

**Enclosure to Item No. 4.28**

**A.C. 25/05/2011**

# UNIVERSITY OF MUMBAI



## **Syllabus for the B.M.M.**

**Program : B.M.M.**

**Course : Bachelor of Mass Media**

(Credit Based Semester and Grading System with effect from the academic year 2011-2012 for First Year, 2012-13 for Second Year and 2013-14 for Third Year)

# Credit and Grading System

## General Guidelines

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 30 Hours.

The scheme of Examination shall be divided into two parts i.e. Internal Assessment includes Assignments, Seminars, Case Studies and Unit Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The semester wise Credit Points will be varied from program to program but the value of Credits for Under Graduate Programmes shall be of 120 Credits and for Post graduate Degree programmes it will be 80 credits in the Faculty of Arts. The programme wise illustrations have been given for Under Graduate and Post Graduate Programmes separately.

## Assignment of Credits

One (01) credit is approximately equal to thirty (30) hours of the learners load for all UG (Undergraduate) programmes and One (01) credit is equal to twenty (20) hours for theory & One (01) credit is equal to twenty (24) hours for practical of the learners load for PG (Postgraduate) Programmes. This credits is divided in to two parts, one is half of the hours actually spent in class room / practical / field work instructions and half of the hours notional spent for self study in library, institutions or at home, case study, writing of journal and assignments, projects etc by the learners him/her self for the completion of that course. The UG programmes carry a value of 120 credits for all courses under the faculty of Commerce, Arts & Science and PG programmes of Faculties of Arts and Commerce have 80 credits and the same for Faculty of Science is 96.

- **Undergraduates Programmes (3 Years Programmes of Arts, Commerce & Science)**
  - All 3 years undergraduate programmes are of 120 credits.
  - 17-23 credits in each semester.
  - One (01) Credit = Thirty (30) Hours of learners load.

## Credit Based Evaluation System

### Scheme of Examination

The performance of the learners shall be evaluated into two components. The learner's performance shall be assessed by Internal Assessment with 40% marks in the first component by conducting the Semester End Examinations with 60% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:

**a) Internal Assessment – 40%****40 Marks**

Sr. No.	Particulars	Marks
1	One periodical class test held in the given semester	10 Marks
2	Subject specific Term Work Module/assessment modes –atleast twoas decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, lab practical, open book test etc and written assignments, Case study, Projects, Posters and exhibits etc for which the assessment is to be based on class presentations wherever applicable) to be selflessly assessed by the teacher/s concerned	20 Marks
3	Active participation in routine class instructional deliveries (and in practical work, tutorial, field work etc as the case may be )	05 Marks
4	Overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

**b) Semester End Examinations – 60%****60 Marks**

- i) **Duration** – These examinations shall be of **2 Hours** duration.
- ii) Theory Question Paper Pattern:
  - 1) There shall be four questions each of 15 marks.
  - 2) All questions shall be compulsory with internal choice within the questions.
  - 3) Question may be subdivided into subquestions a, b, c... and the allocation of marks depends on the weightage of the topic.

The assessment of **Part ‘A’ i.e. Internal Assessment and Part ‘B’ i.e. Semester End Examination** as mentioned above for the Semesters I to IV shall be processed by the Colleges / Institutions of their learners and issue the grade cards to them after the conversion of marks into grade as per the procedure mentioned.

The assessment of **Part ‘A’ i.e. Internal Assessment** as mentioned above for the **Semesters V & VI shall be processed by the Colleges / Institutions** of their learners admitted for the programme while the University shall conduct the assessment of **Part ‘B’ i.e. Semester End Examination** for Semesters V & VI. The Internal Assessment marks of learners appearing for Semesters V & VI shall be submitted to the University by the respective colleges/ Institutions before the commencement of respective Semester End Examinations. The Semester End Examinations for Semesters V & VI shall be conducted by the University and the results shall be declared after processing the internal assessment and the marks awarded to the learners. The grade card shall be issued by the University after converting the marks into grades.

## Passing Standard

The amended R. 4292 relating to standard of passing to be read as under:

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment & Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment & Semester End Examination together.

