



Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjunwala College

of Arts, Science & Commerce

(Autonomous College)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the FYBMM

Program: BMM

Course: Semester I and II

*(Adapted from the Credit Based Semester and Grading System FYBMM Syllabus of
University of Mumbai 2018-19)*

FYBMM Syllabus Semester I & II

DISTRIBUTION OF TOPICS AND CREDITS

FYBMM SEMESTER I

| Course | Nomenclature | Credits | Topics |
|------------|------------------------------------|---------|--|
| RJAUBMM101 | Fundamentals Of Mass Communication | 03 | <ol style="list-style-type: none"> 1. Mass Communication 2. Impact of Mass Media 3. Mass Communicators 4. The New Mass Media 5. Impact of Mass Media on Society |
| RJAUBMM102 | Effective Communication Skills – I | 03 | <ol style="list-style-type: none"> 1. The concept of communication 2. Reading (English, Marathi or Hindi) 3. Writing (English, Marathi or Hindi) 4. Oral Communication 5. Thinking and Listening Skills 6. Introduction of Translation & Views of Translation 7. Processing in Translation 8. Interviews/Press Conference |
| RJAUBMM103 | Introduction To Financial Accounts | 03 | <ol style="list-style-type: none"> 1. Introduction of Book keeping and accountancy; Meaning and fundamental of double entry book keeping; Journal; Ledger 2. Subsidiary book; Cash book; Trail balance 3. Bank reconciliation statement; Rectification of Error; Depreciation, provision & reserve 4. Final accounting; Accounting concepts, convention and principles; Source of documents required for accounting; Computer in accounting. |
| RJAUBMM104 | Introduction To Economics | 03 | <p>Micro Economics</p> <ol style="list-style-type: none"> 1. Nature and Scope of micro economics 2. Consumer Behaviour and demand analysis 3. Production Function 4. Cost Concept 5. Market Structure <p>Macro Economics</p> <ol style="list-style-type: none"> 1. Meaning and Scope of macro |

FYBMM Syllabus Semester I & II

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| | | | <p>economics</p> <ol style="list-style-type: none"> 2. Money and Inflation 3. Brief understanding of Government 4. Overview of Indian Economy 5. Introduction to external sector |
| RJAUBMM105 | Introduction To Sociology | 03 | <ol style="list-style-type: none"> 1. Introduction to sociology 2. Society and Social Interaction 3. Social Institution 4. Contemporary and legal issues 5. Culture and Media 6. Social stratification 7. Socialization 8. Social group and social control 9. Social change 10. Social movements |
| RJAUBMM106 | Introduction To Computers | 03 | <ol style="list-style-type: none"> 1. Computer basics 2. Networking basics 3. Introduction to Internet 4. Text and Documents Editing and Presentation Microsoft Word 5. Microsoft Excel 6. PowerPoint 7. Photoshop 8. Page Layout (In Design) 9. Introduction to corel draw |

FYBMM SEMESTER II

| Course | Nomenclature | Credits | Topics |
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FYBMM Syllabus Semester I & II

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|-------------------|---|-----------|---|
| RJAUBMM201 | Effective Communication Skills – II | 03 | <ol style="list-style-type: none"> 1. Editing 2. Summarization 3. Interpretation of technical data 4. Letter-writing 5. Copywriting 6. Report writing 7. Types of translation and Practical Exercises |
| RJAUBMM202 | Political Concepts & Indian Political System | 03 | <ol style="list-style-type: none"> 1. Concepts 2. Indian Constitution 3. Political Dynamics (India) 4. Political Dynamics (Maharashtra) 5. Politics and Media |
| RJAUBMM203 | Introduction To Literature | 03 | <ol style="list-style-type: none"> 1. Introduction to Literature 2. Poetry from Elizabethan age to Romantic Revival 3. Short Stories (One short story of each writer) 4. Novel (Any 2 Authors for Exams. Remaining for Assignments) 5. Drama |
| RJAUBMM204 | Principles Of Marketing | 03 | <ol style="list-style-type: none"> 1. Marketing – An Overview 2. Marketing Environment 3. Developing the concept of marketing mix 4. New product strategies 5. Pricing strategies & methods 6. Integrated Marketing Communications 7. Market Segmentation 8. Recent Trends in Marketing |
| RJAUBMM205 | Media Psychology | 03 | <ol style="list-style-type: none"> 1. Evolution of Psychology 2. Role of Psychology In Media 3. Psychological Effects and |

FYBMM Syllabus Semester I & II

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| | | | <p>Influence of Media</p> <ol style="list-style-type: none">4. Developmental Psychological Issues with Respect to Media5. Social Psychology of Media |
| RJAUBMM206 | Principles Of Management | 03 | <ol style="list-style-type: none">1. Management2. Contribution of management thinkers3. Functions of management4. Time management5. Leadership6. Group dynamics; team management7. Decision-making8. Recent Trend in Management |

FYBMM Syllabus Semester I & II

| SEMESTER I | | L | Cr |
|---|-------------------------------|-----------|-----------|
| Paper-I: Fundamentals Of Mass Communication | Paper Code: RJAUBMM101 | 60 | 03 |
| UNIT I | | 15 | |
| Mass Communication | | | |
| <ul style="list-style-type: none"> • Meaning and need for Mass Communication • Forms of Communication: Intra Personal Communication, • Interpersonal Communication, Group Communication, • Public Communication, • Communication: Electronic, Satellite, • Interactive, Digital Communication etc. • Elements and process of communication • Models of Mass Communication: Gerber's Model, Sociological • Model, Gatekeeping Model Defleur's Model of the Taste-differentiated Audience Model, Hub Model • Functions of Mass Communication • Barriers of Mass Communication | | | |
| UNIT II | | 15 | |
| Impact of Mass Media | | | |
| <ul style="list-style-type: none"> • Introduction to Mass Media. • Content and Nature of Mass Media • Influence of Mass Media • The Indian Context: reach, impact, access and nature of audience. • Differentiate between Mass Communication • Mass Media. • Means & Tools of Mass Communication: <ul style="list-style-type: none"> (a) Traditional & Folk Media: Types, importance of traditional media (b) Print: Books, Newspapers, Magazines (c) Broadcast: Television, Radio (d) Films (e) Internet (f) Advertising and Public Relations (g) Other outdoor media | | | |
| UNIT III | | 07 | |
| Mass Communicators | | | |
| <ul style="list-style-type: none"> • Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas) | | | |
| UNIT IV | | 15 | |

