube etc.) Creating engaging visuals and copy for social media ads according to the platform. Best practices for content optimization across platforms. User-generated content and influencer collaborations. Understanding key metrics: reach, engagement, conversions. Use of Conversion Rate Optimization (CRO) in website elements, Customer Relationship Management (CRM). Data Analytics, analyzing data to gain insights and make informed decisions. Understanding engagement, reach, conversion, and ROI for analytics, Google Analytics, Meta Insights. Scheduling posts and managing campaigns using tools like Hootsuite or Buffer.	



DETAILED SYLLABUS

	2.2	Email marketing. Affiliate marketing. Influencer marketing. Mobile and SMS marketing. Video marketing and YouTube advertising. Creating custom audiences and targeting strategies. A/B testing and optimization. Analytics and reporting for social media ads. Introduction to the Metaverse, definition and characteristics of the metaverse. Exploring different metaverse platforms and environments. Advertising opportunities in the Metaverse: virtual storefronts and immersive brand experiences, in-world advertising and sponsorship opportunities, virtual events and product launches.	
3		Social Media Analytics and Campaign Optimization	10
		How to analyze social media campaigns using tools like Facebook Insights, Sprinkler, Keyhole etc. Key performance indicators (KPIs) in social media advertising, evaluating campaign effectiveness using KPIs. A/B testing for ad performance improvement. Strategies for audience segmentation and retargeting. Competitor Analysis - methods for tracking competitor performance. Identifying competitor strengths and weaknesses. Setting up real-time dashboards to track key metrics and trends, real-time monitoring and alerts, social listening -tools and techniques for monitoring social media conversations. Identifying relevant topics, keywords, and influencers. Sentiment analysis for understanding customer attitudes and emotions.	
4		Ethics, Privacy & AI in Digital Advertising	10
	4.1	Privacy regulations and ethical considerations in digital advertising. Cyber Ethics - Importance of ethical practices in influencer marketing. requirements for disclosing sponsored content and partnerships, promoting diversity and inclusivity in influencer campaigns, avoiding harmful or offensive content, data security and breach prevention, protecting children's privacy online.	
	4.2	AI in digital media, How AI transforms traditional advertising practices. Role of AI in ad targeting and personalization. AI-driven content personalization and recommendations. AI-driven content creation tools (e.g., ChatGPT for copywriting).AI-powered customer interaction and support. Predictive analytics for campaign optimization and forecasting campaign performance. Bias in AI algorithms and how to mitigate it. Data privacy and security concerns related to AI-driven advertising. Future trends in AI-powered marketing.	

Reference Books:

- 1.Digital Marketing by Seema Gupta
- 2.Digital Marketing by Puneet Singh Bhatia
- 3.Socialnomics: How Social Media Transforms the Way We Live and Do Business by Erik Qualman
- 4.Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution by Keith Quesenberry
- 5.Artificial Intelligence in Marketing by Jim Sterne

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SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – V

PROGRAM(s): T.Y.B.A.MMC		SEMESTER: V			
Course/Subject: Global Media Systems and Emerging Technologies		Course Code: HUBAMMC/ V/ MN 01			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures /1 hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To introduce students to the historical evolution and structure of global media systems, including key global institutions and communication flows. 2. To explore the political, economic, and cultural impact of global media, including ownership patterns, soft power, and representation. 3. To examine the role of digital technologies and the influence of Indian knowledge systems in shaping contemporary global media narratives.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Identify and analyse patterns of global media ownership, media flows, and the influence of media conglomerates on international content and policies. CO2: Evaluate the role of media in global politics, including the use of media for soft power, propaganda, and public diplomacy. CO3: Explain the impact of emerging technologies and digital platforms on journalism, citizen media, and global audience engagement.					