## **CARRY FORWARD OF THE MARKS IN CASE IF THE LEARNER GETS 'F' GRADE IN ONE OR MORE SUBJECTS:**

- 1) A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the course shall reappear for the Semester End Examination of that course. However his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- 2) A learner who PASSES in the Semester End Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that course. However his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- 3) **For Courses without practicals:** In case of a learner who is reappearing for the Internal Examination, the examination will consist of one project of 40 marks which will be divided into 20 marks for the documentation of the project, 10 marks for the presentation and 10 marks for the viva and the interaction.

## **ALLOWED TO KEEP TERMS (ATKT):**

- a) A learner shall be allowed to keep term for Semester II irrespective of number of heads of failure in the Semester I.
- b) A learner shall be allowed to keep term for Semester III if he/she passes each of Semester I and Semester II.

### **OR**

A learner who fails in not more than two courses of Semester I and Semester II taken together.

- c) A learner shall be allowed to keep term for Semester IV irrespective of number of heads of failure in Semester III. However, the learner shall pass each course of Semester I and Semester II in order to appear for Semester IV.
- d) A learner shall be allowed to keep term for Semester V if he/she passes Semester I, Semester II, Semester III and Semester IV.

### **OR**

A learner shall pass Semester I and Semester II and fails in not more than two courses of Semester III and Semester IV taken together.

- e) A learner shall be allowed to keep term for Semester VI irrespective of number of heads of failure in the Semester V. However, the learner shall pass each course of Semester III and Semester IV in order to appear for Semester VI.

- f) The result of Semester VI shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V.

#### **Additional Examinations:**

#### **A) INTERNAL ASSESSMENT: Eligibility norms to appear for the additional class test or assignment or project for learners who remained absent:**

- a) The learner must apply to the Head of the Institution giving the reason(s) for absence within 8 days of the conduct of the examination along with the necessary documents and testimonials.
- b) If the learner is absent for participation in Inter Collegiate events, State or National or International level events, Training camp or coaching camp organized by authorized university or state or national or international bodies, NSS / NCC Events / Camps / cultural activities / sports activities / research festival or any other activities authenticated by the head of the institution, the head of the Institution shall generally grant permission to the learner to appear for the additional class test or assignment.
- c) The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.

#### **Class test or assignment for Internal Assessment:**

- a) A learner who is absent for the class test and the assignment/s will be declared fail in the Internal Assessment Scheme.
- b) A learner who is absent for the class test and has appeared for the assignment/s will be allowed to appear for the additional class test of 10 marks.
- c) A learner who has appeared for the class test but remains absent for the assignment/s will be allowed to appear for one additional assignment out of 10 marks and the internal assessment will be calculated as out of 40 marks.
- d) A learner who is absent for the class test or one assignment as the case may be the learner will be allowed to appear for the additional class test/assignment and the internal assessment will be calculated as out of 40 marks.

**The Additional Class Test (or viva examination) or Assignment must be conducted 15 days prior to the commencement of the Semester End Examination after following the necessary procedure and completing the formalities.**

#### **B) SEMESTER END EXAMINATIONS**

#### **ELIGIBILITY TO APPEAR FOR ADDITIONAL SEMESTER END EXAMINATION:**

A learner who does not appear i.e. remains absent in some or all the courses on medical grounds or for representing the college / university in sports, cultural activities, activities of NSS, NCC or sports training camps conducted by recognized bodies / competent authorities or for any other reason which is considered valid under exceptional circumstances and to the satisfaction of the Principal or the Head of the Institute OR fails in some or all the subjects is eligible to appear for the additional examination.

**A learner who does not appear for both the Internal Assessment and Semester End Examination shall not be eligible to appear for the additional Semester End Examination.**

The additional Semester End Examination shall be of two hours duration and of 60 marks per course. The learner shall appear for the course of the Semester End Examination for which he/she was absent or has failed. Learners who are punished under O.5050 are not eligible to appear for this additional examination.

**MODE OF CONDUCT OF SEMESTER END ADDITIONAL EXAMINATION:**

- a) There will be one additional examination for semester I, II, III and IV for those who have failed or remained absent.
- b) The absent learner will be allowed to appear for the examination by the head of the institution after following the necessary formalities subject to the reasons to the satisfaction of the head of the institution. This examination will be held 20 days after the declaration of results but not later than 40 days.

