

# Chaudhary Charan Singh University, Meerut



## Syllabus

[Effective from the Session: 2020-21 onwards]

## **BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**

# Chaudhary Charan Singh University, Meerut

## THREE YEARS BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) PROGRAMME

### COURSE CONTENTS

<i><b>SEMESTER – I</b></i>	<b>Theory</b>	<b>INT.</b>	<b>Total</b>
BBA-101: Fundamentals of Management	75	25	100
BBA-102: Organizational Behavior	75	25	100
BBA-103: Managerial Economics	75	25	100
BBA-104: Accounting and Financial Analysis	75	25	100
BBA-105: Business Law	75	25	100
BBA-106: Business Organization and Ethics	75	25	100
BBA-008: Environmental Studies (Qualifying paper)			100
<i><b>SEMESTER – II</b></i>			
BBA-201: Quantitative Techniques for Business	75	25	100
BBA-202: Business Communication	75	25	100
BBA-203: Human Resource Management	75	25	100
BBA-204: Marketing Management	75	25	100
BBA-205 : Business Environment	75	25	100
BBA-206: Fundamentals of Computer	75	25	100
BBA-207: Assessments on Soft Skill Based on Presentations/ G.D/ Personality traits			100
<i><b>SEMESTER – III</b></i>			
BBA-301: Advertising Management	75	25	100
BBA-302: Team Building & Leadership	75	25	100
BBA-303 Indian Economy	75	25	100
BBA-304: Customer Relationship Management	75	25	100
BBA-305: Management Information System	75	25	100
BBA-306: Income Tax Law & practice	75	25	100
<i><b>SEMESTER – IV</b></i>			
BBA-401: Consumer Behavior	75	25	100
BBA-402: Financial Management	75	25	100
BBA-403: Production & Operation Management	75	25	100
BBA-404: Sales & Distribution Management	75	25	100
BBA-405: Research Methodology	75	25	100
BBA-406: Entrepreneurship & Small Business Management	75	25	100
BBA-407: Computer Oriented Practical & Viva- Voce			100

### ***SEMESTER – V***

BBA-501:Arithmetic Aptitude	75	25	100
BBA-502:Aptitude Reasoning	75	25	100
BBA-503:General Business Awareness	75	25	100
BBA-504:General English	75	25	100
BBA-505:Elective Paper M-1/ F-1	75	25	100
BBA-506:Elective Paper M-2 / F-2	75	25	100
BBA-507:Summer Training Project Report based Viva- Voce			100

**Note:** Paper code BBA-501, BBA-502, BBA-503 and BBA-504 will be of multiple-choice objective type questions.

### ***SEMESTER – VI***

BBA-601:Strategic Management & Business Policy	75	25	100
BBA-602:Operation Research	75	25	100
BBA-603:Fundamentals of E Commerce	75	25	100
BBA-604:Economic and Industrial Law	75	25	100
BBA-605:Elective Paper M-3/ F-3	75	25	100
BBA-606:Elective Paper M-4/ F-4	75	25	100
BBA-607: Comprehensive Viva-Voce			100

**The Elective papers in the functional specialization will be as follows:**

#### **Marketing:**

- M-1 Rural Marketing
- M-2 Service Marketing
- M-3 Retail Management
- M-4 Digital Marketing

#### **Finance:**

- F-1 Corporate Taxes-Direct and Indirect Tax
- F-2 Financial Institutions & Investment Management
- F-3 Cost and Management Accounting
- F-4 Company Accounts

## **COURSE CONTENT FOR SEMESTER – I**

### **BBA-101: FUNDAMENTALS OF MANAGEMENT**

**Unit – I:** Introduction Concepts, Objectives, Nature Scope and Significance of management Evolution of management thought- Contribution of Taylor, Weber and Fayol management.

**Unit – II:** Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

**Unit – III:** Organizing: Concept, Objectives, Nature of organizing, Types of Organization, delegation of authority, Authority and responsibilities, Centralization and Decentralization, Span of control

**Unit – IV:** Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Style. Importance, Styles, Supervision, Motivation, Importance & Theory of Motivation, Communication.

**Unit – V:** Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

#### **Suggested Readings:**

1. Pagare Dinkar; Principles of Management
2. L M Prasad; Principles and Practice of Management
3. Satya Narayan and Raw VSP ; Principles and Practice of Management
4. Srivastava and Chunawalla; Management Principles and Practice

## **BBA-102: ORGANISATION BEHAVIOUR**

**Unit – I:** Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

**Unit – II:** Individual Behavior - Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.

**Unit – III:** Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organizations.

**Unit – IV:** Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

**Unit – V:** Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organizational Quality of work life, Recent advances in OB.

### **Suggested Readings:**

1. Bennis, W.G.; Organization Development
2. Breech Islwar; Organization -the frame-Work of Management
3. Dayal, Keith ; Organizational Development
4. Sharma, R.A. ; Organizational Theory and Behavior
5. L.M Prasad ; Organizational Behavior

## **BBA-103: MANEGERIAL ECONOMICS**

**Unit – I:** Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Nature and Scope of Managerial Economics, its relationship with other subjects.

**Unit – II:** Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve, Laws of Demand, Elasticity of Demand Types & Measurement, Supply Analysis, Demand Forecasting.

**Unit – III:** Market analysis-Nature of market, Types of markets and their characteristics pricing under different market structures-Perfect, Monopoly, oligopoly and Monopolistic completion.

**Unit – IV:** Pricing methods and Pricing Policies, Price Discrimination, National Income: Concepts and Measurements.

**Unit – V:** Economic Growth and Development, Business Cycle, The balance of payments, Inflation.

### **Suggested Readings:**

1. Adhikari M ; Management Economics
2. Gupta G.S. ; Managerial Economics
3. Lal S.M ; Principles of Economics
4. Vaish & Sunderm; Principles of Economics
5. Gupta, K.G.; Managerial Economics

## **BBA-104: ACCOUNTING AND FINANCIAL ANALYSIS**

**Unit – I Overview :** Nature, Objectives and Functions of Accounting, Accounting Concepts, Conventions and Principles, Accounting Equation, International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards.

**Unit – II: Mechanics of Accounting :** Double Entry System of Accounting, Journalizing of Transactions; Preparation of Final Accounts, Profit & Loss Accounts, Profit & Loss Appropriation Accounts and Balance sheet, Policies related with Depreciation, Inventory and Intangible assets like copyright, Trademark, Patents and Goodwill.

**Unit – III: Analysis of Financial Statement :** Ratio Analysis – Solvency Ratios, Profitability Ratios, Activity Ratios, Liquidity Ratios, Market Capitalization Ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service and Banking Organizations.

**Unit – IV: Fund Flow Analysis :** Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Fund Flow Statement and it's Analysis.

**Unit –V: Cash Flow Analysis :** Various Cash and Non Cash Transactions, Flow of Cash, Preparation of Cash Flow Statement and it's Analysis.

### **Suggested Readings:**

1. Agarwal B.D ; Advanced Accounting
2. Chawla & Jain ; Financial Accounting
3. Chakrawarti K.S ; Advanced Accounts.
4. Gupta R.L. & Radhaswamy ; Fundamentals of Accounting
5. Jain & Narang ; Advanced Accounts
6. Shukla & Grewal ; Advanced Accounts
7. K. G. Gupta : Accounting and Financial Analysis.

## **BBA-105: BUSINESS LAW**

**Unit – I:** Indian Contract Act: Offer, Acceptance, Agreement and Contract; Capacity of parties; Essentials of Contract; Valid Contracts ; Performance of Contracts; Termination of Contract, Consequence and Remedies for Breach of Contract.

**Unit – II:** Void Contracts; Contingent Contracts; Quasi Contract; Contract of Indemnity and Guarantee; Bailment, Lien, Pledge and Agency Contracts.

**Unit – III:** Sales of Goods Act: Definition, Features, and Formation of Sale Contract; Condition and Warranty, Transfer of Ownership of Goods; Performance of Sale Contract; Rights of Unpaid Sellers; Auction Sale.

**Unit – IV:** Limited liability Partnership: Definition; Incorporation; Eligibility to be Partner, Relationship of partners, Partners as agent, Penalty for False statement; winding up

**Unit – V:** Negotiable Instruments: Definition, Features, Types, Recognition, Crossing And Endorsement of NIs.

### **Suggested Readings:**

1. N.D. Kapoor ; Elements of Mercantile law (including Companing Law Industrial Law)
2. Gulshan S and Kapoor ; Lectures on Business & Economics Laws
3. Kuchall ; BusinessLaws
4. Mandal C ; Economics and other Legislations
5. Awtar Singh : Principles of Mercantile Law



## **BBA-106: BUSINESS ORGANIZATION AND ETHICS**

**Unit –I :** Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization . Modern Business, Business & Profession.

**Unit – II:** Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Size of Business Unit, Determinants of Establishment of a new Business Unit.

**Unit – III:** Forms of Business Organization. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

**Unit – IV:** Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics. Relationship between Ethics & Corporate excellence – Corporate mission and statement, Code of Ethics and culture, Indian Ethics.

**Unit – V:** Business and Society Changing Concepts and Objectives of Business, Professionalization, Business ethics, Gandhian Philosophy, Organizational Culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit

### **Suggested Readings**

1. Koltar Philip ; Marketing Management
2. Stanton, Etzel Walker; Fundamentals of Marketing
3. Saxena Rajan; Marketing Management
4. Chottorjee S.K.Business Organisation
5. JagdishPrakash Business Organistaton and Management
6. Om Prakash Business Organisation

<b>QUALIFYING PAPER</b>
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## **ENVIRONMENTAL STUDIES (CODE-008)**

### **Unit-1: The Multidisciplinary Nature of Environmental Studies:**

Definition, Scope and Importance, Need for Public Awareness.

### **Unit-2: Natural Resources**

- ❖ Renewable and Non-renewable Resources:

#### **Natural resources and associated problems: -**

- a) **Forest Resources:** use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) **Water Resources:** use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- c) **Mineral Resources:** use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) **Food Resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) **Energy Resources:** Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies
- f) **Land Resources:** Land as a resource; land degradation, man induced landslides, soil erosion and desertification.

- ❖ Role of an individual in conservation of natural resources.
- ❖ Equitable use of resources for sustainable lifestyles

### **Unit-3: Ecosystems**

- ❖ Concept of an ecosystem
- ❖ Structure and function of an ecosystem
- ❖ Producers, consumers and decomposers
- ❖ Energy flow in the ecosystem
- ❖ Ecological succession
- ❖ Food chains, food webs and ecological pyramids
- ❖ Introduction, types, characteristic features, structure and function of the following ecosystem:-
  - a) Forest ecosystem
  - b) Grassland ecosystem
  - c) Desert ecosystem
  - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### **Unit-4: Biodiversity And Its Conservation**

- ❖ Introduction – Definition: genetic, species and ecosystem diversity.
- ❖ Bio geographical classification of India
- ❖ Value of biodiversity: Consumptive use, productive use, social, ethical, and aesthetic and option values.
- ❖ Biodiversity at global, National and local levels.
- ❖ India as a mega-diversity nation
- ❖ Hot-spots of biodiversity.
- ❖ Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.
- ❖ Endangered and endemic species of India
- ❖ Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

### **Unit-5: Environmental**

#### **Pollution Definition:**

- ❖ Causes, effects and control measures of:-
  - a) Air pollution
  - b) Water pollution
  - c) Soil pollution
  - d) Marine pollution
  - e) Noise pollution
  - f) Thermal pollution
  - g) Nuclear pollution
- ❖ Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- ❖ Role of an individual in prevention of pollution
- ❖ Pollution case studies
- ❖ Disaster Management: Floods, earthquake, cyclone and landslides.

## **Unit-6: Social Issues And The Environment**

- ❖ From Unsustainable to Sustainable development
- ❖ Urban problems related to energy.
- ❖ Water conservation, rain water harvesting, watershed management
- ❖ Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- ❖ Environmental Ethics: Issues and possible solutions.
- ❖ Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.
- ❖ Wasteland reclamation.
- ❖ Consumerism and waste products
- ❖ Environment Protection Act.
- ❖ Air (Prevention and Control of Pollution) Act
- ❖ Water (Prevention and Control of Pollution) Act
- ❖ Wildlife Protection Act
- ❖ Forest Conservation Act
- ❖ Issues involved in enforcement of environmental legislation
- ❖ Public awareness

## **Unit-7: Human Population And The Environment**

- ❖ Population growth, variation among nations.
- ❖ Population explosion: Family Welfare Programme.
- ❖ Environment and human health
- ❖ Human Rights
- ❖ Value Education
- ❖ Women and Child Welfare
- ❖ Role of Information Technology in Environment and human health
- ❖ Case Studies

## **Unit-8: Field Work**

- ❖ Visit to a local area to document environmental assets-river / forest / grassland / hill / mountain.
- ❖ Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- ❖ Study of common plants, insects, birds.
- ❖ Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours).

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## **COURSE CONTENT FOR SEMESTER – II**

### **BBA-201: QUANTITATIVE TECHNIQUES FOR BUSINESS**

**UNIT – I:** Statistics: Types of Data, Classification & Tabulation of Data, Frequency Distribution, Census and Sample Investigation, Diagrammatical and Graphical Presentation of Data.

**UNIT – II,** Measures of Central Tendency (Mean, Median & Mode) Measures of Dispersion (Range, Mean Deviation & Standard Deviation).

**UNIT – III:** Correlation : significance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson coefficient of correlation, Spearman's coefficient of Rank correlation. Regression: Introduction, Regression Lines and Regression Equations & Regression Coefficients.

**UNIT – IV:** Analysis of Time Series, Index Numbers, Interpolation and Extrapolation.

**UNIT – V:** Probability: Definitions of Probability, Additive and Multiplicative Rules of probability, Bay's Theorem (Simple numerical) Probability Distributions: Binomial, Poisson and Normal.

#### **Suggested Readings:**

1. Raghavachari; Mathematics for Management
2. Zamiruddin; Business Mathematics
3. Gupta S.P.& Gupta M.P; Business statistics
4. Elhance,D.N ; fundamentals of Statistics
5. Gupta C.B; introduction of statistical Methods
6. K. G. Gupta ; Quantitative Techniques

## **BBA-202: BUSINESS COMMUNICATION**

**Unit – I:** Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication

**Unit – II:** Corporate Communication: Formal and Informal Communication, Network Grapevine, Barriers in Communication ,Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations.

**Unit – III :** Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.

**Unit – IV:** Oral & Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys. Body Language, Para Language ,Effective Listening, Interviewing skill, Writing resume and Letter or application.

**Unit – V:** Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international Situations. Importance of business language, vocabulary words often confused, words often miss spelt, common errors in English.

### **Suggested Readings:**

1. Bapat & Davar; A Text book of Business Correspondence
2. Bhende D.S.; Business Communication
3. David Berio; The Process of Communication
4. Gowd & Dixit ; Advance Commercial Correspondence
5. Gurky J.M. ; A reader in human communication

## **BBA-203: HUMAN RESOURCE MANAGEMENT**

**Unit – I:** Introduction to HRM & HRD Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

**Unit – II:** Human Resource Policies & Strategies Introduction, role of HR in strategic management, HR policies & Procedures, HR Program, developing HR policies and strategies, International HRM, Domestic HRM compared to International HRM.

**Unit – III:** Human Resource Procurement & Mobility Productivity & improvement job analysis & Job design, work measurement, ergonomics. Human Resource planning-objectives, activities, manpower requirement process, Recruitment & Selection, Career planning & development, training methods, basic concept of performance appraisal, Promotion & Transfer.

**Unit – IV:** Employee Compensation Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc.

**Unit – V:** Employee relations Discipline & Grievance handling types of trade unions, problems of trade unions, the e-HRM, Nature, e-activities, recruitment, selection, performance management, compensation.

### **Suggested Readings:**

1. Human Resource Management; Dipak Kumar Bhattacharya
2. Managing Human Resource; Arun Monappa
3. Essential of HRM and Industrial Relations; P. Subba Rao
4. Personnel Management; C.B. Memoria
5. Human Resource Management; K. Ashwathappa

## **BBA-204: MARKETING MANAGEMENT**

**Unit – I:** Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Social marketing, Understanding of Consumer Behavior, Purchase decision Process.

**Unit – II:** Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

**Unit – III:** Marketing Mix: Product: Product Mix, New Product development levels of Product, Product life cycle, Branding and packaging, Distribution: Concept, Importance, different types of distribution channels etc.

**Unit – IV:** Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management

**Unit – V:** Marketing Research: Importance, Process and Elementary knowledge of Information system, green marketing, digital marketing, Service marketing

### **Suggested Readings:**

1. Marketing Mgt. ; Philip Kotlar (PHI)
2. Marketing by ; Etzet, Walker, Stanton
3. Marketing Management ; Rajan Saxena
4. International Marketing ; Cateora Graham
5. Marketing Management; Ramaswamy V.S. & NamaKumar . S



## **BBA-205: BUSINESS ENVIRONMENT**

**Unit – I:** Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.

**Unit – II:** Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector

**Unit – III:** Industrial Policy – Its historical perspective (In brief); Socio-economic implications of Liberalisation, Privatisation, Globalisation.

**Unit – IV:** Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA, Start-ups, Skill development, Thrust on make in India.

**Unit – V:** Overview of International Business Environment, Trends in World Trade: WTO- Objectives and role in international trade, Increasing trends of e-commerce with respect to e-platform like flipcart, Amazon, Myntra.

### **Suggested Readings:**

1. Francis Cherunilum ; Business Environment
2. K.Aswathapa ; Business Environment
3. PAUL ; Business environment
4. V. Neelamegum ; Business Environment

## **BBA-206: FUNDAMENTALS OF COMPUTER**

**Unit – I:** Computer Basic: Introduction, History of Computer, Types of Computer, Generations of Computer, and Basic Components of PC.

**Unit – II:** Hardware and Software: Introduction, Types of Software, Input Devices and Output Devices, Relationship between Hardware and Software, RAM and ROM.

**Unit – III:** Network, Security and Networking: LAN, WAN, MAN, SAN, CAN, Topology (Ring, Star, Bus, Mesh), Digital Piracy Management, Cyber Security / Cyber Laws, Internet Information, Internet Service, Difference Between Internet, Extranet and Ethernet.

**Unit – IV: Windows (latest Version):** Introduction, Features, Installation, Activation, Security Features, MS Word with all the applications and uses.

**Unit – V: Excel( latest Version):** Introduction, Filter, Commands for Excel . Power Point: Introduction, Creating a Presentation, Using Templates, Inserting Charts, Inserting Tables.

### **Suggested Readings:**

1. Computer Fundamental:- V. K. Singh
2. Fundamentals of Computers:- G. B. Jain
3. Operating System:- Godbol
4. Window-98:- Manual

## **BBA-207: ASSESSMENT ON SOFT SKILL BASED ON PRESENTATION/G.D./P.D**

**Broad frame work is being given here however Instructor/Trainer/Faculty /Expert will have freedom to design his /her program e in such manner so that effective learning will take place.**

The phrase ‘soft skills’ incorporates a wide variety of personality traits, communication and people skills, social attitudes and emotional intelligence. These qualities (also known as ‘core skills’) are increasingly important for success in the workplace – and not just for those in leadership positions. Everyone can benefit from some focused training and development to help them realise their full potential.

**Group discussion:** Group Discussion improves verbal communication nonverbal behavior, Decision making ability and cooperation.

**Management Games:** It improves Team Work, Internships, Volunteering, Leadership Skills

**Grooming Sessions:** It improves Communication, Interaction, helps in admitting your flaws and Weakness, helps in discovering things and new ideas. It makes you more adaptable and accommodative.

**Presentation skills:** It helps in making clear objectives, Well-rehearsed, Information clearly featured and it includes call to action

### **Communication Skills**

1. Verbal Communication
2. Body Language
3. Physical Communication
4. Writing
5. Visual Communication
6. Listening
7. Presentation Skills
8. Public Speaking
9. Interviewing

### **Leadership**

1. Team Building
2. Mentoring
3. Delegation
4. Dispute Resolution
5. Giving Feedback
6. Decision Making

7. Supervising
8. Managing

### **Interpersonal Skills**

1. Networking
2. Interpersonal Relationships
3. Dealing with Difficult People
4. Conflict Resolution

### **Personal Skills**

1. Stress Management
2. Tolerance of Change and Uncertainty
3. Taking Criticism
4. Self Confidence
5. Adaptability
6. Resilience
7. Self-Leadership
8. Self-Assessment
9. Enthusiasm
10. Empathy

### **Professional Skills**

1. Time Management Technology
2. Meeting Management
3. Technology Savvy
4. Trend Awareness
5. Business Trend Awareness
6. Business Etiquette

### **Creativity**

1. Problem Solving
2. Critical Thinking
3. Innovation
4. Troubleshooting
5. Design Sense

## **COURSE CONTENT FOR SEMESTER – III**

### **BBA-301: ADVERTISING MANAGEMENT**

**Unit – I:** Advertising: Introduction, Scope, importance in business: Role of advertising, function of advertising, key players in advertising, types of advertising.

**Unit – II:** Public Relation and Publicity: Meaning of Public Relation, Difference between public relations and advertising, Role of Public Relations, Process of Public Relation, Advantages and disadvantages of Public Relations, Publicity, Advantages and disadvantages of publicity.

**Unit-III:** Sales Management and Sales Promotional: Defining Sales Management, Objectives of Sales Management, Sales Management Strategies, Functions of Sales Executive, Scope and Role of sales promotion.

**Unit – IV:** Print Media and Broadcasting: Characteristics of the press, Basic media concepts, newspapers, magazines, Factors to be considered for print media advertising,, Meaning of Broadcasting, Radio as a medium, television as a medium, internet advertising.

**Unit –V:** Media Planning and Strategies: Growth and Importance of Media, Meaning and role of media planning, Media Plan, Market Analysis, Media Objectives, Developing and implementing Media Strategies.

#### **Suggested Readings:**

1. Advertising and Promotion: George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management: Concept and Cases Manendra Mohan, TMH
3. Advertising Management: Rajeev Batra, PHI
4. Advertising Management: Thakur publications Rajeev S, N. S. Rana

## **BBA-302: TEAM BUILDING & LEADERSHIP**

**UNIT – I:** Team Building Process: Overview of team; Difference between Groups and Teams. Types of Teams- Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams.

**UNIT – II:** Evaluating team performance, Goal Setting of Team, Defining roles and Responsibility of team members; External and Internal factors affecting team building.

**UNIT – III:** Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership, Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Building High Performance Teams.

**UNIT – IV:** Personality: Meaning & Concept of Personality; Types of personality; Personality Determinants; Evaluation of Personality.

**UNIT -V:** Meaning of Group; Formation of group; Roles, Structure, and Size of Group; Types of Group; Characteristics of an Effective Group.

### **Suggested Readings:**

1. Yukl G - Leadership in Organizations (Prentice hall, 7thEd.)
2. Lall& Sharma – Personal Growth Training & Development (Excel Books)
3. Janakiraman- Training & Development(Biztantra)
4. UdaiPareek - Understanding Organizational Behavior (Oxford, 2ndEd.)
5. Rao, V.S.P. Human Resource Management, New Delhi. Excel Books.

## **BBA-303: INDIAN ECONOMY**

**Unit – I:** Meaning of Economy, Economic growth & development, characteristics of Indian Economy, Factors affecting economic development.

**Unit – II:** An overview of Economic Resources of India, Human Resources of India, Concept of Population Explosion Interrelation of Population and Economic Development, Population policy of India, Problem of Unemployment in India.

**Unit – III:** Agriculture: Land Reforms and land tenure system, Green Revolution and capital formation in agriculture industry, trends in composition and growth, role of public and private sector, small scale and cottage industries.

**Unit – IV:** Problems and prospects of Indian Agriculture, Plan period Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile). Role of small scale industry in Indian economy.

**Unit – V:** Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-Operative banks; Development banks .NITI Aayog: formation ,Function and contribution of NITI Aayog.

### **Suggested Readings:**

1. Kenes J.M. General Theory of Employment, Interest and Money
2. Brooman Macro Economics
3. Seth, M..L. Monetary Theory
4. Vaish, M.C. Monetary Theory
5. Singh, S.P. Macro Economics

## **BBA-304: CUSTOMER RELATIONSHIP MANAGEMENT**

**UNIT – I** Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

**UNIT – II** CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and e-CRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

**UNIT – III** Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.

**UNIT – IV** CRM Implementation: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off Support.

**UNIT – V** Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management: Field Force Automation.CRM Links in E-Business: E-Commerce and Customer Relationships on the Internet, Supplier : Role and Importance.

### **Suggested Readings:**

1. Alok Kumar Rai: Customer Relationship Management: Concepts and Cases (Second Edition)-PHILearning
2. Bhasin: Customer Relationship Management (Wiley Dreamtech)
3. Dyche: Customer relationship management handbook prentice hall
4. Peelan: Customer relationship management prentice hall
5. Kristin Anderson, Carol Kerr: Customer relationship management, McGraw-Hill Professional
6. Chaturvedi: Customer Relationship Management(Excel Books)
7. Sheth J N, Parvatiyar A. and Shainesh G: Customer relationship management: Emerging



## **BBA-305: MANAGEMENT INFORMATION SYSTEM**

**Unit – I:** Management Information System( MIS): Concept & definition, Role of MIS, Process of Management, MIS-A tool for management process, Impact of MIS, MIS & computers, MIS & the user, IMS- a support to the Management.

**Unit – II:** Planning & Decision making: The concept of corporate planning, Strategic planning Type of strategic, Tools of Planning, MIS-Business Planning; Decision making concepts, Methods, tools and procedures, Organizational Decision making, MIS & Decision making concepts.

**Unit – III:** Information &System: Information concepts, Information: A quality product classification of the information, Methods of data & information collection, Value of information, MIS &System concept, MIS & System analysis ,Computer System Design.

**Unit – IV:** Development of MIS: Development of long range plans of the MIS. Ascertaining the class of information, determining the Information requirement, Development and implementation of the MIS, Management of quality in the MIS, organization for development of the MIS, MIS: the factors of success and failure.

**Unit – V:** Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence(AI) System, Knowledge based expert system(KBES), MIS & the role of DSS, Transaction Processing System(TPS), Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System, Benefits of ERP, EMS & ERP

### **Suggested Readings:**

1. Management Information System, Jawadekar W S
2. Managing with information, Kanter, Jerome
3. Management Information System, Louden & Louden
4. Information system for Modern Management, Murdick& Ross, R.claggetti

## **BBA-306: INCOME TAX LAW & PRACTICE**

**Unit – I:** Basic Concept: Income, Agriculture Income, Casual Income, and Assessment Year. Previous Year. Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance and Tax Planning

**Unit – II:** Basis of Charge: Scope of Total Income, Residential Status and Tax Liability, Income which does not form part of Total Income.

**Unit – III:** Heads of Income: Income from Salaries, Income from House Properties.

**Unit – IV:** Heads of Income: Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources.

**Unit – V:** Set off and Carry forward of losses, deduction from gross total Income, Deemed Income, Aggregation of Income.

### **Suggested Readings:**

1. Mehrotra, H.C.: -Income Tax Law and Account
2. Chandra Mahesh and Shukla D.C.: - Income Tax Law and Practice
3. Agarwal, B.K.: - Income Tax
4. Jain, R.K.: -Income Tax
5. Prasad, Bhagwati: -Income Tax Law and Practice

## **COURSE CONTENT FOR SEMESTER – IV**

### **BBA-401: CONSUMER BEHAVIOUR**

**Unit – I:** Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour

**Unit – II:** Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes- Formation and Change; Consumer Values and Lifestyles  
External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour

**Unit – II:** Consumer Decision Making Process: Problem Recognition- methods of problem solving; Pre-Purchase search influences- information search; alternative evaluation and selection; outlet selection and purchase decision; Post Purchase Behaviour; Situational Influences; Cognitive Dissonance.  
Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process

**Unit – IV:** Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour- interdisciplinary approach

**Unit – V:** Researching Consumer Behaviour: Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy, Consumer Behaviour in Indian Perspectives.

#### **Suggested Readings:**

1. Consumer Behaviour by Leon G. Schiffman & Leslie L. Kanuk, Prentice Hall Publication
2. Consumer Behaviour by R.D. Blackwell, P.W. Miniard, & J.F. Engel, Cengage Learning
3. Consumer Behaviour in Indian Perspective Suja. R. Nair
4. Consumer Behaviour Schiffman & Kanuk
5. Consumer Behaviour Louden & Bitta

## **BBA-402: FINANCIAL MANAGEMENT**

**Unit – I:** Introductory: Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.

**Unit – II:** Capital Structure: Planning, Capitalization Concept, Basis of Capitalization, Consequences and Remedies of Over and Under Capitalization, Determinants of Capital Structure, Capital Structure Theories, Leverage Analysis.

**Unit – III: Capital Budgeting and Cost of Capital:** Nature & Scope of Capital budgeting- payback, NPV, IRR and ARR methods and their practical applications. Analysis of Risk & Uncertainty, Computation of Cost of Capital.

**Unit – IV:** Management of Working Capital: Concepts of working Capital, Approaches to the Computation of Working Capital (with numerical problems), Management of Different Components of Working Capital.

**Unit – V:** Management of Earning: Concept & relevance of Dividend decision. Dividend Models- Walter, Gordon's, MM Hypothesis. Dividend policy-determinants of dividend policy.

### **Suggested Readings:**

1. Financial Management: K. G. Gupta
2. Financial Management; Khan & Jain
3. Financial Management; M.Pandey
4. Financial Management; Dr.A.K. Garg
5. Financial Management;S.N. Maheshwari

## **BBA-403: PRODUCTION & OPERATON MANAGEMENT**

**Unit – I:** Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.

**Unit – II:** Types of manufacturing Systems: Intermitted & Continuous Systems etc, Product design & development.

**Unit – III:** Plant Location & Plant layout. Introduction to method study and work study.

**Unit – IV:** Materials Management & Inventory Control: Purchasing Economic lot quality/Economic order quantity (EOQ), Lead time, Reorder level. Brief of ABC analysis, Stock Keeping

**Unit – V: Quality Control:** Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control

### **Suggested Readings:**

1. Production Operation management B.S.Goel
2. Production & Operation Management Buffa
3. Production & Operation Management S.N Chany
4. Operation Management: K. G. Gupta.

## **BBA-404: SALES & DISTRIBUTION MANAGEMENT**

**Unit – I:** Sales Management :- Evolution of sales function- Objectives of sales management positions - Functions of Sales executives- Relation with other executives

**Unit – II:** Sales Organization and relationship: Purpose of sales organization - Types of sales organization structures - Sales department external relations Distributive Network relations.

**Unit – III:** Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, prospecting, pre-approach and post-approach- Organizing display, showroom & exhibition

**Unit – IV:** Distribution network Management, Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.

**Unit – V:** Sales Force Management; Recruitment and Selection, Training, Leadership, Controlling and Motivation.

### **Suggested Readings:**

1. Sales Management- Cundiff, Still, Govoni
2. Salesmanship & Publicity - Pradhan, Jakate, Mali
3. Sales Management - S.A. Chunawalla

## **BBA-405: RESEARCH METHODOLOGY**

**Unit – I:** Introduction – Meaning of Research; Objectives of Research; Types of Research; Research Process; Research Problem formulation, various problems encountered by researchers

**Unit – II:** Methods of Data Collection, Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Construction of Questionnaire.

**Unit – III:** Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.

**Unit – IV:** Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing-Chi-square test, Z test, t-test, f-test. Elementary Knowledge of SPSS.

**Unit – V:** Presentation-; Graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution For writing report, Oral report, Formulation of business problems in research, Elementary Knowledge for Writing a research paper

### **Suggested Readings:**

1. Research Methodology; C.R. Kothari
2. Research Methods; Patrick McNeill
3. Research Process; Gary Bouma
4. Research Methodology; Ranjit Kumar
5. Business Research Methodology; Dr. Arun Kumar.

## **BBA-406: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

**Unit – I:** Introduction: concept of entrepreneurship, theories of entrepreneurship traits of entrepreneur , Different types of entrepreneurs, problems faced by entrepreneurs.

**Unit – II:** Entrepreneurial Development, Role and functions of measure support institutions such as SIB,CSIO,SSDO,SISIs etc., EDPs and Role of Women Entrepreneurs

**Unit – III:** Concept, definition, and framework of Small Business, Social benefits and incentives for small industry in India; Elementary Knowledge of Make in India, Start up, Stand up India, Mudra Loan, Schemes of Union Government and it's Initiative on ATAMNIRBHAR BHARAT and Vocal for Local.

**Unit –IV:** Transformation of Idea into Reality :Project classification ,identification and selection, Project formulation and Project Appraisal and Preparing Project Report.