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DETAILED SYLLABUS

Modules	Module Title	Credits/ Lectures
1	Introduction to Global Media Systems	12
	The emergence of global media and communication landscape: From telegraph to the internet. Overview of global media market and trends. Key institutions in global communication – UN, UNESCO, WTO. Media flows – understanding the global movement of information. Global media conglomerates & transnational corporations and their influence on global communication. Global media ownership.	
2	Media and Global Politics	15
	Media as a tool for diplomacy and soft power. Propaganda, censorship and media freedom in global contexts. Role of global media in shaping perceptions of conflict, war, and peace. Recent Case Studies. Development of new media and social media as channels of global journalism. Role of citizen journalists and independent media.	
3	Global Media Cultures, Technology & Global Media	18
	Three Perspectives on Global Culture: modernization, global capitalism and cultural hybridity. Cultural imperialism vs. cultural hybridity in media content. Cultural influence on media consumption. Representation of India and Indian Culture in Global Media. Case studies of successful cross-cultural media products. Impact of digital platforms on media consumption habits. Media convergence and the future of cross-platform content. Emerging technologies in global media – AI, Blockchain and other technologies.	





DETAILED SYLLABUS

4	Influence of Indian Knowledge on Global Thought	15
	Mahatma Gandhi's use of traditional ideas (Swaraj, Satyagraha) as global communication tools. India's philosophical influence on media theorists (e.g., McLuhan's "global village" echoing vasudhaiva kutumbakam). Indian cultural influence on global trends: cuisine, fashion, cinema, and digital content. Revival and reinvention of oral traditions on digital platforms (YouTube, podcasts, etc.). Challenges of preserving indigenous knowledge in global media systems.	

Reference Books:

1. Thussu, D. K. (2020). International Communication: Continuity and Change. Bloomsbury Academic.
2. Thussu, D. K. (2016). Communicating India's Soft Power: Buddha to Bollywood. Sage Publications.
3. Flew, T. (2018). Understanding Global Media. Bloomsbury Academic.
4. Ranganathan, M. & Rodrigues, U.M. (2010). Indian Media in a Globalised World. Sage Publications.
5. Hamelink, C.J. (2015). Global Communication. Sage Publications.
6. Herman, E.S. & McChesney, R.W. (2001). Global Media: The New Missionaries of Global Capitalism. Continuum International Publishing Group.
7. Das, B. (2019). Gandhian Thought and Communication. Sage Publications.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – V

PROGRAM(s): T.Y.B.A.MMC			SEMESTER: V		
Course/Subject: Copywriting			Course Code: HUBAMMC/V/VSC 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2lectures /1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To grasp the foundational principles of copywriting. 2. Learn to write clear, concise, and compelling copy across platforms. 3. To explore modern trends in digital and AI-enhanced copywriting. 4. To be able to create basic copywriting samples for a starter portfolio.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand and apply the fundamentals of copywriting across diverse media platforms. CO2: Generate ideas using mind mapping, SCAMPER, brainstorming, and align copy with brand tone, voice, and personality. CO3: Analyze advertising briefs, create mock campaigns, and refine work through reviewing and editing.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Introduction to Copywriting	15
	1.1	Basics of Copywriting, Briefs & Portfolios: · Advertising Brief & Copywriting Brief · Creating a Brief · Reading a brief · Understanding a brief · Creating a Portfolio · Mock Ads Real-world briefs vs classroom assignments · Creating briefs of existing Campaigns from agencies like Ogilvy, DDB Mudra, Lowe Lintas, FCB Ulka, McCann · Applying the understanding of briefs and then creating their own ads basis the briefs.	
	1.2	<u>Brain and Copywriting</u> Brain Concepts · Left Brain Right Brain · Conscious, Subconscious, Unconscious · Cognitive, Emotional, Social Generating Ideas · Mind Mapping · SCAMPER · Brainstorming · Questioning assumptions · Picture Prompt · Triggered Brain Walking · Observation · Interaction · Imagination · Dream · Creative Aerobics Appeals – Maslow's Hierarchy of Needs Transcreativity Creative Process	