FYBMM Syllabus Semester I & II

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| The New Mass Media | | |
| <ul style="list-style-type: none"> • Media Convergence: conceptual framework, • Dimension, economic dimension, Socio-cultural dimension and its implications to 'Mass Communication'. • Developments in the Economy, Society, and Culture and its impact on current communication media. • Introduce key terms such as "information economy" and "information, society", "Digital," "multimedia "information, superhighway", "channel abundance" "interactivity." • Impact of social media on Mass Communication | | |
| UNIT V | 08 | |
| Impact of Mass Media on Society | | |
| <ul style="list-style-type: none"> • Education • Children • Women • Culture • Youth • Development | | |

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| SEMESTER I | L | Cr |
| Paper-II: Effective Communication Skills I | 60 | 03 |
| Paper Code: RJAUBMM102 | | |

FYBMM Syllabus Semester I & II

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| UNIT I | | 06 | |
| The concept of communication | | | |
| <ul style="list-style-type: none"> • Meaning • Process • Barriers | | | |
| UNIT II | | 10 | |
| Reading (English, Marathi or Hindi) | | | |
| <ul style="list-style-type: none"> • Reading (English, Marathi or Hindi) • Types of reading (skimming and scanning) • Types of reading (same with examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi) • Recognizing aspects of language particularly in media • Vocabulary 100 media words • Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses | | | |
| UNIT III | | 10 | |
| Writing (English, Marathi or Hindi) | | | |
| <ul style="list-style-type: none"> • Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing. • Introduction to feature and script writing | | | |
| UNIT IV | | 07 | |
| Oral Communication | | | |
| <ul style="list-style-type: none"> • Presentation, anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion | | | |
| UNIT V | | 08 | |
| Thinking and Listening Skills | | | |
| <ul style="list-style-type: none"> • Types of thinking (rational and logical) • Errors in thinking • Partialism • Time scale • Egocentricity • Prejudices • Adversary Thinking • Extremes • Types of listening, Barriers to listening | | | |

FYBMM Syllabus Semester I & II

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| UNIT VI | 06 | |
| Introduction of Translation & Views of Translation | | |
| <ul style="list-style-type: none"> • Concept and importance of translation, External view of translation – Textual reliability, The Translator's reliability, Timeliness, Cost, Trade-offs. • Internal view of translation –Translator as a learner, • Translator's memory – Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding. • The translator's Learning Styles: Context, Field – Dependent/ Independent, Flexible/ Structural Environment, Independence/Dependence/Interdependence, Relationship/ Content Driven. | | |
| UNIT VII | 07 | |
| Processing in Translation | | |
| <ul style="list-style-type: none"> • Input and Processing: Input – Visual, Auditory and Kinetic; Processing – Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings). • The process of translation: The shuttle Experience, Charles Sanders Pierce on Instinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention | | |
| UNIT VIII | 06 | |
| Interviews/Press Conference | | |
| <ul style="list-style-type: none"> • Types of Media Interview: Accident or Incident, General, Talk Show, Ambush, Remote, Edited | | |

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| SEMESTER I | L | Cr |
| Paper-III: Introduction To Financial Accounts | 60 | 03 |
| UNIT I | 15 | |

FYBMM Syllabus Semester I & II

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| Introduction of Book keeping and accountancy; Meaning and fundamental of double entry book keeping; Journal; Ledger | | |
| <ul style="list-style-type: none"> • Meaning • Process • Barriers | | |
| UNIT II | 15 | |
| Subsidiary book; Cash book; Trail balance | | |
| <ul style="list-style-type: none"> • Subsidiary book • Cash book • Trail balance | | |
| UNIT III | 15 | |
| Bank reconciliation statement; Rectification of Error; Depreciation, provision & reserve | | |
| <ul style="list-style-type: none"> • Bank reconciliation statement • Rectification of Error • Depreciation, provision & reserve | | |
| UNIT IV | 15 | |
| Final accounting; Accounting concepts, convention and principles; Source of documents required for accounting; Computer in accounting | | |
| <ul style="list-style-type: none"> • Final accounting • Accounting concepts, convention and principles • Source of documents required for accounting • Computer in accounting | | |

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| SEMESTER I | | L | Cr |
| Paper-IV: Introduction To Economics | Paper Code: RJAUBMM104 | 60 | 03 |
| UNIT I | | 28 | |
| Micro Economics | | | |