**Unit – V:** Steps in starting a small industry, incentives and subsidies available, export possibilities. Teething problem in setting small units: location, technology, marketing, Labour and Planning

### **Suggested Readings:**

1. Entrepreneurship Development; Vasant Desai
2. Entrepreneurship Development; Shobha Singh Khanka
3. Entrepreneurship - Strategies and Resources ; Mark Dollinger
4. Entrepreneurship – Small Business Approach by Charles E. Bamford



## **BBA-407: COMPUTER ORIENTED PRACTICAL & VIVA VOCE**

**Broad frame work is being given here however Instructor/Trainer/Faculty /Expert will have freedom to design his /her program e in such manner so that effective learning will take place.**

### **Course Objectives:**

This course offers a good practical understanding of basics of Information Technology. The students will proficiency in the use of personal computers, specifically in the use of spreadsheets and database packages will enhance. The curriculum is so designed as to provide required expertise in the use of personal computer as an effective management tool.

**Unit I :**Network: Services and its classification : Knowledge management using internet search engines, techniques to use search engine effectively: *practical* use of *MS Office, MS Word, MS Excel, MS PowerPoint, MS Paint etc.* web page designing using any software: application of computers in project management: features, capabilities and limitation of project management software ( with reference to popular software viz.ms-project), Official use of Blogs, Facebook, LinkedIn, Twitter, Poster making using canwa

**Unit II:** Digitization: Digital signature, e-Governance, Application of Digital Financial Services, Basics of E- mail, Electronic payment system, Digital signature, Mobile app based operations, Modern functions of smart phones, Android phone applications etc.

**Unit III:** Mobile computing & its application: Introduction, issues in mobile computing, overview of wireless telephony: cellular concept, GSM: air-interface, channel structure, location management, CDMA, GPRS.

**Unit IV:** Online Transaction and Trading: Understand the E-Commerce and E-Commerce Transition in India Recognize the benefits and limitations of E-Commerce Analyze different E-Commerce business models Understand E-Marketing and E-CRM

**Unit V:** Network security & its application: Application security (Database, E-mail and Internet), Data Security Considerations Backups, Archival Storage and Disposal of Data, Security Technology- Firewall and VPNs, Intrusion Detection, Access Control. *Security Threats-Viruses, E-mail viruses, Macro viruses*, Network and Security Threats to E-Commerce Electronic Payment System, e- Cash, Credit/Debit Cards. Digital Signature, public Key Cryptography.

### **Suggested Readings:**

1. P.K. Sinha : Fundamental of Computers, BPB Publishers.
2. Leon & A. Leon: Internet for Everyone, Leon Tech World.
3. Curtin, Foley, Sen& Martin: Information Technology, Tata McGraw Hill.
4. Ron Masfield : MS-Office, Tech Publication.
5. V.K. Jain: Information Technology ,Atlantis.
6. D. Anfinson& K. Quamme: Information Technology Essentials, Pearson Education

## **COURSE CONTENT FOR SEMESTER – V**

### **BBA-501: ARITHMATIC APTITUDE**

**Unit – I:** Ratio & Proportion, Logarithm, Simple Interest, Compound Interest, Profit & Loss, true Discount, Partnership, Permutation & Combination.

**Unit – II:** Problem on Age, Problem on Numbers, Calendar, Clock, Time & Work, Time & Distance Area. Sets, Function & Relation

**Unit – III:** H.C.F., L.C.M., Decimal Fraction, Problem on Trains, Boat & Stream Syllogism Direction Tests, Seating Arrangements.

**Unit – IV:** Data Interpretation :Description of Data, Tabulation, Bar Diagrams, Pie Chart, Line Graph, Sequence & series, Number Series.

**Unit – V:** Matrix: Introduction, Types of Matrix, Addition, Subtraction and Multiplication of Matrix, Inverse of Matrix, Solution of linear Equations by Matrix Inversion Method.

#### **Suggested Readings:**

1. R.S. Aggarwal - Quantitative Aptitude for Competitive Examinations.
2. Arun Sharma - Quantitative Aptitude for CAT.
3. Arihant Publications - Fast Track Objective Arithmetic.
4. R.D. Sharma - Mathematics Class 11th and 12th.
5. Sarvesh K. Verma- Quantitative Aptitude Quantum CAT Common Admission Tests.

## **BBA-502: APTITUDE REASONING**

**Unit – I :**Emotional & Social Intelligence, Critical Thinking, Non-Verbal Reasoning, Verbal reasoning, Series, Data Structures.

**Unit – II:** Blood Relations, Venn Diagram, Word Formation, Matrix, Puzzle, Coding-Decoding, logical sequences, Proposition, Direction Sense, Sets & subsets.

**Unit – III :**Analogy, Classification, Calendars, Cubes and Clocks, Syllogisms, Logical sequences statement conclusion, Syllogistic reasoning, Data Arrangement ,Family Tree ,Binary Logic, Seating Arrangement.

**Unit – IV:** Similarities and Differences, Space visualization, Spatial orientation, Problem solving, Analysis, Judgment, Decision making.

**Unit – V:** Visual memory, Discrimination, Observation, Arithmetical reasoning and figural classification, Arithmetic number series, Tables& Pie Charts, Data Sufficiency, Bars & Line Graphs.

### **Suggested Readings:**

1. R.S. Aggarwal -A Modern Approach to Logical Reasoning
2. Arun Sharma -How to Prepare for Logical Reasoning for the CAT
3. PeeyushBharadwaj -Analytical and Logical Reasoning for CAT & Other Management Exams

## **BBA-503 GENERAL BUSINESS AWARENESS**

**UNIT I: International Organizations (IMF, World Bank, IMO etc):** Major world organizations including economic organizations like WTO, IMF, and WB are important. Various political global groupings like UN and regional groups like ASEAN, SAARC, etc. are also important. One can expect regarding headquarters, chairpersons, functions of the organization or any other major reform/ event that took place (pertaining to the organization).

**Business Awareness :** Company, chair persons, board members, CEO, MDs, company v/s Industry, profession, logos of companies, branding, company and its product, companies and their origin, basic structure of a company, entrepreneurs, trademarks, globalisation, liberalisation

**UNIT II: Geography:** General questions from geographical features from India and across the world. Questions on theoretical aspects of Geography.

**History:** Vedic culture, Name of the Kings who built, important ancient Temples and Institutions and historic monuments, contribution of Indian continent to world in ancient time.

**UNIT III: Everyday Science:** Application of science rather than theoretical aspects of Physics and Chemistry. Further, expect questions on technologies involved in communication, IT, space etc.

**Current Affair and General Knowledge:** Population Census ,Important Books and their writers, First sports achievement for India and the world like first Olympic, first Asian Game, etc., State Animals and Symbols, Awards and their importance, Name of the Scientist who got Noble prize for important discoveries, Important Days

.

**UNIT IV: Economy:** Questions from theoretical as well as practical aspects of Indian and World Economy, with a special focus on India's macroeconomic indicators, like inflationary trends, GDP etc.

**Current Business Development:** Latest events and developments in the business world especially Indian subcontinent as mergers, takeovers, and new product launch etc

**UNIT V: Constitution & Polity:** Working of the Indian Political System e.g. political parties, pressure groups etc. Also, as far as the constitution is concerned, further, features of major social schemes launched by the central government recently, Institution of President, the governor, PM, then CM, Parliament and then State Legislature, Supreme Court and then High court, speaker of the house.

### **Suggested Readings:**

1. Latest Business newspapers and magazines
2. Economic Times
3. Business world magazines
4. Financial Express
5. Business Today

## **BBA-504: GENERAL ENGLISH**

**Unit – I:** Active and Passive Voice, Cloze Tests, Commonly Misspelled Words, Comprehension, Direct & Indirect Speech.

**Unit – II:** Editing, Error Spotting, Fill in the Blanks, Grammar, Idioms and Phrases, Jumble Words, Jumbled up sentences.

**Unit – III:** Multiple Meaning /Error Spotting, Miscellaneous, One word Substitution, Paragraph Completion, Passage Making.

**Unit – IV:** Phrase Substitution, Reading Comprehension, Sentence Correction, Sentence Framing, Sentence Improvement.

**Unit – V:** Spelling Test, Spotting Errors, Synonyms & Antonyms, Verbal Ability, Vocabulary.

### **Suggested Readings:**

1. S.P. Bakshi : Objective General English
2. R.S. Agarwal : Objective General English
3. S.C. Gupta : General English for Competitive Exams

## **BBA-M-1: RURAL MARKETING**

**Unit: I** Definition of Rural Marketing, Indian Rural Market, Environment: Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities.

**Unit II:** The Rural Consumer: Characteristics, factors influencing his purchase decision, Rural demand: Nature, types of requirements, hierarchy of markets and rural market index, Problems in rural marketing as Warehousing and Transportation.

**Unit III:** Marketing of Agriculture Inputs: Consumable inputs and durable inputs: Marketing of Consumables and Durables: Composition of Products, Price, distribution, promotion, product redesign or modification needs.

**Unit IV:** Marketing of Agricultural Produce, Formation of Cooperative marketing and processing societies, marketing of rural/cottage industry/artisan products.

**Unit V:** Rural Marketing Strategies: Rural Market Segmentation, Strategies on product, price, promotion and distribution.

### **Suggested Readings:**

- 1 Pradeep Kashyap Rural Marketing-2 edition Pearson education
2. Jha, S.M. & Singh, L.P.: Marketing Management in Indian Perspective, Himalaya, Bombay
- 3.Velayudhan – Rural Marketing (Sage)
4. Mathur- Rural Marketing (Excel Books)
5. Philip Kotler: Marketing Management.

## **BBA-M-2: SERVICE MARKETING**

**UNIT-1:Introduction of Service Marketing:** Introduction: Definition, Characteristics and Classification of Services, Difference between Product and Services marketing, Paradigms in Services Marketing, Present Marketing Environment, Services Marketing Mix: Understanding the 7 P's OF SERVICE MARKETING &UPCOMING CONCEPTS, Difficulties & Challenges in Service Marketing

**UNIT- 2 Understanding Consumer Behaviour and Service Design;** Strategies for Services Marketing: Segmentation, Targeting &Positioning, Differentiation. Understanding Consumer Behaviour: Services vis-à-vis goods, Consumer Behaviour in Services, Customer Expectations and Perceptions of Services .

**UNIT- 3 Delivering, Pricing and Managing Service Promise (07 Hours):** Service Development Design & Standards: New Service Development, Process Service Standards, Demand and Capacity Management in Delivering Services: Role of Employees and Customers in service delivery; Quality in Service marketing.

**UNIT- 4 Service Process – Blue printing – Physical evidence.** Pricing of Services: Pricing Considerations and Strategies, Managing Service Promise: Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations in service marketing

**UNIT- 5 Service Performance:** Evaluating Success of Service Offering: Service quality and measurement, Complaint handling, Service Guarantees. Role of CRM, The Gaps Model Of Service Quality, Latest issues in service marketing with reference to Uber, Ola, OYO, Swiggy, Zomato.

### **Suggested Readings:**

- 1.Services Marketing, Zeithaml Valerie and Mary Jo Bitner, Gremler&Pandit, Tata McGraw Hill.
2. Services Marketing, Lovelock, Christopher. PrenticeHall.
3. Services Marketing, Nargundkar, Rajendra. Tata McGraw Hill.
4. The Essence of Services Marketing, Adrian Payne. PHI.
5. Services Marketing, Ravi Shankar. Excel Publishing

## **BBA-F-1: CORPORATE TAXES-DIRECT AND INDIRECT TAX**

**Unit-I:** Income Tax Act 1961-special provisions relating to assessment of companies.

**Unit- II:** Concept of tax planning, tax avoidance and tax evasions, tax planning for new business with reference to location, nature and form of business.

**Unit-III:** Introduction of Indirect tax, definition and nature, Basis for charging indirect tax, constitutional framework of indirect tax before GST, structure of GST, slab of GST,GST council, GST Network.

**Unit-IV:** Levy and collection of GST: Taxable event – supply of goods and services, place of supply, within state, interstate, import and export, time of supply, valuation for GST- Valuation rules, excess tax, refund, TDS, registration of GST.

**Unit-V:** Custom law: introduction levy and collection, taxable event, valuation of import and export, refund & recovery.

### **Suggested Readings:**

1. Direct Taxes: Singhania V. K.
2. GST- Bare Act.



## **BBA-F-2: FINANCIAL INSTITUTIONS AND INVESTMENT MANAGEMENT**

**Unit I:** Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets – their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines.

**Unit II:** Portfolio Analysis and Selection: Portfolio concept, Portfolio risk and return, Selection of Portfolio: Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Portfolio Management and Mutual Fund Industry

**Unit III:** DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions; NBFCs – Their status, types, working and strategies for commercial viability ; Insurance organizations – Their status , types, working and strategies for commercial viability.

**Unit IV:** Leasing and Hire Purchase: Industry. Size and scope. Parties involved, Evaluation of Lease transaction, Types of lease and their implications, Hire purchase and lease - differences and implications for the business. Consumer Credit and Plastic Money – concept, working uses of each.

**Unit V: Mutual Funds :**Concept, Types, Significance of Mutual Funds, NAV, Evolution & Growth of Mutual Funds, Role of Registrar, Underwriter according to SEBI guidelines.

### **Suggested Readings:**

- 1) Khan M Y - Financial Services (Tata McGraw Hill, 1998)
- 2) Machiraju H R - Indian Financial System (Vikas, 2004)
- 3) Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill, 3rd edition, 2003)
- 4) Srivastava ,R.M& Nigam Divya - Management of Financial Institutions (Himalaya, 2003)

## **BBA-601: STRATEGIC MANAGEMENT & BUSINESS POLICY**

**Unit – I:** Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism or Policy making.

**Unit – II:** Responsibilities & tasks of Top Management: objectives of Business Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved.

**Unit – III:** Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.

**Unit – IV:** Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis

**Unit – V:** Porter's Five Forces Model, Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its relevance

### **Suggested Readings:**

- 1) AzharKazmi Business Policy
- 2) Peter F. Drucker Management Task & Responsibilities
- 3) IgorAnsoff Corporate Strategy
- 4) Hatton& Hatton Strategic Management
- 5) Christian, Anderson, Bower Business Policy
- 6) McCarthy, IninChiello, Curran Business Policy & Strategy

## **BBA-602: OPERATION RESEARCH**

**Unit – I:** Nature, Definition & characteristics of operations research, Methodology of **OR**, Models in OR; OR & managerial Decision making, OR techniques.

**Unit – II:** Linear programming: Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method, Simplex Method (including Big M method)

**Unit – III:** Transportation-North West Corner Rule, Method of matrix Minima & VAM Methods, Degeneracy Problems, MODI Method. Assignment Problems

**Unit – IV:** Decision making under Uncertainty-Criteria of Maximax, Maximin, Minimax Regret, Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.

**Unit – V:** Job Sequence Analysis PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.

### **Suggested Readings:**

1. Operation Research; V.K. Kapoor
2. Operation Research; S.D. Sharma
3. Operation Research - An Introduction; Hamdy A.Taha
4. Operation Research; K. G. Gupta

## **BBA-603: FUNDAMENTAL OF E-COMMERCE**

**Unit – I:** E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Types of E-Commerce, Basic requirements of E-Commerce, Consumer Buying Through E-Platforms like Flipcart, Amazon, Ebay, Snapdeal etc.

**Unit – II:** Internet: Concept & evaluation, Characteristics of Internet: email, WWW. Ftp, telnet, Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, searches Engines.

**Unit – III :**Customer relationship with business via e-commerce Electronic Payment Systems: E-Money, e-cheque, credit cards, debit cards, smart cards, E-Banking.

**Unit – IV:**EDI(Electronic Data Interchange) introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI, Payment Through UPI, Mobile Wallet, Phone Banking, Net Banking,

**Unit – V:**Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws, Payment Gateways, Visa, Rupay and Mastercards.

### **Suggested Readings:**

1. Frontiers of E-Commerce Ravi Kalkota, TMH
2. O, Brien J Management Information System, TMH
3. Oberoi, Sundeep E-Security and You, TMH
4. Young, Margret Levine The complete reference to Internet, TMH
5. David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education.

## **BBA-604: ECONOMIC AND INDUSTRIAL LAW**

**Unit I: Factory Act 1948:** Definitions and Important Provision.

**Workmen compensation Act 1923:** , Determination of Amount of Compensation, Latest provisions of Workmen's Compensation (Amendment) Act, 2009.

**Unit II: Industrial Dispute Act 1947:** Important Provisions

**Minimum Wages Act 1948:** Meaning of wage under the Act Procedure for fixing Minimum wage, Obligation of employer to pay minimum wage, Authorities and Remedies under the Act.

**Unit III:**

**Employee State Insurance Act 1948:** Object and Scope, Definitions under the Act Important Benefits under the Act: Employee's State Insurance Corporation - Dispute and Claim Settlement under the Act, Latest provisions of Employee State Insurance (amendment) Act, 2010

**Unit IV:**

**Employee Provident Fund Act 1952:** Employee's pension scheme and fund, Employee's deposit linked insurance scheme, administration of the schemes, Recovery of money from employer and contractor, Appellate tribunal, penalties and offences.

**Unit V:**

**Payment of Gratuity Act, 1972:** Scope of the Act, Meaning of Employee, Employer, Continuous Service, etc., Conditions for Payment and Forfeiture of Gratuity, Authorities under the Act and their powers and functions.  
IBC law and Arbitration.

### **Suggested Readings:**

1. Kapoor, N.D., "Element of industrial law", Sultan Chand & Sons, (2013)
2. Padhi, P.K., "Labour & Industrial laws", PHI Learning Pvt. Ltd (2012)
3. Misra, S. N., "Labour and Industrial Laws", Central Law Publications, (2014)
4. Monappa, "Industrial Relations and Labour Laws", McGraw Hill Education, (2012)
5. Srivastava, S. C., "Industrial Relations and Labour Laws", Vikas Publishing House, (2014)

### **BBA-M-3: RETAIL MANAGEMENT**

**Unit I:** Introduction to Retailing: Concept of retailing, Functions of retailing, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, changing trends in retailing.

**Unit II:** Understanding the Retail Consumer: Retail consumer behaviour, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consumer.

**Unit III:** Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

**Unit IV:** Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location.

**Unit V:** Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analysing Merchandise performance.

#### **Suggested Readings:**

1. Retail Management 3<sup>rd</sup> Edition, Suja Nair, Himalaya Publishing House, Mumbai, 2008
2. Retail Management, 6<sup>th</sup> Edition, Michael Levy, Barton AWeitz and Ajay Pandit, Tata McGraw Hill Publishing Co. Limited, New Delhi.
3. Retail Management, Text and Cases 2<sup>nd</sup> Edition, Swapna Pradhan, Tata McGraw Hill Publishing Co. Limited, New Delhi.
4. The Art of Retailing, 2<sup>nd</sup> Reprint A.J. Lamba, Tata McGraw Hill Publishing Co. Limited, New Delhi

## **BBA-M-4: DIGITAL MARKETING**

**UNIT-1:** Introduction of Digital Marketing, Importance of Digital Marketing, General Overview of Web Concept and Hosting | Domain, Website Planning.

**UNIT-2:** Search Engine Optimization (SEO), Black HAT and White HAT SEO, Importance of Search Engine Optimization (SEO), SEO On Page, What is SEO Off Page, Local SEO, SEO, Importance of Google Webmaster Tool.

**UNIT -3:** Social Media Marketing, Brand through Social Media Marketing (SMM), Importance of Social Media Marketing, How to Optimize Social Media, How Many Platform of Social Media, How to Make Business Pages or Profile on Social Media (Facebook, Twitter, Instagram, LinkedIn, Pinterest etc.) How to Create Paid Advertising on Social Media.

**UNIT-4:** Google Ad words, Importance of Google Paid Campaign, Types of Google Advertisement, Search | Display | Mobile | Shopping | Video Advertisement, Create Paid Campaign on Google Ad words, Bing Advertisement, Tracking Performance and Measurement with Google Analytics.

**UNIT-5:** Email Marketing, Lead Generation, Content Marketing, Importance of Content Writing, How to Promote Brand through Content, Online Reputation Management and Review Management, Affiliate Marketing, Internet Entrepreneurship with Google AdSense, How to get Project from USA| UK| CA and other Country, Freelancing, Internet Marketing Planning and Strategy.

### **Suggested Readings:**

1. Puneet Singh Bhatia; Fundamentals Of Digital Marketing
2. Lan Dodson; The Art Of Digital Marketing
3. Damian Ryan; Understanding Digital Marketing
4. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
5. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts
6. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).

### **BBA-F-3: COST AND MANAGEMENT ACCOUNTING**

**Unit–I:** Introduction: Nature and Scope of Cost Accounting, Cost, concepts and Classification, Methods and Techniques, Concept of Management Accounting, Relationship of Cost and Management Accounting.

**Unit –II:** Elements of Cost, Assessment of Cost, Classification of Costs, Preparation of Cost Sheet and Statement of Cost, Tender Costing.

**Unit –III:** Cost–Volume Profit Analysis; Break Even Analysis and Decision Making, Marginal Costing and Absorption Costing.

**Unit–IV:** Budgetary Control, Standard Costing and Analysis of Variances.

**Unit–V:** Responsibility Accounting, Transfer Pricing, Activity Based Pricing, Value Chain Analysis, Target Costing, Life Cycle Costing.

#### **Suggested Readings:**

1. Maheshwari S.N.: Advanced Problem and Solutions in Cost Accounting
2. Khan& Jain: Management Accounting
3. Gupta, S.P.: Management Accounting
4. K. G. Gupta : Cost and Management Accounting.



## **BBA-F-4: Company Accounts**

**Unit- I:** Issue of Shares and Debentures: Issue, Forfeiture and re-issue of Shares, Redemptions of Preference Shares; Issue and redemption of Debentures.

**Unit-II:** Accounting for special issue: Bonus issue, Employee stock option plan, Buy back of Shares.

**Unit-III:** Profit prior to Incorporation, Disposal of Profits, Valuation of Shares.

**Unit-IV:** Final Accounts: As per latest format prescribed under the Companies Act. 2013.

**Unit-V:** Consolidated Balance Sheet of Holding Companies with one subsidiary only.

### **Suggested Readings:**

1. Company Accounts; K. G. Gupta
2. Advanced Accounts; Shukla & Grewal
3. Corporate Accounts; Himalya Publications
4. Advanced Accounts; Jain & Narang

**Proposed Syllabus by**  
**C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**  
**Semester – wise breakup of course**

**Semester-I<sup>st</sup>**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BCA-S101T	Computer Fundamental & Office Automation	3	0	0	3
BCA-S102T	Programming Principle & Algorithm	3	0	0	3
BCA-S103	Principle of Management	4	0	0	4
BCA-S104	Business Communication	3	1	0	4
BCA-S105	Mathematics –I	4	0	0	4
BCA-S101P	Computer Laboratory and Practical Work of Office Automation	0	0	3	2
BCA-S102P	Computer Laboratory and Practical Work of Programming Principle & Algorithm	0	0	3	2
					22

**Semester-II<sup>nd</sup>**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BCA-S106T	C Programming	3	0	0	3
BCA-S107	Digital Electronics & Computer Organization	3	1	0	4
BCA-S108	Organization Behavior	4	0	0	4
BCA-S109	Financial Accounting & Management	3	1	0	4
BCA-S110	Mathematics II	4	0	0	4
BCA-S106P	Computer Laboratory and Practical Work of C Programming	0	0	6	3
					22

**Proposed Syllabus by**  
**C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**  
**Semester – wise breakup of course**

**Semester-III<sup>rd</sup>**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BCA-S201T	Object Oriented Programming Using C++	3	0	0	3
BCA-S202T	Data Structure Using C & C++	3	0	0	3
BCA-S203	Computer Architecture & Assembly Language	3	1	0	4
BCA-S204	Business Economics	3	1	0	4
BCA-S205	Elements of Statistics	3	1	0	4
BCA-S201P	Computer Laboratory and Practical Work of OOPS	0	0	3	2
BCA-S202P	Computer Laboratory and Practical Work of DS	0	0	3	2
					22

**Semester-IV<sup>th</sup>**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BCA-S206T	Computer Graphics & Multimedia Application	3	0	0	3
BCA-S207	Operating System	3	1	0	4
BCA-S208	Software Engineering	3	1	0	4
BCA-S209	Optimization Techniques	3	1	0	4
BCA-S210	Mathematics-III	4	0	0	4
BCA-S206P	Computer Laboratory and Practical Work of Computer Graphics & Multimedia Application	0	0	6	3
					22

**Proposed Syllabus by**  
**C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**  
**Semester – wise breakup of course**

**Semester-V<sup>th</sup>**

Course Code	Course Name	L	T	P	C
BCA-S301T	Introduction to DBMS	3	0	0	3
BCA-S302T	Java Programming and Dynamic Webpage Design	3	0	0	3
BCA-S303	Computer Network	3	1	0	4
BCA-S304	Numerical Methods	3	1	0	4
BCA-S305	Minor Project	0	1	2	2
BCA-S306	Viva-Voice on Summer Training	0	0	2	1
BCA-S301P	Computer Laboratory and Practical Work of DBMS	0	0	3	2
BCA-S302P	Computer Laboratory and Practical Work of Java Programming & Dynamic Webpage Design	0	0	3	2
					21

**Semester-VI<sup>th</sup>**

Course Code	Course Name	L	T	P	C
BCA-S307	Computer Network Security	4	0	0	4
BCA-S308	Information System: Analysis Design & Implementation	3	1	0	4
BCA-S309	E-Commerce	4	0	0	4
BCA-S310	Knowledge Management	3	1	0	4
BCA-S311	Major Project	0	3	6	5
BCA-S312	Presentation/Seminar based on Major Project				1
					22

**Proposed Syllabus by**  
**C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**  
**Semester – wise breakup of course**

**Semester-I<sup>st</sup>**

<b>Course Code</b>	<b>Course Name</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BCA-S101T	Computer Fundamental & Office Automation	75	25	100	3	0	0	3
BCA-S102T	Programming Principle & Algorithm	75	25	100	3	0	0	3
BCA-S103	Principle of Management	75	25	100	4	0	0	4
BCA-S104	Business Communication	75	25	100	3	1	0	4
BCA-S105	Mathematics -I	75	25	100	4	0	0	4
BCA-S101P	Computer Laboratory and Practical Work of Office Automation	-	-	50	0	0	3	2
BCA-S102P	Computer Laboratory and Practical Work of Programming Principle & Algorithm	-	-	50	0	0	3	2
				600				22

**Semester-II<sup>nd</sup>**

<b>Course Code</b>	<b>Course Name</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BCA-S106T	C Programming	75	25	100	3	0	0	3
BCA-S107	Digital Electronics & Computer Organization	75	25	100	3	1	0	4
BCA-S108	Organization Behavior	75	25	100	4	0	0	4
BCA-S109	Financial Accounting & Management	75	25	100	3	1	0	4
BCA-S110	Mathematics II	75	25	100	4	0	0	4
BCA-S106P	Computer Laboratory and Practical Work of C Programming	-	-	100	0	0	6	3
				600				22

**Proposed Syllabus by**  
**C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**  
**Semester – wise breakup of course**

**Semester-III<sup>rd</sup>**

<b>Course Code</b>	<b>Course Name</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BCA-S201T	Object Oriented Programming Using C++	75	25	100	3	0	0	3
BCA-S202T	Data Structure Using C & C++	75	25	100	3	0	0	3
BCA-S203	Computer Architecture & Assembly Language	75	25	100	3	1	0	4
BCA-S204	Business Economics	75	25	100	3	1	0	4
BCA-S205	Elements of Statistics	75	25	100	3	1	0	4
BCA-S201P	Computer Laboratory and Practical Work of OOPS	-	-	50	0	0	3	2
BCA-S202P	Computer Laboratory and Practical Work of DS	-	-	50	0	0	3	2
				600				22

**Semester-IV<sup>th</sup>**

<b>Course Code</b>	<b>Course Name</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BCA-S206T	Computer Graphics & Multimedia Application	75	25	100	3	0	0	3
BCA-S207	Operating System	75	25	100	3	1	0	4
BCA-S208	Software Engineering	75	25	100	3	1	0	4
BCA-S209	Optimization Techniques	75	25	100	3	1	0	4
BCA-S210	Mathematics-III	75	25	100	4	0	0	4
BCA-S206P	Computer Laboratory and Practical Work of Computer Graphics & Multimedia Application	-	-	100	0	0	6	3
				600				22

**Proposed Syllabus by**  
**C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**  
**Semester – wise breakup of course**

**Semester-V<sup>th</sup>**

<b>Course Code</b>	<b>Course Name</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BCA-S301T	Introduction to DBMS	75	25	100	3	0	0	3
BCA-S302T	Java Programming and Dynamic Webpage Design	75	25	100	3	0	0	3
BCA-S303	Computer Network	75	25	100	3	1	0	4
BCA-S304	Numerical Methods	75	25	100	3	1	0	4
BCA-S305	Minor Project	-	-	50	0	1	2	2
BCA-S306	Viva-Voice on Summer Training	-	-	50	0	0	2	1
BCA-S301P	Computer Laboratory and Practical Work of DBMS	-	-	50	0	0	3	2
BCA-S302P	Computer Laboratory and Practical Work of Java Programming & Dynamic Webpage Design	-	-	50	0	0	3	2
				600				21

**Semester-VI<sup>th</sup>**

<b>Course Code</b>	<b>Course Name</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
BCA-S307	Computer Network Security	75	25	100	4	0	0	4
BCA-S308	Information System: Analysis Design & Implementation	75	25	100	3	1	0	4
BCA-S309	E-Commerce	75	25	100	4	0	0	4
BCA-S310	Knowledge Management	75	25	100	3	1	0	4
BCA-S311	Major Project	-	-	150	0	3	6	5
BCA-S312	Presentation/Seminar based on Major Project			50				1
				600				22

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S101T	Computer Fundamental & Office Automation	3	0	0	3

### **UNIT-I**

#### **Introduction to Computers**

Introduction, Characteristics of Computers, Block diagram of computer.

Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers.

Types of Programming Languages (Machine Languages, Assembly Languages, High Level Languages).

Data Organization, Drives, Files, Directories.

Types of Memory (Primary And Secondary) RAM, ROM, PROM, EPROM.

Secondary Storage Devices (FD, CD, HD, Pen drive)

I/O Devices (Scanners, Plotters, LCD, Plasma Display)

Number Systems

Introduction to Binary, Octal, Hexadecimal system

Conversion, Simple Addition, Subtraction, Multiplication

### **UNIT-II**

#### **Algorithm and Flowcharts**

Algorithm: Definition, Characteristics, Advantages and disadvantages, Examples

Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples

### **UNIT-III**

#### **Operating System and Services in O.S.**

Dos – History, Files and Directories, Internal and External Commands, Batch Files, Types of O.S.

### **UNIT-IV**

#### **Windows Operating Environment**

Features of MS – Windows, Control Panel, Taskbar, Desktop, Windows Application, Icons, Windows Accessories, Notepad, Paintbrush.

### **UNIT-V**

#### **Editors and Word Processors**

Basic Concepts, Examples: MS-Word, Introduction to desktop publishing.

### **UNIT-VI**

#### **Spreadsheets and Database packages**

Purpose, usage, command, MS-Excel, Creation of files in MS-Access, Switching between application, MS-PowerPoint.

### **Referential Books :**

1. Fundamental of Computers – By V.Rajaraman B.P.B. Publications
2. Fundamental of Computers – By P.K. Sinha
3. Computer Today- By Suresh Basandra
4. Unix Concepts and Application – By Sumitabha Das
5. MS-Office 2000(For Windows) – By Steve Sagman
6. Computer Networks – By Tennenbum Tata MacGrow Hill Publication



# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S102T	Programming Principle & Algorithm	3	0	0	4

### **UNIT-I**

#### **Introduction to 'C' Language**

History, Structures of 'C' Programming, Function as building blocks.

#### **Language Fundamentals**

Character set, C Tokens, Keywords, Identifiers, Variables, Constant, Data Types, Comments.

### **UNIT-II**

#### **Operators**

Types of operators, Precedence and Associativity, Expression, Statement and types of statements

#### **Build in Operators and function**

Console based I/O and related built in I/O function: printf(), scanf(), getch(), getchar(), putchar();  
Concept of header files, Preprocessor directives: #include, #define.

### **UNIT-III**

#### **Control structures**

Decision making structures: If, If-else, Nested If-else, Switch; Loop Control structures: While, Do-while, for, Nested for loop; Other statements: break, continue, goto, exit.