DETAILED SYLLABUS

2		Writing Copy for various Media, Platforms and Audiences	15
	2.1	Role of a modern copywriter, Developing a strategy, Why does TG matter to the copywriter? Difference between content and copy. Content Writing: Website, Blogs, SEO writing, Video scripts - long & short form videos. Content for audiences with shorter attention span. Copy Writing: Digital Ads, OOH, Transit. Core formulas: · AIDA · DAGMAR Brand · Developing brand tone · Developing brand voice · Developing brand personality Ethics in copywriting	
	2.2	<u>Writing for different platforms and audiences</u> Writing for Specific Audiences Women, Children, Executives, Senior Citizen, Youth Print & Outdoor: Headlines, taglines, body copy. Social Media: Instagram, Facebook, LinkedIn, Twitter/X. SEO basics and writing with keywords. Digital Copy: Website landing pages, CTAs, banners. Audio/Video: Radio, Scripting short ads, Dialogues & Voiceovers, TVCs. Difference between freelance, agency, and in-house copywriting Reviewing & editing your work	

Reference Books:

1. The Copywriter's Handbook – Robert Bly
2. Hey, Whipple, Squeeze This – Luke Sullivan
3. AdAge, Campaign India, and WARC for trendspotting
4. Copywriting Secrets – Jim Edwards
5. Ogilvy on Advertising – David Ogilvy





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – VI

PROGRAM(s): T.Y. <u>B.A.MMC</u>			SEMESTER: VI		
Course/Subject: Advertising Design			Course Code: HUBAMMC/ VI/ MJ 01		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Evaluation (Project and Viva Voce)
4 lectures/1 hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To develop a strong foundation in the elements and principles of advertising design. 2. To equip students with the ability to plan and execute creative advertising campaigns. 3. To foster critical thinking and analytical skills in ad evaluation and branding strategy. 4. To understand agency structure, creative briefs, software usage, and final campaign presentation techniques.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the process of planning and production of an Advertising campaign. CO2: Use elements like color, typography, and layout effectively to communicate brand messages. CO3: Design and present integrated ad campaigns across various media platforms. CO4: Execute advertising projects using a professional workflow from ideation to production.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Elements and Principles of Advertising Design	15
	1.1	Advertising Design equals Communication Design, Communication design as a Language of Visuals. Elements of Design: Vocabulary of Language: Point, Line, Shape, Size, Value, Colour, Texture, Space Principles of Design: Grammar of Language: Proportions, Contrast, Harmony, Balance, Rhythm, Unity Rules of Design: Compositional Styles: Emphasis, Proximity, Alignment, Hierarchy, Movement, Repetition, Syntax Typography: Personality of Type · Classification of Types · Combination of Types · Type as Design element <u>Colour as Communication:</u> · Colour as Instruction · Classification & Variants · Harmony & Contrast · Mood & Atmosphere · Coding & Technical info · Connotative reference	
	1.2	<u>Workflow: Departments in an Agency & Role:</u> 1. Accounts Department: Client Servicing, Meeting, Research, Strategy Planning, Billing & Preparing Creative Brief 2. Creative Department: Working on Creative brief, Ideation, Creative Thinking, Big Idea, Visualization, Illustration, Art direction, Copy Creation, Typography decisions, Graphic Design, Planning Script for TVC, Creation of storyboard, Casting & Location decisions, Production design 3. Media Department: Media Research, Media Strategy, Media Planning, Media booking, Buying, Media Placement, Monitoring & Billing 4. Production Department: Executing Print, Supervising Print, Executing TVC Production, Supervising outsourced agency	