FYBMM Syllabus Semester I & II

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| <ul style="list-style-type: none"> • Nature and Scope of Micro Economics • Meaning-nature-scope-significance & limitations, positive and normative economics. Basic Concepts, wealth-welfare and scarcity. • Consumer Behaviour and Demand • Analysis: Marshallian Approach –Equi- marginal utility- Law of demand –Determinants of Demand Elasticity of demand and its measurement- Price, • Income, Cross and Promotional Elasticity of Demand • Production Function: • Short run and long run production function – Economies and Diseconomies of scale, scope – international economies • Costs of Production • Concepts of cost – measures of costs – Total, Fixed, Variable, Marginal, Average Costs, opportunity costs, social and private costs, implicit, explicit costs. Total Revenue – Breakeven Analysis • Market Structure:Features of PerfectCompetition, Monopoly, MonopolisticCompetition and Oligopoly | | |
| UNIT II | 32 | |
| Macro Economics | | |
| <ul style="list-style-type: none"> • Introduction: Meaning and scope of macro economics- Concepts of National Income GNP,GDP,NNP,NDP, Per Capita Income –Circular flow of income – Trade Cycles – Featuresand Phases • Money and Inflation: Meaning and function ofmoney-Constituents and Determinants of moneysupply – Velocity of circulation of money – RBI'sapproach to money supply – Demand for money –Inflation – meaning- causes – effects – measures tocontrol inflation – Monetary policy - Functions ofCommercial Banks and Central Bank • Brief Understanding of Government: FiscalPolicy-Sources of Public Revenue- Areas of PublicExpenditure – Union Budget -Social Expenditure –Millennium Development Goals • Overview of Indian Economy: Structure andmacroeconomic scenario – salient featureschallengesand economic issues – povertyunemployment– infrastructure – population –India's position in worldeconomy – share in worldGDP, Trade and Capital flows. • Introduction to External Sector: Balance ofPayments –Exchange Rate - Trade Policy – FreeTrade and Protectionism – FDI - FII. WorldInstitutions – IMF, World Bank and WTO – India in a globalized world | | |

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| SEMESTER I | | L | Cr |
| Paper V: Introduction ToSociology | Paper Code: RJAUBMM105 | 60 | 03 |
| UNIT I | | 06 | |
| Introduction to sociology | | | |

FYBMM Syllabus Semester I & II

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| <ul style="list-style-type: none"> • Definition and features • Sociological imagination • Sociological perspectives- Functionalist, Conflict, Symbolic Interaction and Feministperspective. • Sociological Thought Emile Durkheim- <ul style="list-style-type: none"> a. Social facts, b. Division of Labour, c. Durkheim Theory and Typology of Suicide Karl Marx – Historical d. Materialism, e. Theory of social change and class struggle, f. Alienation Max Weber – Weber’s Theory of Bureaucracy, g. Weber’s theory of Social Action, h. Weber’s theory of Authority (Traditional, Regional, Charismatic) | | |
| UNIT II | 05 | |
| Society and Social Interaction | | |
| <ul style="list-style-type: none"> • Definition of society, features, Types of Society- Rural and Urban,civil society • Social Interaction: Definition, Need for social interaction, Forms of social interaction: Cooperation,Competition, Conflict, Assimilation, Accommodation, integration. | | |
| UNIT III | 05 | |
| Social Institution | | |
| <ul style="list-style-type: none"> • Definition • Need for social institutions • Types: Family, Marriage, education, religion, economy, polity, and media | | |
| UNIT IV | 05 | |
| Contemporary and legal issues | | |
| <ul style="list-style-type: none"> • Definition of news • Types of news • News values • Sociological significance of news | | |
| UNIT V | 08 | |
| Culture and Media | | |
| <ul style="list-style-type: none"> • Culture: meaning, elements, types, features • Concepts related to culture (popular culture, sub-culture, ethnocentrism, acculturation,cultural relativism, culture shock, cultural lag) • Discussion of Core Indian values • Establish the link between culture and media • Globalization and culture | | |

FYBMM Syllabus Semester I & II

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| <i>UNIT VI</i> | 05 | |
| Social stratification | | |
| <ul style="list-style-type: none"> • Definition • Segments: caste, class, gender, and age. • Contemporary and legal issues of caste reservation, gender identity, religion and regional | | |
| <i>UNIT VII</i> | 05 | |
| Socialization | | |
| <ul style="list-style-type: none"> • Meaning • Need • Agencies of socialization with particular reference to Media | | |
| <i>UNIT VIII</i> | 05 | |
| Social group and social control | | |
| <ul style="list-style-type: none"> • Meaning, need and importance • Types (primary, secondary, formal, informal, in-group and out-group, Reference group) • Social control-Meaning, Functions, Formal and informal means of control over media. | | |
| <i>UNIT IX</i> | 08 | |
| Social change | | |
| <ul style="list-style-type: none"> • Social Change - meaning, factors of social change, impact of social change with special reference to media and communication. | | |
| <i>UNIT X</i> | 08 | |
| Social movements | | |
| <ul style="list-style-type: none"> • Social movements - Definition, features, types of social movement, elements, stages of social movement, some examples • Social Problems in India <ul style="list-style-type: none"> a. Poverty b. Unemployment and Youth Unrest c. Population Explosion d. Urbanization and Migration e. Crime against women f. Child abuse and child labor g. Drug Addiction, Alcoholism | | |

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| SEMESTER I | | L | Cr |
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| Paper VI: Introduction ToComputers | Paper Code: RJAUBMM106 | 60 | 03 |
| <i>UNIT I</i> | | 08 | |
| Computer basics | | | |
| <ul style="list-style-type: none">• Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker.• Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM.• What does one mean by the speed of a computer?• Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts• File Management, importance of organizing work in folders, Disk | | | |

FYBMM Syllabus Semester I & II

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| <ul style="list-style-type: none"> partitions, physical and logical drives, etc. Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing. | | |
| UNIT II | 06 | |
| Networking basics | | |
| <ul style="list-style-type: none"> Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Intranet and Internet, Client Server Architecture. Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans. | | |
| UNIT III | 06 | |
| Introduction to Internet | | |
| <ul style="list-style-type: none"> Domain names, webservers, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals (Horizontal and vertical portals). Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges – copyright issues, technology issues, political issues, social issues; economic issues – ethical issues Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet: advantages, limitations Text and Documents Editing and Presentation Microsoft | | |
| UNIT IV | 06 | |
| Text and Documents Editing and Presentation Microsoft Word | | |
| <ul style="list-style-type: none"> Creating, Saving documents Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index) Language Tools (spelling, grammar thesaurus) Inserting images, cut, copy, paste Creating Tables Mail merge, Use of keyboard shortcuts | | |
| UNIT V | 08 | |
| Microsoft Excel | | |
| <ul style="list-style-type: none"> Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet Entering data, Formulae, functions, Editing sheets, Formatting. Finding, replacing and filling data, Database Management, sorting, Preparing Charts, Use of Keyboard shortcuts. | | |
| UNIT VI | 06 | |