**Evaluation of Projects (Wherever Applicable)**

- 1. A learner who PASSES IN ALL THE COURSES BUT DOES NOT secure minimum grade of E in project as applicable has to resubmit a fresh project till he/she secures a minimum of grade E. His/her marks in the theory papers that the learner has passed will be carried forward and he/she shall be entitled for grade obtained by them on passing.
- 2. The evaluation of project and viva-voce examination shall be by awarding grade in the seven point scale.
- 3. A learner shall have to obtain minimum of grade E (or its equivalent marks) in project evaluation and viva/voce taken together to obtain 40% marks in project work.

**Calculations of GPA & SGPA**

**Grade Point Average (SGPA Calculation)**

Semester Grade point Average (SGPA) : It is the summation of product of Credit Points and Grade Points divided by the summation of Credits of all Courses.

$$SGPA = \frac{\sum CG}{\sum C} \text{ for a semester.}$$

Where G is grade and C is credit for Course.

**Cumulative Grade Point Average (CGPA) for the Entire Course**

$$CGPA = \frac{\sum CG}{\sum C} \text{ for all semesters taken together.}$$

- The total credits cover the core, elective, field work or extension activities, soft skills etc.
- GPA is calculated at the end of each term after grades have been processed and after any grade have been

updated or changed.

- Same criteria are to be followed for Individual assignment / Quizzes / Test / Unit Test / Tutorials / Practical / Projects/ Seminar.
- The teacher should convert his/ her marking in to the quality points and letter grade.

### PERFORMANCE GRADING

The PERFORMANCE GRADING of the learners shall be on the SEVEN point ranking system as under:

Grade	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

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

#### Note:

- The marks obtained by the student/s to be converted in to grade points and accordingly letter grade by the concerned teacher/s.
- The total credit covers the core, elective, field work or extension activities, soft skills etc.
- GPA is calculated at the end of each term after grades are processed and after any grade is upgraded or changed. Same criteria is to be followed for Internal assessment/quizzes/test/tutorial/practical project /seminar etc.

1. **Eligibility for Admission: O.2138:**

Candidates for being eligible for admission to the three-year integrated course leading to the Degree of Bachelor of Mass Media, shall be required to have passed the Higher Secondary School Certificate Examination (Academic or Vocational Stream) conducted by different Divisional Boards of Maharashtra State Board of Secondary and Higher Secondary Education or an Examinations of any another University or Body recognized as equivalent thereof by the Senate of the University of Mumbai.

2. **Eligibility for the award of the degree:**

A candidate shall be eligible for the award of the Degree only if he / she has undergone the prescribed course of study in a College affiliated to the University for a period of **not less than** three academic years, passed the examinations of all the Six Semesters earning 120 credits, letter grade of at least E or above (i.e. O/A/B/C/D/E) in core and specialised papers and fulfilled such conditions as have been prescribed there for.

# Course Content and Credit System

## SEMESTER-I

### Paper-I

#### EFFECTIVE COMMUNICATION SKILLS-I

Max. Marks: 100 (Theory:50, Internals: 50)

#### Objectives:

The paper shall focus on functional and operational use of language in media. With the specific aim of use in media, it will equip students with competence in language structure, abilities in reading and writing and skills of:

- Close, critical reading of informative and discursive texts in Marathi, Hindi and English
- Effective presentation in writing (concise statement, use of appropriate organizational and rhetorical patterns and style) Marathi, Hindi and English
- Efficient oral communication in Marathi, Hindi and English
- To equip students with structured and analytical thinking skills
- To teach presentation skills and effective use of presentation aids in Marathi, Hindi and English

Topic	No. of lectures
Reading (Marathi, Hindi and English)	10
Writing (Marathi, Hindi and English)	10
Editing & Summarizing (Marathi, Hindi and English)	10
Oral Communication (Marathi, Hindi and English)	10
Thinking	05

### Paper-II

#### FUNDAMENTALS OF MASS COMMUNICATION

Max. Marks: 100 (Theory:50, Internals: 50)