### **UNIT-IV**

#### **Introduction to problem solving**

Concept: problem solving, Problem solving techniques (Trail & Error, Brain Stroming, Divide & Conquer)

Steps in problem solving (Define Problem, Analyze Problem, Explore Solution)

Algorithms and Flowcharts (Definitions, Symbols), Characteristics of an algorithm

Conditionals in pseudo-code, Loops in pseudo code

Time complexity: Big-Oh notation, efficiency

Simple Examples: Algorithms and flowcharts (Real Life Examples)

### **UNIT-V**

#### **Simple Arithmetic Problems**

Addition / Multiplication of integers, Determining if a number is +ve / -ve / even / odd, Maximum of 2 numbers, 3 numbers, Sum of first n numbers, given n numbers, Integer division, Digit reversing, Table generation for n, a<sup>b</sup>, Factorial, sine series, cosine series, <sup>n</sup>C<sub>r</sub>, Pascal Triangle, Prime number, Factors of a number, Other problems such as Perfect number, GCD numbers etc (Write algorithms and draw flowchart), Swapping

### **UNIT-VI**

#### **Functions**

Basic types of function, Declaration and definition, Function call, Types of function, Parameter passing, Call by value, Call by reference, Scope of variable, Storage classes, Recursion.

### **Referential Books :**

1. Let us C-Yashwant Kanetkar.
2. Programming in C-Balguruswamy
3. The C programming Lang., Pearson Ecl - Dennis Ritchie
4. Structured programming approach using C- Forouzah & Ceilber Thomson learning publication.
5. Pointers in C – Yashwant Kanetkar
6. How to solve it by Computer – R.G. Dromy
7. Peter Norton's Introduction to Computers – Tata MGHill

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S103	Principle of Management	4	0	0	4

### **UNIT-I**

#### **Nature of Management:**

Meaning, Definition, its nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System Concepts of management-Administration-Organization, Management Skills, Levels of Management.

### **UNIT-II**

#### **Evolution of Management Thought:**

Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Business Ethics & Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.

### **UNIT-III**

#### **Functions of Management: Part-I**

Planning – Meaning- Need & Importance, types, Process of Planning, Barriers to Effective Planning, levels – advantages & limitations.

Forecasting- Need & Techniques

Decision making-Types - Process of rational decision making & techniques of decision making

Organizing – Elements of organizing & processes:

Types of organizations, Delegation of authority – Need, difficulties

Delegation – Decentralization

Staffing – Meaning & Importance

Direction – Nature – Principles

Communication – Types & Importance

### **UNIT-IV**

#### **Functions of Management: Part-II**

Motivation – Importance – theories

Leadership – Meaning – styles, qualities & function of leader

Controlling - Need, Nature, importance, Process & Techniques, Total Quality Management

Coordination – Need – Importance

### **UNIT – V**

Management of Change: Models for Change, Force for Change, Need for Change, Alternative Change Techniques, New Trends in Organization Change, Stress Management.

### **UNIT-VI**

#### **Strategic Management**

Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist, Relevance of Strategic Management and its Benefits, Strategic Management in India

#### **Referential Books :**

1. Essential of Management – Horold Koontz and Itenz Weibrich- McGrawhills International
2. Management Theory & Practice – J.N.Chandan
3. Essential of Business Administration – K.Aswathapa, Himalaya Publishing House
4. Principles & practice of management – Dr. L.M.Parasad, Sultan Chand & Sons – New Delhi
5. Business Organization & Management – Dr. Y.K.Bhushan
6. Management: Concept and Strategies By J.S. Chandan, Vikas Publishing
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and Management by Talloo by Tata McGraw Hill
9. Business Environment and Policy – A book on Strategic Management/ Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S104	Business Communication	3	1	0	4

### **UNIT-I**

#### **Means of Communication:**

Meaning and Definition – Process – Functions – Objectives – Importance – Essentials of good communication – Communication barriers, 7C's of Communication

### **UNIT-II**

#### **Types of Communication:**

##### **Oral Communication:**

Meaning, nature and scope – Principle of effective oral communication – Techniques of effective speech – Media of oral communication (Face-to-face conversation – Teleconferences – Press Conference – Demonstration – Radio Recording – Dictaphone – Meetings – Rumour – Demonstration and Dramatisation – Public address system – Grapevine – Group Discussion – Oral report – Closed circuit TV). The art of listening – Principles of good listening.

### **UNIT-III**

#### **Written Communication**

Purpose of writing, Clarity in Writing, Principle of Effective writing, Writing Techniques, Electronic Writing Process.

### **UNIT-IV**

#### **Business Letters & Reports:**

Need and functions of business letters – Planning & layout of business letter – Kinds of business letters – Essentials of effective correspondence, Purpose, Kind and Objective of Reports, Writing Reports.

### **UNIT-V**

#### **Drafting of business letters:**

Enquiries and replies – Placing and fulfilling orders – Complaints and follow-up Sales letters – Circular letters Application for employment and resume

### **UNIT-VI**

#### **Information Technology for Communication:**

Word Processor – Telex – Facsimile(Fax) – E-mail – Voice mail –Internet – Multimedia – Teleconferencing – Mobile Phone Conversation – Video Conferencing –SMS – Telephone Answering Machine – Advantages and limitations of these types.

#### **Topics Prescribed for workshop/skill lab**

Group Discussion, Mock Interview, Decision Making in a Group

### **Referential Books :**

- 1) Business Communication – K.K.Sinha – Galgotia Publishing Company, New Delhi.
- 2) Media and Communication Management – C.S. Rayudu – Hikalaya Publishing House, Bombay.
- 3) Essentials of Business Communication – Rajendra Pal and J.S. Korlhalli- Sultan Chand & Sons, New Delhi.
- 4) Business Communication (Principles, Methods and Techniques) Nirmal Singh – Deep &Deep Publications Pvt. Ltd., New Delhi.
- 5) Business Communication – Dr.S.V.Kadvekar, Prin.Dr.C.N.Rawal and Prof.Ravindra Kothavade- Diamond Publications, Pune.
- 6) Business Correspondence and Report Writing – R.C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 7) Communicate to Win – Richard Denny – Kogan Page India Privat Limited, New Delhi.
- 8) Modern Business Correspondence – L.Gartside – The English Language Book Society and Macdonald and Evans Ltd.
- 9) Business Communication – M.Balasubrahmanyam –Vani Education Books.
- 10) Creating a Successful CV –Siman Howard – Dorling Kidderley.

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S105	Mathematics -I	4	0	0	4

### **UNIT-I**

#### **DETERMINANTS:**

Definition, Minors, Cofactors, Properties of Determinants MATRICES: Definition, Types of Matrices, Addition, Subtraction, Scalar Multiplication and Multiplication of Matrices, Adjoint, Inverse, Cramers Rule, Rank of Matrix Dependence of Vectors, Eigen Vectors of a Matrix, Caley-Hamilton Theorem (without proof).

### **UNIT-II**

#### **LIMITS & CONTINUITY:**

Limit at a Point, Properties of Limit, Computation of Limits of Various Types of Functions, Continuity at a Point, Continuity Over an Interval, Intermediate Value Theorem, Type of Discontinuities

### **UNIT-III**

#### **DIFFERENTIATION:**

Derivative, Derivatives of Sum, Differences, Product & Quotients, Chain Rule, Derivatives of Composite Functions, Logarithmic Differentiation, Rolle's Theorem, Mean Value Theorem, Expansion of Functions (Maclaurin's & Taylor's), Indeterminate Forms, L' Hospitals Rule, Maxima & Minima, Curve Tracing, Successive Differentiation & Liebnitz Theorem.

### **UNIT-IV**

#### **INTEGRATION:**

Integral as Limit of Sum, Fundamental Theorem of Calculus( without proof.), Indefinite Integrals, Methods of Integration Substitution, By Parts, Partial Fractions, Reduction Formulae for Trigonometric Functions, Gamma and Beta Functions(definition).

### **UNIT-V**

#### **VECTOR ALGEBRA:**

Definition of a vector in 2 and 3 Dimensions; Double and Triple Scalar and Vector Product and physical interpretation of area and volume.

#### **Referential Books :**

1. B.S. Grewal, "Elementary Engineering Mathematics", 34th Ed., 1998.
2. Shanti Narayan, "Integral Calculus", S. Chand & Company, 1999
3. H.K. Dass, "Advanced Engineering Mathematics", S. Chand & Company, 9th Revised Edition, 2001.
4. Shanti Narayan, "Differential Calculus", S.Chand & Company, 1998.

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S101P	Computer Laboratory and Practical Work of Office Automation	0	0	3	2

Practical will be based on Paper Office Automation: Covers UNIT-III, UNIT-IV, UNIT-V, UNIT-VI of Syllabus

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S102P	Computer Laboratory and Practical Work of Programming Principle & Algorithm	0	0	3	2

Practical will be based on Paper Programming Principle & Algorithm: Covers UNIT-III, UNIT-IV, UNIT-V, UNIT-VI of Syllabus

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S106T	C Programming	3	0	0	3

### **UNIT-I**

#### **Arrays**

Definition, declaration and initialization of one dimensional array; Accessing array elements; Displaying array elements; Sorting arrays; Arrays and function; Two-Dimensional array: Declaration and Initialization, Accessing and Displaying, Memory representation of array [Row Major, Column Major]; Multidimensional array

### **UNIT-II**

#### **Pointers**

Definition and declaration, Initialization; Indirection operator, address of operator; pointer arithmetic; dynamic memory allocation; arrays and pointers; function and pointers

### **UNIT-III**

#### **Strings**

Definition, declaration and initialization of strings; standard library function: strlen(), strcpy(), strcat(), strcmp(); Implementation without using standard library functions

### **UNIT-IV**

#### **Structures**

Definition and declaration; Variables initialization; Accessing fields and structure operations; Nested structures; Union: Definition and declaration; Differentiate between Union and structure

### **UNIT-V**

#### **Introduction C Preprocessor**

Definition of Preprocessor; Macro substitution directives; File inclusion directives; Conditional compilation

#### **Bitwise Operators**

Bitwise operators; Shift operators; Masks; Bit field

### **UNIT-VI**

#### **File handling**

Definition of Files, Opening modes of files; Standard function: fopen(), fclose(), feof(), fseek(), fwind(); Using text files: fgetc(), fputc(), fscanf()

#### **Command line arguments**

### **Referential Books:**

1. Let us C-Yashwant Kanetkar.
2. Programming in C-Balguruswamy
3. The C programming Lang., Person Ecl – Dennis Ritchie
4. Structured programming approach using C-Forouzah & Ceilberg Thomson learning publication.



# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S107	Digital Electronics & Computer Organization	3	1	0	4

### **UNIT-I**

#### **Logic gates and circuit**

Gates (OR, AND, NOR, NAND, XOR & XNOR); Demorgan's laws; Boolean laws, Circuit designing techniques (SOP, POS, K-Map).

### **UNIT-II**

#### **Combinational Building Blocks**

Multiplexes; Decoder; Encoder; Adder and Subtractor.

### **UNIT-III**

#### **Memories**

ROMs, PROMs, EPROMs, RAMs, Hard Disk, Floppy Disk and CD-ROM.

### **UNIT-IV**

#### **Sequential Building Blocks**

Flip-Flop (RS, D, JK, Master-slave & T flip-flops); Registers & Shift registers; Counters; Synchronous and Asynchronous Designing method.

### **UNIT-V**

**Memory Organization:** Basic cell of static and dynamic RAM; Building large memories using chips; Associative memory; Cache memory organization and Virtual memory organization.

### **Referential Books:**

- |   |                              |
|---|------------------------------|
| 1. Digital Logic and Computer design (PHI) 1998     | : M.M. Mano                  |
| 2. Computer Architecture (PHI) 1998                 | : M.M. Mano                  |
| 3. Digital Electronics (TMH) 1998                   | : Malvino and Leach          |
| 4. Computer Organization and Architecture           | : William Stallings          |
| 5. Digital fundamentals (Universal Book Stall) 1998 | : Floyd, L.Thomas            |
| 6. Computer Organization (MC Graw-Hill, Signapore)  | : Hamcher, Vranesic and Zaky |

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

**BCA-S108      Organization Behavior**  
**Course Code    Course Name**

**4    0    0    4**  
**L    T    P    C**

### **UNIT-I**

#### **Fundamentals of Organizational Behaviour**

Nature, Scope, Definition and Goals of Organizational Behaviour; Fundamental Concepts of Organizational Behaviour; Models of Organizational Behaviour; Emerging aspects of Organizational Behaviour: Meaning Cultural Diversity, Managing the Perception Process

### **UNIT-II**

#### **Perception, Attitude, Values and Motivation**

Concept, Nature, Process, Importance, Management Behavioural aspect of Perception. Effects of employee attitudes; Personal and Organizational Values; Job Satisfaction; Nature and Importance of Motivation; Achievement Motive; Theories of Work Motivation: Maslow's Need Hierarchy Theory McGregers's Theory 'X' and Theory 'Y'

### **UNIT-III**

#### **Personality**

Definition of Personality, Determinants of Personality; Theories of Personality- Trait and Type Theories, The Big Five Traits, Mytes-Briggs Indicator; Locus of Control, SType A and Type B Assessment of Personality

### **UNIT-IV**

#### **Work Stress**

Meaning and definition of Stress, Symptoms of Stress; Sources of Stress: Individual Level, Group Level, Organizational Level; Stressors, Extra Organizational Stressors; Effect of Stress – Burnouts; Stress Management – Individual Strategies, Organizational Strategies; Employee Counselling

### **UNIT-V**

#### **Group Behaviour and Leadership**

Nature of Group, Types of Groups; Nature and Characteristics of team; Team Building, Effective Teamwork; Nature of Leadership, Leadership Styles; Traits of Effective Leaders

### **UNIT-VI**

#### **Conflict in Organizations**

Nature of Conflict, Process of Conflict; Levels of Conflict – Intrapersonal, Interpersonal; Sources of Conflict; Effect of Conflict; Conflict Resolution, Meaning and types of Grievances & Process of Grievances Handling.

### **Referential Books:**

1. Organizational Behavior Text, Cases and Games- By K.Aswathappa, Himalaya Publishing House, Mumbai, Sixth Edition (2005)
2. Organizational Behavior Human Behavior at Work By J.W. Newstrom, Tata McGraw Hill Publishing Company Limited, New Delhi, 12<sup>th</sup> Edition (2007)
3. Organizational Behavior – By Fred Luthans
4. Organizational Behavior – By Super Robbins
5. Organizational Behavior – Anjali Ghanekar
6. Organizational Behavior Fundamentals, Realities and Challenges By Detra Nelson, James Campbel Quick Thomson Publications
7. Organizational Behavior through Indian Philosophy, By N.M.Mishra, Hikalaya Publication House

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S109	Financial Accounting & Management	3	1	0	4

### **UNIT-I**

Overview - Meaning and Nature of Financial Accounting, Scope of Financial Accounting, Financial Accounting & Management Accounting, Accounting concepts & convention, Accounting standards in India.

### **UNIT-II**

Basics of accounting – Capital & Revenue items, Application of Computer in Accounting Double Entry System, Introduction to Journal, Ledger and Procedure for Recording and Posting, Introduction to Trail Balance, Preparation of Final Account, Profit & Loss Account and related concepts, Balance Sheet and related concept.

### **UNIT-III**

Financial statement analysis: Ratio analysis, Funds flow analysis, concepts, uses, Preparation of funds flow statement, simple problem, Cash flow analysis, Concepts, uses, preparation of cash flow statement, simple problem, Break – even analysis.

### **UNIT-IV**

Definition nature and Objective of Financial Management, Long Term Sources of Finance, Introductory idea about capitalization, Capital Structure, Concept of Cost of Capital, introduction, importance, explicit & implicit cost, Measurement of cost of capital, cost of debt.

### **UNIT-V**

Concept & Components of working Capital. Factors Influencing the Composition of working Capital, Objectives of working Capital Management – Liquidity Vs. Profitability and working capital policies. Theory of working capital: Nature and concepts

### **UNIT-VI**

Cash Management, Inventory Management and Receivables Management.

### **Referential Books:**

1. Maheshwari & Maheshwari, “An Introduction to Accountancy”, 8<sup>th</sup> Edition, Vikas Publishing House, 2003
2. Gupta R.L., Gupta V.K., “Principles & Practice of Accountancy”, Sultan Chand & Sons, 1999.
3. Khan & Jain, “Financial Accounting”
4. Maheshwari S.N., “Principles of Management Accounting”, 11<sup>th</sup> Edition, Sultan Chand & Sons, 2001.
5. Shukla and Grewal, “Advanced Accounts”, 14<sup>th</sup> Edition, Sultan Chand & Sons.

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S110	Mathematics II	4	0	0	4

### **UNIT-I**

#### **SETS**

Sets, Subsets, Equal Sets Universal Sets, Finite and Infinite Sets, Operation on Sets, Union, Intersection and Complements of Sets, Cartesian Product, Cardinality of Set, Simple Applications.

### **UNIT-II**

#### **RELATIONS AND FUNCTIONS**

Properties of Relations, Equivalence Relation, Partial Order Relation Function: Domain and Range, Onto, Into and One to One Functions, Composite and Inverse Functions, Introduction of Trigonometric, Logarithmic and Exponential Functions.

### **UNIT-III**

#### **PARTIAL ORDER RELATIONS AND LATTICES**

Partial Order Sets, Representation of POSETS using Hasse diagram, Chains, Maximal and Minimal Point, Glb, lub, Lattices & Algebraic Systems, Principle of Duality, Basic Properties, Sublattices, Distributed & Complemented Lattices.

### **UNIT-IV**

#### **FUNCTIONS OF SEVERAL VARIABLES**

Partial Differentiation, Change of Variables, Chain Rule, Extrema of Functions of 2 Variables, Euler's Theorem.

### **UNIT-V**

#### **3D COORDINATE GEOMETRY**

3D Coordinate Geometry: Coordinates in Space, Direction Cosines, Angle Between Two Lines, Projection of Join of Two Points on a Plane, Equations of Plane, Straight Lines, Conditions for a line to lie on a plane, Conditions for Two Lines to be Coplanar, Shortest Distance Between Two Lines, Equations of Sphere, Tangent plane at a point on the sphere.

### **UNIT-VI**

#### **MULTIPLE INTEGRATION**

Double Integral in Cartesian and Polar Coordinates to find Area, Change of Order of Integration, Triple Integral to Find Volume of Simple Shapes in Cartesian Coordinates.

### **Referential Books:**

1. Kolman, Busby and Ross, "Discrete Mathematical Structure", PHI, 1996.
2. S.K. Sarkar, "Discrete Maths"; S. Chand & Co., 2000

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>BCA-S106P</b>	<b>Computer Laboratory and Practical Work of C Programming</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>3</b>

Practical will be based on Paper Programming Principle & Algorithm: Covers UNIT-III, UNIT-IV, UNIT-V, UNIT-VI of Syllabus

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S201T	Object Oriented Programming Using C++	3	0	0	3

### **UNIT-I**

#### **Introduction**

Introducing Object – Oriented Approach, Relating to other paradigms {Functional, Data decomposition}.

#### **Basic terms and ideas**

Abstraction, Encapsulation, Inheritance, Polymorphism, Review of C, Difference between C and C++ - cin, cout, new, delete, operators.

### **UNIT-II**

#### **Classes and Objects**

Encapsulation, information hiding, abstract data types, Object & classes, attributes, methods, C++ class declaration, State identity and behaviour of an object, Constructors and destructors, instantiation of objects, Default parameter value, object types, C++ garbage collection, dynamic memory allocation, Metaclass / abstract classes.

### **UNIT-III**

#### **Inheritance and Polymorphism**

Inheritance, Class hierarchy, derivation – public, private & protected, Aggregation, composition vs classification hierarchies, Polymorphism, Categorization of polymorphism techniques, Method polymorphism, Polymorphism by parameter, Operator overloading, Parameteric Polymorphism

### **UNIT-IV**

#### **Generic function**

Template function, function name overloading, Overriding inheritance methods, Run time polymorphism, Multiple Inheritance.

### **UNIT-V**

#### **Files and Exception Handling**

Streams and files, Namespaces, Exception handling, Generic Classes

### **Referential Books:**

1. A.R.Venugopal, Rajkumar, T. Ravishanker “Mastering C++”, TMH, 1997.
2. S.B.Lippman & J.Lajoie, “ C++ Primer”, 3<sup>rd</sup> Edition, Addison Wesley, 2000.The C programming Lang., Person Ecl – Dennis Ritchie
3. R.Lafore, “Object Oriented Programming using C++”, Galgotia Publications, 2004
4. D.Parsons, “Object Oriented Programming using C++”, BPB Publication.

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S202T	Data Structure Using C & C++	3	0	0	3

### **UNIT-I**

#### **Introduction to Data Structure and its Characteristics**

##### **Array**

Representation of single and multidimensional arrays; Sparse arrays – lower and upper triangular matrices and Tridiagonal matrices with Vector Representation also.

### **UNIT-II**

#### **Stacks and Queues**

Introduction and primitive operations on stack; Stack application; Infix, postfix, prefix expressions; Evaluation of postfix expression; Conversion between prefix, infix and postfix, introduction and primitive operation on queues, D- queues and priority queues.

### **UNIT-III**

#### **Lists**

Introduction to linked lists; Sequential and linked lists, operations such as traversal, insertion, deletion searching, Two way lists and Use of headers

### **UNIT-IV**

#### **Trees**

Introduction and terminology; Traversal of binary trees; Recursive algorithms for tree operations such as traversal, insertion, deletion; Binary Search Tree

### **UNIT-V**

#### **B-Trees**

Introduction, The invention of B-Tree; Statement of the problem; Indexing with binary search trees; a better approach to tree indexes; B-Trees; working up from the bottom; Example for creating a B-Tree

### **UNIT-VI**

Sorting Techniques; Insertion sort, selection sort, merge sort, heap sort, searching Techniques: linear search, binary search and hashing

### **Referential Books:**

1. E.Horowitz and S.Sahani, “ Fundamentals of Data structures”, Galgotia Book source Pvt. Ltd., 2003
2. R.S.Salaria, “ Data Structures & Algorithms” , Khanna Book Publishing Co. (P) Ltd.,2002
3. Y.Langsam et. Al., “ Data Structures using C and C++” , PHI, 1999

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S203	Computer Architecture & Assembly Language	3	1	0	4

### **UNIT-I**

Basic computer organization and design, Instructions and instruction codes, Timing and control/ instruction cycle, Register/ Types of register/ general purpose & special purpose registers/ index registers, Register transfer and micro operations/ register transfer instructions, Memory and memory function, Bus/ Data transfer instructions, Arithmetic logic micro-operations/ shift micro-operations, Input/ Output and interrupts, Memory reference instructions, Memory interfacing memory/ Cache memory.

### **UNIT-II**

#### **Central Processing Unit**

General Register Organization/ stacks organizations instruction formats, addressing modes, Data transfer and manipulation. Program control reduced computer, pipeline/ RISC/ CISC pipeline vector processing/ array processing.

Arithmetic Algorithms: Integer multiplication using shift and add, Booth's algorithm, Integer division, Floating-point representations.

### **UNIT-III**

#### **Computer Arithmetic**

Addition, subtraction and multiplication algorithms, divisor algorithms. Floating point, arithmetic operations, decimal arithmetic operations, decimal arithmetic operations.

### **UNIT-IV**

#### **Input – Output Organization**

Peripheral devices, Input/output interface, ALU Asynchronous Data transfer, mode of transfer, priority interrupts, Direct memory Address (DMA), Input/ Output processor (IOP), serial communication.

### **UNIT-V**

#### **Evaluation of Microprocessor**

Overview of Intel 8085 to Intel Pentium processors Basic microprocessors, architecture and interface, internal architecture, external architecture memory and input/ output interface.

### **UNIT-VI**

Assembly language, Assembler, Assembly level instructions, macro, use of macros in I/C instructions, program loops, programming arithmetic and logic subroutines, Input-Output programming.

### **Referential Books:**

1. Leventhal, L.A, "Introduction to Microprocessors", Prentice Hall of India
2. Mathur, A.P., "Introduction to Microprocessors", Tata McGraw Hill
3. Rao,P.V.S., "Prospective in Computer Architechture", Prentice Hall of India



# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S204	Business Economics	3	1	0	4

### **UNIT-I**

**The Scope and Method of Economics, the Economic Problem:** Scarcity & Choice, The Price Mechanism, Demand & Supply Equilibrium: The Concept of Elasticity and it's Applications.

**The Production Process:** output decisions – Revenues Costs and Profit Maximisation

**Laws of returns & Returns to Scale:** Economics and Diseconomies of scale.

### **UNIT-II**

**Market Structure:** Equilibrium of a firm and Price, Output Determination under Perfect Competition Monopoly, Monoplastic Competition & Oligopoly

### **UNIT-III**

#### **Macro Economic Concerns**

Inflation, Unemployment, Trade-Cycles, Circular Flow upto Four Sector Economy, Government in the Macro Economy: Fiscal Policy, Monetary Policy, Measuring national Income and Output

### **UNIT-IV**

The World Economy – WTO, Globalisation, MNC's, Outsourcing, Foreign Capital in India, Trips, Groups of Twenty (G-20), Issues of dumping, Export-Import Policy 2004-2009

### **Referential Books:**

1. Ahuja H.L., "Business Economics", S.Chand & Co., New Delhi, 2001
2. Ferfuson P.R., Rothchild, R and Fergusen G.J."Business Economics" Mac-millan, Hampshire, 1993
3. Karl E.Case & Ray C. fair , "Principles of Economics" , Pearson Education , Asia, 2000
4. Nellis, Joseph, Parker David, " The Essence of Business Economics", Prentice Hall, New Delhi, 1992.

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S205	Elements of Statistics	3	1	0	4

### **UNIT-I**

#### **Population, Sample and Data Condensation**

Definition and scope of statistics, concept of population and sample with Illustration, Raw data, attributes and variables, classification, frequency distribution, Cumulative frequency distribution.

### **UNIT-II**

#### **Measures of Central Tendency**

Concept of central Tendency, requirements of a good measures of central tendency, Arithmetic mean, Median, Mode, Harmonic Mean, Geometric mean for grouped and ungrouped data.

### **UNIT-III**

#### **Measures of Dispersion:**

Concept of dispersion, Absolute and relative measure of dispersion, range variance, Standard deviation, Coefficient of variation.

### **UNIT-IV**

#### **Permutations and Combinations**

Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetitions).  ${}^nP_r = n!/(n-r)!$  (without proof). Combinations of 'r' objects taken from 'n' objects.  ${}^nC_r = n!/(r!(n-r)!)$  (without proof) . Simple examples, Applications.

### **UNIT-V**

#### **Sample space, Events and Probability**

Experiments and random experiments, Ideas of deterministic and non-deterministic experiments; Definition of sample space, discrete sample space, events; Types of events, Union and intersections of two or more events, mutually exclusive events, Complementary event, Exhaustive event; Simple examples.

Classical definition of probability, Addition theorem of probability without Proof (upto three events are expected). Definition of conditional probability Definition of independence of two events, simple numerical problems.

### **UNIT-VI**

#### **Statistical Quality Control**

Introduction, control limits, specification limits, tolerance limits, process and product control; Control charts for X and R; Control charts for number of defective {n-p chart} ,control charts for number of defects {c - chart}

### **Referential Books:**

1. S.C.Gupta - Fundamentals of statistics - Sultan chand & sons , Delhi.
2. D.N.Elhance - Fundamentals of statistics - Kitab Mahal, Allahabad.
3. Montgomery D.C. – Statistical Quality Control - John Welly and Sons
4. Goon, Gupta And Dasgupta - Fundamentals of statistics - The world press private ltd. , Kolkata.
5. Hogg R.V. and Craig R.G. – Introduction to mathematical statistics Ed 4 {1989} – Macmillan Pub. Co. Newyork.
6. Gupta S.P. – Statistical Methods , Pub – Sultan Chand and sons New Delhi

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S201P	Computer Laboratory and Practical Work of OOPS	0	0	3	2

Practical will be based on Paper Object Oriented Programming: Covers UNIT-II, UNIT-III, UNIT-IV, UNIT-V of Syllabus

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S202P	Computer Laboratory and Practical Work of DS	0	0	3	2

Practical will be based on Paper Data Structure: Covers UNIT-III, UNIT-IV, UNIT-V, UNIT-VI of Syllabus

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S206T	Computer Graphics & Multimedia Application	3	0	0	3

### **UNIT-I**

**Introduction:** The Advantages of Interactive Graphics, Representative Uses of Computer Graphics, Classification of Application Development of Hardware and software for computer Graphics, Conceptual Framework for Interactive Graphics, Overview, Scan: Converting Lines, Scan Converting Circles, Scan Converting Ellipses.

### **UNIT-II**

Hardcopy Technologies, Display Technologies, Raster-Scan Display System, Video Controller, Random-Scan Display processor, Input Devices for Operator Interaction, Image Scanners, Working exposure on graphics tools like Dream Weaver, 3D Effects etc,

#### **Clipping**

Southland- Cohen Algorithm, Cyrus-Beck Algorithm, Midpoint Subdivision Algorithm

### **UNIT-III**

#### **Geometrical Transformation**

2D Transformation, Homogeneous Coordinates and Matrix Representation of 2D Transformations, composition of 2D Transformations, the Window-to-Viewport Transformations, Introduction to 3D Transformations Matrix.

### **UNIT-IV**

#### **Representing Curves & Surfaces**

Polygon meshes parametric, Cubic Curves, Quadric Surface;

#### **Solid Modeling**

Representing Solids, Regularized Boolean Set Operation primitive Instancing Sweep Representations, Boundary Representations, Spatial Partitioning Representations, Constructive Solid Geometry Comparison of Representations.

### **UNIT-V**

Introductory Concepts: Multimedia Definition, CD-ROM and the multimedia highway, Computer Animation (Design, types of animation, using different functions)

### **UNIT-VI**

Uses of Multimedia, Introduction to making multimedia – The stage of Project, hardware & software requirements to make good multimedia skills and Training opportunities in Multimedia Motivation for Multimedia usage

### **Referential Books:**

1. Foley, Van Dam, Feiner, Hughes, Computer Graphics Principles& practice,2000.
2. D.J. Gibbs & D.C. Tsichritz: Multimedia programming Object Environment& Frame work , 2000
3. Ralf Skinmeiz and Klana Naharstedt, Multimedia: computing, Communication and Applications, pearson, 2001
4. D.Haran & Baker. Computer Graphics Prentice Hall of India,1986

# Proposed Syllabus by C.S.J.M.University,Kanpur.

## Bachelors of Computer Application

Course Code	Course Name	L	T	P	C
BCA-S207	Operating System	3	1	0	4

### UNIT-I

Introduction, What is an operating system, Simple Batch Systems, Multi-programmed Batch systems, Time- Sharing Systems, Personal – Computer Systems, Parallel systems, Distributed systems, Real- Time Systems.

**Memory Management:** Background, Logical versus physical Address space, swapping, Contiguous allocation, Paging, Segmentation

**Virtual Memory:** Demand Paging, Page Replacement, Page- replacement Algorithms, Performance of Demand Paging, Allocation of Frames, Thrashing, Other Considerations

### UNIT-II

**Processes:** Process Concept, Process Scheduling, Operation on Processes

**CPU Scheduling:** Basic Concepts, Scheduling Criteria, Scheduling Algorithms, Multiple – Processor Scheduling.

**Process Synchronization:** Background, The Critical – Section Problem, Synchronization Hardware, Semaphores, Classical Problems of Synchronization

### UNIT-III

**Deadlocks:** System Model, Deadlock Characterization, Methods for Handling Deadlocks, Deadlock prevention, Deadlock Avoidance, Deadlock Detection, Recovery from Deadlock

### UNIT-IV

**Device Management:** Techniques for Device Management, Dedicated Devices, Shared Devices, Virtual Devices; Input or Output Devices, Storage Devices, Buffering, Secondary Storage Structure: Disk Structure, Disk Scheduling, Disk Management, Swap- Space Management, Disk Reliability

### UNIT-V

**Information Management:** Introduction, A Simple File system, General Model of a File System, Symbolic File System, Basic File System, Access Control Verification, Logical File System, Physical File system File – System Interface; File Concept, Access Methods, Directory Structure, Protection, Consistency Semantics File – System Implementation: File – System Structure, Allocation Methods, Free- Space Management

### Referential Books:

1. Silberschatz and Galvin, “ Operating System Concepts”, Person, 5<sup>th</sup> Ed. 2001
2. Madnick E., Donovan J., “ Operating Systems:,Tata McGraw Hill,2001
3. Tannenbaum, “Operating Systems”, PHI, 4<sup>th</sup> Edition, 2000

# Proposed Syllabus by C.S.J.M.University,Kanpur.

## Bachelors of Computer Application

Course Code	Course Name	L	T	P	C
BCA-S208	Software Engineering	3	1	0	4

### UNIT-I

**Software Engineering:** Definition and paradigms, A generic view of software engineering.

### UNIT-II

**Requirements Analysis:** Statement of system scope, isolation of top level processes and entities and their allocation to physical elements, refinement and review.