DETAILED SYLLABUS

2		Branding Study & Design Philosophy	10
	2.1	Trademark: 1. Brand Personality & Logo Studies 2. Types of Logo & Design Logic 3. Logotype, Wordmark, Letter-mark, Monogram, Emblem, Combo 4. Abstract & non-textual brand symbol · Non-Textual image-marks: Pictographic, Abstract · Inspiration of Logo-mark from Objects, Organs, Symbols, Grammatical, Religious · Logo Manual: Design Philosophy & Logic · Stationary: Corporate Branding – Letterhead Design, Layout essentials, Visiting Card, Letterhead engineering & logical layout	
3		Advertising Study	18
		Analyzing Ads: Choice of Canvas: Portrait/ Landscape, Panoramic/ tall & Proportions – Logic Strategy & takeaway message Target Audience & Design decisions Media & Media-wise Design Strategy A.I.D.C.A - Application of AIDA module: 1. Choice of Prime visuals to select audience 2. Choice of Words to engage audience 3. Choice of mood & presenting for desire 4. Support of endorsing for conviction 5. Minimum action the audience should take Anatomy of print ads: 1. Prime visual: Selection of target audience 2. Problem or Dream that catches attention 3. Headline: Opens topic with interest – - o Key words, Breaks, Typography, Placement, Connectedness 4. Subhead & Body: Typography & Placement 5. Type of Body: descriptive, Pointers, Bulleted, Narrative, Poetic 6. Slogan: typo, Take-away message, Brand & benefit association 7. Logo placement: Preferred place, On product, In tune with slogan 8. Infographics: Labels, Seals, Pictograms, Ideograms, Demonstrations, Insets 9. Pack-shot: Product, Ingredients, Associations, USP, features Layout 10. Balance, Harmony, visual path, Movement, Proximity, Uniting within components Strategy 11. Target audience, Concern addressed, Brand promise, Creative visuals	



DETAILED SYLLABUS

4		Planning a Campaign	17
		1. Deciding a client (product/ Service/ Cause) 2. Research of: o Product: features, Price, utility, Package, Type, Performance o Market: Target audience, Demographics, Psychographics, Geographic, behavioural, Persona o Competition: Close competitors, Their price bracket, Claims, o Media: Reachable media, Effective media, Prime & Supportive, Media frequency, trust, impact, interaction 3. Strategy: Planning a strategy based on above study. 4. Deriving solution – What to say & how? 5. Preparing Creative Brief 6. Ideating the creative communication. Visualizing, Illustrating, rough layouts <u>Working on Layout</u> 1. Refining layouts to final rough & finished 2. Working on software to execute planned ads 3. Evaluating & Elevating to final concept 4. Designing advertisements for all media <u>Planning TVC Storyboard</u> 1. Storyline > Script > Screenplay 2. Locations, Characters, Costumes 3. Floorplan & Camera plot 4. Key-frames > Shot > OSD > SFX > VFX > VO > Camera movements > Transition (Drawn/ digital) <u>Planning for other media</u> 1. Outdoor Hoarding (2D/3D), Electronic 2. Innovative/ Ambient 3. Transit 4. Point of Purchase 5. New media <u>Other Electronic media</u> 1. Web ads for internet 2. Social media posts <u>Campaign Presentation</u> 1. Brand book design (Logo design Manual) 2. Portfolio: Entire Advertising Campaign compiled into a 12in x18in artboards. <u>Preparing for Viva voce</u> Revising work, revisiting for fine tune, recollecting typography (fonts etc.) preparing principles	





DETAILED SYLLABUS

Important guidelines:

1. Learners have to select an existing 'product/service/cause' but give it a new/fresh brand name. It cannot be an existing brand.
2. Learners are not supposed to bring in non-feasible 'innovation' into the product/service to make it unique.
3. The viva-voce is based on the project and evaluation of design and strategic communication.
4. Marketing and Advertising are different so Advertising has to be self-explanatory.