#### Objectives:

- To introduce the students to communication models and expose them
  - to the various aspects of Mass Communication
  - To develop a critical understanding of Mass Media, its potentialities and Impact

Topic	No. of lectures
Definitions of communication	02
Functions of Communication	04
Barriers of Communication	04
Types of Communication	06
Basic Communication models	10
An overview of media evolution from Gutenberg to Internet	02
Role of Leading Mass Communicators	08



The contribution of Bengali and Marathi press towards the Struggle for Independence	06
Impact of Mass Media in Indian mass movements	08

**Paper-III**

**INTRODUCTION TO COMPUTERS**

**Max. Marks: 100 (Theory:50, Internals: 50)**

**Objectives:**

- To equip the students with a general understanding of computer basics for everyday use.
- To train them to use this understanding to supplement their presentation skills.

<b>Topic</b>	<b>No. of lectures</b>
Computer Basics	07
Networking Basics	02
Introduction to internet	05
Text and Documents Editing and Presentation, Microsoft Word	06
MS Excel	03
Powerpoint	06
Introduction to designing	04
Page Layouts (Pagemaker indesign and Quarkxpress)	10
Photoshop	07
Introduction to Corel Draw	07

**Paper-IV**

**LANDMARK EVENTS IN 20<sup>TH</sup> CENTURY HISTORY OF  
WORLD, INDIA & MAHARASHTRA**

**Max. Marks: 100 (Theory:50, Internals: 50)**

**Objectives:**

- To acquaint the students with important ideas & events that shaped 20<sup>th</sup> Century world with emphasis on India & Maharashtra

<b>Topic</b>	<b>No. of lectures</b>
Introduction	08
Ideas & Ideologies That Shaped The World	02
Causes and Consequences of the First and Second World Wars	08
Era Of Cold War and emergence of the New World Order	02
Brief introduction to SAARC	02
Events In India	10
India After Independence	12
Emergence Of Maharashtra	12

**Paper-V**  
**INTRODUCTION TO SOCIOLOGY, THE SOCIOLOGY OF NEWS AND  
SOCIAL MOVEMENTS IN INDIA**

**Max. Marks: 100 (Theory:50, Internals: 50)**

**Objectives:**

- Provide a sociological understanding of the basic concepts and perspectives relevant to mass-media.
- To make the students aware of Indian Society's socio- cultural diversity and their responsibility as media personnel.
- To sensitize them to pressing social issues of the contemporary Indian society.
- To know and to understand origins & spread of the
- various social movements in India

<b>Topic</b>	<b>No. of Lectures</b>
Intoduction to Sociology	12
Role of Media in Society	20
Dalit And OBC Movement	02
Dravidian Movement	02
Class Movements	02
Hindutva Movement	02
Linguistic Movements	02
Feminist Movements	02
Islamic Movements in India	02
Shaping Of Consumer Consciousness In the Era Of Globalization	02

**Paper- IV**  
**INTRODUCTION TO ECONOMICS**  
**Max. Marks: 100 (Theory:50, Internals: 50)**

**Preamble:**

In the day to day functioning of an economy, a large number of economic terminologies are used frequently in the media. The main objective of this paper is to familiarize the students of mass media with the fundamental concepts of economics so that their analytical ability can be strengthened. To achieve this, the paper is to be taught with practical relevance. Wherever applicable, reference is to be made in the context of Indian economy.

**Topic** **No. of Lectures**

**Section-I**

**Basic Concepts of Microeconomics:** **25**

- Nature and scope of Micro Economics
- Market forces of demand and supply
- Production function: short run and long run
- Cost of Production: Meaning
- Introduction to the competitive markets

**Section-II**

**I. Fundamentals of Macroeconomics** **20**

- Basic Concepts of income aggregates
- Introduction to Money, Banking and Public Finance
- Introduction to External Sector

**II. India in a globalised world** **05**

<b>SEMESTER-I Credit-based System</b>		
<b>Subject</b>	<b>Credits Per Paper</b>	<b>Marks Per Paper</b>
Core Subjects:		
1. Effective Communication Skills-I	03	100
2. Fundamentals of Mass Communication	03	100
Allied Subjects:		
1. Introduction to Computers	03	100
2. Landmark Events in 20 <sup>th</sup> Century World History with Emphasis on India and Maharashtra	03	100
3. Introduction to Economics	03	100
4. Introduction to Sociology, the sociology of news and social movements in India.	03	100
<b>Total</b>	<b>18</b>	<b>600</b>

**Internal Assessment / Evaluation:**

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;

- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

## SEMESTER-II

### Paper-I

#### EFFECTIVE COMMUNICATION SKILLS-II

Max. Marks: 100 (Theory:50, Internals: 50)

#### Objective:

- To advance the communication skills in Marathi, Hindi and English acquired in the first semester.