Analyzing a problem, creating a software specification document, review for correctness, consistency, and completeness.

### UNIT-III

**Designing Software Solutions:** Refining the software Specification; Application of fundamental design concept for data, architectural and procedural designs using software blue print methodology and object oriented design paradigm; Creating design document: Review of conformance to software requirements and quality.

### UNIT-IV

**Software Implementation:** Relationship between design and implementation, Implementation issues and programming support environment, Coding the procedural design, Good coding style and review of correctness and readability.

### UNIT-V

**Software Maintenance:** Maintenance as part of software evaluation, reasons for maintenance, types of maintenance (Perceptive, adoptive, corrective), designing for maintainability, techniques for maintenance.

### UNIT-VI

Comprehensive examples using available software platforms/case tools, Configuration Management.

### Referential Books:

1. K.K.Aggarwal & Yogesh Singh "Software engineering", 2<sup>nd</sup> Ed., New Age International 2005.
2. I.Sommerville, "Software Engineering", Addison Wesley, 2002.
3. James Peter, W. Pedrycz, "Software Engineering: An Engineering Approach" John Wiley & Sons.

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S209	Optimization Techniques	3	1	0	4

### **UNIT-I**

#### **Linear programming**

Central Problem of linear Programming various definitions included Statements of basic theorem and also their properties, simplex methods, primal and dual simplex method, transport problem, tic-tac problem, and its solution. Assignment problem and its solution. Graphical Method Formulation, Linear Programming Problem.

### **UNIT-II**

#### **Queuing Theory**

Characteristics of queuing system, Classification of Queuing Model Single Channel Queuing Theory, Generalization of steady state M/M/1 queuing models(Model-I, Model-II).

### **UNIT-III**

#### **Replacement Theory**

Replacement of item that deteriorates replacement of items that fail. Group replacement and individual replacement.

### **UNIT-IV**

#### **Inventory Theory**

Cost involved in inventory problem- single item deterministic model economics long size model without shortage and with shorter having production rate infinite and finite.

### **UNIT-V**

#### **Job Sequencing**

Introduction, solution of sequencing problem Johnson s algorithm for n jobs through 2 machines

### **Referential Books:**

1. Gillet B.E. "Introduction to Operation Research"
2. Taha,H.A. "Operation Research - an introduction"
3. Kanti Swarup "Operation Research"
4. S.D.Sharma "Operation Research"
5. Hira & Gupta "Operation Research"



# Proposed Syllabus by C.S.J.M.University,Kanpur.

## Bachelors of Computer Application

Course Code	Course Name	L	T	P	C
BCA-S210	Mathematics-III	4	0	0	4

### UNIT-I

**COMPLEX VARIABLES:** Complex Number System, Algebra of Complex Numbers, Polar Form, Powers and Roots, Functions of Complex Variables, Elementary Functions, Inverse Trigonometric Function.

### UNIT-II

**SEQUENCE, SERIES AND CONVERGENCE:** Sequence, Finite and Infinite Sequences, Monotonic Sequence, Bounded Sequence, Limit of a Sequence, Convergence of a Sequence, Series, Partial Sums, Convergent Series, Theorems on Convergence of Series (statement, alternating series, conditional convergent), Leibnitz Test, Limit Comparison Test, Ratio Test, Cauchy's Root Test, Convergence of Binomial and Logarithmic Series, Raabe's Test, Logarithmic Test, Cauchy's Integral Test (without proof)

### UNIT-III

**VECTOR CALCULUS:** Differentiation of Vectors, Scalar and Vector Fields, Gradient, Directional Derivatives, Divergence and Curl and their Physical Meaning.

### UNIT-IV

**FOURIER SERIES:** Periodic Functions, Fourier series, Fourier Series of Even and Odd Functions, Half Range Series.

### UNIT-V

**ORDINARY DIFFERENTIAL EQUATIONS OF FIRST ORDER:** Variable- Separable Method, Homogeneous Differential Equations, Exact Differential Equations, Linear Differential Equations, Bernoulli's Differential Equations, Differential Equations of First Order and First Degree by Integrating Factor.

### UNIT-VI

**ORDINARY DIFFERENTIAL EQUATIONS OF SECOND ORDER:** Homogenous Differential Equations with Constant Coefficients, Cases of Complex Roots and Repeated Roots, Differential Operator, Solutions by Methods of Direct Formulae for Particular Integrals, Solution by Undetermined Coefficients, Cauchy Differential Equations, (only Real and Distinct Roots) Operator Method for Finding Particular Integrals, (Direct Formulae).

### Referential Books:

1. A.B. Mathur and V.P. Jaggi, "Advanced Engineering Mathematics", Khanna Publishers, 1999.
2. H.K. Dass, "Advanced Engineering Mathematics", S. Chand & Co., 9th Revised Ed.

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>BCA-S206P</b>	<b>Computer Laboratory and Practical Work of Computer Graphics &amp; Multimedia Application</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>3</b>

Practical will be based on Paper Computer Graphics & Multimedia Application: Covers UNIT-II, UNIT-III, UNIT-V of Syllabus

# Proposed Syllabus by C.S.J.M.University,Kanpur.

## Bachelors of Computer Application

Course Code	Course Name	L	T	P	C
BCA-S301T	Introduction to DBMS	3	0	0	3

### UNIT-I

**Introduction:** Characteristics of database approach, data models, DBMS architecture and data independence.

### UNIT-II

**E-R Modeling:** Entity types, Entity set, attribute and key, relationships, relation types, roles and structural constraints, weak entities, enhanced E-R and object modeling, Sub classes; Super classes, inheritance, specialization and generalization.

### UNIT-III

**File Organization:** Indexed sequential access files; implementation using B & B++ trees, hashing, hashing functions, collision resolution, extendible hashing, dynamic hashing approach implementation and performance.

### UNIT-IV

**Relational Data Model:** Relational model concepts, relational constraints, relational algebra

**SQL:** SQL queries, programming using SQL.

### UNIT-V

**EER and ER to relational mapping:** Data base design using EER to relational language.

### UNIT-VI

**Data Normalization:** Functional Dependencies, Normal form up to 3<sup>rd</sup> normal form.

Concurrency Control: Transaction processing, locking techniques and associated, database recovery, security and authorization. Recovery Techniques, Database Security

### Referential Books:

1. Abraham Silberschatz, Henry Korth, S.Sudarshan, "Database Systems Concepts", 4<sup>th</sup> Edition, McGraw Hill, 1997.
2. Jim Melton, Alan Simon, "Understanding the new SQL: A complete Guide", Morgan Kaufmann Publishers, 1993.
3. A.K.Majumdar, P. Bhattacharya, "Database Management Systems", TMH, 1996.
4. Bipin Desai, "An Introduction to database systems", Galgotia Publications, 1991.

# Proposed Syllabus by C.S.J.M.University,Kanpur.

## Bachelors of Computer Application

Course Code	Course Name	L	T	P	C
BCA-S302T	Java Programming and Dynamic Webpage Design	3	0	0	3

### UNIT-I

**Java Programming:** Data types, control structured, arrays, strings, and vector, classes (inheritance, package, exception handling) multithreaded programming.

### UNIT-II

Java applets, AWT controls (Button, Labels, Combo box, list and other Listeners, menu bar) layout manager, string handling (only main functions)

### UNIT-III

Networking (datagram socket and TCP/IP based server socket) event handling, JDBC: Introduction, Drivers, Establishing Connection, Connection Pooling.

### UNIT-IV

HTML: use of commenting, headers, text styling, images, formatting text with <FONT>, special characters, horizontal rules, line breaks, table, forms, image maps, <META> tags, <FRAMESET> tags, file formats including image formats.

### UNIT-V

**Java Servlets:** Introduction, HTTP Servlet Basics, The Servlet Lifecycle, Retrieving Information, Sending HTML Information, Session Tracking, Database Connectivity

### UNIT-VI

**Java Server Pages:** Introducing Java Server Pages, JSP Overview, Setting Up the JSP Environment, Generating Dynamic Content, Using Custom Tag Libraries and the JSP Standard Tag Library, Processing Input and Output.

### Referential Books:

1. Patrick Naughton and Herbertz Schildt, "Java-2 The Complete Reference" 199, TMH.
2. Shelley Powers, "Dynamic Web Publishing" 2<sup>nd</sup> Ed. Techmedia, 1998.
3. Ivor Horton, "Beginning Java-2" SPD Publication
4. Jason Hunter, "Java Servlet Programming" O'Reilly
5. Shelley Powers, "Dynamic Web Publishing" 2<sup>nd</sup> Ed. Techmedia, 1998
6. Hans Bergsten, "Java Server Pages", 3<sup>rd</sup> Ed. O'reilly

# Proposed Syllabus by C.S.J.M.University,Kanpur.

## Bachelors of Computer Application

Course Code	Course Name	L	T	P	C
BCA-S303	Computer Network	3	1	0	4

### UNIT-I

**Basic Concepts:** Components of data communication, distributed processing, standards and organizations. Line configuration, topology, Transmission mode, and categories of networks.

**OSI and TCP/IP Models:** Layers and their functions, comparison of models.

Digital Transmission: Interfaces and Modems: DTE-DCE Interface, Modems, Cable modems.

### UNIT-II

**Transmission Media:** Guided and unguided, Attenuation, distortion, noise, throughput, propagation speed and time, wavelength, Shannon capacity, comparison of media

### UNIT-III

**Telephony:** Multiplexing, error detection and correction: Many to one, One to many, WDM, TDM, FDM, Circuit switching, packet switching and message switching.

Data link control protocols: Line discipline, flow control, error control, synchronous and asynchronous protocols, character and bit oriented protocols, Link access procedures.

**Point to point controls:** Transmission states, PPP layers, LCP, Authentication, NCP.

**ISDN:** Services, Historical outline, subscriber's access, ISDN Layers and broadcast ISDN.

### UNIT-IV

**Devices:** Repeaters, bridges, gateways, routers, The Network Layer; Design issues, Routing algorithms, Congestion control Algorithms, Quality of service, Internetworking, Network-Layer in the internet.

### UNIT-V

**Transport and upper layers in OSI Model:** Transport layer functions, connection management, functions of session layers, presentation layer and application layer.

### Referential Books:

1. A.S.Tanenbaum, "Computer Networks"; Pearson Education Asia, 4<sup>th</sup> Ed. 2003.
2. Behrouz A.Forouzan, "Data Communication and Networking", 3<sup>rd</sup> Ed. Tata MCGraw Hill, 2004.
3. William stallings, "Data and computer communications", Pearson education Asia, 7<sup>th</sup> Ed., 2002.

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S304	Numerical Methods	3	1	0	4

### **UNIT-I**

**Roots of Equations:** Bisections Method, False Position Method, Newton's Raphson Method, Rate of convergence of Newton's method.

### **UNIT-II**

**Interpolation and Extrapolation :** Finite Differences, The operator E, Newton's Forward and Backward Differences, Newton's dividend differences formulae, Lagrange's Interpolation formula for unequal Intervals, Gauss's Interpolation formula, Starling formula, Bessel's formula, Laplace-Everett formula.

### **UNIT-III**

**Numerical Differentiation Numerical Integration :** Introduction, direct methods, maxima and minima of a tabulated function, General Quadratic formula, Trapezoidal rule, Simpson's One third rule, Simpson's three- eight rule.

### **UNIT-IV**

**Solution of Linear Equation:** Gauss's Elimination method and Gauss's Siedel iterative method.

### **UNIT-V**

**Solution of Differential Equations:** Euler's method, Picard's method, Fourth-order Ranga – Kutta method.

### **Referential Books:**

1. Scarbourogh, "Numerical Analysis".
1. Gupta & Bose S.C. "Introduction to Numerical Analysis, "Academic Press, Kolkata, 3.
- S.S.Shashtri, " Numerical Analysis", PHI

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S305	Minor Project	0	1	2	2

Evaluation will be based on Summer Training held after fourth semester and will be Conducted by the college committee only.

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S306	Viva-Voice on Summer Training	0	0	2	1

The viva will be conducted based on summer training of four weeks after the end of fourth Semester and will be Conducted by the college committee only.



**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>BCA-S301P</b>	<b>Computer Laboratory and Practical Work of DBMS</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>

Practical will be based on Paper Data Base Management System : on UINT-IV converging the concept from UNIT-II to UNIT-VI of Syllabus

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>BCA-S302P</b>	<b>Computer Laboratory and Practical Work of Java Programming and Dynamic Webpage Design</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>

Practical will be based on Paper Java Programming & Website Design : on Whole Syllabus

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S307	Computer Network Security	4	0	0	4

### **UNIT-I**

**Introduction:** Attack, Services and Mechanism, Model for Internetwork Security.

Cryptography: Notion of Plain Text, Encryption, Key, Cipher Text, Decryption and cryptanalysis; Public Key Encryption, digital Signatures and Authentication.

### **UNIT-II**

#### **Network Security:**

Authentication Application: Kerveros, X.509, Directory Authentication Service, Pretty Good Privacy, S/Mime.

### **UNIT-III**

**IP security Architecture:** Overview, Authentication header, Encapsulating Security Pay Load combining Security Associations, Key Management.

### **UNIT-IV**

**Web Security:** Requirement, Secure Socket Layer, Transport Layer Security, and Secure Electronic Transactions.

### **UNIT-V**

**Network Management Security:** Overview of SNMP Architecutre-SMMPVI1 Communication Facility, SNMPV3.

### **UNIT-VI**

**System Security:** Intruders, Viruses and Relate Threats, Firewall Design Principles.

Comprehensive examples using available software platforms/case tools, Configuration Management.

### **Referential Books:**

1. W. Stallings, Networks Security Essentials: Application & Standards, Pearson Education, 2000.
2. W.Stallings, Cryptography and Network Security, Principles and Practice, Pearson Education, 2000.

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S308	Information System: Analysis Design & Implementation	3	1	0	4

### **UNIT-I**

**Overview of System Analysis and Design:** Systems Development Life Cycle; concept and Models: requirements determination, logical design, physical design, test planning, implementation, planning and performance evaluation, communication, interviewing, presentation skills; group dynamics; risk and feasibility analysis; group based approaches, JAD, structures walkthroughs, and design and code reviews; prototyping; database design software quality metrics; application categories software package evaluation and acquisition.

### **UNIT-II**

**Information Requirement Analysis:** Process modeling with physical logical data flow diagrams, data modeling with logical entity relationship diagrams.

### **UNIT-III**

**Developing a Proposal:** Feasibility study and cost estimation.

**System Design:** Design of input and control, design of output and control, file design/database design, process, user interface design, prototyping; software constructors; documentation.

### **UNIT-IV**

**Application Development Methodologies and CASE tools:** Information engineering structured system analysis and design, and object oriented methodologies for application development data modeling, process modeling, user interface design, and prototyping, use of computer aided software engineering (CASE) tools in the analysis design and implementation of information systems.

### **UNIT-V**

**Design and Implementation on OO Platform:** Object oriented analysis and design through object modeling technique, object modeling, dynamic modeling and functional object oriented design and object oriented programming systems for implementation, object oriented data bases.

### **UNIT-VI**

**Managerial issues in Software Projects:** Introduction to software markets; planning of software projects, size and cost estimates; project scheduling; measurement of software quality and productivity, ISO and capability maturity models for organizational growth.

### **Referential Books:**

1. I.T.Haryszkiewicz, Introduction of System Analysis and Design, Pearson Education, (PHI) 1998.
2. V.Rajaraman, Analysis and Design of Information System, Pearson Education, 1991.
3. J.A.Senn, "Analysis and Design of Information Systems"
1. J.K.Whiten., L.D.Bentley, V.M.Beslow, "System Analysis and Design Methods", (Galgotia Publications Pvt.Ltd.) 1994

# Proposed Syllabus by C.S.J.M.University,Kanpur.

## Bachelors of Computer Application

Course Code	Course Name	L	T	P	C
BCA-S309	E-Commerce	4	0	0	4

### UNIT-I

**Introduction to E-Commerce:** The Scope of Electronic Commerce, Definition of Electronic Commerce, Electronic E-commerce and the Trade Cycle, Electronic Markets, Electronic Data Interchange, Internet Commerce, E-Commerce in Perspective.

**Business Strategy in an Electronic Age:** Supply Chains, Porter's Value Chain Model, Inter Organizational Value Chains, Competitive Strategy, Porter's Model, First Mover Advantage Sustainable Competitive Advantage, Competitive Advantage using E-Commerce, Business Strategy, Introduction to Business Strategy, Strategic Implications of IT, Technology, Business Environment, Business Capability, Exiting Business Strategy, Strategy Formulation & Implementation Planning, E-Commerce Implementation, E-Commerce Evaluation.

### UNIT-II

**Business-to-Business Electronic Commerce:** Characteristics of B2B EC, Models of B2B Ec, Procurement Management Using the Buyer's Internal Marketplace, Just in Time Delivery, Other B2B Models, Auctions and Services from Traditional to Internet Based EDI, Intergration with Back-end Information System, The Role of Software Agents for B2B EC, Electronic marketing in B2B, Solutions of B2B EC, Managerial Issues, Electronic Data Interchange (EDI), EDI: The Nuts and Bolts, EDI & Business.

### UNIT-III

**Internet and Extranet :** Automotive Network Exchange, The Largest Extranet, Architecture of the Internet, Intranet and Extranet, Intranet software, Applications of Intranets, Intranet Application Case Studies, Considerations in Intranet Deployment, The Extranets, The structures of Extranets, Extranet products & services, Applications of Extranets, Business Models of Extranet Applications, Managerial Issues.

**Electronic Payment Systems :** Is SET a failure, Electronic Payments & Protocols, Security Schemes in Electronic payment systems, Electronic Credit card system on the Internet, Electronic Fund transfer and Debit cards on the Internet, Stored – value Cards and E- Cash, Electronic Check Systems, Prospect of Electronic Payment Systems, Managerial Issues.

### UNIT-IV

**Public Policy: From Legal Issues to Privacy :** EC- Related Legal Incidents, Legal Incidents, Ethical & Other Public Policy Issues, Protecting Privacy, Protecting Intellectual Property, Free speech, Internet Indecency & Censorship, Taxation & Encryption Policies, Other Legal Issues: Contracts, Gambling & More, Consumer & Seller Protection In EC.

### UNIT-V

**Infrastructure For EC :** It takes more than Technology, A Network Of Networks, Internet Protocols, Web- Based client/ Server, Internet Security, selling on the web, Chatting on the Web, Multimedia delivery, Analyzing Web Visits, Managerial Issues.

### Referential Books:

1. David Whiteley, "E-Commerce", Tata McGraw Hill, 2000
2. Eframi Turban, Jae Lee, David King, K. Michale Chung, "Electronic Commerce", Pearson Education, 2000

# Proposed Syllabus by C.S.J.M.University,Kanpur.

## Bachelors of Computer Application

Course Code	Course Name	L	T	P	C
BCA-S310	Knowledge Management	3	1	0	4

### UNIT-I

**Business Intelligence and Business Decisions:** Modeling Decision Process; Decision support systems; Group decision support and Groupware Technologies.

### UNIT-II

**Executive Information and support Systems:** Business Expert System and AI, OLTO & OLAP; Data Warehousing; Data Marts, Data Warehouse architecture; Tools for data warehousing.

### UNIT-III

**Multi- Dimensional analysis:** Data mining and knowledge discovery; Data mining and Techniques; Data mining of Advance Databases.

### UNIT-IV

**Knowledge Management Systems:** Concept and Structure KM systems, techniques of knowledge management appreciation & limitation.

### Referential Books:

1. Decision support system, EIS, 2000
2. W.H.Inmon, "Building Data Warehousing", Willey, 1998.
3. Han, Jiawei, Kamber, Michelinal, " Data Mining Concepts & Techniques", Harcourt India, 2001

# **Proposed Syllabus by C.S.J.M.University,Kanpur.**

## **Bachelors of Computer Application**

<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>BCA-S311</b>	<b>Major Project</b>	<b>0</b>	<b>3</b>	<b>6</b>	<b>5</b>

Evaluation will be based on held after fourth semester and will be  
Conducted by the college committee only.

**Proposed Syllabus by C.S.J.M.University,Kanpur.**  
**Bachelors of Computer Application**

Course Code	Course Name	L	T	P	C
BCA-S312	Presentation/Seminar based on Major Project				1

Presentation/Seminar based on Major Project will be evaluated by external examiner only.





**C.C.S. University, Meerut,  
Revised Uniform Syllabus of B.J.M.C. w.e.f. 2016-17**

(B.O.S. 25-06-2016, AC.....)

(For University Department and Colleges)

**Objective of the Course:**

In an era of information explosion, Journalism and Mass Communication is playing a vital role in spreading information and inducing change as well as in maintaining the system of society. To fulfill these goals systematic education of journalism and mass communication has become inevitable. BJMC is a carrier oriented course spread over six semesters (3 years). The objective of BJMC is to enable the students to understand the concept, scope and significance of mass communication and its techniques; to familiarize and train the students with media techniques by affording them an exposure to contemporary media skills and to provide an opportunity to pursue their areas of interest in this educational stream to go for a career.

**General Rules:**

1. The whole programme is divided into six semesters (Three Years). There will be four papers in Ist, IInd, IIIrd, IVth & Vth semester along with a practical-viva related to the course of each semester. Each paper will carry 100 marks, out of which an external examination will be held carrying 75 marks, as internal assessment 25 marks and course related practical-viva (M.M. 100) will be conducted by external examiner.
2. There shall be 20 theory papers spread over five semesters. Course related practical-viva in each semester. The six semester shall be devoted to Print Media Practical-viva, Radio Practical-viva, TV Practical-viva, New Media Practical-viva & Project-viva as described in the syllabus details and will be examined by a board of examiners consisting of one external and one internal examiner. The examination of each practical shall be held towards the end of each semester. Grand total of the marks for the course (BJMC) will 3000.

**Note:**

1. Admission rules remain the same as per G.O. and University rules.
2. In BJMC Course –II, Course- XVII and Course – XXIV are related with New Media Technology so the essential qualification for teaching these courses must be MCA and Post Graduate in Journalism.

# **Ch. Charan Singh University, Meerut,**

**Revised Uniform Syllabus of B.J.M.C. w.e.f. 2016-17**

**(B.O.S. 25-06-2016, AC.....)**

**(For University Department and Colleges)**

## **(Three Years / Six semesters Programme)**

### **Semester-I**

Course-I	Introduction to Mass Communication	M.M.:100 (Ext.-75&Int.-25)
Course-II	Computer Basics	M.M.:100 (Ext.-75&Int.-25)
Course-III	Value Education	M.M.:100 (Ext.-75&Int.-25)
Course-IV	General Hindi (सामान्य हिन्दी)	M.M.:100 (Ext.-75&Int.-25)
Course-V	Course Related Practicals-Viva	Max. Marks: 100 (Ext.)

### **Semester – II**

Course-VI	Introduction to Journalism	M.M.:100 (Ext.-75&Int.-25)
Course-VII	Constitution and Indian Political System	M.M.:100 (Ext.-75&Int.-25)
Course-VIII	Indian Social System	M.M.:100 (Ext.-75&Int.-25)
Course-IX	General English	M.M.:100 (Ext.-75&Int.-25)
Course-X	Course Related Practicals-Viva	Max. Marks: 100 (Ext.)

### **Semester-III**

Course-XI	Print Media-I (Reporting)	M.M.:100 (Ext.-75&Int.-25)
Course-XII	Indian Economic System	M.M.:100 (Ext.-75&Int.-25)
Course-XIII	Electronic Media-I (Radio)	M.M.:100 (Ext.-75&Int.-25)
Course-XIV	Media Laws	M.M.:100 (Ext.-75&Int.-25)
Course-XV	Course Related Practicals-Viva	Max. Marks: 100 (Ext.)

### **Semester-IV**

Course-XVI	Print Media-II (Editing)	M.M.:100 (Ext.-75&Int.-25)
Course-XVII	Social Media	M.M.:100 (Ext.-75&Int.-25)
Course-XVIII	Public Relations and Corporate Communication	M.M.:100 (Ext.-75&Int.-25)
Course-XIX	Electronic Media-II (Television)	M.M.:100 (Ext.-75&Int.-25)
Course-XX	Course Related Practicals-Viva	Max. Marks: 100 (Ext.)

### **Semester-V**

Course-XXI	Advertising	M.M.:100 (Ext.-75&Int.-25)
Course-XXII	Development Communication	M.M.:100 (Ext.-75&Int.-25)
Course-XXIII	Mass Media Writing Skills	M.M.:100 (Ext.-75&Int.-25)
Course-XXIV	Digital Journalism	M.M.:100 (Ext.-75&Int.-25)
Course-XXV	Course Related Practicals-Viva	Max. Marks: 100 (Ext.)

### **Semester-VI**

Course-XXVI	Print Media Practical-Viva	Max. Marks: 100 (Ext.)
Course-XXVII	Radio Practical-Viva	Max. Marks: 100 (Ext.)
Course-XXVIII	TV Practical Viva	Max. Marks: 100 (Ext.)
Course-XXIX	New Media Practical-Viva	Max. Marks: 100 (Ext.)
Course-XXX	Project- Viva	Max. Marks: 100 (Ext.)

**C.C.S. University, Meerut**  
**Revised Syllabus of B.J.M.C. w.e.f. 2016-17**  
**(B.O.S. 25-06-2016)**  
**(For University Department and Colleges)**

**Semester-I**

**Objective:** This course is designed to introduce the fundamentals of communication and mass communication. The study of this course will help the students to understand the process of communication theories and models of mass communication.

**C-I Introduction to Mass Communication**

**M.M.100 (Ext. 75, Int. 25)**

**Unit-I**

Communication: Concept, Meaning and Definitions  
Need for Communication  
Elements of Communication  
Types of Communication  
Barriers to Communication

**Unit –II**

Mass Communication: Meaning and Definitions  
Functions of Mass Communication  
Channels of Mass Communication  
Characteristics of Mass Media Audiences  
Characteristics of Mass Messages

**Unit –III**

Models of Communications : Meaning and Definitions  
Process of Communication  
Aristole Model  
Westley and Maclean Model  
Laswell's Model

**Unit –IV**

Hypodermic theory of Mass Communication  
Individual Difference Theory  
Personal Influence Theory  
Sociological Theories of Mass Communication  
Normative Theories of Mass Media

**Pedagogy:** Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

**Books Recommended:**

- Fiske. J.  
1982: Introduction to Communication Studies, London, Roulledge:  
Ravindran, R.K.  
1999: Media and Society, Delhi, Commonwealth Pub., (1<sup>st</sup> ed.)  
Narula, Uma  
2006: Communication Models, New Delhi, Atlantic Pub.  
Narula, Uma  
2006: Hand book of Communication, New Delhi, Atlantic Pub.  
Kumar, Keval J.  
2007: Mass Communication in India, Mumbai, Jaico Pub. (3<sup>rd</sup> ed.)  
McQuail, Denis  
2008: Mass Communication Theory, New Delhi, Vistar Pub., (5<sup>th</sup> ed.)

**C.C.S. University, Meerut**  
**Revised Syllabus of B.J.M.C. w.e.f. 2016-17**  
**(B.O.S. 25-06-2016)**  
**(For University Department and Colleges)**

**Semester-I**

**C-II**

**Computer Basics**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to provide the basic knowledge of computer. The aim of this course is to introduce fundamentals of computer and its components.

**Unit-I**

Introduction to Computer  
Beginning and Evolution of Computer  
Types of Computer  
Computer Hardware and Software  
Characteristics of Computer and its Application

**Unit-II**

Meaning and Purpose of Input and Output Devices  
Input Device  
Output Device  
Analog Technology  
Digital Technology

**Unit-III**

Operating system : Introduction  
DOS, Windows  
MS Office : MS Word  
Excel  
PowerPoint

**Unit-IV**

CorelDraw  
Photoshop  
QuarkXPress

**Pedagogy:** Teaching will be based on lectures and practical on Computer using regularly the computer lab and internet facilities.

**Books Recommended:**

Singh, Ravindra Pratap  
2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1<sup>st</sup> edt.)  
Gupta, Om, Jasra, Ajay S.  
2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1<sup>st</sup> edt.)  
Sharma, GK, Sharma, Hemant  
2002, Suchna Prodyogiki New Delhi, Atlantic Pub. (1<sup>st</sup> ed.)  
Bansal, S.K.  
2004: Information Technology, New Delhi, APH Publication  
Kumar, Suresh  
2004: Internet Patrkari, New Delhi, Taxila Prakashan (1<sup>st</sup> ed)  
Ozha, DD/Satya Prakash  
2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Publication  
Sinha, P.K.  
2009: Computer Fundamentals, New Delhi, BPB Publications

**C.C.S. University, Meerut**  
**Revised Syllabus of B.J.M.C. w.e.f. 2016-17**  
**(B.O.S. 25-06-2016)**  
**(For University Department and Colleges)**

**Semester-I**  
**Value Education**

**C-III**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce meaning, aim significance of value education. Explain the role of value education in personal development and nation building.

**Unit-I**

Value Education: Meaning and Significance  
Types of Value  
Role of Culture and Tradition in Value Education  
Value Education in Indian Society

**Unit-II**

Value Education for Self Development  
Self Analysis and Introspection  
Sensitization towards Equality, Physically and Mentally Challenged  
Respect to persons according the basis of their age, Experience etc.

**Unit-III**

Value Education for Nation Building  
Respect to Indian constitution and National Values  
Demographic Character of Indian Society  
Integrity of India

**Unit-IV**

Media and Social Values  
Role of Voluntary organizations in value education  
Role of Media in creating awareness  
Role of Various Institutions in inculcating values

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops related to value education.

**Books Recommended:**

Chitakra, M.G.

2003: Education and Human Values, New Delhi, APN Publishing Cooperation

Chakravarthy, S.K.

1999 : Values and Ethics for Organizations : Theory and Practice, N.Delhi, Oxford University Press

Sachchidananda, M.K.

1991 : Ethics, education, Indian Unity and Culture, Delhi, Ajanta Publications

Goel, Aruna and Goel, S.L.

2004 : Human Values and Education, New Delhi, JBA Publisher

**C.C.S. University, Meerut**  
**Revised Syllabus of B.J.M.C. w.e.f. 2016-17**  
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**(For University Department and Colleges)**

**Semester-I**  
**General Hindi (सामान्य हिन्दी)**

**C-IV**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed with an aim to learn Hindi language and understand the language of Media.

**खण्ड—1**

शब्द विचार, वाक्य, संज्ञा, सर्वनाम, क्रिया, विशेषण, लिंग, वचन

**खण्ड—2**

पर्यायवाची, विलोम, समरूपी, एकार्थक, अनेकार्थक शब्द, वाक्यांशों के लिये एक शब्द एवं अर्थभेद वाले शब्द

**खण्ड—3**

मुहावरे, अलंकार, निबन्ध, पत्रलेखन, अनुच्छेद लेखन, अनुवाद

**खण्ड—4**

मीडिया की भाषा, समाचारों में प्रयोग होने वाले शब्द, विज्ञापन में प्रयोग होने वाले लोकप्रिय शब्द

**Pedagogy:** Teaching will be based on lectures, Workshops, Discussions and Practicals exercises, on the spot speaking and writing exercises.

**सन्दर्भ पुस्तकें :**

बाहरी, हरदेव : सामान्य हिन्दी, इलाहाबाद, प्रयाग पब्लिकेशन

कुमार, सुशील : सामान्य हिन्दी, पटना, पटना पब्लिकेशन

सिंह, वासुदेव प्रसाद : सामान्य हिन्दी एवं भाषा शिक्षण, पटना, पटना पब्लिकेशन

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**Semester-I**

**Course-V**

**Course Related Practicals**

**M.M.: 100 Ext.**

Practicals shall be related to courses of the semester-Ist

Students shall prepare a file/Assignment of

C-I, C-II, C-III, and C-IV allot by the course teacher

and viva-voce will be conduct by the external examiner.

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**Semester-II**

**C-VI Introduction to Journalism**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to familiarize and provide knowledge of Journalism.