FYBMM Syllabus Semester I & II

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| PowerPoint | | |
| <ul style="list-style-type: none"> • Introduction to presentations, create, save • Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, ClipArt's, pictures, organization charts, charts, etc. • Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds, • Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts. | | |
| UNIT VII | 06 | |
| Photoshop | | |
| <ul style="list-style-type: none"> • Introduction to graphics, difference between vector and bitmap images, CMYK and RGB • Image size, canvas size, Resolution and DPI. Learning tools (all tools of the toolbox), colour separation. • Different graphic formats (PSD, JPG, GIF, etc.) Scanning and colour correction, Touching up photographs, importance of highlights, mids and shadows, Cloning, duplicating and adjustment. • Working with Image, giving effects to image, cropping and resizing images, Masking, Working with layers, preparing images for the web, print medium and films. | | |
| UNIT VIII | 06 | |
| Page Layout (In Design) | | |
| <ul style="list-style-type: none"> • Introduction to different Page Making software, Tools, menus, • Tools, Making pages in Quark Express / PageMaker. Inserting a photograph / graphics for print, Creating blurbs, Using drop caps, etc, Differences between Quark Express and PageMaker. • Creative page layouts in different media (flyers, brochures, books, newspapers, etc.), Basics of newspaper layout, folds, importance of placement of news above and below the fold, Preparing a dummy newspaper | | |
| UNIT IX | 08 | |
| Introduction to Corel draw | | |
| <ul style="list-style-type: none"> • CorelDraw Terminology and Concepts • Drawing Ellipses, Circles, Arcs, and Pie Shapes • Drawing Lines in CorelDraw • Drawing Rectangles, Squares, Polygons and Stars • Cloning objects, applying colour and tone effects. | | |

| SEMESTER II | | L | Cr |
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| Paper I: Effective Communication Skills- II | Paper Code: RJAUBMM201 | 50 | 03 |
| <i>UNIT I</i> | | 04 | |
| Editing | | | |
| <ul style="list-style-type: none"> • Editing: (English, Hindi and Marathi) • Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion),. • Writing synopsis, abstracts, précis writing, newspaper editing and magazine editing. | | | |
| <i>UNIT II</i> | | 04 | |

FYBMM Syllabus Semester I & II

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| Summarization | | |
| <ul style="list-style-type: none"> Summarization: (English, Hindi and Marathi) To create awareness in students regarding organization of the material- the points and sub-points and the logical connection between these points, Summarizing news content. | | |
| UNIT III | 05 | |
| Interpretation of technical data | | |
| <ul style="list-style-type: none"> Interpretation of technical data: Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them. | | |
| UNIT IV | 10 | |
| Letter-writing | | |
| <ul style="list-style-type: none"> Letter writing: (English, Hindi and Marathi) Business Correspondence, Trade letters, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor. | | |
| UNIT V | 07 | |
| Copywriting | | |
| <ul style="list-style-type: none"> Copywriting: (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box) | | |
| UNIT VI | 10 | |
| Report writing | | |
| <ul style="list-style-type: none"> Report writing: (English, Hindi and Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news) | | |
| UNIT VII | 10 | |
| Types of translation and Practical Exercises | | |
| <ul style="list-style-type: none"> Types of translation and Practical Exercises: Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English | | |

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| SEMESTER II | L | Cr |
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FYBMM Syllabus Semester I & II

| Paper II: Political Concepts And The Indian Political System | Paper Code: RJAUBMM202 | 50 | 03 |
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| <i>UNIT I</i> | | 10 | |
| Concepts | | | |
| <ul style="list-style-type: none"> • Definition and Elements of State and factors building a Nation • Democracy: Principles, Institutions and Challenges • Non-Democratic forms of government: Characteristics | | | |
| <i>UNIT II</i> | | 10 | |
| Indian Constitution | | | |
| <ul style="list-style-type: none"> • Features of the Constitution • Preamble and Philosophy of the Constitution • Fundamental Rights • Fundamental Duties • Directive Principles of State Policy • Directive Principles of State Policy. Differences between Fundamental Rights and Directive Principles. | | | |
| <i>UNIT III</i> | | 10 | |
| Political Dynamics (India) | | | |
| <ul style="list-style-type: none"> • Indian Party System: Evolution • Major National and Regional Parties • Caste and Reservation • Role of Religion in Indian Politics • Local Self Government • Electoral System and Reforms • Coalition governments- Meaning, advantages and disadvantages. • Case study- A comparative study of the working of UPA and NDA as coalitions | | | |
| <i>UNIT IV</i> | | 10 | |
| Political Dynamics (Maharashtra) | | | |
| <ul style="list-style-type: none"> • Party system in Maharashtra: Evolution • Regional Imbalance-the Vidharbha Movement • Dominant Caste- The demands of the Maratha community • The Dalit movement in Maharashtra and its present status. | | | |
| <i>UNIT V</i> | | 10 | |
| Politics and Media | | | |
| <ul style="list-style-type: none"> • Role of Media in democracy • Media and formation of Public opinion, Paid news. • Political Campaigning and advertising in new media. Case studies- | | | |