Internal Assessment (40 marks)

The internal assessment will include evaluation of:

1. **Sketch Book:** (Imitation & Inspiration) – with various design principles, small ideation exercises, mini advertisement design, Typography, Expressive words, Metamorphosis, Calligraphy, harmony drawings.
Campaign ideation scribbles: Logo creation scribbles, crude and rough layouts, character visualization.
2. **Journal:** (Observation & Illumination) – Analyzing a collection of approx. 60 press and print ads of good brands. 10 to 15 ads of competitors of our brand and analyzing their promise. Understanding layout, harmony, typography, balance, mood and atmosphere, target audience, brand promise, concern addressed.

External Assessment (60 marks)

Selected Brand Campaign: Project & Viva Voce

****There will be no written examination for this paper.**

Reference Books:

1. Art & Ideas by G.M. Rege
2. Art & Production by N. N. Sarkar
3. Elements of Graphic Design by Alexander White
4. Advertising Design by Arvind Parulekar (Textbook)
5. Ogilvy on Advertising by David Ogilvy
6. Power of Emotional Marketing by Bhuvana Subramaniam
7. Power of Graphic Design by Yashoda Bhagwat





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – VI

PROGRAM(s): T.Y.B.A.MMC			SEMESTER: VI		
Course/Subject: Market Research and Media Monitoring			Course Code: HUBAMMC/ VI/ MJ 02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures / 1 hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To understand the processes involved in market research, including data collection, analysis, and interpretation. 2. To explore advertising research methods used to evaluate ad effectiveness and audience response. 3. To develop the ability to monitor and analyze media coverage, advertising trends, and digital conversations across traditional and online platforms.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the foundations of market research and audience analysis that is imperative to successful advertising, marketing and content creation. CO2: Conduct basic market research using data collection methods such as surveys, interviews and focus group discussions. CO3: Create and present a structured research report.					



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DETAILED SYLLABUS

Modules	Module Title	Credits/ Lectures
1	Introduction to Market Research	15
	Purpose and scope of market research. The research process – Research Design, Data Collection Methods in Market Research – Surveys, Observations, Focus Group Discussions, Interviews. Data Analysis. Types of research, Primary, Secondary and Tertiary data sources. Quantitative and Qualitative Research. When to use qualitative and quantitative research tools, combining research methods. Scope and types of Applied Market Research Studies. Challenges in Market Research. Introduction to Market research industry. Profile of some Market Research firms.	
2	Advertising Research	15
	Introduction to Advertising Research. Copy Research - Concept Testing, Name testing, Slogan Testing. Copy Testing measures and methods – Free Association, Direct Questioning, Direct Mail Tests, Statement Comparison tests, Focus Groups, Qualitative Interviews. Pretesting – Print Pretesting, Broadcast Pretesting, Challenges to pre-testing. Post Testing – Recall tests, Recognition test, Triple Association Test, Sales effect tests, Sales result tests, Enquiries test. Physiological rating scales – Pupil metric devices, Eye-movement camera, Galvanometer, Voice Pitch Analysis, Brain pattern analysis.	





DETAILED SYLLABUS

3	Media Monitoring	20
	Media Monitoring, Media Habit Studies, Media Audience and Ad-spend tracking, Media Effectiveness Research: Reach, Visibility, Noticeability. Media monitoring - Evolution from traditional clipping services to digital tools. Need and importance of social media monitoring and social listening. Difference between social monitoring and social listening. Types of Media to Monitor – Social media platforms (Twitter, Facebook, Instagram, etc.). News websites, blogs, forums, and review sites and niche communities. Overview of tools: Google Alerts, Hootsuite, Brandwatch, Mention, etc. Free vs. paid tools: Features, advantages, and limitations. Setting up monitoring systems: Keywords, search queries, and filters.	
4	Reporting & Presenting Research and Ethical Guidelines	10
	How to write a research report – Executive summary, various sections of a research report. Client Pitch Simulations – Presenting research findings to a mock client. Ethical issues in market research: Data privacy in research, understanding deceptive practices, bias, and consent. Cross-cultural research challenges.	