**Unit –I**

- Concept and Meaning of Journalism
- History of Journalism in India
- Elements of Journalism
- Role of Journalism in Society

**Unit –II**

- A Brief History of English Press in India
- Role of Regional Language Press in Growth of Journalism
- Rising and Growth of Hindi Journalism
- Role of Press in India's Freedom Struggle
- Journalism in Post Independence India

**Unit –III**

- Emerging Trends of Journalism
- Information Technology and Journalism
- Journalism in a Globalised World
- Socio Economic Scenario and Journalism
- Concept and Functions of News Agencies

**Unit –IV**

- Magazine Journalism
- Rural Journalism
- Citizen Journalism
- Sting Operation

**Pedagogy:** Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Student's participation in discussions and seminars.

**Books Recommended:**

Natrajan, J.

2000: History of Indian Press, New Delhi, Pub. Division, Govt. of India

Bhatnagar, Ram Ratan

2003, The Rise and Growth of Hindi Journalism, Varanasi, Vishvavidyalaya Prakashan

Kamath, M.V.

2001, Professional Journalism, New Delhi, Vikas Publishing House Pvt. Ltd.

भानावत, संजीव

पत्रकारिता का इतिहास एवं जनसंचार माध्यम, जयपुर, यूनिवर्सिटी पब्लिके ीन्स

तिवारी, अर्जुन

आधुनिक पत्रकारिता, वाराणसी, वि०वि० प्रका ीन

चडढा, सविता

2004, इतिहास और पत्रकारिता, दिल्ली, राजसूर्य प्रका ीन

पंत, एन०सी०

2002, पत्रकारिता का इतिहास, नई दिल्ली, तक्षि ीला प्रका ीन

गौतम, सुरे ी एवं वाणी

2001, हिन्दी पत्रकारिता, दिल्ली, साहित्य प्रका ीन



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**Semester-II**  
**C-VII Constitution and Indian Political System**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** The study of this course will help the students to understand the Indian Constitution and basic features of Indian political system.

**Unit-I**

Significance of the Indian Model of Political System  
Nationalist Movement: Socio- Economic and Philosophical  
Foundation of Indian Constitution  
Preamble and Specific Features of Indian Constitution  
Fundamental Rights and Fundamental Duties  
Directive Principles of State

**Unit-II**

Indian Parliament : Rules of Procedure and Conduct of Business Indian Parliament  
President Address, Speaker and his Powers, Chairman of Rajya Sabha, Prime minister and Council of Ministers  
Legislative and Other Procedure, Passing of Bills, Procedure of Passing Budget and Constitution Amendment Bills, Parliamentary Committees and Functions

**Unit-III**

State Legislative : Governor, C.M. and Council of Ministers  
Centre – State Relations  
Panchayati Raj and Local Government  
Judicial System in India : Supreme Court, High Court, Subordinate Court  
Constitutional Authorities and Commissions

**Unit-IV**

Changing Nature of Indian Party System  
National Parties  
Regional Parties  
Political Participation and Voting Behavior  
Interest and Pressure Group

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on Political Issues.

**Books Recommended:**

- Basu, D.D.  
2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India
- Basu, D.D.  
2013, Bharat ka Sanvidhaan : Ek Parichay, New Delhi, Lexis Nexis Bitterworths India
- Kashyap, Subhash  
2011, Hamari Sansad, New Delhi, NBT
- Jain, Pukhraj  
2015, Bhartiya Shasan Evam Rajniti, New Delhi, Sahitya Bhawan
- Jain, Pukhraj and Rajesh  
2015, Bhartiya Samvidhaan, Delhi, SBPD Publishing House

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**Semester-II**  
**C-VIII Indian Social System**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** Media informs society and write about different aspects of society. This course is designed to familiarize the students about the concepts and the basic characteristics of society and particularly about Indian society. This course is designed to introduce to students the Social structure of Indian Society, role and importance of different factors in social change.

**Unit-I**

Society: Concept and Meaning  
Introduction to Indian Social Structure  
Social Stratification in India  
Faiths and Beliefs in India

**Unit-II**

Family structure of Indian Society  
Family Culture in India  
Marriage and Kinship in Indian Social System  
Changing Indian Society

**Unit-III**

Caste System in Indian Society  
Characteristics of Caste System  
Intercultural Relations in Indian Society

**Unit-IV**

Role of Education in Social Change  
Media and Social Change  
Globalization and Social Change  
Other Important factors for Social Change

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on issues related to society.

**Books Recommended:**

- Ravindran, R.K.  
1999: Media and Society, New Delhi, Common Wealth Publication, (1<sup>st</sup> ed.)
- Campbell, Richard  
2000: Media And Culture, New York, Bedford Publication, (1<sup>st</sup> ed.)
- Singh, J.K.  
2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1<sup>st</sup> ed.)
- Sharma, R.S.  
2002: Material Culture and Social Formation in Ancient India, New Delhi (1<sup>st</sup> ed.)
- Prabhakar, Manohar/Bhanawat Sanjeev  
2004: Human Right, Jaipur, University Book House (P) Ltd (1<sup>st</sup> ed.)
- Kumar, Kavel J.  
2007: Mass Communication in India, Delhi, Jaico Publication House (1<sup>st</sup> ed.)
- Ahuja, Ram  
1993, Indian Social System, New Delhi, Rawat Publisher
- Ahuja, Ram  
1992, Social Problems in India, New Delhi, Rawat Publisher
- Ahuja, Ram  
2000, सामाजिक समस्याएँ, New Delhi, Rawat Publisher
- Ahuja, Ram  
2000, भारतीय समाज, New Delhi, Rawat Publisher
- Srinivas, M.N.  
1980, India : Social Structure, Delhi, Hindustan Publishing Corporation
- Rao N Ramesh  
2015, Intercultural Communication, (The Indian Context), N.Delhi, Sage India

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**Semester-II**  
**General English**

**C-IX**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed with an aim to learn language and develop proficiency and become competent in the use of English Language.

**Unit –I**

- Articles
- Parts of Speech
- Figure of Speech
- Sentences-Simple, complex and compound
- Prepositions propositional phrases
- Tenses

**Unit –II**

- Correction of common errors
- Choosing correct forms
- Rewriting sentences

**Unit –III**

- Compound words
- Words often mis-spelt and misused
- Idioms, Antonyms, Synonyms
- Homonyms, Acronyms
- One-Word Substitutes

**Unit-IV**

- Composition and Mechanics of writing
- Translation
- Précis, Paragraph, Expansion
- Letter & Application Writing
- Use of English words in Hindi Newspaper
- Curriculum Vitae / Resume

**Pedagogy:** Teaching will be based on lectures, Workshops, Discussions and Practicals exercises, on the spot speaking and writing exercises.

**Books Recommended:**

- Wren, P.C. & Martin :  
High School Grammar & Composition, New Delhi, S.Chand & Co. Ltd.
- Agarwal, Malti  
2008 : Remedial English Language, Meerut, Krishna Publication
- Agarwal, Malti  
2008: Professional Communication, Meerut, Krishna Publication
- Sinha, R.P.  
2002 : How to write Correct English, Patna, Prabhat Publication

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**Semester-II**

**Course-X**

**Course Related Practicals**

**M.M.: 100 Ext.**

Practicals shall be related to courses of the semester-IInd

Students shall prepare a file/Assignment of

C-VI, C-VII, C-VIII, and C-IX allot by the course teacher

and viva-voce will be conduct by the external examiner.

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**Semester-III**

**C-XI**

**Print Media-I (Reporting)**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to familiarize and provide knowledge of Reporting in Print Journalism. Other aim of this course is to introduce about News, Qualities of Reporter and various kinds of reporting e.g. Crime Reporting, Parliamentary Reporting, Court Reporting, investigative reporting etc.

**Unit-I**

News: Meaning, Definitions  
Elements and Types of News  
News Value  
Selection of News  
Objectivity of News

**Unit-II**

News Reporter: Reporting Skills  
Types of Reporters  
News Gathering: News Beat  
News Sources  
Qualities and Responsibilities of Reporter

**Unit-III**

News Writing Basics: Structure of News Story  
Inverted Pyramid Style and Other Styles  
Lead, Types of Lead, Intro  
Interviewing  
Difference between News Writing and Fiction Writing

**Unit-IV**

General Reporting: Crime, Accidents, Calamities, Local-self Government and Civic Affairs, Mofussil  
Specialized Reporting: Parliamentary, Court, Defense, Business, Sports, Political  
Investigative

**Pedagogy:** Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Student's participation in discussions and seminars. Practical exercises of News Reporting will be encouraged and will be essential part of teaching

**Books Recommended:**

- Harimohan, Joshi Shankar  
1995 : Khoji Patrakarita, New Delhi, Taxshila Publication (1<sup>st</sup> edt.)  
Srivastava, K.M.  
2003: News Reporting and Editing, Delhi, Starline Publication  
Flemming and Hemmingway  
2005, An Introduction to Journalism , New Delhi, Vistaar Publications  
Sharma, Seema  
2005: Journalism Reporting , New Delhi, Anmol Publication (1<sup>st</sup> edt.)  
Puri, Manohar  
2006: Art of Reporting, New Delhi, Pragan Publication  
Tripathi, RC  
2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan  
Palanithurai, G  
2008, Dynamics of New Panchayati Raj System on India, New Delhi, Concept Publishing Co.

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**Semester-III**

**C-XII**

**Indian Economic System**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce to students the fundamentals of economy and Indian Economy.

**Unit-I**

Character of Indian Economic System  
Basic Economic Terms: National Income, Inflation and Deflation  
GDP, NNP, HDI, FDI  
Understanding of Financial Markets

**Unit-II**

Planned Development in India  
Green Revolution  
White Revolution  
Economic Reforms in India

**Unit-III**

Indian Economy and Rural India  
Liberalization and Privatization  
Globalization and opening up of Indian Economy  
Disinvestment and Indian Economy

**Unit-IV**

Banking System of India  
Insurance Sector  
Key Industries  
Key Industry Association: CII, ASSOCHAM, FICCI  
Challenges before Indian Industries

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on various issues related to economy.

**Books Recommended:**

Dutt and Sundram,  
2004, Indian Economy, New Delhi, S.Chand Publication  
Uma Kapila,  
2004, Understanding the Problems of Indian Economy, Academic Foundation  
Mishra and Puri, V.K.  
Problems of Indian Economy, New Delhi, Himalaya Publishing House  
Pathak, BV  
2014, Indian Financial Syatem, Delhi, Pearson Education Y.S. Books International  
Kumar, Arun  
2014, Indian Economy Since Independence, Vision Books

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**Semester-III**

**C-XIII**

**Electronic Media-I (Radio)**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce the History and Development of Radio. The study of this course will help the students to understand the nature and types of Radio Programs.

**Unit-I**

- History and Development of Radio in World Scenario
- History and Growth of Radio in India
- Characteristics of Radio
- Three Modes of Transmission AM, SW, FM
- Organizational Structure of AIR

**Unit-II**

- Radio Programmes : Spoken Words, Music
- Specific Audience Programmes, Interview, Talk
- Discussion, Radio Feature, Radio Play, News
- Qualities of presenter
- Importance of Pronunciation and Voice Modulation

**Unit-III**

- Language of Radio
- Writing of Radio News
- Radio Commercials
- Educational Radio
- Community Radio

**Unit-IV**

- Radio Programme Production:
- Pre Production
- Production
- Post Production

**Pedagogy:** Teaching will be based on- Lectures, audio and PowerPoint presentations, Workshops. Discussion on recent issues and practical on Script writing and programme production.

**Books Recommended:**

Luthra, HR

1986: Indian Broadcasting, New Delhi, Publication Division, Govt. of India

Ravindran, RK

1999: Handbook of Radio TV and Broadcast Journalism, New Delhi, Anmol Publication (1<sup>st</sup> ed.)

Mehra, Ramesh

2007: Media aur Prasaran, New Delhi,

Sharma, Kaushal

2007: Radio Prasaran, New Delhi, Pratibha Publication

Katheria, Naresh

2013, Radio Madhyam evam Takniki, Delhi, Shilpyan Prakashan

Kumar, Prashant

2015, Bharat Mein Radio Prasaran, New Delhi, A. R. Publication

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**Semester-III**

**C-XIV**

**Media Laws**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce to students Media Laws. The study of this course will help the students to understand the various dimension of Media Laws in India.

**Unit-I**

Law: Concept, Meaning and Definitions  
Law and Justice  
Society, Press and Law  
Indian Constitution and press  
Freedom of Speech and Expression

**Unit-II**

Parliamentary Privileges, Contempt of Court  
Press and Registration of Book Act  
Official Secret Act  
Defamation, Copy Right Act  
Working Journalist Act

**Unit-III**

RTI Act -2005  
Prasar Bharti Act  
Cable TV Regulation Act  
Digitations and Conditional Access System  
Cinematography Act

**Unit-IV**

First and Second Press Commission of India  
PCI  
Media Associations and Org. INS, Editors Guild  
ABC Commissions : Chanda, Nayyar, Verghese, Joshi  
Media Ethics

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on Legal system and Legislature process.

**Books Recommended:**

Justice, Jois, Rama  
2014: Legal and Constitutional History of India, New Delhi, Universal Law Publishing  
Kumar, Vivek  
2012 : Legal Profession and off shoring in India, New Delhi, Young Global Publication  
Basu, D.D.  
2005, Law of the Press in India, N. Delhi, Prentice Hall of India  
Tripathi, N.K.  
1998, Press Vidhi, Varanasi, Vishvavidyalaya Prakashan  
Singh, Srikant  
Janmadhyam Kanoon evam Uttardayitva, N.Delhi, Satyam Publishing House  
Singh, S.Swaroop  
2004, Press aur Bhartiya Sansad, N.Delhi, Classical Publishing Co.



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**Semester-III**

**Course-XV**

**Course Related Practicals**

**M.M. : 100 Ext.**

Practicals shall be related to courses of the semester-IIIrd

Students shall prepare a file/Assignment of

C-XI, C-XII, C-XIII, and C-XIV allot by the course teacher

and viva-voce will be conduct by the external examiner.

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**Semester-IV**

**C-XVI**

**Print Media – II (Editing)**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to provide knowledge of Editing of Print Journalism. Other Aim of this course is to introduce Copy Editing, Photo Journalism, Page layout and design etc. which are components of print journalism.

**Unit-I**

Editing: Meaning, Definition  
Principles of Editing  
Copy Selection  
Challenges before Editors: Bias, Slants and Pressure

**Unit-II**

Editing Process: Planning of News Gathering  
Selection of News  
News Copy  
Headline and Intro Writing  
Style Book and Style Sheet

**Unit-III**

Principles of Layout and Design  
Typography, Color and Graphics  
Concept and Techniques of Photo Editing and Caption writing  
Photographic coverage of News and events

**Unit-IV**

Use of Illustrations in Newspaper design  
Cartooning, Pocket Cartoons & Caricatures  
Line Diagrams

**Pedagogy:** Teaching will be based on- Lectures, presentations, Discussions, Seminars, Writing, Workshops, Discussion on recent articles, Students participation in discussions, seminars, practical exercises of News Editing and regular interaction will be encouraged.

**Books Recommended:**

- Chaturvedi, Prem Nath  
2000: Aadhunik Samachar Patra Aur Prusht Sajja, Bhopal, Madhya Pradesh Granth Academy
- Kamath, M.V.  
2001: Professional Journalism, New Delhi, Vikas Publishing House PVT. Ltd.
- Prabhakar, Manohar/ Bhanavat, Sanjeev  
2002: Sampadan Eavm Mudran Technic Jaipur, Pulitzer Institute of Comm. Studies (1<sup>st</sup> edt.)
- Harimohan  
2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3<sup>rd</sup> edt.)
- Jain, Ramesh  
2003: Sampadan Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub. (1<sup>st</sup> edt.)
- Moen, Daryl  
2004: News Paper Layout & Design, Delhi, Surjeet Pub. (5<sup>th</sup> edt.)
- Harimohan  
2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2<sup>nd</sup> edt.)
- George, A.Hough  
2006: News Writing, Delhi, Kanishka Publishers

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**Semester-IV**

**C-XVII**

**Social Media**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to provide introduction to Social Media. This course also imparts the knowledge of Social Networking Sites and their use in various fields.

**Unit-I**

Social Networking Sites ; Blogging, Facebook, LinkedIn, Twitter, Instagram  
Impact of Social Media  
Social Networking Analysis  
Social Media Technology

**Unit-II**

Language for Social Media  
Social Networking Platforms  
Future of Social Networking

**Unit-III**

Social Media Policy  
Role of Regulator in Social Media  
Communication Training for Social Media  
Management of Social Media

**Unit-IV**

Use of Social Media in Governance and Development  
Use of Social Media in Health and Education  
Use of Social Media in Business and Commerce  
Use of Social Media in Political and Social System

**Pedagogy:** Teaching will be based on lectures and practicals on Computers using regularly the computer lab and internet facilities.

**Books Recommended:**

Bansal, S.K.

2002: Internet Technologies, New Delhi, APH Pub.

Nath, Shyam

2002 : Assessing the State of Web Journalism, New Delhi, Author Press

Ahmad, Tabraj

2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication

Menon, Shailja

2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press

Talesra, Hemlata/Nagda, M.L.

2003 : Web Paged Learning, Delhi, Authors Press

Chakravarthy, Jagdish

2004 : Net, Media and the Mass Communication, New Delhi, Author Press

Ray, Tapas

2009: Online Journalism: A Basic Text, New Delhi, Cambridge University Press India Pvt. Ltd.

Verma, Deepika

2015 : The Era of New Media, New Delhi, A. R. Publication

## Semester-IV

**M.M.100 (Ext. 75, Int. 25)**

2005, Jansampark Evam Vigyan, Jaipur, University Publications

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**Semester-IV**

**C-XIX**

**Electronic Media- II (Television)**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce the History and Development of Television. The study of this course will help the students to understand the nature and types of television programmes, TV News, Qualities of news anchor and presenter, technologies of Television Programme Production etc.

**Unit-I**

History and Development of TV in India  
Nature and Importance of TV  
Characteristics of TV as compared to other media  
Mode of Transmission: Terrestrial, Satellite TV, Cable TV

**Unit-II**

Nature and Types of TV Programmes  
Fictional Programmes: Soap Opera, Serials, Films  
News Based Programme: Talk, Discussion, Interview, etc  
Educational Programme  
Commentary

**Unit-III**

Elements of TV News  
Basic Principles of TV News Writing  
Sources of TV News  
Types of TV News Bulletins and their Structure

**Unit-IV**

Television Programme Production  
Pre Production  
Production  
Post Production

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Post Production, Workshops, Discussion on recent programmes. Practicals on computer using Audio-Visual lab, Studio exercises will be undertaken.

**Books Recommended:**

- Ravindran, R.K.  
1999 : Hand Book of Radio T.V and Broadcast Journalism, New Delhi, Anmol Publication (1<sup>st</sup> edt.)
- Sinha, P.C  
2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1<sup>st</sup> edt.)
- Firoz, Mohd  
2005: Television in India, Delhi, Sage Publication (1<sup>st</sup> ed.)
- Todorovic, Aleksendar Louis  
2006: Television Technology, New Delhi, Focal press
- Friedmann, Anthony  
2007 : Writing for Visual Media, New Delhi, Focal Press (2<sup>nd</sup> edt.)
- Boyd, Andrew  
2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5<sup>th</sup> edt.)
- Ivan, Cury  
2011: Directing and producing for Television, London, Focal Press
- Singh, Mahaveer  
2014: Doordarshan Live, Delhi, Shilpyan Prakashan
- Singh, Mahaveer  
2014: Doordarshan Madhyam Evam Takniki, Delhi, Shilpyan Prakashan

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**Semester-IV**

**Course-XX**

**Course Related Practicals**

**M.M. : 100 Ext.**

Practicals shall be related to courses of the semester-IVth

Students shall prepare a file/Assignment of

C-XVI, C-XVII, C-XVIII, and C-XIX allot by the course teacher

and viva-voce will be conduct by the external examiner.

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**Semester-V**

**C-XXI**

**Advertising**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce to students the fundamentals of Advertising. The study of this course will help the students to understand the various types of advertising and its elements.

**Unit-I**

Advertising: Concept, Meaning and Definitions  
History and Growth of Advertising in India  
Social and Economic Benefit of Advertising  
Types of Advertising

**Unit-II**

Market and its segments  
Advertising Strategies  
Product Advertising  
Brand Building  
Advertising Appeals

**Unit-III**

Advertising Agency: Departments and Functions  
Budget, Media and Campaign Planning  
Advertising Production Techniques  
Copy Writing  
Web Advertising

**Unit-IV**

Marketing : Planning and Execution  
Advertising and Pressure Groups  
Advertising Laws and Ethics  
Ethical issues in Advertising

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on recent select and popular advertisements. Practical exercises related to making advertisements will be undertaken.

**Books Recommended:**

- Sharma, S. & Kumar Deepak  
2003: Advertising Planning, implementation & Control, Jaipur, Mangaldeep Publication
- Pant, N.C.  
2004: Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication (1<sup>st</sup> ed.)
- Kundra, Shipra  
2005: Introduction to Advertising and Public Relation, New Delhi, Anmol Publication (1<sup>st</sup> ed.)
- Jethwaney Jaishri & Jain Shruti  
2006: Advertising Management, New Delhi, Oxford University Press
- Mohan Savita  
2012: Trends in Advertising Management, New Delhi, Enkay Pub. Hansa
- Patanjali, Premchand  
2008, Aadhunik Vigyapan, New Delhi, Vani Prakshan
- Gupta, U.C.  
2012, Aadhunik Vigyapan Aur Jansampark, New Delhi, Arjun Publishing House
- Pant, N.C., Singh Indrajeet  
2008, Vigyapan Patrakarita Vartmaan Technique Evam Avdhaarna,  
New Delhi, Kanishka Publishers Distributors

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**Semester-V**

**C-XXII**

**Development Communication**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to familiarize the students with the Role of Communication in development . The study of this course will help the students to understand Development communication.

**Unit-I**

- Meaning and Concept of Development
- Process of Development
- Indicators of Development
- Theories of Development
- Developmental issues in India

**Unit-II**

- Development Communication: Meaning, Concept and Definitions
- Growth of Development Communication
- Strategies in Development Communication
- Role of Media in Development Communication

**Unit-III**

- Rural Development and Village Communication
- Child Development and ICDS
- Meaning and Concept of Development Support Communication
- Health and DSC
- Communication and Awareness in Rural Areas

**Unit-IV**

- Developmental Agencies of Government
- Reporting on Development Projects
- Community Participation and Sustainable Development
- Communication Technologies and Development Communication

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on various Developmental agencies. Seminars and tutorial working on different aspects will be undertaken in teaching.

**Books Recommended:**

- Mankekar, D.R.
  - 1979: 'Filling the void in the world of Communication', Communicator, Vol. XAV, No.1, N. Delhi, IIMC
- Mankekar, D.R.
  - 1979: 'Media and Third World', New Delhi, IIMC
- Stevenson I. Robert
  - 1988: 'Communication, development and third world', New York, Longman Inc.
- UNESCO
  - 1988: 'Communication and Society- A Documentary History of NWICO', Paris
- Macbride Commission Report
  - 1989: 'Many Voices, One World', Paris
- Melkote, Srinivas R.
  - 2001, 'Communication for Development in the Third World : Theory and Practice', New Delhi, Sage
- Tiwari, I.P.
  - 2001, 'Communication Technology and Development', New Delhi, Publication Division, Govt. of India
- Toari, Komal
  - 2000, 'Sustainable Human Development Issues and Challenges', New Delhi, Concept Publishing Co.
- UNDP
  - 2009, 'Sustainable Development', New York
- Singh, Yogendra
  - 2004, 'The Concept of Participatory Management', New Delhi, R.K. Printers



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**Semester-V**

**C-XXIII**

**Mass Media Writing Skills**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course is designed to introduce to students the fundamentals of Mass Media Writing. The study of this course will help the students to understand the writing techniques for print media.

**Unit-I**

- Types of Media Writing
- Writing for Newspapers and Magazines
- Narrative Writing
- Interpretative writing

**Unit-II**

- Feature: Concept and Meaning
- Types of Feature
- Ingredients of Feature Writing
- Writing for radio and TV Programmes
- Reportage

**Unit-III**

- Edit Page Writing: Leader Writing
- Write-Ups
- Middles
- Opinion Writing
- Letters to Editor

**Unit-IV**

- Technical Writing: Science, Business
- Environmental, Sports writing
- Difference between Magazine and Newspaper Writing
- Freelance writing
- Qualities of Freelance Journalist

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on Current and popular Issues. Practical exercises related to writing for print will be undertaken.

**Books Recommended:**

Chadhdha, Savita

1998 : Modern Journalism and News Writing, Taxshila Prakashan, N.Delhi

George, A. Hough

2006, News writing, New Delhi, Kanishka Publishers

मिश्र, चन्द्रप्रकाश

मीडिया लेखन: सिद्धांत एवं व्यवहार, संजय प्रकाशन, नई दिल्ली

पंत, एन.सी.

मीडिया लेखन के सिद्धांत, तक्षिला प्रकाशन, नई दिल्ली

सिंह, नितांत

पत्रकारिता की विविध विधायें, राधा पब्लिकेन्स, नई दिल्ली

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**Semester-V**  
**Digital Journalism**

**C-XXIV**

**M.M.100 (Ext. 75, Int. 25)**

**Objective:** This course aims to provide introduction to Digital Journalism. This course also imparts the knowledge of Computer Networks and Social Networking Sites.

**Unit-I**

Digital Communication: Meaning and Definition  
Characteristics of Digital Communication  
Characteristics of Internet  
Brief History of ISP

**Unit-II**

Search Engines  
Websites and its type  
e-mail: Need and Importance  
e-Commerce

**Unit-III**

Brief History of e-newspapers in Hindi and English  
Reasons for the growing popularity of e-newspaper  
Future aspects of e-newspapers  
Limitations of Digital Journalism

**Unit-IV**

Elements of online Newspaper  
Difference between Print Journalism and Online Journalism  
Reporting, Writing and Editing for Online Newspaper  
News Portals

**Pedagogy:** Teaching will be based on lectures and practicals on Computers using regularly the computer lab and internet facilities.

**Books Recommended:**

Bansal, S.K.

2002: Internet Technologies, New Delhi, APH Pub.

Nath, Shyam

2002 : Assessing the State of Web Journalism, New Delhi, Author Press

Ahmad, Tabraj

2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication

Menon, Shailja

2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press

Talesra, Hemlata/Nagda, M.L.

2003 : Web Paged Learning, Delhi, Authors Press

Chakravarthy, Jagdish

2004 : Net, Media and the Mass Communication, New Delhi, Author Press

Ray, Tapas

2009: Online Journalism: A Basic Text, New Delhi, Cambridge University Press India Pvt. Ltd.

Verma, Deepika

2015 : The Era of New Media, New Delhi, A. R. Publication

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**Semester-V**

**Course-XXV**

**Course Related Practicals**

**M.M. : 100 Ext.**

Practicals shall be related to courses of the semester-Vth

Students shall prepare a file/Assignment of

C-XXI, C-XXII, C-XXIII, and C-XXIV allot by the course teacher  
and viva-voce will be conduct by the external examiner.

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**Semester-VI**

<b>Course-XXVI</b>	<b>Print Media Practical-Viva</b>	<b>Max. Marks: 100</b>
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- (i) Reporting on political, developmental and social issues, crime, cultural activities, speeches, seminars, fashion & lifestyles and sports (any five on different subjects)
- (ii) Editing –Political, local, foreign and moffusil copies, including head lining (5)
- (iii) Prepare of a 4-page Newspaper

<b>Course-XXVII</b>	<b>Radio Practical-Viva</b>	<b>Max. Marks: 100</b>
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- (i) Two 40 sec. Radio jingles/spots etc.
- (ii) A 10 minute Documentary/ talk /discussion on any subject

<b>Course-XXVIII</b>	<b>TV Practical Viva</b>	<b>Max. Marks: 100</b>
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- (i) A 30 seconds TV ad (commercial or social)
- (ii) A 5 minute TV programme on a social or consumer issue

<b>Course-XXIX</b>	<b>New Media Practical-Viva</b>	<b>Max. Marks: 100</b>
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Content writing of online journalism  
Use of social networking sites.

<b>Course-XXX</b>	<b>Project- Viva</b>	<b>Max. Marks: 100</b>
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A student will prepare a project report on a topic related to mass communication on the basis of this project report. A practical viva examination will be conduct towards the end of sixth semester by external examiner.

**All Practical-Viva will be conducted by the External examiner.**

# CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

## TWO YEARS MASTER OF INTERNATIONAL BUSINESS PROGRAMME

### COURSE CONTENT FOR SEMESTER - I

#### 101: MANAGEMENT CONCEPTS AND ORGANISATIONAL PROCESSES

##### OBJECTIVES:

The objective of this subject is to familiarize the student with basic management concepts and organizational processes in an Organization.

##### COURSE CONTENTS:

INTRODUCTION: (1) Concept, functions (Planning, Organizing, Directing, Controlling & coordinating) and significance of management, Management as a science, an art, and as a profession. Distinction between management and administration, Management roles and responsibilities, Principles of management, Evolution of Management Science (i) Classical School, Bureaucracy, Scientific Management, Administrative Management (ii) Neo-classical School, Human Relations, Behavioural Sciences approach, (iii) Modern Management School-Systems and contingency approaches.

MANAGERIAL PLANNING AND DECISION-MAKING: Planning: Concept, nature, processes, types, Principles, Significance, and Limitations of Planning. Types of Plans: Standing-use-Plans, Single use plans and their brief description Planning Premises. Forecasting.

Decision making – Meaning and significance of decision-making, types of decision-making, process, Rational decision making and its limitations.

CONTROLLING AND COORDINATING: (1) Controlling-concept, features and steps in controlling, Pre-requisites for effective controlling, peoples' reactions to controls and measures to elicit positive responses from people towards controls, control tools and devices.

Coordinating-concept, importance, principles, techniques and barriers to coordination, internal and external coordination, Coordination an essence of managerial process.

ORGANISATION STRUCTURE: Concept, features and significance of well-designed structure, factors influencing organization structure, designing organization structure– Departmentation, assignment of activities, span of control, levels of management, delegation and decentralization of Authority.

TYPES OF ORGANIZATION STRUCTURE: Line, Line and Staff, Project, Matrix, and Committee Structures, Centralized Vs. Decentralized Structure, Organizational Charts-Concepts, significance, and types and Organizational Manuals.  
Common errors in organization structures.

##### SUGGESTED READINGS: -

- ❑ Davis, Keith "Human Behaviour at Work: Organisational Behaviour". Tata McGraw Hill, New Delhi.
- ❑ Kast, F.E and Rosenzweig, J.E., "Organisation and Management: A Systems and Contingency Approach". McGraw Hill, New York.
- ❑ Pareek, Udai, "Organisational Process". Oxford and IBH, New Delhi.
- ❑ Robbins, S.P. "Organisational Behavior". PHI., New Delhi.
- ❑ Stoner, James A.F. and Freeman, R.Edward, "Management"., New Delhi.
- ❑ Luthans, Fred, "Organisational Behavior". McGraw Hill, New York.
- ❑ Koontz, Herold and Weihrich, Heinz. "Management", McGraw Hill, New York.
- ❑ B.P.Singh & T.N.Chhabra: Management Concepts & Practices Dhanpat Rai Publishing Co., Nai-Sarak, Delhi.

## 102: FINANCIAL AND MANAGEMENT ACCOUNTING

### OBJECTIVES:

The basic purpose of this subject is to develop an insight of postulates, principles and techniques of accounting and utilisation of financial and accounting information for planning, decision-making and control.

### COURSE CONTENTS:

Financial Accounting: Concept, Scope and Importance; Accounting concepts and conventions (Generally Accepted Accounting Principles).

BANK RECONCILIATION STATEMENT: Need, Reasons for difference between cash book and book balances, Ascertainment of correct cashbook balance.

Final Accounts Capital and Revenue Expenditure and receipts – Trading Account, Profit and Loss Account, and Balance Sheet (with Adjustments).

Inventory valuation and its methods.

Depreciation – Concept, Objectives, and Methods of providing depreciation – Straight line Method, Diminishing Balance Method, Annuity Method.

ANALYSIS OF FINANCIAL STATEMENTS: Ratio Analysis – Importance, Limitations. Classification of Ratios – Profitability Ratio, Turnover Ratio, Liquidity Ratio. Funds Flow Statement – Objectives & uses schedule of changes in working capital.

COST-VOLUME-PROFIT ANALYSIS: Break Even Analysis- Objectives, Advantages and limitations.