FYBMM Syllabus Semester I & II

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| Madison world, Dentsu–Their roles in the election campaign of 2013. | | |
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| SEMESTER II | | L | Cr |
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| Paper III: Introduction to Literature | Paper Code: RJAUBMM203 | 50 | 03 |
| UNIT I | | 08 | |
| Introduction to Literature | | | |
| <ul style="list-style-type: none"> • Concept of Literature • Forms of literature: <ul style="list-style-type: none"> a) Poetry & it's types b) Prose- Fiction-Types of Fiction c) Drama- Elements of drama <ul style="list-style-type: none"> ❖ Plot ❖ Characters- Types of characters ❖ Setting ❖ Script • History of English Literature <ul style="list-style-type: none"> a) Pre-Romantic and Romantic b) Victorian c) Modern and Post-modern d) Post-Colonial and Feminist | | | |
| UNIT II | | 10 | |
| Poetry from Elizabethan age to Romantic Revival | | | |
| <ul style="list-style-type: none"> • John Donne: The Good Morrow and William Blake: The Tyger and the Lamb • William Wordsworth: Tintern Abbey / Solitary Reaper • ST Coleridge: Kubla Khan, John Keats: Ode to Nightingale and Autumn • Shakespeare's Sonnets – Any 1 • John Milton • Alexander Pope • Poetry from Twentieth Century: (a) TS Eliot / W B Yeats: The Love Song of J. Alfred Prufrock (b) Indian Poets | | | |
| UNIT III | | 12 | |
| Short Stories (One short story of each writer) | | | |
| <ul style="list-style-type: none"> • Short Stories: <ol style="list-style-type: none"> 1. Anita Desai 2. Ruskin Bond 3. Anton Chekhov 4. Munshi Premchand | | | |

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| UNIT IV | 10 | |
| Novel (Any 2 Authors for Exams. Remaining for Assignments) | | |
| <ul style="list-style-type: none"> • Jane Austin: Pride and Prejudice • RK Narayan: Guide / Bachelors of Arts • Anita Desai: Voices in the City • Amitav Ghosh: The Shadow Lines • Rabindranath Tagore: The Home and the world • Upamanu Chatterjee • Mark Twain • Margaret Atwood: Surfacing • Salman Rushdie: Midnight's Children • Ernest Hemingway: Old Man of the Sea, Farewell to Arms | | |
| UNIT V | 10 | |
| Drama | | |
| <ul style="list-style-type: none"> • The Merchant of Venice – William Shakespeare • Tennessee Williams-Streetcar named Desire • Julius Caesar-William Shakespeare • George Bernard Shaw-Arms and the Man | | |

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| SEMESTER II | | L | Cr |
| Paper IV: Principles of Marketing | Paper Code: RJAUBMM204 | 50 | 03 |
| UNIT I | | 04 | |
| Marketing – An Overview | | | |
| <ul style="list-style-type: none"> • Marketing – scope, nature, definition. • Core marketing concepts • Importance of marketing • Functions of marketing • Difference between Marketing and Selling | | | |
| UNIT II | | 06 | |
| Marketing Environment | | | |
| <ul style="list-style-type: none"> • Introduction, Need and Importance of Environmental Analysis, • Methods of Analysis – SWOT, PEST • Internal Environment of the Organization • External Environment. | | | |

FYBMM Syllabus Semester I & II

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| <i>UNIT III</i> | 07 | |
| Developing the concept of marketing mix | | |
| <ul style="list-style-type: none"> • Managing the product types of consumer and industrial products. • Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packaging decisions. | | |
| <i>UNIT IV</i> | 07 | |
| New product strategies | | |
| <ul style="list-style-type: none"> • New product strategies – Innovation, Market entry, Product line extension | | |
| <i>UNIT V</i> | 06 | |
| Pricing strategies & methods | | |
| <ul style="list-style-type: none"> • Introduction • Price and its Determinants • Objectives of Pricing Decisions • Factors Affecting Pricing Decisions • Pricing Policies and Strategies • Pricing Methods | | |
| <i>UNIT VI</i> | 10 | |
| Integrated Marketing Communications | | |
| <ul style="list-style-type: none"> • Factors contributing to the growth of IMC • Marketing Communications and Promotions • The Marketing communication Process • The Promotion Mix. • The IMC planning Process | | |
| <i>UNIT VII</i> | 06 | |
| Market Segmentation | | |
| <ul style="list-style-type: none"> • Bases for market segmentation of consumer goods, industrial goods and services • Market Targeting and positioning strategies | | |
| <i>UNIT VIII</i> | 04 | |
| Recent Trends in Marketing | | |
| <ul style="list-style-type: none"> • Introduction • E-commerce • E-marketing • E-Retailing • Relationship marketing | | |

FYBMM Syllabus Semester I & II

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| <ul style="list-style-type: none"> • Mobile marketing • Green marketing | | |
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| SEMESTER II | | L | Cr |
|---|-------------------------------|-----------|-----------|
| Paper V: Media Psychology | Paper Code: RJAUBMM205 | 50 | 03 |
| UNIT I | | 08 | |
| Evolution of Psychology | | | |
| <ul style="list-style-type: none"> • Definition of psychology. • Branches of psychology- Overview of the fields. • Media psychology- Definition, scope & objectives. • Psychology and media- An uneasy relationship. • Research methods in media psychology. | | | |
| UNIT II | | 10 | |
| Role of Psychology In Media | | | |
| <ul style="list-style-type: none"> • Memory- Definition- Information processing model, LOP. • Thinking - Definition - Lateral thinking and creative thinking. • Perception – Visual and depth perception. • Cognitive and behavioural effects of media. (focus on print, interactive medium and web advertising) | | | |
| UNIT III | | 12 | |
| Psychological Effects and Influence of Media | | | |
| <ul style="list-style-type: none"> • Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance in mass media. • Social influence. (Definition, Conformity, Compliance, Obedience& Indoctrination • Effects of media violence. • Effects of pro-social media. | | | |
| UNIT IV | | 10 | |
| Developmental Psychological Issues with Respect to Media | | | |
| <ul style="list-style-type: none"> • Learning- Theories: • Classical conditioning and Operant conditioning. • Cognitive Learning. • Observation learning. • Social cognition- Script and schema. • Motivation- Definition- Types- Need hierarchy theory. • Young children and media- socialization through media. • Media use and influence during adolescence. | | | |
| UNIT V | | 10 | |