Reference Books:

- 1.Green, P.E., Tull, D.S. & Albaum, G. (2009). Research for Marketing Decisions. PHI Learning.
- 2.Malhotra, N.K. & Dash, S. (2022). Marketing Research: An Applied Orientation. Pearson Education.
- 3.Beri, G.C. (2013). Marketing Research. McGraw Hill Education.
- 4.Fletcher, A., et. al. (1991). Fundamentals of Advertising Research. Wadsworth.
- 5.Berger, A. A. (2000). Media and Communication Research Methods: An Introduction to Qualitative and Qualitative Approaches. Sage Publications and Thousand Oaks.
- 6.Gupta, S. (2022). Digital Marketing. McGraw Hill.





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – VI

PROGRAM(s): T.Y.B.A.MMC			SEMESTER: VI		
Course/Subject: Media Planning and Buying			Course Code: HUBAMMC/ VI/ MJ 03		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures /1 hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To understand the principles, processes, and requirements of media planning and buying. 2. To gain practical knowledge of media research tools, media buying techniques, and cost evaluation metrics. 3. To explore traditional and digital media buying processes, including programmatic advertising and performance-based metrics.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the strategic relevance of media planning process in marketing campaigns. CO2: Analyse market and audience data to create targeted media plans. CO3: Apply media buying strategies across traditional and digital platforms.					



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DETAILED SYLLABUS

Modules	Module Title	Credits/ Lectures
1	Introduction to Media Planning	15
	Definition of Media Planning and the sequence of planning. Teams in Media Agency: Media Planning, Media buying, Strategy, Analytics & Research, Client Servicing. Significance of media planning, the planning process, and its role in IMC. Media Objectives and Strategies. Setting media objectives (reach, frequency, continuity), crafting media strategies. Understanding the numerical calculations involved in Reach and Frequency. Introduction to Effective Frequency and Effective Reach. Situation analysis and Marketing strategy plan. Negotiation skills in media buying.	
2	Media Briefing and Research	12
	Business and Marketing Objectives, setting expectations, setting measurable deliverables, Timing, Budget, Market Situation and Competitive Scenario. Target Audience Analysis and Measurement. Sources of Media Research: Nielson Clear Decision (NCD for Print), TRP, Broadcast Audience Research Council (BARC), IRS, Audit Bureau of Circulation, RAM, GRP, Comscore – Digital, Alexa. Media Research Metrics. Target Audience Identification. Segmenting audiences using demographics and psychographics.	





DETAILED SYLLABUS

3	Media Buying and Budgeting	15
	Media Mix and Budget Allocation - Understanding how media is purchased. Choosing media channels (TV, radio, digital, etc.), budgeting strategies. Media Buying Agencies: Roles and responsibilities. Factors influencing media costs. Communication mix. Content Marketing and its growing importance in the media field.	
4	Digital Media Buying	18
	Buying Digital Advertising: An Overview. Paid media, Owned media and Earned media; Digital Sales Funnel; Direct buys from the websites / Impact Buys; Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)]; Advertising via Premium Publishers; Advertising via Networks and Exchanges; Affiliate Network; OTT Platforms; Influencer Marketing or social media influencers; Content advertising; Native advertising; Identifying the right keywords for advertising; App installed campaigns; Push notification; Google ads; Bing ads; Lead Progression [Call to Action (CTA) Cost per impression, Cost per click (CPC), Cost per lead (CPL), Cost per action (CPA) or pay per action (PPA), cost per conversion or Revenue sharing or cost per sale].	

Reference Books:

1. Menon, A., (2010). Media Planning and Buying: Principles and Practice in the Indian Context. McGraw Hill Education.
2. Barban, A.M., Cristol, S.M., & Kopec, F.J. (1993). Essentials of Media Planning: A Marketing Viewpoint. NTC Publishing Group.
3. Jethwaney, J. & Jain, S. (2012). Advertising Management. Oxford University Press India.
4. Sissors, J.Z. & Baron, R.B. (2002). Advertising Media Planning. McGraw Hill Education.
5. Surmanek, J., (1994). Introduction to Advertising Media: Research, Planning & Buying. McGraw Hill Contemporary.