Budgetary Control – Concept and Need for Budget, Cash Budget, Flexible Budget; Performance Budgeting, Zero Based Budgeting.

Responsibility Accounting, Human Resource Accounting, Inflation Accounting.

### SUGGESTED READINGS: -

- ❑ Hingorani, C.T. "Accounting for Management Control: An Introduction". PHI., New Delhi.
- ❑ Bierman, H. "Financial and Management Accounting: An Introduction". MacMillian, New York.
- ❑ Antony, R.N. and Welsch, Glenn A. "Fundamentals of Management Accounting". Richard D. Irwin, Homewood, Illinois.
- ❑ Jain S.P. & Narang K.L., "Cost and Management Accounting", Kalyani Publishers, Delhi.
- ❑ Bhattacharya, S.K. and Dearden, J. "Accounting for Management: Text and Cases". Vikas Publication, New Delhi.
- ❑ Hingorani, C.T. Ramanathan, A.R. and Grewal, T.S. "Management Accounting". Sultan Chand, New Delhi.
- ❑ Ghosh, P.K. and Gupta, G.S. "Fundamental of Management Accounting". National, Publishing House, New Delhi.
- ❑ Jain S.P., Narang K.L., "Financial Accounting", Kalyani Publishers, Delhi.
- ❑ Grewal, Shukla, "Financial Accounting", Sultan Chand, Delhi.

## 103: *MANAGERIAL ECONOMICS*

### OBJECTIVES:

The purpose of this subject is to apply micro-economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm. The subject is both conceptual and methodical.

### COURSE CONTENTS:

MANAGERIAL ECONOMICS: Concept, nature, scope, importance, and objectives. Managerial Economics & Economics distinguished.

Demand and Supply functions & their determinants. Elasticity and revenue functions, management of demand and supply, forecasting.

Basics cost concepts & classification. Revenue concepts & classifications. Market competition: Forms, features, equilibrium of firm & industry.

Income, saving and investment functions and their impact on business firms. Multiples and acceleration. Business cycle.

Impact of Monetary, fiscal and industrial policies on business prospects and functioning. Social cost-benefit analysis.

### SUGGESTED READINGS: -

- ❑ Baumol, W.J. "Economics: Theory and Operations Analysis". New Delhi.
- ❑ Baumol, W.J. "Business Behavior: Value and Growth". MacMillan, New York.
- ❑ I.C. Dhingra, "Business Economics". Sultan Chand, New Delhi.
- ❑ Davis, J.R. and Chand, Simon. "Principles of Managerial Economics". PHI., New Delhi.
- ❑ Williamson, O.E. "The Economics of the Discretionary Behavior: Managerial Objectives in a Theory of Firm". Prentice-Hall, Englewood Cliffs, N.J.
- ❑ Adhikary, M. "Managerial Economics". Khosla Educational Publishers, Delhi.
- ❑ D.N.Dwivedi, "Managerial Economics", Vikas Publishing House, New Delhi.
- ❑ P.L.Mehta, "Managerial Economics", Sultan Chand & Sons, New Delhi.

## 104: INTERNATIONAL BUSINESS

### OBJECTIVE:

The subject is designed to provide insights into the international business and various mechanisms that exist at national and international levels to meet the growing challenges of the global business.

### COURSE CONTENTS:

An overview of international business, Theories of international business: Tariff and non-tariff barriers to international business, MNCs and their role.

Liberalization and globalization of world market; Geographic, Economic, Socio-cultural, Competitive, Legal and Political environments, World Trade and Foreign Investments- Major Trends and Issues.

Balance of Payments and Equilibrium Mechanism, Foreign Exchange rate determination and markets.

Regional Groupings – Theory of customs, Union and major regional blocks; International Economic Institutions – WTO, UNCTAD, IMF, World Bank; International Agreements-MFA, GSP, GSTP, Commodity Agreements.

India's Foreign Trade-Major trends. Foreign Trade policy and infrastructure - Export promotion councils, Commodity Boards, Trading Houses, EPZs, 100% EOUs, Export finance and insurance.

### SUGGESTED READINGS: -

- Alen M. Rugman & Richad M.Hodgetts, "International Business".
- V.K.Bhalla & S.Shiva Ram, "International Business Environment & Management", Anmol Pub. Pvt.Ltd., New Delhi.
- I.C. Dhingra, The Indian Economy, Sultan Chand & Sons, New Delhi.
- Ruddar Dutt & K.P.M. Sundharam, Indian Economy, Sultan Chand & Sons, New Delhi.



## 105: *MARKETING MANAGEMENT*

### OBJECTIVES:

The purpose of this subject is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

### COURSE CONTENTS:

NATURE AND SCOPE OF MARKETING: Marketing Management, Philosophies; Marketing Environment; Consumer Behavior; Consumer Markets and Industrial Markets; Market measurement and forecasting.

MARKET SEGMENTATION: Concept, need, and basis of segmentation. Targeting and Positioning,

MARKETING MIX DECISION: Product Decisions, New Product Development; Product Mix, Branding and Packaging Decisions; Product Life Cycle; Pricing Decisions: Objectives and Determination, Methods of fixing Price and pricing strategies:

PROMOTION: Promotion Mix-Advertising, Sales Promotion, Personal selling; and Public Relations: Channels of distribution: Levels and types of channels, functions and management of channel members: Management of Physical Distribution.

MARKETING ORGANISATION AND CONTROL: Emerging Trends and Issues in Marketing: Consumerism, Legal Issues, Broadening the Marketing Concept.

### SUGGESTED READINGS: -

- ❑ Kotler, Philip. "Marketing Management: Analysis, Planning, Implementations and Control". PHI., New Delhi.
- ❑ Stanton William J. "Fundamentals of Marketing". McGraw Hill, New York.
- ❑ Kotler, Philip and Armstrong, Graw. "Principles of Marketing". Prentice Hall of India, New Delhi.
- ❑ Neelamegham, S. "Indian Cases in Marketing". Vikas Pub. New Delhi.
- ❑ Bull, Victor P. "Marketing Management: A Strategic Planning Approach". McGraw Hill, New York.

## 106: BUSINESS STATISTICS

### OBJECTIVE:

The objective of the subject is to familiarize the students with application of statistical tools for managerial decision-making.

### COURSE CONTENTS:

Measures of Central Tendency and Dispersion-Mean, Mode Median, Skewness and Kurtosis Time Series Analysis.

Correlation Analysis, Simple and multiple linear regression analysis (upto three variables)

PROBABILITY AND PROBABILITY DISTRIBUTIONS: Approaches to probability. Addition and multiplication laws of probability. Bays theorem, Expectation, binomial, Poisson and normal distributions. Statistical Decision Theory: Risk and uncertainty, expected value approach, marginal analysis, decision tree.

SAMPLING AND SAMPLING DISTRIBUTION: Methods of sampling, estimation, testing of hypothesis, Large and small samples. Analysis of variance, design of experiment, non-parametric tests.

STATISTICAL QUALITY CONTROL: control charts for variables and attributes. Sampling plan and product control. Statistics relating to trade flows, financial flows, investment flows and technology flows.

### SUGGESTED READINGS: -

- ❑ Richards I. Levin, Statistics for Management, Prentice Hall of India.
- ❑ Ya-Lun Chou, Statistical Analysis with business and Economic Applications, Holt, Rinehart & Winster.
- ❑ Mason Robert D., Statistical Techniques in business and Economics, Richard D.Irvin Inc.
- ❑ William Mendenhall and James E. Reinmuth, Statistics for Management and Economics, Duxbury Press Mass.
- ❑ Heinz Kohler, Statistics for Business and Economics, Scott, Foresman and Co. London.
- ❑ Gupta M.P. & Gupta S.P. "Business Statistics", Sultan Chand Co., New Delhi.

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### COURSE CONTENT FOR SEMESTER - II

#### 201: INTERNATIONAL MARKETING MANAGEMENT

##### OBJECTIVE:

The basic objective of this subject is to acquaint the participants with environmental and decisional aspects of International Marketing.

##### COURSE CONTENTS:

INTERNATIONAL MARKETING: Nature and scope, Distinction between international trade, marketing and business, International marketing environment, International marketing management process.

INTERNATIONAL MARKETING SELECTION AND MODE OF ENTRY: Decisions – International market segmentation, targeting and positioning. Modes of entering into foreign markets – Exporting, Licensing, Franchising, Joint ventures, turnkey projects.

INTERNATIONAL MARKETING MIX: International product policy, International product life cycle, Branding strategy. International pricing strategy.

INTERNATIONAL DISTRIBUTION STRATEGY: Channel decisions, International logistics, International promotion strategy and issues.

ORGANIZATION AND CONTROL FOR INTERNATIONAL MARKETING OPERATIONS: Emerging trends and issues in international marketing – counter trade, e-marketing, ethical aspects.

##### SUGGESTED READINGS: -

- ❑ Bhattacharya, B., "Export Marketing, Strategies for Success", Global Business Press, New Delhi.
- ❑ India, Ministry of Commerce, "Import/Export Policy".
- ❑ Indian Institute of Foreign Trade, "Cases in International Marketing: Indian Experience", IIFT., New Delhi.
- ❑ Indian Institute of Foreign Trade and International Trade Centre, Geneva, "Commodity Market Surveys".
- ❑ Johri, Lalit M., "International Marketing: Strategies for Success".
- ❑ Keegan, Warren, "International Marketing Management", Prentice – Hall, Englewood Cliffs, N.J.
- ❑ Terpestra, Vern, "International Management". Dryden Press, Chicago.
- ❑ Walter, I. And Murry, T., "Handbook of International Business", John Wiley, New York.
- ❑ Thorelli, H.B., "International Marketing Strategy", Penguin, London.

## 202: FINANCIAL ANALYSIS AND DECISION-MAKING

### OBJECTIVE:

The purpose of this subject is to acquaint the students with the broad framework of financial decision-making in a business unit.

### COURSE CONTENTS:

FINANCIAL MANAGEMENT: Concepts, objectives and functions, Major decisions and issues in financial management.

CAPITAL STRUCTURE: Need, and objective, Factors affecting capital structure; cost of capital, sources of long term finance, Lease Financing.

CAPITAL BUDGETING: Concept, need and objectives; Methods of capital budgeting – Average Rate of Return, Payback period, Net present value, Internal Rate of Return; Risk and uncertainty, Profitability Index.

WORKING CAPITAL MANAGEMENT: Concept, objective, and significance. Determinants of working capital management. Management of cash, inventories and receivables, Dividend policy – meaning & need, determinants of dividend policy, Dividend policy theories.

AN OVERVIEW OF SECURITY ANALYSIS AND INVESTMENT MANAGEMENT: Objectives of Security Analysis; Investment Alternatives, Recent developments in the Indian stock market.

### SUGGESTED READINGS: -

- ❑ Archer, Stephen H, Choate, G Marc and Racette, George, "Financial Management", John Willy, New York.
- ❑ Jain, S.P., Narang, K.L., "Financial Management" , Kalyani Publishers, New Delhi.
- ❑ Bhalla, V.K., "Financial Management" Khosla Pub. Delhi.
- ❑ Block, Stanley B and Geoffrey A Hilt, "Foundation of Financial Management", Richard D. Irwin, Homewood, Illinois.
- ❑ Gup, Benton E., "Principles of Financial Management". John Willy, New York.
- ❑ Vanhorne, James C., "Fundamentals of Financial Management"., Prentice Hall of India, New Delhi.
- ❑ Peterson, D.E., "A Quantitative framework for Financial Management", Richard d. Irwin, Homewood, Illinois.
- ❑ Pinches, George E. "Essentials of Financial Management". Harper & Row, New York.
- ❑ Solomon, Ezra and Pringle, John J., "An Introduction to Financial Management, Prentice Hall of India, New Delhi.

## 203: BUSINESS ENVIRONMENT

### OBJECTIVE:

This subject acquaints the students with the nature and dimensions of the evolving business environment in India, which influence managerial decisions.

### COURSE CONTENTS:

#### NATURE AND SIGNIFICANCE OF ENVIRONMENTAL ANALYSIS FOR BUSINESS DECISIONS:

Dimensions of business environment: Economics, Technological Socio-cultural, Political, and Legal-Regulatory environment. General and specific relevance of environmental considerations.

ECONOMIC ENVIRONMENT: Economic Policy. An overview of Changes in Government policies since 1991. Impact of liberalization, globalization, and structural reforms. Import-export policy and its domestic and international implications. Financial sector reforms. Market environment: Competitive conditions. Impact of entry of MNCs. Future of small-scale enterprises. Problems of sick industries and their remedies.

TECHNOLOGICAL ENVIRONMENT: Dynamics of technological environment. Challenge of technology up gradation. Impact of foreign investments and foreign collaborations.

SOCIO-CULTURAL ENVIRONMENT: Demographic profile. Class structure and mobility. Rural-urban convergence. Changes in consumption habits and life styles. Social responsibilities of business.

POLITICAL ENVIRONMENT: Impact of competing political ideologies, political stability and instability on business activities. Business and Politics.

### SUGGESTED READINGS: -

- ❑ Cherunilam, Francis. Business Environment, Himalaya Pub.House, Mumbai.
- ❑ Ghosh, P.K., Business and Government, Sultan Chand, New Delhi.
- ❑ Davis, Keith, and Blomstrom. Robert L., Business and Society:Environment and Responsibility.
- ❑ Ghosh, P.K. and Kapoor, G.K.,Business Policy and Environment, Sultan Chand and Sons, New Delhi.
- ❑ Adhikari, M., Economic Environment of Business , Sultan Chand and Sons, New Delhi.
- ❑ Jalan, B., India's Economic Crises, Oxford Univ. Press, New Delhi.
- ❑ Dhingra, I.C., The Indian Economy: Environment and policy, Sultan Chand and Sons. New Delhi.
- ❑ Ruddar Dutt and K.P.M.Sundharam: Indian Exonomy, S. Chand and Company, New Delhi.

## 204: BUSINESS LAWS & TAXATION

### OBJECTIVE:

The subject is aimed at acquainting the students with the basic knowledge of business laws, & to take advantage of the tax-incentives from business point of view.

### COURSE CONTENTS:

INDIAN CONTRACT ACT 1872: Essentials of a valid contract, Valid Agreement; Performance of contracts, Breach of contract and its remedies.

THE SALE OF GOODS ACT 1930: Formation of contract conditions and warranties; Transfer of property; performance of contract, Rights of unpaid seller.

INDIAN PARTNERSHIP ACT 1932: formation of partnership, registration of firms, rights and duties of partners. Dissolution of Partnership Firm.

INDIAN COMPANIES ACT 1956: Basic framework and formation of a company, share transfer and transmission; Directors – their appointment, qualifications, powers, and responsibilities, Company meetings.

DIRECT TAX: concept, Need for taxation; classification, Double taxation agreements. Incentive Provisions in Income-tax Act, 1961 ( as amended up-to-date) providing incentives to business units, and individuals.

### SUGGESTED READINGS: -

- ❑ Kuchhal, M.C., "Mercantile Laws". Vikas Publishing House, 2000, New Delhi.
- ❑ Kapoor, N.D. "Elements of Mercantile Laws". Sultan Chand & Sons, New Delhi.
- ❑ Singhania, V.K. "Director taxes and laws", Taxman, New Delhi.
- ❑ Kuchhal, M.C. "Indian Companies Act", Mahavir Book, Depot. Nai Sarak, Delhi.
- ❑ Kapoor, N.D. " Indian Companies Act", Sultan Chand and Sons, New Delhi.
- ❑ Pagore, Dinkar, "Income-tax", Sultan Chand and Sons, New Delhi.
- ❑ Mehrotra, H.C., "Income-tax", Sahitya Bhawan, Agra.

## 205: INTERNATIONAL MARKETING RESEARCH

### OBJECTIVE:

The subject aims at providing an insight into the scope and extent of application of marketing research as an information providing activity for the purpose of management decision-making.

### COURSE CONTENTS:

INTERNATIONAL MARKETING RESEARCH: Nature, scope and complexities. International marketing information system.

MARKETING RESEARCH: Problem definition, determination of information needs, Research design – Types of research design, Primary and secondary data collection methods.

QUESTIONNAIRE PREPARATION, ATTITUDE MEASUREMENT, AND SCALING TECHNIQUES. SAMPLE DESIGN: sampling method and sample size. Fieldwork sampling and sampling errors.

DATA ANALYSIS AND INTERPRETATION: uni-variate, multi-variate and multi-country data analysis and techniques.

International market opportunity analysis, product analysis, need and significance of analysis, advertising and sales research, ethical issues.

### SUGGESTED READINGS: -

- ❑ Boyd Harper W., Westfall Ralph and Stasch and Stasch Stanley F., Marketing Research: Text and Cases ,Homeland, Ill. Richard D. Irwin.
- ❑ Douglas Susan P. and Graig C. Samuel, International Marketing Research, Prentice Hall, NJ.
- ❑ Green Paul E. and Tull Donald S. Research for Marketing Decision, Prentice Hall of India, New Delhi.
- ❑ Churchill Gilbert A., Basic Marketing Research, Dryden Press, Chicago.
- ❑ Tull Donald S. and Hawkins Del I, Marketing Research: Measurement and Method, 3<sup>rd</sup> Ed. Mac Millan Pub.Co.

## 206: COMPUTER APPLICATION

### OBJECTIVE:

The subject aims at providing the basic knowledge and skills to the students for making use of computers in their professional work.

### COURSE CONTENTS:

INFORMATION: Information concepts and processing; Evolution of information processing; Data Information-language and communication.

ELEMENTS OF A COMPUTER SYSTEM: Hardware-CPU, Storage device and media, VDU, Input-output devices, Data communication equipment; Software-system .

PROGRAMMING LANGUAGE: Classification machine code, assembly language, higher level language, Generation languages.

OPERATING SYSTEMS: Concept as resource manager and coordinator of processor device and memory; Concepts of priorities, protection and parallelism, command interpreter, Boot Process, Editing, Directory handling and file handling under DOS/UNIX/Windows-2000.

COMPUTERS AND COMMUNICATION: Single user, multi-user, work station, client server systems; Computer networks, Network Protocols, LAN, WAN, WAP Internet facilities through WWW, Mosaic, Gopher, Purposes and applications of HTM and Java.

### SUGGESTED READINGS: -

- ❑ V.Rajaraman            Fundamental of Computers (PHI),
- ❑ D.H.Sanders            Computers today (McGraw Hill),
- ❑ Godbole                Operating System (TMH),
- ❑ A.S.Tanenbaum        Computer Network (PHI),
- ❑ T.Trainer                Computers (McGraw Hill),



# CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

## TWO YEARS MASTER OF INTERNATIONAL BUSINESS PROGRAMME

### COURSE CONTENT FOR SEMESTER - III

#### 301: INTERNATIONAL FINANCIAL MANAGEMENT

##### OBJECTIVES:

The objective of this subject is to give students an overview of the international financial system and how multinational corporations operate.

##### COURSE CONTENTS:

INTERNATIONAL FINANCIAL MANAGEMENT: An overview, Theoretical developments. International financial system: elements, global benefits. International Financial Markets; International securities markets: Recent Trends-type of issues.

FOREIGN EXCHANGE MARKET: Markets and market participants; Foreign Exchange Transactions; Forward contract, Foreign Exchange Rates, Economics Forces in Exchange Markets. Recent Developments in Foreign exchange, Exchange rate theories: PPP, IRP, IFE, Currency Futures and options; Swap: concept, Growth.

FOREIGN EXCHANGE RISK EXPOSURE: The concept; Accounting Exposure: International, Accounting standards and practices. Economic Exposure; Tax treatment of gains and losses from Foreign Exchange Risk Exposure. Strategies for exposure management and techniques of Exposure Management.

INTERNATIONAL CASH MANAGEMENT: Principles, collection, International Transfer Pricing Mechanism, Disbursement. Trade Financing Technique and Instruments; Euro currency market, International Banking. Financing of international trade – Trade financing techniques and instruments.

FOREIGN INVESTMENT MANAGEMENT: Foreign Direct Investment, FDI Policy and impact of Globalisation Incentives to attract FDI, Foreign portfolio Investment (FPI): Issues posed by FPI. Country risk Analysis – political risk analysis and management: Internal Capital Budgeting.

##### SUGGESTED READINGS:

- ❑ Archer, Stephen H, Choate, G Marc and Racette, George, "Financial Management", John Willy, New York.
- ❑ lock, Stanley B and Geoffrey A Hilt, "Foundation of Financial Management", Richard D. Irwin, Homewood, Illinois.
- ❑ Gup, Benton E., "Principles of Financial Management". John Willy, New York.
- ❑ Vanhorne, James C., "Fundamentals of Financial Management", Prentice Hall of India, New Delhi.
- ❑ Peterson, D.E., "A Quantitative framework for Financial Management", Richard d. Irwin, Homewood, Illinois.
- ❑ Pinches, George E. "Essentials of Financial Management". Harper & Row, New York.

- ❑ Solomon, Ezra and Pringle, John J., "An Introduction to Financial Management, Prentice Hall of India, New Delhi.
- ❑ Bhalla V.K. "International Financial Management", Anmol Publications Pvt. Ltd., New Delhi.
- ❑ Seth A.K. "International Financial Management", Galgotia Publishing Company, New Delhi.
- ❑ P.G.Apte, "International Financial Management", Tata McGraw-Hill, New Delhi.

### *302: ORGANIZATION BEHAVIOUR AND DEVELOPMENT*

#### **OBJECTIVE:**

The objective of this subject is to provide conceptual knowledge and basic skills useful for understanding, predicting and dealing with human behaviour in organizations.

#### **COURSE CONTENTS:**

ORGANISATIONAL BEHAVIOUR (OB): Concept, nature, characteristics, conceptual foundations, determinants, and importance.

PERCEPTION: Concept, nature, process, and importance. Management and behavioural applications of perception.

ATTITUDE: Concept, process, and importance. Attitude measurement.

PERSONALITY: Concept, nature, types and theories of personality shaping.

LEARNING: Concept and theories of learning.

MOTIVATION: Concept, principles, theories- content and process. Monetary and non-monetary motivation.

LEADERSHIP: Concept, functions, styles, and theories of leadership-trait, behavioural, and situational.

ORGANISATIONAL CHANGE: Concept, scope, and pressures for change. Process and stages of change. Resistance to change, management of change.

ORGANIZATIONAL DEVELOPMENT (OD): Concept, characteristics, assumptions, and limitations. An overview of OD interventions.

ORGANISATIONAL POWER AND POLITICS: Concept of power, sources of power, classification of power, contingency approaches to power. Political implications of power. Dynamics of power and politics.

ORGANISATIONAL CONFLICT: Concept, sources, types, functionality and dysfunctionality of conflict. Classification of conflict-intra-individual, inter-personal, inter-group, and organizational. Resolution of conflict.

#### **SUGGESTED READINGS:**

- ❑ Davis, Keith "Human Behaviour at Work: Organizational Behaviour", Tata McGraw Hill, New Delhi.
- ❑ Kast, F.E and Rosenzweig, J.E. "Organization and Management: A Systems and Contingency Approach". McGraw Hill, New York.
- ❑ Pareek, Udai, "Organizational Process". Oxford and IBH, New Delhi.
- ❑ Robbins, S.P., "Organisational Behaviour". PHI, New Delhi.
- ❑ Stoner, James A.F. and Freeman, R. Edward, " Management". New Delhi.
- ❑ Luthans, Fred, "Organisational Behaviour", McGraw Hill, New York.

- Kkoontz., Herold and Weihrich, Heinz. "Management", McGraw Hill, New York.
- Singh B.P. & Chhabra T.N., "Organisation Theory & Behaviour", Dhanpat Rai Publishing Co., Delhi.

### *303: INTERNATIONAL TRADE PROCEDURES, DOCUMENTATION & LOGISTICS:*

#### **OBJECTIVES:**

The subject is aimed at acquainting the students with the procedures and documents used in International Business.

#### **COURSE CONTENTS:**

DOCUMENTATION FRAMEWORK: International Business contracts - types, formation, and elements. Export and Import Documents.

PAYMENT TERMS: Instruments and methods of financing.

EXPORT FINANCE: Facilities, Incentives and procedures for pre and post shipment finance.

BUSINESS RISK COVERAGE: Cargo, credit and foreign exchange risk coverage. Cargo insurance role and schemes of ECGC and commercial banks.

QUALITY CONTROL AND PRE-SHIPMENT INSPECTION: Concept, scheme and procedures.

CUSTOM CLEARANCE OF EXPORT CARGO: Procedures and documentation for clearance. Customs clearance of Import cargo.

NEGOTIATIONS OF DOCUMENTS WITH BANKS: Procedures and documentation for availing. Export Incentives – Duty drawbacks, Import Licensing and other incentives.

ROLE OF CLEARING AND FORWARDING AGENTS: Excise clearance of export – cargo. Shipment of Export cargo. Monuments of roads by road and rail to port for shipment overseas, shipment by road rail and air.

#### **SUGGESTED READINGS:**

- Paras Ram, Export: What, where and How, Anupam Publishers, Delhi.
- Government of India, Handbook of Import-Export Procedures.
- H.B. Desai, Indian Shipping Perspectives, Anupama Publications, Delhi.
- Bowersox D.J. & Closs D.J. "Logistical Management", McGraw Hill International Edn., New Delhi.
- Ballon D. "Business Logistics", Prnetice Hall, New Delhi.
- Prof.G.Raghuram & N.Ragnij, "Losistics & Supply Chain Management".

### *304:INTERNATIONAL BUSINESS MANAGEMENT*

#### **OBJECTIVE:**

The subject is aimed at acquainting the students with the nature and dimensions of the evolving international business management, which influence managerial decisions and perspectives.

#### **COURSE CONTENTS:**

CROSS-CULTURAL MANAGEMENT: Complexities and issues, American, European, Japanese schools of management and their implications to an international firm.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT: Sources of recruitment, selection and training, motivation process; Organizational design and structure of international corporations; Locus of decision-making and head quarter – subsidiary relationship in international business enterprise.

INTERNATIONAL STRATEGIC ALLIANCES: Types, functions and management.

Global competitiveness and international business strategies, International Business Negotiations.

Contract enforcement and dispute settlement, International commercial arbitration.

#### **SUGGESTED READINGS:**

- ❑ P.Kotler (1986), Marketing Management
- ❑ M.Jonbes, The Marketing Process: An Introduction.
- ❑ Philips and Duncan, Marketing Principles and Methods
- ❑ H.H.Kasserjian And P.D.Benner(1976), Consumer Behaviour
- ❑ J.A.Haward and J.N.Sheth(1987),The theory of Buyer Behaviour, Publication Division, government of India, New Delhi.
- ❑ Hearn, Patrick International Business Agreements (Greace-1967)

### 305: E-COMMERCE

#### OBJECTIVES:

The subject will provide students with the knowledge and to cover wide-ranging aspects of conducting business on the Internet by using on line commercial web-based transactions.

#### COURSE CONTENTS:

INTRODUCTION TO E-COMMERCE: Concept, Pioneering standards, EDIFACT/x.12 standards, E-commerce continuum – Digital process, Products and Agents

Security issues transactions integrity and Electronic payment system, Study and selling of working model of electronic payment system.

Internet and Electronic commerce security protocols

Electronic data inter-change, theory and applications

- Impact of electronic commerce on the organizational structure
- Intelligent agents using Active X and other technologies Data mining.
- Cyber-Laws: An overview

Impact of e-commerce on related business issues – sales, distribution and advertising.

#### SUGGESTED READINGS:

- ❑ Diwan Parag, “E-Commerce”.
- ❑ Jason R.Ruch Addisonwesley, “E-Commerce Business”.
- ❑ Kalakota Addisonwesley, “E-Commerce”.
- ❑ Kalakota Addisonwesley, “E-Business: A Readmap for Success”.& house hold
- ❑ Amer Addisonwesley, “E-Business”.
- ❑ B.P.B Jerke, “ Visual Basic Developer’s Guide to E-Commerce”.
- ❑ Bajaj K.K., “The cutting age of business”, TMH, New Delhi.
- ❑ Bird-IMRB “E-Commerce a survey on business in India”.
- ❑ Ellis Juanita, “E-Com. Bank building”, Karper Academic Press 2000.
- ❑ “E-com. the EDI courses for manager”, AIMA-CME, publication.

### 306(A): *FOREIGN LANGUAGE*

#### GERMAN - BASIC

##### OBJECTIVES:

The objective of this subject is to acquaint the students with the working knowledge of the language to make use in international business.

##### COURSE CONTENTS:

Textbook prescribed:

Deutsch also Fremdspreache: Part I (A) Braun, Nleeder, Schmoe Publishers:  
Erns Klett, Stuttgart Oxford & IB Pub., Co.No.Delhi)

Additional textst (covering the grammer upto Lesson 14) will be suggested by the teacher, These texts should deal with commercial/business topics.

##### EXAMINATION:

- I: Applied Grammar as covered in the prescribed textbook.
- II:
  - (I) Comprehension of an unseen text
  - (II) Result of an unseen text
  - (III) Commercial correspondence

### 306(B): FRENCH - BASIC

##### COURSE CONTENTS:

Textbook prescribed:

Sans Frontieres-I, Mid Verdlhan-Bourgade, Michei Verdelhan Philipe Dominique.(Cle International)

Commercial terminology/Correspondence to be studied from cyclostyled material to be provided by the teacher.

##### SUGGESTED READINGS:

- Berna Cresson, (Didier), "Introduction au frnacals commercial", Paris, 1972.

- M.Dany Reberieux-I deRentry (Hachette), “Lefrancais des homes d'affaires”, 1975.
- M.D.-J Geliot-M.L.Parizet , “Le francais de secretariat commercial, (Hachette), 1977

## *CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT*

### *TWO YEARS MASTER OF INTERNATIONAL BUSINESS PROGRAMME*

<i>COURSE CONTENT FOR SEMESTER - IV</i>
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#### *401: PROJECT MANAGEMENT*

##### **OBJECTIVES:**

The objective of the subject is to acquaint the students broadly with services needed in project financing counselling, planning, appraisal, control and the related mechanisms.

##### **COURSE CONTENTS:**

PROJECT MANAGEMENT: Concept and categories of projects, Formulation of project. Economic, technical and Financial Analysis and feasibility. Social-cost-benefit analysis.

PROJECT FINANCING AND DEVELOPMENT BANKS: Development Banking in India: Infrastructure development and the role of IFCI, IDBI, ICICI, SIDBI, IRBI, SCICI and other specialized Institutions.

PROJECT CAPITAL COST ESTIMATION: Sources, Issue management, Loan syndication, consortium financing, venture capital; credit rate etc. Short term funds requirements, sources and analysis; financial policy trends and practices.

Project Management Techniques, Project Monitoring and Project Evaluation.

Management of joint ventures and Turnkey projects abroad, operations management, technology transfers-forms & issues.

##### **SUGGESTED READINGS:**

- Chandra, Prasanna, “Projects Preparation Budgeting and Implementation”, TaTa McGraw Hill, New Delhi.
- Chawla, Krishan “School Cost Benefit Analysis”, Mittal, New Delhi.
- Clark, John, Hinding, thomas J., and Pritchard, Robert E. “Capital Budgeting Planning and Control of Capital Expenditure”, Prentice Hall, Englewood Cliffs. N.J.
- Kerzener, Harold, “Project Management. A system Approach to Planning Scheduling and Controlling”., Van Nost Reinhold, London.
- Little, IND and Mirrless, J.A. “Project Appraisal and Planning for Developing countries”, Heinemann Education Books, London.

- ❑ Scherr, Frederick C., "Modern Working Capital Management: Text and Cases", Prentice Hall, Englewood Cliffs, N.J.
- ❑ Smith, Keith V and Galinger G.W. "Readings in Short-Term Financial Management", West New York.

## 402: STRATEGIC MANAGEMENT

### OBJECTIVE:

To provide the knowledge and skills of strategic management in a changing and competitive global environment about the formulation, implementation and evaluation of strategic corporate plans & policies.

### COURSE CONTENTS:

CORPORATE POLICY & STRATEGY: Evolution of Corporate Policy as a Discipline, Concept and Features of Policy & Strategy, Comparison of Policy with Strategy, Level of Strategy. Strategic Management-An overview: Concept of Strategic Management, Role of Strategic Management, Limitations of Strategic Management, Strategic Management Process.

STRATEGY FORMULATION: Organizational Mission & Objectives, Mission & Purpose (Concept and formulation), Objectives and goals, Concept & Setting, Making objectives effective & their role), Business Definition. Environmental Analysis: concept, Components & Impact, Scanning of Environmental Factors with respect to International Business, Preparation of ETOP.