FYBMM Syllabus Semester I & II

| Social Psychology of Media | | |
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| <ul style="list-style-type: none"> • Attitude formation - Theories, cognitive dissonance, role of media in attitude formation: <ul style="list-style-type: none"> a) Persuasion. b) Prejudice. • Gender representation in media. (internal assessment) • Representation of minority groups. • Media representation of disability. • Media representation of mental health. • Audience participation and reality T.V. | | |

| SEMESTER II | | L | Cr |
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| Paper VI: Principles of Management | Paper Code: RJAUBMM206 | 50 | 03 |
| UNIT I | | 04 | |
| Management | | | |
| <ul style="list-style-type: none"> • Management -Concept, nature, process and Significance. • An overview of functional areas of management, managerial roles | | | |
| UNIT II | | 06 | |
| Contribution of management thinkers | | | |
| <ul style="list-style-type: none"> • Contribution of: F.W.Taylor, Henri Fayol, Elton Mayo, ChesterBarnard & Peter Drucker to the Management thought. • BehavioralScience approach and Contingency approach to management | | | |
| UNIT III | | 10 | |
| Functions of management | | | |
| <ul style="list-style-type: none"> • Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting.. | | | |

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| UNIT IV | 06 | |
| Time management | | |
| <ul style="list-style-type: none"> • Three P's of Time Management • 80/20 rule • Setting S.M.A.R.T goals • 'Eat that Frog' theory • When to delegate? | | |
| UNIT V | 04 | |
| Leadership | | |
| <ul style="list-style-type: none"> • Concept • Nature and Importance • Attributes of a leader • Developing leaders across the organization, Leadership Grid, Need for different types of leaders for different workforce leadership qualities. | | |
| UNIT VI | 10 | |
| Group dynamics; Team Management | | |
| <ul style="list-style-type: none"> • Theories of Group Formation – Formal and Informal Groups and their interaction • Importance of teams • Formation of teams • Team Work • Leading the team • Conflict Management - Traditional vis-à-vis Modern view of conflict • Stress management. | | |
| UNIT VII | 04 | |
| Decision-making | | |
| <ul style="list-style-type: none"> • Concept • Importance • Steps in decision making | | |
| UNIT VIII | 06 | |
| Recent Trend in Management | | |
| <ul style="list-style-type: none"> • Social Responsibility of Management • Environment friendly management • Management of Change | | |

FYBMM Syllabus Semester I & II

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| <ul style="list-style-type: none">• Management of Crisis• Total Quality Management• International Management | | |
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COURSE AND LEARNING OUTCOMES

| FYBMM | Semester I |
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| RJAUBMM101 Paper I- Fundamentals Of Mass Communication | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Introduction to the history, evolution and the development of Mass Communication in the world with special reference to India. 2. Study of the evolution of Mass Media as an important social institution. 3. Initiate a detailed learning of various aspects of mass media <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Understanding the development of Mass Communication models. ➤ Developing a critical understanding of Mass Media. ➤ Initiate understanding of the concept of New Media and Media Convergence and their implications |

| FYBMM | Semester I |
|---|---|
| RJAUBMM102 Paper II- Effective Communication Skills I | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Introduction to the key concepts of communications. 2. Imparting of knowledge and skills related to functional and operational use of language in media. 3. Develop effective presentation in oral and written communication in terms of concise statement, use of appropriate organizational and rhetorical patterns and style, in Marathi, Hindi and English. <p>Learning outcomes: (Skill Development)</p> <ul style="list-style-type: none"> ➤ Initiate knowledge of need for effective and efficient communication in today's competitive world. ➤ The Learners will be equipped with competence in language structure, abilities in reading and writing and skills, close, critical reading of informative and discursive texts in Marathi, Hindi and English ➤ Development and enhancement of the learners structured and analytical thinking skills which will result in better verbal and written communication in Marathi, Hindi and English ➤ Enable effective presentation skills and effective use of presentation aids in Marathi, Hindi and English |

| FYBMM | Semester I |
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FYBMM Syllabus Semester I & II

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| <p>RJAUBMM103 Paper III- Introduction To Financial Accounts</p> | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Introduction to the key accounting concepts 2. Impart knowledge of financial transactions 3. Understanding the need to study basics of financial accounts. 4. Preparation of journal, ledger, trial balance subsidiary books <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will gain conceptual knowledge and understanding of the need, use and method to prepare accounts. ➤ Enhancing the skill to identify, classify financial transactions, record, post the transactions in relevant books of accounts. ➤ Application of the knowledge gained of the key accounting concepts to make effective financial decisions. ➤ Strengthening of their analytical abilities. |
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| FYBMM | Semester I |
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| <p>RJAUBMM104 Paper IV- Introduction To Economics</p> | <p>Course outcomes:</p> <ol style="list-style-type: none"> 1. Introduction of the basic concepts of Micro & Macro Economics. 2. Understanding of the Indian economy for media students to sensitize them on economic issues relevant in the country. <p>Learning outcome:</p> <ul style="list-style-type: none"> ➤ The learners are familiarized with the fundamental concepts of economics. ➤ Strengthening of their understanding of economic principles and how decisions taken in the economy have an impact on their field. |

| FYBMM | Semester I |
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| <p>RJAUBMM105 Paper V- Introduction To</p> | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Acquaint the learners with the basic foundations of Sociology 2. Understanding the relationship between Sociology and Mass |

FYBMM Syllabus Semester I & II

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| Sociology | <p>Media</p> <ol style="list-style-type: none"> 3. The learners are able to gain knowledge about Mass Media from a sociological perspective 4. Highlighting the need and relevance of Sociology in Mass Media. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners gain a sociological understanding of the basic concepts and perspectives relevant to mass-media. ➤ Imparting knowledge and understanding of the origins and spread of the various social movements in India ➤ Awareness of Indian Society's socio- cultural diversity and their responsibility as media personnel. ➤ Sensitization to pressing social issues of the contemporary Indian society. |
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| FYBMM | Semester I |
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| RJAUBMM106 Paper VI- Introduction To Computers | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners are equipped with a general understanding of computer basics for everyday use. 2. Training the learners to use this understanding to supplement their presentation skills. <p>Learning outcomes: (Skill Development and Entrepreneurship)</p> <ul style="list-style-type: none"> ➤ The learners are enabled with basic knowledge of use of computers in Media Industry. ➤ Enhanced ability to use technology in an effective manner in their profession. |

| FYBMM | Semester II |
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| RJAUBMM201 Paper I- Effective Communication Skills II | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Enhancement in the communication and translation skills acquired by the learners in the first semester. 2. Develop translation skills. 3. Enable the learners to effectively read and analyse technical data. |