Topic	No. of Lectures
Reading	10
Writing	10
Editing & Summarizing	10
Oral Communication	10
An Introduction to Logic	05

### Paper-II

#### POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM

Max. Marks: 100 (Theory:50, Internals: 50)

#### Objectives:

- To acquaint the students with fundamental political concepts essential for understanding political systems and theories.
- Orient the students to the Indian Constitution and the functioning of the Indian political system.
- To provide the students with a strong base on the 'Indian Concepts' and to expose them to the complexities of Indian Political Systems.

Topic	No. of Lectures
Concepts	04
Indian Constitution	10
Political Dynamics (India)	20
Political Dynamics (Maharashtra)	16

**Paper-III**  
**PRINCIPLES OF MANAGEMENT AND MARKETING**  
**Max. Marks: 100 (Theory:50, Internals: 50)**

**Objectives:**

- To provide an introduction to the fundamentals of management and marketing.

<b>Topic</b>	<b>No. of Lectures</b>
Introduction to Management	05
Management Today	06
Organizational Environment and Ethics	02
Introduction to the Marketing Process	04
Marketing Strategy & Marketing Mix	04
Product Mix	04
Price Mix	04
Place Mix	04
Promotion Mix	04
Marketing in the Digital Age	02
Responsible Marketing & Ethics	02

**Paper-IV**  
**INTRODUCTION TO PSYCHOLOGY**  
**Max. Marks: 100 (Theory:50, Internals: 50)**

**Objectives:**

- To provide an understanding of the basic concepts of Psychology and its relevance to mass media

<b>Topic</b>	<b>No. of Lectures</b>
Evolution of Psychology	08
Personality	08
Motivation and Emotion	08

Cognition	08
Perception	08
Attitude	08

**Paper-V**  
**AN INTRODUCTION TO LITTERATEURS**  
**Max. Marks: 100 (Theory:50, Internals: 50)**

**Objectives:**

- Through reading about litterateurs and their work help students evolve into more thinking, aware, sensitive human beings; to deepen and widen their understanding of themselves and of life.
- To expose students to good writing to help them write better.
- To introduce students to the various genres and literary terms to enhance their understanding of world literature.

<b>Topic</b>	<b>No. of Lectures</b>
<i>Part I</i>	
Introduction to North American writers	06
Introduction to African writers	06
Introduction to European writers	06
Introduction to South American Writers	06
Introduction to Asian writers	06
<i>Part II</i>	
Introduction to Indian Writers	08
<i>Part III</i>	
Introduction to literary criticism terms	12

**Paper-VI**  
**TRANSLATION SKILLS**  
**Max. Marks: 100 (Theory:50, Internals: 50)**

**Objectives:**

- To know the importance of translation in media.
- To provide English, Hindi and Marathi translation skills required in media.

<b>Topic</b>	<b>No. of Lectures</b>
Importance of Translation and Need	02
The Concept of Translation	02
Translation Theories	16
Types of Translation	04
Translation in three languages (Practical)	20

<b>SEMESTER-II Credit-based System</b>		
<b>Subject</b>	<b>Credits Per Paper</b>	<b>Marks Per Paper</b>
Core Subjects:		
1. Effective Communication Skills-II	03	100
2. An Introduction to Literature	03	100
Allied Subjects:		
1. Introduction to Psychology	03	100
2. Political Concepts and the Indian Political system	03	100
3. Principles of Management and Marketing	03	100
4. Translation	03	100
<b>Total</b>	<b>18</b>	<b>600</b>

**Internal Assessment / Evaluation:**

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;
- Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)