Process of using in strategy formulation). Organizational Analysis: Concept, Role and factors, SAP Analysis and SWOT Analysis.

STRATEGIC ANALYSIS: Stability, growth retrenchment, and combination strategies and their sub-variations, Turnaround, Disinvestments, Mergers and Takeovers, Joint ventures & Diversifications

STRATEGIC CHOICE: Concept & Process of Strategic Choice, Evaluation of Strategic alternatives, Corporate Portfolio Analysis, Factors affecting choice of strategy, Contingency strategies.

Strategy Implementation: Activating Strategies, Structural Implementation, Functional Implementation, Behavioural Implementation.

Strategy Evaluation, Control & Review: Concept & Criteria, Process & Techniques, Motivation to Strategy Review & Control.

Business Process Re-engineering (BPR) for global business

### SUGGESTED READINGS:

- ❑ Halten, Kenneth J. and Halten, Mary Louise, Strategic Management Analysis and Action, (Englewood Cliffs, New Jersey: Prentice Hall Inc.).
- ❑ Ansof, H. Igor, Implementing Strategic Management, (Englewood Cliffs, New Jersey: Prentice Hall Inc.).
- ❑ Caristensen, C. Roland: Andrews, Kenneth R. and Parter, JL Business Policy: Text and Cases, (Homewood, Illinois: Richard D. Irwin, Inc.).
- ❑ Gluck William F and Jauch Lawrence R., Business Policy and Strategic Management, (McGraw Hill).



- ❑ Smith, John Grieve, Business Strategy: An Introduction, (Oxford: Basil Blackwell and London: The Economist Publications).
- ❑ Certp. Samuel C. and Peters, J. Paul, Strategic Management, Concepts and Applications (Random House Business Division, New York).
- ❑ Kazmi Azhar, "Business Policy", Tata McGraw Hill, New Delhi.
- ❑ Ghosh P.K., "Business Policy & Strategic Management", Sultan Chand & Sons, New Delhi.

### 403: CONSUMER BEHAVIOUR

#### OBJECTIVES:

The basic objective of this subject is to develop an understanding about the consumer decision-making processes and their applications in marketing.

#### COURSE CONTENTS:

CONSUMER BEHAVIOUR: Nature & Dimensions, Importance and Scope, Marketing applications of consumer's needs and motives.

THE CONSUMER AS AN INDIVIDUAL: Motivations, Personality, Perception, Learning and Attitudes.

CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS: Group Dynamics and Reference Groups, Family and Social class, Culture and sub-culture, Cross culture. Prime Sensitivity Across Cultures.

CONSUMER'S DECISION-MAKING PROCESS: Personal influence and the opinion leadership process, across nations cultures, Diffusion of Innovation, Consumer Decision-making, Consumer Brand Loyalty in International Markets.

CONSUMER BEHAVIOUR AND SOCIETY: Consumer Behaviour, Applications to profit and non – profit marketing organisations, Consumerism, Consumer Protection Act.

#### SUGGESTED READINGS:

- ❑ Assael, Henry, "Consumer Behaviour and Marketing Action"., Kent, Bosten.
- ❑ Blattoerg, R.C., and Neslin, S.A., "Sales Promotion Concepts, Methods and Strategies", Prentice Hall, New York.
- ❑ Engel, J.F. and Blackwell, R.D., "Consumer Behaviour"., Dryden, Chicago.
- ❑ Nicosia, Francesco M., "Consumer Decision Processes"., Prentice Hall, Englewood Cliffs, N.J.
- ❑ Schiffman, L.G. and Kanuk, L.L., "Consumer Behaviour"., Prentice Hall of India, New Delhi.
- ❑ Setrnthal, B and Craig, C.S., "Consumer Behaviour: An Information Processing Prespective"., Prentice Hall, Englewood Cliffs, N.J.

- Webster, F.E. & Wind, Yoram, "Organisational Buying Behaviour", Prentice Hall of India, New Delhi.
- Wilkie, W.L., "Consumer Behaviour", John Wiley, New York.

#### 404: SERVICES MARKETING

##### OBJECTIVES:

The objective of this course is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on national basis.

##### COURSE CONTENTS:

SERVICE MARKETING: Conceptual framework, significance, types. Characteristics, Growth of service sector in Indian Economy. Customer expectations & perceptions of services understanding customer requirements and building relationships and marketing implications.

STRATEGIC ISSUES OF SERVICES MARKETING: Service Standard and Management Systems. Designing and positioning a service in the Market place. Managing the Customer Portfolio. Managing Service Demand. Employee's role and Customer's Expectations in Service Industry.

TOOLS FOR SERVICE MARKETERS: Creating and Delivering Services. Understanding Costs and Developing Pricing Strategies. Communicating and Promoting Services. Developing and Managing the Customer Service Function.

Marketing of financial services. Banking, Financial Institutions, Merchant Banking, leasing, venture capital financing.

Communication & Information Service Marketing-Telecom, Computer, Courier etc. Marketing of Consultancy Services. Marketing of Tourism. Shipping and Air Services Marketing. Marketing of Insurance Services. Marketing of Non-Profit Organisation.

##### SUGGESTED READINGS

:

- Kotler, Philip, "Marketing for Non-Profit Organization" PHI., New Delhi.
- Lovelock, Christopher H, "Marketing of Services", Prentice-Hall, Englewood Cliffs, N.J.
- Melver, Colin and Geoffrey Naylor, "Marketing Financial Services", Hobson Press, Cambridge.
- Rathmell, J., "Marketing in Service Sector", Prentice Hall, Englewood Cliffs, N.J.
- Perez, R.C., "Marketing Financial Services", Praeger, New York.
- Ravi Shankar, "Marketing of Services",
- Harsh Verma, "Marketing of Services"
- M.Y. Khan, "Financial Services"

- ❑ S.M. Jha, "Services Marketing"
- ❑ Frouk Irani: Inside leasing".
- ❑ B.S. Bhatia, G.S. Batra, "Management of Financial Services"

## 405(A): FOREIGN LANGUAGE

### GERMAN - ADVANCED

#### COURSE CONTENTS

Text books prescribed:

1. Deutsch als Fremdsprache: Part I (A) – Braun, Nieder, Schmoe (Lesson 15 to 199).
2. Geschäfts – and Verhandlungssprache Deutsch : (H.W.Wolff).

(Max Hueber Verlag, Muenchen)

Tex Eine harte Verkaefsverhandlung  
 Versand uber die Grenzen  
 Das neue Produkt  
 Ein Fall fur den Computer  
 Das erfolgreiche Angebot  
 Ein Finanzierungsproblem  
 Gute Geschafte im Ausland)

1. Business situations German: Andrew Castley (Longman, London) (Selections)

Examination

I: Applied Grammar

II: (I) Comprehension of an unseen text

- (ii) Resume of an unseen text
- (iii) Commercial terminology
- (iv) Correspondence

#### SUGGESTED READINGS:

- ❑ Lernziel Deutsch: Wolfgang Hieber (Grundstufe 1 and Grunsdstufe 2) (Max Hueber Verlag, Muenchen).
- ❑ Deutsche Handelskorrespondenz. Der Briefweche) in Export and Import:Rudbl Sachs: (Max Hueber Verlag, Muenchen).
- ❑ Deutsche Wirtschaftspraohe for Auslander: Franz Baumene (Max Hueber Verlag, Muenchen).
- ❑ 100 Brief for Export and Import: Wolfgang Manekeller (Langenscheidt Verlag, Muenchen).
- ❑ Fachspreach Wirstschaft Carl Duisberg Centren, Korn.

- Teste Dehi Wirtschaftsprache: Charlotte Lisso (Langenssonest Verlag, Muenchen).

#### *DICTIONARY RECOMMENDED*

- Collind German-English/English-German Dictionary (OR)
- Collind German-English/English-German Dictionary (OR)

#### *405B: FRENCH - ADVANCED*

##### *COURSE CONTENTS:*

- (i) Grammar and Written: Expression based on the text book mentioned above.
- (ii) Commercial French: Commercial Terminology/Correspondence; Translation into French/English of commercial correspondence/text.
- (iii) Oral Expression.

#### *406: PROJECT REPORT & VIVA-VOCE*

Each student will be assigned a project in the beginning of IVth Semester by the faculty to work on a topical subject having a bearing on International Business and Marketing. The student will be required to work in a business organization under the guidance of a person belonging to business organization.

The Project Report shall be submitted by 30<sup>th</sup> April of the IVth Semester. The Project Report shall be evaluated by a Board of Examiners (One Internal and One External) out of 100 marks. The division of 100 marks shall be as follows:

Project Report	75 Marks
Viva-Voce	25 Marks

# *CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT*

## *TWO YEARS MASTER OF INTERNATIONAL BUSINESS PROGRAMME*

### *COURSE CONTENTS*

#### ***SEMESTER-I***

- 101: Management Concepts and Organizational Processes
- 102: Financial & Management Accounting
- 103: Managerial Economics
- 104: International Business
- 105: Marketing Management
- 106: Business Statistics

#### ***SEMESTER-II***

- 201: International Marketing Management
- 202: Financial Analysis and Decision Making
- 203: Business Environment
- 204: Business Laws and Taxation
- 205: International Marketing Research
- 206: Computer Applications

Project Report (Summer Training)

#### ***SEMESTER-III***

- 301: International Financial Management
- 302: Organizational Behaviour and Development
- 303: International Trade Procedures, Documentation & Logistics
- 304: International Business Management
- 305: E-commerce
- 306: Foreign Language (Basic)

#### ***SEMESTER-IV***

- 401: Project Management

- 402: Strategic Management
- 403: Consumer Behaviour
- 404: Services Marketing
- 405: Foreign Language (Advanced)
- 406: Project Report & Viva-voce



**C.C.S. University, Meerut,  
Revised Uniform Syllabus of M.J.M.C. w.e.f. 2015-16**

(B.O.S. 08-10-15, AC.....)

(For University Department and Colleges)

**Objective of the Course:**

In an era of information explosion, Journalism and Mass Communication is playing a vital role in spreading information and inducing change as well as in maintaining the system of society. To fulfill these goals systematic education of journalism and mass communication has become inevitable. MJMC is a carrier oriented course spread over four semesters (2 years). The objective of MJMC is to enable the students to understand the concept, scope and significance of mass communication and its techniques; to familiarize and train the students with media techniques by affording them an exposure to contemporary media skills and to provide an opportunity to pursue their areas of interest in this educational stream to go for a career.

**General Rules:**

1. The whole programme is divided into four semesters (Two Years). There will be four papers in Ist. IInd and III semester along with a practical related to the course of each semester. Each paper will carry 100 marks, out of which an external examination will be held carrying 50 marks, as internal assessment 50 marks.
2. There shall be 13 theory papers spread over four semesters i.e. 4 in semester I, II and III semester and I paper in semester-IV. In semester-III among four papers in Course XIV (Semester III) there is option for students to choose any one course i.e. XIV (a) or XIV (b). Course related practical in each semester. The Fourth semester shall be devoted to practical training exercises, dissertation and internship and one theory paper as described in the syllabus details. The examination of each practical shall be held towards the end of each semester. Dissertation and internship record practical shall be held towards the end of fourth semester and each separately will be examined by a board of examiners consisting of one external and one internal examiner.

**Note:**

1. Admission rules remain the same (minimum 45 % marks in graduation and 5 % less for SC/ST Candidates as per G.O.).
2. In MJMC Course –II, Course- IX and Course – XIV (a) are related with New Media Technology so the essential qualification for teaching these courses must be MCA and Post Graduate in Journalism.

# ***Ch. Charan Singh University, Meerut,***

## **Revised Uniform Syllabus of M.J.M.C. w.e.f. 2015-16**

(B.O.S. 08-10-15, AC.....)

(For University Department and Colleges)

### **(Two Years / Four semesters Programme)**

#### **Semester-I**

Course-I	Communication Concept and Process	M.M.:100(Ext.-50 & Int.-50)
Course-II	Fundamental of Computers	M.M.:100(Ext.-50 & Int.-50)
Course-III	History of Press, Media Laws and Ethics	M.M.:100(Ext.-50 & Int.-50)
Course-IV	Social and Political System of India	M.M.:100(Ext.-50 & Int.-50)
Course-V	Course related practical	Max. Marks: 100 (External)

#### **Semester – II**

Course-VI	Development and International Communication	M.M.:100(Ext.-50 & Int.-50)
Course-VII	Print Journalism – I (Reporting)	M.M.:100(Ext.-50 & Int.-50)
Course-VIII	Electronic Media – I (Radio)	M.M.:100(Ext.-50 & Int.-50)
Course-IX	IT and Computer Application in Mass Media	M.M.:100(Ext.-50 & Int.-50)
Course-X	Course related practical	Max. Marks: 100 (External)

#### **Semester-III**

Course-XI	Print Journalism – II (Editing & Layout)	M.M.:100(Ext.-50 & Int.-50)
Course-XII	Electronic Media – II (Television)	M.M.:100(Ext.-50 & Int.-50)
Course-XIII	Advertising and Public Relations	M.M.:100(Ext.-50 & Int.-50)
Course-XIV	Special Paper (any one of the following)	M.M.:100(Ext.-50 & Int.-50)
	(a) Online Journalism	
	(b) Environment Communication	
Course-XV	Course related practical	Max. Marks: 100 (External)

#### **Semester-IV**

Course-XVI	Communication Research	M.M.:100(Ext.-50 & Int.-50)
Course-XVIII	Print Media Practical	Max.Marks:100 (External)
Course-XVIII	Electronic Media (Radio & TV) Practical	Max.Marks:100 (External)
Course-XIX	Internship with an agency for 60 days (Diary and work records based viva)	Max.Marks:100 (External)
Course- XX	Dissertation	Max.Marks:100 (External)



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**Semester-I**

**Course-I                      Communication: Concept and Process**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course is designed to introduce the fundamentals of communication and mass communication. The study of this course will help the students to understand the process of communication, Mass Communication and related theories and models of communication.

**Unit-I                      Introduction to Communication                      (12 Hrs.)**

1. Communication: Concept, Definitions
2. Development of Communication
3. Elements and process of Communication
4. Types of Communication
5. Visual Communication

**Unit-II                      Mass Communication                      (12 Hrs.)**

1. Concept of Mass and Mass Communication
2. Nature and Process of Mass Communication
3. Functions of Mass Communication
4. Channel of Mass Communication
5. Organization and Structure of Mass Communication

**Unit-III                      Models of Communication                      (12 Hrs.)**

1. Aristotle's definition of Rhetoric, Laswell's Model, Berlo's SMCR Model
2. Shanon-Weaver Mathematical Model, Westley and Maclean Conceptual Model
3. Newcomb's Model, George Gerbner's Model of Communication
4. Charles Osgood's Model and Schramm's interactive model
5. Dance's Helical Spiral Model

**Unit-IV                      Ideologies and Theories of Mass Communication                      (12 Hrs.)**

1. Normative Theories of Mass Communication :  
Authoritarian, Libertarian, Social Responsibility & Soviet Media Theory
2. Psychological and Sociological theories of communication :  
Cognitive Dissonance, Selective Perception, Cultivation, Uses and Gratification, Agenda Setting Theory
3. Critical and Cultural theories : Hegemony, Political Economy and Frankfurt School
4. Media Effects : Hypodermic Needle, Two Step / Multi Step Flow
5. Populist theories of Media

**Unit-V                      Media Convergence                      (12 Hrs.)**

1. Conceptual Framework
2. Technological Dimension
3. Economic Dimension
4. Socio - Cultural Dimension
5. Implication to Mass Communication

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

**Books Recommended:**

Fiske. J.

1982: Introduction to Communication Studies, London, Rouledge:

Ravindran, R.K.

1999: Media and Society, Delhi, Commonwealth Pub., (1<sup>st</sup> ed.)

Narula, Uma

2006: Communication Models, New Delhi, Atlantic Pub.

Narula, Uma

2006: Hand book of Communication, New Delhi, Atlantic Pub.

Kumar, Keval J.

2007: Mass Communication in India, Mumbai, Jaico Pub. (3<sup>rd</sup> ed.)

McQuail, Denis

2008: Mass Communication Theory, New Delhi, Vistar Pub., (5<sup>th</sup> ed.)

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**Semester- I**

**Course- II**

**Fundamentals of Computer**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course aims to provide the basic knowledge of computer. The aim of this course is to introduce fundamentals of computer and its components. Basic knowledge of Internet and Services of Internet is also given to the students.

**Unit-I Introduction to Computer (12 Hrs.)**

1. Brief History of Computer
2. Classification of computer
3. Definitions and characteristics of Computer – Hardware and Software
4. Relationship between Hardware and Software
5. Categorization of Software

**Unit-II Components of Computer (12 Hrs.)**

1. Input & Output Devices: Meaning and Purpose
2. Uses of Various Input Devices
3. Uses of Various Output Devices
4. Storage Devices
5. Processing Device

**Unit-III Operating System (12 Hrs.)**

1. Introduction to Operating System
2. Difference between Single user & Multi User Operating System
3. Brief Introduction of DOS and Windows
4. Difference between GUI and CUI
5. Function of Control Panel, Finding Files and Folders

**Unit-IV Introduction to M.S. Excel and M.S. Power Point (12 Hrs.)**

1. An overview of M.S. Excel and M.S. Power Point
2. Creating Charts, Graphs Formatting and Sorting
3. Tools and Menus of MS Excel and Power Point
4. Designing and Effective presentation
5. Using of Animation in Power Point

**Unit-V Internet (12 Hrs.)**

1. Brief History of Internet
2. Services on Internet
3. Search Engine
4. Web pages, Websites, Web portals
5. Advantages and Disadvantages of Internet

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on lectures and practical on Computer using regularly the computer lab and internet facilities.

**Books Recommended:**

Singh, Ravindra Pratap

2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1<sup>st</sup> edt.)

Gupta, Om, Jasra, Ajay S.

2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1<sup>st</sup> edt.)

Harimohan

2002: Suchna Prodhogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1<sup>st</sup> edt.)

Sharma, GK, Sharma, Hemant

2002, Suchna Prodhogiki New Delhi, Atlantic Pub. (1<sup>st</sup> ed.)

Bansal, S.K.

2004: Information Technology, New Delhi, APH Publication

Harimohan

2004: Soochna Kranti aur Vishva Bhasha Hindi, Delhi, Taxsila Prakashan

Kumar, Suresh

2004: Internet Patrkari, New Delhi, Taxsila Prakashan (1<sup>st</sup> ed)

Ozha, DD/Satya Prakash

2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Publication

Sinha, P.K.

2009: Computer Fundamentals, New Delhi, BPB Publications

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**Semester-I**

**Course-III**

**History of Press, Laws and Ethics**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course is designed with an aim to provide the knowledge of History of Press, Media Laws and ethics.

**Unit –I History of Press**

**(12 Hrs.)**

1. History of Press in World Scenario
2. History of Press In India
3. Role of Press in Indian Freedom Struggle
4. The Press since Independence
5. Origin, Growth and Development of News Agencies (National and International)

**Unit –II History of Regional Press in India**

**(12 Hrs.)**

1. Origin and Development of Regional Language Press in India
2. Brief History of Gujrati and Marathi Language Press
3. Brief History of South Indian Press
4. History of Urdu Language Press
5. Role of Language Press in Indian Freedom Movement

**Unit –III Some Eminent Journalists**

**(12 Hrs.)**

1. Raja Ram Mohan Roy, Bhartendu Harish Chandra
2. Arbindo Ghosh, B.G. Tilak
3. Mahatma Gandhi, Makhan Lal Chaturvedi
4. Ganesh Shanker Vidyarthi, B. R. Ambedkar
5. Pt. Madan Mohan Malviya, Vishnu Rao

**Unit –IV Media Laws**

**(12 Hrs.)**

1. Freedom of Speech and Expression
2. Press and Registration of Book Act, Official Secret Act, Defamation
3. Contempt of Court and Legislature, Copy Right Act, RTI-2005
4. Broadcasting Laws : Prasar Bharti Act, Cable TV Network Regulation Act, Digitations and conditional Access System, Proposed Broadcasting Regulatory Authority of India Act
5. Cinematography Act

**Unit-V Media Organization and Ethics**

**(12 Hrs.)**

1. First and Second Press Commission of India, Press Council of India
2. Broadcasting Regulatory Bodies: TRAI, BRAI, IBF
3. Media Associations and Organizations: INS, Editors Guild, IFWJ, NDJ (I), DU, NBA, BEA etc.
4. Committees Related To Media: Chanda Committee , Nayyar Committee, Verghese Committee, Joshi Committee
5. Media ethics

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on lectures, Workshops, Discussions and Practical exercises, on the spot speaking and writing exercises.

**Books Recommended:**

Rao, M.C.

1974, The Press, New Delhi, National Book Trust

Natrajan, J.

2000, History of Indian Press, New Delhi, Publication Division, Govt. of India

Basu. D.D.

2005, Law of the Press in India, New Delhi, Prentice Hall of India

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**Semester-I**

**Course-IV**

**Social and Political System of India**

MM 100 (Ext. 50, Int. 50)

**Objective:** Media informs society and write about different aspects of society. This course is designed to familiarize the students about the concepts and the basic characteristics of society and particularly about Indian society. The study of this course will help the students to understand the relationship of groups their attitudes, basic features of Indian political system and economy also.

**Unit- I Society**

**(12 Hrs.)**

1. Society : Concept and Definition
2. Social Institutions, Family, Community, Social Groups,
3. Social change: Concept, Process, types and agents/factors
4. Types of Society and Communication: Ancient, Recent Past & Present
5. Social Issues and Mass Media : Human Rights, Consumerism, women Empowerment

**Unit-II Culture**

**(12 Hrs.)**

1. Culture: Concept and Definition
2. Culture, Tradition and Values
3. Various aspects of Indian Culture
4. Individualism and Collectivism
5. Intercultural Communication

**Unit-III Media and Society**

**(12 Hrs.)**

1. Media Audiences
2. Media Reach
3. Media Access
4. Community Participation
5. Media Impact on Indian Society

**Unit-IV Indian Constitution**

**(12 Hrs.)**

1. Indian Constitution: salient features, Fundamental Rights, Directive Principles of States
2. Central-State Relations
3. Parliamentary and Legislative System of India
4. Indian Judiciary System
5. Specific features of Indian Political System

**Unit-V Indian Economy**

**(12 Hrs.)**

1. Basic Features of Indian Economy
2. Basic Economic terms: Per Capita Income, GDP, Budget, Inflation,
3. Economic Planning In India
4. Liberalization, Privatization and Globalization
5. Stock Market, Devaluation FDI Etc

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Discussion of recent issues, participation in discussions and seminars. Participatory interaction will be encouraged on the understanding of issues.

**Books Recommended:**

Ravindran, R.K.

1999: Media and Society, New Delhi, Common Wealth Publication, (1<sup>st</sup> ed.)

Campbell, Richard

2000: Media And Culture, New York, Bedford Publication, (1<sup>st</sup> ed.)

Singh, J.K.

2002: Media Culture and Communication, Jaipur, Mangaldeep Publication (1<sup>st</sup> ed.)

Sharma, R.S.

2002: Material Culture and Social Formation in Ancient India, New Delhi (1<sup>st</sup> ed.)

Dutt and Sundram,

2004, Indian Economy, New Delhi, S.Chand Publication

Prabhakar, Manohar/Bhanawat Sanjeev

2004: Human Right and Media, Jaipur, University Book House (P) Ltd (1<sup>st</sup> ed.)

Kumar, Kavel J.

2007: Mass Communication in India, Delhi, Jaico Publication House (1<sup>st</sup> ed.)

Basu, D.D.

2013, Introduction to the Constitution of India, New Delhi, Lexis Nexis Bitterworths India

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**Semester-I**

**Course-V**

**Practical**

MM: 100

Practical shall be related to courses of the semester

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**Semester-II**

**Course-VI**

**Development and International Communication**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course is designed to familiarize the students with the Role of Communication in development and international level. The study of this course will help the students to understand Development communication, International Organizations, Information Flow and Imbalance etc.

**Unit-I Development**

**(12 Hrs.)**

1. Concept, Definition of Development
2. Measurement of Development
3. Characteristics of Developing and Developed Countries
4. Theories and Paradigms of Development
5. Problems of Underdevelopment.

**Unit-II Development Communication**

**(12 Hrs.)**

1. Development Communication : Concept, Roles and Definition
2. Philosophy of Development Communication
3. Approaches and Models of Development Communications
4. Development Support Communication
5. Planning and Strategies in Development

**Unit-III Role of Media in Development Communication**

**(12 Hrs.)**

1. Media and Development Communication
2. Community and Alternative Media
3. Sources for Development stories
4. Different Types of Development Stories: News, Features and Reports
5. Developmental issues in India

**Unit-IV International Communication**

**(12 Hrs.)**

1. International Communication : Meaning and Scope
2. International Information Agencies
3. Role of Media in creating International Opinion / Propaganda
4. New World and Information Order
5. International Organizations : UNO, SAARC, ASEAN, NATO, NAM

**Unit-V International Information Flow**

**(12 Hrs.)**

1. Historical Dimension of International Information Flow
2. Concept of Imbalance in Information Flow : MacBride Commission Report
3. Contemporary Trends in Media and International Relations : Terrorism, Human Rights
4. Globalization of News and Cultural Products
5. India and UNO

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on various agencies of media will be an essential part. Seminars and tutorial working on different aspects will be undertaken in teaching.

**Books Recommended:**

Mankekar, D.R.

1979: 'Filling the void in the world of Communication', Communicator, Vol. XAV, No.1, N. Delhi, IIMC

Mankekar, D.R.

1979: 'Media and Third World', New Delhi, IIMC

Boyd-Barett, J.O.

1981: 'News Agencies: Fresh Perspectives, New Directions', Media Asia, Vol. 8, No.4

Stevenson I. Robert

1988: 'Communication, development and third world', New York, Longman Inc.

UNESCO

1988: 'Communication and Society- A Documentary History of NWICO', Paris

Macbride Commission Report

1989: 'Many Voices, One World', Paris

Melkote, Srinivas R.

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**(For University Department and Colleges)**

## Semester-II

## Course-VII

### **Print Journalism – I (Reporting)**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course aims to familiarize and provide knowledge of Reporting in Print Journalism. Other aim of this course is to introduce about News, Qualities of Reporter and various kinds of reporting e.g. Crime Reporting, Parliamentary Reporting, Court Reporting, Contempt of Court etc.

## Unit-I News

## News

**(12 Hrs.)**

1. Definitions
2. Elements
3. News Values
4. News sources: identification and cultivation
5. Types of News

## Unit-II Reporter

## Reporter

**(12 Hrs.)**

1. Essential qualities of Reporter
2. Responsibilities of Reporter
3. Categories of Reporter
4. Covering Press conferences
5. Interview

## Unit-III News Reporting

## News Reporting

**(12 Hrs.)**

1. Scope and areas of Reporting
2. Levels of reporting: Local, State, National and International
3. Planning for news gathering
4. Investigative reporting
5. Follow-up

## Unit-IV      General Reporting

## General Reporting

**(12 Hrs.)**

1. Crime Reporting
2. Accident and calamities
3. Local-Self-Governments and civic affairs
4. Speeches, seminars
5. Meetings, Press Releases

## Unit-V Specialized Reporting

## Specialized Reporting

**(12 Hrs.)**

1. Parliamentary Reporting, Privileges of Parliament
2. Court Reporting, Contempt of court
3. Business Reporting
4. Sports Reporting
5. Political Reporting

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Student's participation in discussions and seminars, Practical exercises of News Reporting will be encouraged and will be essential part of teaching pedagogy.

### Books Recommended:

Parthsarathi. R.

1994, Here is the News Reporting for Media, Delhi, Sterling Publishers

Harimohan, Joshi Shankar

1995 : Khoji Patrakarita, New Delhi, Taxshila Publication (1<sup>st</sup> edt.)

Harimohan

2003: Samachar Feature Lekhan evam Sampadan Kala, New Delhi, Taxshila Pub. (3<sup>rd</sup> edt.)

Srivastava, K.M.

2003: News Reporting and Editing, Delhi, Starline Publication

## Flemming and Hemmingway

2005, An Introduction to Journalism , New Delhi, Vistaar Publications

Sharma, Seema

2005: Journalism Reporting , New Delhi, Anmol Publication (1<sup>st</sup> edt.)

Joshef, M.K.

2006: Outline of Reporting, New Delhi, Anmol Publication (1<sup>st</sup> edt.)

Puri, Manohar

2006: Art of Reporting, New Delhi, Pragan Publication

Tripathi, RC

2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan

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**Semester-II**

**Course-VIII**

**Electronic Media-I (Radio)**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course is designed to introduce the History and Development of Radio. The study of this course will help the students to understand the nature and types of Radio Programs, Radio News and Radio Programme Production.

**Unit-I Radio: an Introduction (12 Hrs.)**

1. History and Growth of Radio Broadcasting
2. Radio Frequencies : SW, MW, FM Transmission
3. Types of Radio : AM, FM, CR, Hem, Internet Radio
4. Evolution and Growth of Radio in India : Public Service Broadcasting, Functioning of Channels, Community Radio, Management of Community Radio, Educational Radio : Gyanwani and other Channels)
5. Organizational structure of AIR

**Unit-II Nature and Types of Programmes (12 Hrs.)**

1. Spoken words, Music
2. Specific Audience Programmes
3. Radio Feature, Radio Drama, Talk
4. Radio Bridge, Magazine Programmes, R-jing, Phone-in Programmes
5. Language of Radio Programmes

**Unit-III Radio News (12 Hrs.)**

1. Sources of Radio News
2. Radio News Organization
3. Compiling of Radio News Bulletin
4. Techniques of Editing & compilation
5. News based Programmes: News Reel, Discussions, Interview, Current Affairs, Commentary, Radio News Magazines, News Feature, Sound Bytes and Dispatches

**Unit-IV Announcing and presentation (12 Hrs.)**

1. Pronunciation
2. Modulation of sound
3. News Reading
4. Anchoring
5. Announcing

**Unit-V Radio Programme Formats and Production (12 Hrs.)**

1. Fiction and Non Fiction Programmes
2. Entertainment Programmes
3. Pre production
4. Production
5. Post Production

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on- Lectures, audio and PowerPoint presentations, Workshops. Discussion on recent issues and practicals on computer use in Audio lab and Internet service will be used.

**Books Recommended:**

Luthra, HR

1986: Indian Broadcasting, New Delhi, Publication Division, Govt. of India

Singh, P

1998: Broadcast Journalism, New Delhi, Anmol Publication (1<sup>st</sup> ed.)

Ravindran, RK

1999: Handbook of Radio TV and Broadcast Journalim, New Delhi, Anmol Publication (1<sup>st</sup> ed.)

Bhatnagar, Rajeev

2001: Print Media and Broadcast Journalism, Delhi, Indian Publication, (1<sup>st</sup> ed.)

Gupta, OM

2002: Prasaran aur Photo Patrakarita, New Delhi, Kanishka Publication

Singh, PC

2005: Encyclopedia of Broadcasting TV and Radio, New Delhi, Anmol Publication (1<sup>st</sup> edit.)

Boyd, Andrew

2007: Broadcast Journalism (techniques of radio and television news), N. Delhi, Focal Press, (5<sup>th</sup> ed.)

Mehra, Ramesh

2007: Media aur Prasaran, New Delhi,

Sharma, Kaushal

2007: Radio Prasaran, New Delhi, Pratibha Publication



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**Semester- II**

**Course- IX**

**IT and Computer Application in Mass Media**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course aims to provide introduction to IT and computer and their application in Mass Media. This course also imparts the knowledge of Computer Networks and Social Networking Sites.

**Unit-I Information Technology**

**(12 Hrs.)**

1. IT: Concept, Definition
2. Information Technology: Uses & Characteristics
3. Scope and limitations of IT
4. Introduction to Multimedia: Components of Multimedia, Multimedia devices
5. Advantage of using multimedia

**Unit-II DTP Software's**

**(12 Hrs.)**

1. DTP: Meaning and Scope
2. Introduction to PageMaker, Photoshop, CorelDraw
3. QuarkXPress
4. InDesign
5. To Prepare pages of Newspapers and Magazines

**Unit-III Data Communications and Computer Networks**

**(12 Hrs.)**

1. Basic elements of communication system
2. Data Transmissions Modes and Data Transmission Media
3. Types of Networks: LAN, WAN, MAN
4. MODEM
5. Data Transmission Services

**Unit-IV Interactive Communication:**

**(12 Hrs.)**

1. Satellite Communication
2. Types of Satellite
3. Net working
4. Intranet
5. Conferencing

**Unit-V Social Networking Sites**

**(12 Hrs.)**

1. Social Networking Sites: Introduction, Functions
2. Facebook, LinkedIn, Twitter
3. Application Like Whatsapp, Fliker
4. Merits and Demerits Social Networking Sites

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on lectures and practicals on Computers using regularly the computer lab and internet facilities.