FYBMM Syllabus Semester I & II

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| | <p>Learning outcomes: (Skill Development)</p> <ul style="list-style-type: none"> ➤ Better understanding of conceptual knowledge ➤ Enhanced application of skills in terms of effective verbal, non-verbal and written communication. ➤ Learners are able to develop techniques of letter writing, report writing, analysis and translation skills. |
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| FYBMM | Semester II |
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| RJAUBMM202 Paper II- Political Concepts & Indian Political System | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Acquainting the learners with fundamental political concepts essential for understanding political systems and theories. 2. Orientating the learners with knowledge of the Indian Constitution and the functioning of the Indian political system. 3. To establish a link between Politics and Media. 4. The learners will be able to identify the main features and application of constitution. 5. The learners will know and understand about the fundamental duties and responsibilities. 6. The learners will gain the knowledge and idea about the national and regional party system and their existence. 7. The learners will understand the role of media in democracy and also will be able to know about public opinion and its formation. <p>Learning outcomes: (Research skills enhancement)</p> <ul style="list-style-type: none"> ➤ Provision of a strong base in the 'Indian Political System' ➤ Understanding and exposure given to the learners to the dynamics and complexities of the Indian political system. ➤ Learning about the relationship of media with the country's political system. |

| FYBMM | Semester II |
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| RJAUBMM203 Paper III Introduction To Literature | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners are introduced and exposed to good writers and their work that will deepen their understanding of life. 2. Introduction to various genres in Literature that will help student's sensitivity and thinking. <p>Learning outcomes:</p> |

FYBMM Syllabus Semester I & II

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| | <ul style="list-style-type: none"> ➤ Providing exposure to media students to various forms of Literature ➤ Understanding how literature reflects contemporary period ➤ Identification of and understanding the relationship between Literature and Media. |
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| FYBMM | Semester II |
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| RJAUBMM204 Paper IV: Principles Of Marketing | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Introduction to the concepts and fundamentals of marketing. 2. Better understanding of how the knowledge can be used to make better decisions in the professional world. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners are provided with knowledge and understanding of key marketing concepts. ➤ Enhanced application abilities of the learners with respect to marketing and media. |

| FYBMM | Semester II |
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| RJAUBMM205 Paper V: Media Psychology | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Understanding of the basic concepts of Psychology and its relevance to mass media 2. Provision of an interdisciplinary study of concepts in the field of media, communication and psychology. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Imparting knowledge of the basic concepts and modern trends in psychology. ➤ Exposer of learners to a multicultural understanding, use, influence and impact of media. ➤ Learners are prepared for a future filled with opportunities in the field of media and communication. |

| FYBMM | Semester II |
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| RJAUBMM206 Paper VI: Principles Of Management | <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Introduction to the concepts and fundamentals of management. 2. Better understanding of how the knowledge can be used to make better decisions in the professional world. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners are provided with knowledge and understanding of |

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| | <p>key management concepts.</p> <p>➤ Enhanced application abilities of the learners with respect to management principles and techniques.</p> |
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SCHEME OF EXAMINATIONS

1. Two Internal Assessment examinations of 20 marks each. Duration 30min for each. Internal Assessments could be either of the following depending on the nature of the course: Written Exam/ Group Project/ Individual Project/ Book Review/ Class Test/

- Case Study/ Presentation Power point/ Audio – Visual presentation/ Oral Presentation.
2. One External (Semester End Examination) of 60 marks. Duration 2 hours.
 3. Minimum marks for passing Semester End Theory Exam is 40 %.
 4. Student must appear at least one of the two Internal Tests to be eligible for the Semester End Examination.
 5. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
 6. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.

REFERENCE BOOKS AND READING MATERIAL

Fundamentals of Mass Communication

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta

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8. The Story of Mass Communication: Gurmeet Singh
9. Towards a Sociology of Mass Communication: Denis Mcquail
10. Perspective Human Communication: Aubrey B Fisher.
11. Communication Technology & Development: I P Tiwari
12. The Process of Communication: David K Berlo
13. Cinema & Television: Jacques Hermabon& Kumar Shahan
14. Mass Media Today: Subir Ghosh
15. You & Media: Mass Communication & Society: David Clark
16. Mass Culture, Language & arts in India: Mahadev L Apte
17. The Communication Revolution: Narayana Menon
18. Communication Facts & Ideas in Business: L. Brown (Prentice Hall)
19. Introduction to Communication Studies: John Fiske
20. India's Communication Revolution: ArvindSinghal and Everett Rogers
21. Many Voices One World: Report of the McBride Commission
22. Here's the News: Paul de Maesener
23. The Myth of Mass Culture: Alan Swing wood
24. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai)
25. Communication-concepts & Process: Joseph A Devito
26. Lectures on MassCommunication: S Ganesh.