Additional resources to consult:

- Broadcast Audience Research Council (BARC) Reports
- Audit Bureau of Circulation (ABC) Data
- Indian Readership Survey (IRS)





SYLLABUS FOR B.A. (MULTIMEDIA AND MASS COMMUNICATION)

SEMESTER – VI

PROGRAM(s): T.Y.B.A.MMC		SEMESTER: VI			
Course/Subject: Media Laws and Ethics		Course Code: HUBAMMC/ VI/ MN 01			
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
4 lectures/ 1 Hour each	NA	NA	4	40 marks	60 marks
Learning Objectives: 1. To enable students to understand the legal frameworks that govern media and advertising practices in India. 2. To equip learners with the knowledge to identify and avoid legal violations in journalistic and advertising domains. 3. To develop the ability to apply media laws to real-world scenarios and decision-making processes.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Identify and interpret key legal provisions under Indian law related to journalism and advertising. CO2: Recognize unlawful and unethical media practices, such as fake news, paid news, and media trials. CO3: Demonstrate awareness of rights, content regulation, and responsibilities of media producers across various platforms.					



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DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Legal Foundations for Media Professionals	20
	1.1	Constitution of India: Article 19(1)(a) – Freedom of Speech and Expression & Reasonable Restrictions under Article 19(2) RTI Act and access to public information Contempt of court: avoiding prejudicial reporting Role of the judiciary in media jurisprudence Landmark Judgments: Romesh Thappar v. State of Madras, Shreya Singhal v. Union of India, Sakal Papers v. Union of India Introduction to new criminal codes: BNS, BNSS, and BSA (2023)	
	1.2	<u>Criminal Law, Speech Offenses & Digital Compliance</u> What constitutes speech offenses and crimes against the State Section 152 (BNS): Sedition like offenses, responsible political reporting, what constitutes national interest in media. Sections 189, 196, 197: Hate speech, enmity promotion Sections 294, 295, 296: Hurting religious sentiment and obscenity laws Section 206 (BSA): What constitutes contempt of court in media Sections 353, 356: Defamation and false news	





DETAILED SYLLABUS

2		Laws related to digital media	10
	2.1	IT Act 2000 (Sections 66A, 67, 67A) Data Protection Bill & Right to Privacy – how does it affect journalists and advertisers Fake news, doxxing, trolling, hate speech	
3		Journalistic Ethics and Legal Frameworks	20
	3.1	Code of Ethics for Journalists PCI, NBA Investigative journalism – ethics, legal limits and right of public to information Ethical reporting in crisis: suicide, sexual violence, minor victims and war reporting. Representation of gender, caste, LGBTQIA+, disability Whistleblowing and source protection Media trials Media regulations in election coverage, exit poll restrictions Official Secrets Act, 1923 – Handling sensitive government information	
4		Advertising Ethics	10
	4.1	ASCI guidelines, misleading claims, surrogate ads Copyright Act, 1957 Drugs and Magic Remedies (Objectionable Advertisements) Act Indecent Representation of Women (Prohibition) Act, 1986 Copyright Act, 1957	

Reference Books:

1. Basu, D.D. – Introduction to the Constitution of India
2. Madhavi Goradia Divan – Facets of Media Law
3. PCI, ASCI, NBA Guidelines, IT Rules 2021
4. Official Govt. Publications: BNS, BNSS, BSA, IT Act, Consumer Protection Act, Copyright Act