Effective Communication Skills 1

1. Business Communication - Rhoda A.Doctor and AspiH.Doctor
Communication Skills in English – Aspi Doctor Teaching Thinking -
Edward De Bono
2. De Bono's Thinking Course – Edward De Bono
3. Serious Creativity – Edward De Bono
4. The Mind Map Book – Buzan Tony
5. Becoming a Translator: An Introduction to the Theory and Practice of
Translation - by Douglas Robinson

Introduction to Financial Accounts

1. Double Entry Book Keeping, Part I, T S Grewal
2. Principles of Microeconomics: International Edition with
MyEconLabCourseCompass with E-Book Student Access Code Card, Karl
Case, Ray Fair, Pearson Prentice Hall, Anthony O'Brien
3. Corporate Finance, Ross, Westerfield and Jaffe, 7th Edition, Tata McGraw
Hill
4. A Textbook of Translation - by Peter Newmark, Newmark

Introduction to Economics

1. Vipul Publications – Business Economics – 1 – Saeaswathy Swaminathan
2. Manan Prakashan – Business Economics – 1 – Johnson, Mascarehnas, Chatterjee

Introduction to Sociology

1. Sociology -C. N. Shankar Rao- S. Chand
2. Principles of Sociology - R.N. Sharma -Media Promoters & Publishers Pvt. Ltd
Sociology- Anthony Giddens -Wiley India Edition
3. Culture Change in India: Identity and Globalisation -Yogesh Sharma - Rawat
Publications

FYBMM Syllabus Semester I & II

4. Family, Kinship and marriage in India - Edited by Patricia Oberoi - Oxford India Papers
5. Caste in Modern India and other Essays - M.N.Srinivas - Media Promoters & Publishers Pvt. Ltd
6. Modernisation of Indian Tradition - Yogendra Singh - Rawat Publications
7. Perspective on Stratification - Social K.L. Sharma - Rawat Publications
8. Issues In Women's Development - Anjali Kurane - Rawat Publications
9. Indian Society and Culture - Vinita Pandey - Rawat Publications
10. Indian Social System - Ram Ahuja - Rawat Publications
11. Sociology - John.J. Macionis - Pearson Education
12. Contemporary Sociological theory - Ruth. A. Wallace - Pearson
13. Education Society In India - Ram Ahuja - Rawat publications
14. Social Issues of India - Smarak Swain, IRS - New Vishal Publication
15. Media, Gender, and Popular Culture in India Tracking Change and Continuity- SanjuktaDasgupta, Dipankar Sinha, SudeshnaChakravarti - Sage Publication
16. Journalism in the Age of Social Media - J Alejandro - Reuters Institute
17. Social Problems in India - Ram Ahuja - Rawat Publication

Effective Communication Skills – II

1. Business Communication - Rhoda A.Doctor and AspiH.Doctor
2. Communication Skills in English – Aspi Doctor
3. Teaching Thinking - Edward De Bono
4. De Bono's Thinking Course – Edward De Bono
5. Serious Creativity – Edward De Bono
6. The Mind Map Book – Buzan Tony
7. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
8. A Textbook of Translation - by Peter Newmark, Newmark

Political Concepts and the Indian Political System

1. Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press Politics, 2nd Edition, Andrew Heywood, Ane Books.
2. Dictionary of Politics, D. Robertson, Penguin Books India.
3. An Introduction to Political Theory, Gauba, O. P., Macmillan
4. Political ideas and concepts: An introduction, Heywood Andrew, Macmillan, Houndmills
5. Political ideologies: An introduction, Heywood Andrew, Macmillan, Houndmills
6. Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongola – Ntalaja Georges Stallings Barbara B. Weir Margaret, OxfordUniversity Press New York.
7. Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.
8. Introduction to the Indian Constitution, BasuD.D., Wadhwa Publications.
9. An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.
10. Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.
11. Our Constitution KashyapSubhash, National Book Trust.
12. Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.
13. Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.
14. Introduction to Media and Politics, Sarah Oates, Sage publishers.
15. Principles of Modern Political Science, J.C. Johari, Sterling publishers.

16. Democracy in India, JayalNiraja Gopal, Oxford University Press.

Introduction to Literature

1. The Law and Literature: Shakuntala Bharvani
2. Introduction to literature: Gilbert Muller, John Williams
3. History of English Literature: M.H Abrams

Media Psychology

1. Ciccarelli, S.K. & Meyer, G.E.(2006). Psychology. Pearson Education inc.andDorling Kindersley Publishing Inc. New Delhi; first Indian reprint 2008.
2. David, G. (2003). Media Psychology. Lawrence Erlbaum Associates Inc. New Jersey.
2. David, G. (2003). Media Psychology. Lawrence Erlbaum Associates Inc. New Jersey.
3. Baron, R. A., Branscombe, N.R., & Byrne, d. Bhardwaj, G. (2008). SocialPsychology. (12th ed). New Delhi: Pearson Education, Indian subcontinent adaption 2009.
4. Feldman, R.S. (2008). Understanding Psychology. (8thed.). McGraw- Hill Publication, New York.
5. Lahey , B.B. (2007). Psychology: An Introduction. (9th ed.). McGraw- Hill Publications, New York.
6. Karen, E.D. (2012). Oxford Handbook of media Psychology. (1st ed.). Oxford Library of Psychology.

Principles of Marketing

1. Marketing Management – Kotler, Philip; Prentice Hall of India Publications, New Delhi.
2. Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.
3. Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons.
4. Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.
5. Marketing Management - A South Asian Perspective by Philip Kotler & Kevin Lane Keller, 15th Edition

Principles of Management

1. Essentials of Management Koontz H & W McGraw Hill, New York
2. Principles of Management RamaswamyHimayala, Mumbai
3. Management Concept and Practice Hannagain T. McMillan, Delhi Basic
4. Managerial Skills for All McGrath, E.H. Prentice Hall of India
5. Management Cases VSP Rao Excel Books, Delhi
6. Essentials of Management Massie Joseph Prentice Hall of India
7. Management: Principles & Guidelines Thomas N. DueningJohn Ivancevich Management Concepts and OB P.S. Rao & N.V. Shah AjabPustakalaya
8. Management Concepts and Strategies J S ChandranVikas Publishing House
9. Principles of Management Tripathi P.C. Tata McGraw Hill
10. Principles of Management: Theory and Practice Sarangi S K V M P Publishers
11. Principles of Management Terry G R AITBS

12. The Practice of Management: A Study of the Most Important Function in American Society: Peter Drucker