SEMESTER – VI

PROGRAM(s): T.Y.B.A.MMC			SEMESTER: VI		
Course/Subject: Media, Polity and Governance in India			Course Code: HUBAMMC/ VI/ MN 02		
Teaching Scheme					Evaluation Scheme
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Internal Assessment (CIA)	Semester End Examination
2 lectures /1 hour each	NA	NA	2	20 marks	30 marks
Learning Objectives: 1. To understand the structure and functioning of political systems in India. 2. To explore the role of media as the fourth estate and its influence on governance and public discourse. 3. To discuss ancient Indian political and ethical thought and its relevance to contemporary political communication and governance.					
Course Outcomes: After completion of the course, learners would be able to: CO1: Understand the constitutional and institutional frameworks of Indian governance and the role of various political actors in it. CO2: Recognise the important regional and local issues affecting citizens and media's role in bringing those to the mainstream political discourse. CO3: Appreciate the role of media in a democracy, with specific reference to its function during key national events and crises.					



DETAILED SYLLABUS

Modules	Units	Module Title	Credits/ Lectures
1		Media, Polity and Governance	15
	1.1	Overview of political systems in India - Parliamentary democracy, multi-party system, Federalism. Ministries of Government of India. Maharashtra – state level issues. Political parties of Maharashtra – reach and challenges. Prominent political leaders from Maharashtra. Local/ City based issues – Housing shortage & Redevelopment, Slum rehabilitation projects, Infrastructure development, Environmental concerns etc.	
	1.2	Relationship between media and governance. Media as the fourth estate. Media's influence on governments during times of crisis through case studies (during natural disasters, terror attacks – Kandahar Hijack, 2008 Terror attack on Mumbai and role of media, COVID-19 Pandemic etc.). Use of digital media platforms for political communication and engagement.	





DETAILED SYLLABUS

2		Indian Concepts in Media, Polity and Governance	15
	2.1	Dharma, Rajdharma, and the ethics of governance in Indian tradition. Kautilya's <i>Arthashastra</i> : Early wisdom on statecraft. King Ashoka's Edicts as early public service communication and policy messaging. Buddhist political thought: Kingship and the relations between politics and ethics. Concept of good governance in ancient Indian texts. Satyagraha and Swaraj as models of ethical political communication.	
	2.2	Origin of political institution in ancient India: Concept of Dandniti. Types of state, kingship. Ganasanghas and non-monarchical formations in ancient India. Concept of Grassroots democracy in ancient India leading to the evolution of modern day Panchayati Raj System. The role of media in a democratic republic: Dr. B.R. Ambedkar's vision and Constitutional safeguards. Indian Model of Governance and Public Communication in the Digital Era (e-Governance, MyGov, Digital India).	

Reference Books:

1. Basu, D.D. (2022). Introduction to the Constitution of India. Lexis Nexis.
2. Laxmikanth, M. (2023). Indian Polity. McGraw Hill.
3. Jeffrey, R. (2000). India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press. Palgrave Macmillan.
4. Altekar, A.S. (2016). State and Government in Ancient India. Motilal Banarsidass Publishers.
5. Padhy, K.S. (2011). Indian Political Thought. PHI Learning.
6. Kangle, R.P. (2014). The Kautiliya Arthashastra (3 vols.). Motilal Banarsidass Publishers.





F. BEST PRACTICES & FUTURE PLANS

Best Practices



Experiential learning through workshops, live projects, field visits, media production activities, internships, and interaction with media professionals.



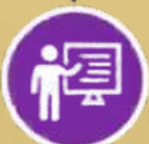
Providing students with opportunities to create short films, documentaries, advertisements, and social awareness campaigns as part of internal assessments.



Encouraging participation in intercollegiate media festivals to enhance exposure and confidence.



Maintaining an active digital and social media presence managed by students under faculty supervision to promote departmental activities and practical learning.



Offering peer learning opportunities where senior students train juniors in editing software, content creation, event management, and production skills.

Future Plans



Conducting an annual media festival.



Introduction of short-term certificate courses in areas such as:

- Grooming & Personality Development
- Film Making & Direction
- Mobile Journalism (MoJo)
- Storytelling for Media



Creation of a dedicated Placement and Career Guidance Cell for Mass Media students to facilitate campus placement, portfolio building and resume & interview training.



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