**Books Recommended:**

Ravindra Pratap

2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Acharya Pub. (1<sup>st</sup> ed.) Singh, Sharma, GK, Sharma, Hemant

2002, Suchna Prodhogiki New Delhi, Atlantic Pub. (1<sup>st</sup> ed.)

Harimohan

2002: Suchna Prodhogiki Aur Jan Madhyam, New Delhi, Taxila Prakashan (1<sup>st</sup> ed.)

Gupta, Om, Jasra, Ajay S.

2002; Information Technology in Journalism, N. Delhi, Kanishka Pub. (1<sup>st</sup> ed.)

Bansal, S.K.

2004: Information Technology, New Delhi, APH Pub.

Kumar, Suresh

2004: Internet Patrkarta, New Delhi Taxila Prakashan (1<sup>st</sup> ed)

Harimohan

2004: Soochna Kranti aur Vishva Bhasha Hindi, Delhi, Taxila Prakashan

Ozha, DD/Satya Prakash

2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Pub.  
Verma, Deepika  
2015 : The Era of New Media, New Delhi, A.R. Publication

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**Semester-II**

**Course-X**

**Practical**

MM: 100

Practical shall be related to courses of the semester

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**Semester-III**

**Course-XI**

**Print Journalism - II (Editing and Layout)**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course aims to provide knowledge of Editing and Layout of Print Journalism. Other Aim of this course is to introduce Newspaper Organization, Copy Editing, Photo Journalism, Page layout and design etc. which are essential components of print journalism.

**Unit-I Newspaper Organization: An Introduction (12 Hrs.)**

1. Different Departments of Newspaper
2. Role and Responsibilities of editor
3. News Editor
4. Chief Sub-Editor
5. Sub-Editor

**Unit-II Organizing copy (12 Hrs.)**

1. Relation Between Field and Desk
2. Planning
3. News Flow
4. Graphics
5. Cartoons

**Unit-III Copy editing (12 Hrs.)**

1. Selection
2. Intro
3. Headlines
4. Rewriting
5. Editing tools

**Unit-IV Photo Journalism (12 Hrs.)**

1. Organizing Photographs
2. Selection Photographs
3. Photo Cropping
4. Caption Writing
5. Photo Features

**Unit-V Page layout and Design (12 Hrs.)**

1. Principles
2. Planning the Layout of Front Page
3. Local page, Edit Page
4. Business Page
5. Sports Page

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on- Lectures, presentations, Discussions, Seminars, Writing, Workshops, Discussion on recent articles, Students participation in discussions, seminars, practical exercises of News Editing and regular interaction will be encouraged.

**Books Recommended:**

Pant, N.C.

1990: Mudran ke Takniki Sidhant, New Delhi, Taxshila Prakashan (1<sup>st</sup> ed.)

Chaturvedi, Prem Nath

1991: Samachar Sampadan, Delhi, Uphar Prakashan (2<sup>nd</sup> ed.)

Wynford, Hicks

2000 : Writing for Journalist, London, Routledge

Sharma, ShamSundar

2000: Aadhunik Samachar Patra Aur Prusht Sajja, Bhopal, Madhya Pradesh Granth Academy

Kamath, M.V.

2001: Professional Journalism, New Delhi, Vikas Publishing House PVT. Ltd.

Prabhakar, Manohar/ Bhanavat, Sanjeev

2002: Sampadan Eavm Mudran Technic Jaipur, Pultizer Institute of Comm. Studies (1<sup>st</sup> ed.)

Harimohan

2003: Samachar Feature Lekhan Evam Sampadan Kala New Delhi, Taxshila Prakashan (3<sup>rd</sup> ed.)

Jain, Ramesh

2003: Sampadan Prasht Sajja Aur Mudran, Jaipur, Mangaldeep Pub. (1<sup>st</sup> ed.)

Moen, Darylr

2004: News Paper Layout & Design, Delhi, Surjeet Pub. (5<sup>th</sup> ed.)

Harimohan

2004: Sampadan Kala Evam Proof Pathan, Delhi, Taxshila Prakashan (2<sup>nd</sup> ed.)

George, A.Hough

2006: News Writing, Delhi, Kanishka Publishers

Tripathi, RC

2013: Patrakarita ke sidhant, New Delhi, Naman Prakashan

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**Semester-III**

**Course-XII**

**Electronic Media-II (Television)**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course is designed to introduce the History and Development of Television. The study of this course will help the students to understand the nature and types of television programmes, TV News, Qualities of news anchor and presenter, technologies of Television Programme Production etc.

<b>Unit-I</b>	<b>Television: an Introduction</b>	<b>(12 Hrs.)</b>
1.	Characteristics of Television as a Channel of Mass Communication	
2.	History and Development of TV in India : SITE, Terrestrial, Color, DTH, IPTV, TV on Mobile	
3.	Contemporary Trends in Indian TV industry : Public Service Broadcasting, Commercial TV Broadcasting, Economics of TV Broadcasting	
4.	Private Cable TV Channels : Aajtak, Zee News, ABP News, NDTV	
5.	Organizational Structure of DD and TV News Channels TV News Room: Input, Output and Assignment Desk, TV News Production Desk and its Functions, Visual Sources: File Shots, Photos, Graphics	
<b>Unit-II</b>	<b>Nature and Types of TV Programmes</b>	<b>(12 Hrs.)</b>
1.	Educational programmes , News based programmes	
2.	Entertainment programmes, Miscellaneous programmes	
3.	Commentary, Documentary	
4.	Script writing	
5.	Flour Plan and Cues and Command	
<b>Unit-III</b>	<b>Television News</b>	<b>(12 Hrs.)</b>
1.	Reporting	
2.	Sources of News	
3.	News writing	
4.	Types of News bulletin	
5.	News Dispatches	
<b>Unit-IV</b>	<b>Anchoring and Presentation</b>	<b>(12 Hrs.)</b>
1.	Pronunciation	
2.	Body Language	
3.	Art of Anchoring	
4.	News Reading	
5.	Art of Interview	
<b>Unit-V</b>	<b>Production of TV Programmes</b>	<b>(12 Hrs.)</b>
1.	Pre production	
2.	Production	
3.	Post production	
4.	Basic Shots	
5.	Importance of Light and Audio	

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Post Production, Workshops, Discussion on recent programmes. Practicals on computer using Audio-Visual lab, Studio exercises will be undertaken.

**Books Recommended:**

Ravindran, R.K.

1999 : Hand Book of Radio T.V and Broadcast Journalism, New Delhi, Anmol Publication (1<sup>st</sup> ed.)

Mishra, Chandra Prakash

2003: Media Lekhan, New Delhi, Sanjag Publication (2<sup>nd</sup> ed.)

Sinha, P.C

2005: Encyclopedia of Broadcasting TV & Radio, New Delhi , Anmol Publication (1<sup>st</sup> ed.)

Firoz, Mohd

2005: Television in India, Delhi, Sage Publication (1<sup>st</sup> ed.)

Todorovic, Aleksendar Louis

2006: Television Technology, New Delhi, Focal press

Friedmann, Anthony

2007 : Writing for Visual Media, New Delhi, Focal Press (2<sup>nd</sup> ed.)

Boyd, Andrew

2007: Broadcast Journalism (Techniques of Radio and Television News) N. Delhi, Focal press (5<sup>th</sup> ed.)

Blain, Brown

2008 : Motion Picture and Video Lighting, London, Focal Press

Ivan, Cury

2011: Directing and producing for Television, London, Focal Press

Singh, Mahaveer

2014: Doordarshan Live, Delhi, Shilpyan Prakashan

Singh, Mahaveer

2014: Doordarshan Madhyam Evam Takniki, Delhi, Shilpyan Prakashan

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**Semester-III**

**Course-XIII**

**Advertising and Public Relations**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course is designed to introduce to students the fundamentals of Advertising and Public Relations. The study of this course will help the students to understand the Media Planning for Advertising, Production Techniques of Advertising and skills to develop of Public Relations in different sectors.

**Unit-I      Advertising: an Introduction      (12 Hrs.)**

1. Advertising : Concept, Principles, Definitions
2. Objectives and Classification of Advertising
3. Media Planning, Media Selection, Media Campaign
4. Budgeting, Rural Advertising
5. Social and Economic impact of advertising

**Unit-II      Production Techniques      (12 Hrs.)**

1. Copy writing
2. Visualizing
3. Layout
4. Ethics in Advertising
5. Advertising Agency System in India

**Unit-III      Public Relations: An Introduction      (12 Hrs.)**

1. PR: Concepts, Definition
2. Objectives and Functions of PR
3. PR Communication and Process
4. PR Tools and strategies
5. Ethical and Legal Issues: Paid News, media-net, Special Supplement etc.

**Unit-IV      Public Relations in Different Sectors      (12 Hrs.)**

1. PR in Government sector
2. PR in Public, Private and NGO Sectors
3. Corporate Communication
4. PR codes and Professional Bodies
5. Advertising and PR research-Consumer Research, Feedback and Evaluation

**Unit-V      Media Management      (12 Hrs.)**

1. Introduction to Media Management
2. Ownership of Media Houses : Pattern
3. Marketing of Media Organization
4. Revenue Generated strategy
5. Budgeting and Finance

**Recent Articles:** Every year two recent articles related to contents will be prescribed **(Total Hrs. 60)**

**Pedagogy:** Teaching will be based on- Lectures, Discussions, Seminars, Workshops, Discussion on recent select and popular advertisements. Practical exercises related to making advertisements, writing for public relations will be undertaken.

**Books Recommended:**

Wilcox, Denis L

1995: Public Relation, New York ,Harper Collins College Publish

Cutlip, Scott M

2003: Effective Public Relation, Delhi, Pearson Education (Reprint)

Sharma,S. & Kumar Deepak

2003:Advertising Planning, implementation & Control,Jaipur, Mangaldeep Publication

Pant,N.C.

2004: Jan Sampark Vigyapan Evam Prasar Madhyam New Delhi, Taxshila Publication(1<sup>st</sup> edt.)

Sharma, Diwakar

2004: Public Relations, New Delhi, Deep & Deep Publication

Kumar, Vijay

2005: Public Relation in India, New Delhi Anmol Publication (1<sup>st</sup> edt.)

Kundra, Shipra

2005: Introduction to Advertising and Public Relation, New Delhi, Anmol Publication (1<sup>st</sup> edt.)

Kundra Shipra

2005:Introduction to Advertising and Public Relations, New Delhi, Anmol Publication Pvt. Ltd

Jethwaney Jaishri & Jain Shruti

2006:Advertising Management, New Delhi, Oxford University Press

Mohan Savita

2012:Trends in Advertising Management, New Delhi, Enkay Pub. Hansa

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**Semester-III**

**Course-XIV**

**Special Paper (any one of the following)**

MM 100 (Ext. 50, Int. 50)

**(a) Online Journalism**

**(b) Environment Communication**

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**Semester-III**

**Course-XIV (a)**

**Online Journalism**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course aims to introduce the fundamentals of online journalism. The study of this course will equip the students to understand the communication technology, internet, e-journalism, cyber media and cyber deviation (crime).

**Unit-I Internet Journalism (12 Hrs.)**

1. An overview of Internet Journalism
2. Internet as a medium of Communication
3. Cyber Space
4. WWW and Other Services
5. Browsers and its Types

**Unit-II Introduction to Online Journalism (12 Hrs.)**

1. Brief History of E-journalism
2. Meaning and Characteristics of Online Journalism
3. Benefits of Online Journalism
4. Use of Multimedia in Online Journalism
5. Features of Online Journalism

**Unit-III Preparing Online Packages (12 Hrs.)**

2. Main Considerations
3. Approach to online journalism
4. Forms of Online Packages
5. Rules for Writing Online
6. Creative Packages

**Unit-IV Media Convergence (12 Hrs.)**

1. Meaning
2. Effects of Convergence
3. VOIP
4. Benefits of Convergence
5. New Trends in Media Convergence

**Unit-V Revenue, Ethics and Law (12 Hrs.)**

1. Financing online Journalism
2. Revenue from Subscription and Advertising, Subscription Models
3. Modes of Online Advertising
4. Ethical Considerations
5. Cyber Laws

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on- Lectures, presentations, Discussions, Seminars, Discussion on recent articles. This will be supplemented with on using computer lab, internet services.

**Books Recommended:**

Bansal, S.K.

2002: Internet Technologies, New Delhi, APH Pub.

Nagpur, Wadhwa

2002: Law of Press, New Delhi, Wadhwa Sales Corporation, (4<sup>th</sup> ed.)

Nath, Shyam

2002 : Assessing the State of Web Journalism, New Delhi, Author Press

Ahmad, Tabraj

2003: Cyber Laws E-commerce and M-commerce, New Delhi, APH Publication

Menon, Shailja

2003: Protection of Intellectual Property in Cyber Space, Delhi, Authors Press

Talesra, Hemlata/Nagda, M.L.

2003 : Web Paged Learning, Delhi, Authors Press

Chakravarthy, Jagdish

2004 : Net, Media and the Mass Communication, New Delhi, Author Press

Ray, Tapas

2009: Online Journalism: A Basic Text, New Delhi, Cambridge University Press India Pvt. Ltd.

Verma, Deepika

2015 : The Era of New Media, New Delhi, A. R. Publication



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**Semester-III**

**Course-XIV(b)**

**Environment Communication**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course aims to familiarize and provide knowledge of Environment and its different aspects. Role and importance of national and international organizations in environmental protection and environmental laws are also specific features of this course.

**Unit-I Environment**

**(12 Hrs.)**

1. Environment : Concept and Perspectives
2. Environment and society
3. Environment Pollution
4. Relation of Environment with Development, Economy and Health –Brudtland Report
5. Need of Environmental Communication

**Unit-II Protection of Environment**

**(12 Hrs.)**

1. India's National Environmental Policy
2. Ministry of Environment and Forest Govt. of India
3. Department of Environment Uttar Pradesh
4. Environmental Laws
5. Traditional Practice and Modern ways to Protect Environment, Public Awareness

**Unit-III International Issues of Environment**

**(12 Hrs.)**

1. Global Warming
2. Green House Gas Emissions
3. Earth Summits
4. Developed vs. Developing Nations
5. Role of United Nations Organizations in Environment Protection

**Unit-IV Clean River Campaign and Waste Management**

**(12 Hrs.)**

1. National Mission for Clean Ganga
2. Yamuna Action Plan
3. Waste Management : Problems and Solutions
4. Hazardous Waste : Scale and Problems
5. World Water Situation and conflict

**Unit-V Environmental Movements in India**

**(12 Hrs.)**

1. Chipko Movement
2. The Silent Valley Project
3. Appiko Movement, Jungle Bachao Andolan
4. Narmada Bachao Andolan, Tehri Dam Project
5. Bhopal Gas Tragedy

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will include - Lectures, PowerPoint presentations, Seminars, Workshops, Discussion of recent articles in media. Students participation in discussions and seminars, Practical exercises of Environmental Reporting and writing will be encouraged and will be essential part of teaching pedagogy.

**Books Recommended:**

R. Rajagopalan

2005: Environmental Studies "From Crisis to Cure", New Delhi, Oxford Press

Abraham, Raimola

2010 : Journalism and Environment News, New Delhi, Kanishka Publication

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**Semester-III**

**Course-XV**

**Practical**

MM: 100

Practical shall be related to courses of the semester

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**Semester-IV**

**Course-XVI**

**Communication Research**

MM 100 (Ext. 50, Int. 50)

**Objective:** This course is designed to introduce the fundamentals, nature, scope and areas of communication research. Study of this course will equip the students to understand the process of communication research, methods of data collections, data analysis and report writing as well.

**Unit –I Introduction to Communication Research (12 Hrs.)**

1. Concept of Research: Meaning and Definition
2. Importance of Media Research
3. Areas of Media Research: Source analysis Channel analysis
4. Message analysis, audience analysis,
5. Feedback analysis

**Unit –II Design and Process of Communication Research (12 Hrs.)**

1. Basic Steps in Research: Formulation of Problems, Review of Literature, Use of concepts
2. Research Design: Exploitory, Descriptive, Experimental
3. Participatory Research
4. Participatory Learning and Action
5. Theory and Empirical Research

**Unit-III Sampling and Data Collection Techniques (12 Hrs.)**

1. Sampling
2. Types of Data: Primary, Secondary and Tertiary
3. Basic Methods of Data Collection: Survey, Observation
4. Basic Techniques: Interview, Schedule, Questionnaire
5. Case Studies and Content Analysis

**Unit-IV Data Analysis and Report Writing (12 Hrs.)**

1. Data Analysis: Meaning, Process and Purpose
2. Tabulation-Basic Steps and Elements
3. Graphic Presentation-Histogram, Frequency Curve, Cumulative Frequency Curve
4. Basic statistical concepts-Averages, Deviations and Variations
5. Interpretation and Report writing

**Unit-V Ethics in Communication Research (12 Hrs.)**

1. Issues in Communication research
2. Role of Researcher
3. Methodological Limitations in Communication Research
4. Information Technology revolution and Communication Research
5. Ethical Issues in Communication Research

**(Total Hrs. 60)**

**Recent Articles:** Every year two recent articles related to contents will be prescribed

**Pedagogy:** Teaching will be based on- Lectures, PowerPoint presentations, Workshops, Discussion on recent articles. Minor Research exercises will be undertaken which will be based on newspapers, magazines, radio programmes, TV Programmes and first hand data.

**Books Recommended:**

Bhandakar, P.L. & Wilkinson T.S.

1984: Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai (4<sup>th</sup> ed.)

Reffell, Donil

1998: Analyzing Media Message, London Lawrence Erlbaum associates, (1<sup>st</sup> ed.)

Mishra, Rajendra

2002: Anushandhan Ki Pravidhi Aur Prakria, New Delhi, Taxshila Publication (1<sup>st</sup> ed.)

Joshi, Uma

2002: Media Research, Delhi, Authors Press (1<sup>st</sup> ed.)

Dayal, Manoj

2005: Media Shodh, Chandigarh, Haryana Granth Academy

Gupta, Santosh

2005: Research Methodology and Statistical Techniques, New Delhi, Deep & Deep Publication Pvt. Ltd. (1<sup>st</sup> ed.)

Syed.M.H

2006: Research in Mass Media, New Delhi Anmol Publication (1<sup>st</sup> ed.)

Sharma, Jainarayan

2007, Research Methodology, New Delhi, Deep & Deep Publication, Pvt. Ltd. (1<sup>st</sup> ed.)

Leonard, Cargon

2008, Doing Social Research, New Delhi, Rawat Publication

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**Semester- IV**

<b>Course-XVII    Print Media Practical</b>	<b>Marks</b>	<b>Hours of work</b>
(i) Reporting on political, developmental and social issues, crime, cultural activities, speeches, seminars, fashion & lifestyles and sports (any five on different subjects)	40	40
(ii) Editing –Political, local, foreign and moffusil copies, including head lining (5)	30	30
(iii) Production of an 8-page national newspaper	30	30
<hr/>		
<b>Total</b>	<b>100</b>	<b>100</b>

<b>Course-XVIII    Electronic Media Practical (Radio and TV)</b>	<b>Marks</b>	<b>Hours of work</b>
<b>(a) Radio</b>		
(i) Two 40 sec. radio jingles/spots etc.	20	20
(ii) A 10 minute documentary/ talk /discussion on any subject	30	30
<b>(b) TV</b>		
(i) A 30 seconds TV ad (commercial or social)	20	20
(ii) A 5 minute TV programme on a social or consumer issue	30	30
<hr/>		
<b>Total</b>	<b>100</b>	<b>100</b>

<b>Course-XIX    Internship</b>	<b>Marks</b>	<b>Hours of work</b>
	<b>100</b>	<b>200</b>

A student will be attached for 45 to 60 days with any media agency/organization of his/her special interest. A diary will be prepared of every day which will be certified by agency supervisor. Based on every day's work a file will be prepared separately by the student. The diary and work file (date wise work) will be submitted in the department. On the basis of these a practical-viva voce examination will be held towards the end of the fourth semester by a board of two examiners one internal and external.

<b>Course- XX    Dissertation</b>	<b>Marks</b>	<b>Hours of work</b>
	<b>100</b>	<b>100</b>

A student will prepare a dissertation selecting a topic Related any specialization and will submit dissertation report of 15000 to 20000 words following steps of research as prescribed in research course of theory.

**IMS-DESIGN & INNOVATION ACADEMY, NOIDA**

**EVALUATION SCHEME - BACHELOR OF FINE ARTS**

Year-1 Foundation (Common to All Specializations)								
S. No.	Code	Subject Name	Theory Exam Marks			Practical Exam Marks		
			Int	Ext	Tot	Int	Ext	Tot
1	BFA-101	History of Art in India	40	60	100			
2	BFA-102A/ BFA-102B	English / Hindi	40	60	100			
3	BFA-008	Environmental Studies	-	100	100			
4	BFA-103	Practical (Drawing)				50	150	200
5	BFA-104	Practical (Design-2D)				40	60	100
6	BFA-105	Practical (Design-3D)				40	60	100
		<b>Total</b>			<b>300</b>			<b>400</b>

**IMS-DESIGN & INNOVATION ACADEMY, NOIDA**

**EVALUATION SCHEME - BACHELOR OF FINE ARTS**

<b>Year-2 Applied Art</b>								
<b>S. No.</b>	<b>Code</b>	<b>Subject Name</b>	<b>Theory Exam Marks</b>			<b>Practical Exam Marks</b>		
			<b>Int</b>	<b>Ext</b>	<b>Tot</b>	<b>Int</b>	<b>Ext</b>	<b>Tot</b>
1	BFA-201	History of Western Art	40	60	100			
2	BFA-202	Aesthetic	20	30	50			
3	BFA-203	Advertising Theory	40	60	100			
4	BFA-208	Practical (Graphic Design (a) Press Layout)				40	60	100
5	BFA-209	Practical (Graphic Design (b) Poster Design)				40	60	100
6	BFA-210	Practical (Drawing & Illustration)				40	60	100
7	BFA-211	Practical (Photography & Reproduction Technique)				20	30	50
		<b>Total</b>			<b>250</b>			<b>350</b>

<b>Year-3 Applied Art</b>								
<b>S. No.</b>	<b>Code</b>	<b>Subject Name</b>	<b>Theory Exam Marks</b>			<b>Practical Exam Marks</b>		
			<b>Int</b>	<b>Ext</b>	<b>Tot</b>	<b>Int</b>	<b>Ext</b>	<b>Tot</b>
1	BFA-301	History of Far Eastern Art	40	60	100			
2	BFA-302	Aesthetic	20	30	50			
3	BFA-303	Advertising Theory	40	60	100			
4	BFA-308	Practical (Graphic Design (a) Press Layout)				40	60	100
5	BFA-309	Practical (Graphic Design (b) Poster Design)				40	60	100
6	BFA-310	Practical (Drawing & Illustration)				40	60	100
7	BFA-311	Practical (Photography & Reproduction Technique)				20	30	50
		<b>Total</b>			<b>250</b>			<b>350</b>

<b>Year-4 Applied Art</b>								
<b>S. No.</b>	<b>Code</b>	<b>Subject Name</b>	<b>Theory Exam Marks</b>			<b>Practical Exam Marks</b>		
			<b>Int</b>	<b>Ext</b>	<b>Tot</b>	<b>Int</b>	<b>Ext</b>	<b>Tot</b>
1	BFA-401	History of Modern Indian Art	40	60	100			
2	BFA-402	History of Modern Western Art	40	60	100			
3	BFA-403	Advertising Theory	40	60	100			
4	BFA-409	Practical (Graphic Design (a) Press Layout)				40	60	100
5	BFA-410	Practical (Graphic Design (b) Poster Design)				40	60	100
6	BFA-411	Practical (Drawing & Illustration)				40	60	100
		<b>Total</b>			<b>300</b>			<b>300</b>

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**EVALUATION SCHEME - BACHELOR OF FINE ARTS**

<b>Year-2 Fashion Design</b>								
<b>S. No.</b>	<b>Code</b>	<b>Subject Name</b>	<b>Theory Exam Marks</b>			<b>Practical Exam Marks</b>		
			<b>Int</b>	<b>Ext</b>	<b>Tot</b>	<b>Int</b>	<b>Ext</b>	<b>Tot</b>
1	BFA-201	History of Western Art	40	60	100			
2	BFA-205	Fashion Theory	40	60	100			
3	BFA-215	Practical (Pattern Making & Draping)				40	60	100
4	BFA-216	Practical (Fashion Model Drawing & Sketching)				40	60	100
5	BFA-217	Practical (Garment Construction)				40	60	100
6	BFA-218	Practical (Fashion Art)				40	60	100
		<b>Total</b>			<b>200</b>			<b>400</b>

<b>Year-3 Fashion Design</b>								
<b>S. No.</b>	<b>Code</b>	<b>Subject Name</b>	<b>Theory Exam Marks</b>			<b>Practical Exam Marks</b>		
			<b>Int</b>	<b>Ext</b>	<b>Tot</b>	<b>Int</b>	<b>Ext</b>	<b>Tot</b>
1	BFA-301	History of Far Eastern Art	40	60	100			
2	BFA-305	Fashion Theory	40	60	100			
3	BFA-315	Practical (Pattern Making & Draping)				40	60	100
4	BFA-316	Practical (Fashion Model Drawing & Sketching)				40	60	100
5	BFA-317	Practical (Garment Construction)				40	60	100
6	BFA-318	Practical (Fashion Art)				40	60	100
		<b>Total</b>			<b>200</b>			<b>400</b>

<b>Year-4 Fashion Design</b>								
<b>S. No.</b>	<b>Code</b>	<b>Subject Name</b>	<b>Theory Exam Marks</b>			<b>Practical Exam Marks</b>		
			<b>Int</b>	<b>Ext</b>	<b>Tot</b>	<b>Int</b>	<b>Ext</b>	<b>Tot</b>
1	BFA-401	History of Modern Indian Art	40	60	100			
2	BFA-405	Fashion Theory	40	60	100			
3	BFA-406	Apparel Fabric Studies and Fundamental of Apparel Production	40	60	100			
4	BFA-415	Practical (Pattern Making & Draping)				40	60	100
5	BFA-416	Practical (Fashion Model Drawing & Sketching)				40	60	100
6	BFA-417	Practical (Fashion Art & Accessories)				40	60	100
		<b>Total</b>			<b>300</b>			<b>300</b>

**IMS-DESIGN & INNOVATION ACADEMY, NOIDA**

**EVALUATION SCHEME - BACHELOR OF FINE ARTS**

Year-2		Textile Design						
S. No.	Code	Subject Name	Theory Exam Marks			Practical Exam Marks		
			Int	Ext	Tot	Int	Ext	Tot
1	BFA-201	History of Western Art	40	60	100			
2	BFA-204	Textile Theory	40	60	100			
3	BFA-212	Practical (Design Layout)				40	60	100
4	BFA-213	Practical (Weaving)				60	90	150
5	BFA-214	Practical (Printing & Dyeing)				60	90	150
		<b>Total</b>			<b>200</b>			<b>400</b>

Year-3		Textile Design						
S. No.	Code	Subject Name	Theory Exam Marks			Practical Exam Marks		
			Int	Ext	Tot	Int	Ext	Tot
1	BFA-301	History of Far Eastern Art	40	60	100			
2	BFA-304	Textile Theory	40	60	100			
3	BFA-312	Practical (Design Layout)				40	60	100
4	BFA-313	Practical (Weaving)				60	90	150
5	BFA-314	Practical (Printing & Dyeing)				60	90	150
		<b>Total</b>			<b>200</b>			<b>400</b>

Year-4		Textile Design						
S. No.	Code	Subject Name	Theory Exam Marks			Practical Exam Marks		
			Int	Ext	Tot	Int	Ext	Tot
1	BFA-401	History of Modern Indian Art	40	60	100			
2	BFA-404	Textile Theory	40	60	100			
3	BFA-412	Practical (Design Layout)				40	60	100
4	BFA-413	Practical (Weaving)				60	90	150
5	BFA-414	Practical (Printing & Dyeing)				60	90	150
		<b>Total</b>			<b>200</b>			<b>400</b>



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## FIRST YEAR BFA (FOUNDATION)

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### BFA-101: HISTORY OF ART IN INDIA

TIME: 5 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

#### **From Indus Valley Civilization to present day**

Note: (i) Should be taught in a story form.

(ii) Emphasis should not be on chronology but on evolution of art forms.

1. **Indus Valley Civilization** (2500 B.C. - 500 B.C.) - Sculpture Lime Stone priest. Torso, Bronze Dancing Girls, Seals, Terra-cotta, Mother Goddesses, Pottery, Jewelry.
2. **Mauryan Empire** - Pillar inscription, Sarnath Capital, Yaksha figures, Lomasha Rishi Cave, Animal Carvings, Terra-cotta.
3. **Sunga Period** - Stupa and Toranas: Sculpture Barhut-Shalabhanjika, Relief Medallion - Mriga Jakata, Viharas and Chaitya (Katie and Bhaja).
4. **Kushan Period - Gandhara School** - Standing Buddha from Hoti Mardan, Nirvan of Buddha of Katra.
5. **Gupta Period** - Sculpture: Standing Buddha from Mathura painting, Ajanta, Bodhisattva Cave No.1, Apsaras Cave No. 17, Architecture, Vishnu-Temple-Deogarh.
6. **Medieval Period of Hindu Dynasties with special references to South India-**
  - (1) Pallava Dynasty; Mahabalipuram - Gangavataran, Panchrath
  - (2) Rashtrakuta Dynasty; Ellora-Kaishasa temple, Elephanta-Maheshmurti
  - (3) Chandela Dynasty; Khajurao (Nagar Style), Kandariya Mahadeo temple.
  - (4) Konark (Orissa Style), Sun temple.Kangra — Bhagwatpuran, Ragamala, Baramasa.
7. **Indian Miniatures -**
  - (i) Moghal Miniatures - Akbar School: Illustration from Babar Nama and Akbar Nama.
  - (ii) Jahangir School - Study of animals and birds.
  - (iii) Shahajahan School - Portrait of Shahajahan.Rajput Miniatures - Basholi - Adbhisharika Nayika.  
Kangra - Bhagwatpurana, Ragamala, Baramasa.
8. **Renaissance (Revivalism) in India** - Revu Varma, Samuella Garva Harana, Matsya Gaudha.
9. **Bengal School** - Abanindranath Tagore - End of journey, Nandalal Bose - Return to Buddha.
10. **Amrita Shergil** - Brides Toilet, Three young girls.
11. **Contemporary Scene** - Introduction of about twenty Indian Artists (Painters and Sculptors)  
Art movements in Bombay, Calcutta, Madras, Delhi, Baroda.

## **BFA-102A: ENGLISH**

Max Marks: 60 (External)

Max Marks: 40 (Sessional)

- 1. Communication: 5 Marks**
  - A. Importance of communication skills
  - B. The process of human communication
  - C. Principles of communication.
  - D. Non-verbal communication.
  
- 2. Business Correspondence: 5 Marks**
  - A. General Principles of business correspondence.
  - B. Structure and ramification of business letters.
  - C. Applications, resumes, noting, drafting notices, agenda, minutes, quotations and orders.
  
- 3. Report Writing: 5 Marks**

Characteristics, importance and structure.  
Preparatory steps to report writing, style of report writing.  
Writing the report.
  
- 4. Précis Writing: 5 Marks**

Definition, qualities of a good précis;  
Steps to précis writing;  
Style of abridging sentences.
  
- 5. Study of Literary Texts: (8\*3=24) Marks**

Anthology of English Short Stories Ed R.P. Singh; Oxford University Press Delhi (question based on the stories from the book, three questions to be answered out of five questions)
  
- 6. Essay Writing: 16 Marks**

One essay of about 300 words on any one of the following:  
M.F. Hussain, Abanindra Nath Tagore, Amrita Shergill, Nand Lal Bose, Shankaracharya, Raja Ram Mohan Roy, Vinoba Bhave, Madan Mohan Malviya, Mahatma Gandhi, Subhash Chandra Bose, Ram Kinkar Baiz, Vinod Bihari Mukharji, Pt Ravi Shankar, Uddheshavari Devi, Ustad Allauddin Khan, Jamini Rai, A.R. Chughtai & Satish Gujral.

### **Suggested Reading**

- 1. Business Correspondence and Report Writing:**  
R.C. Sharma & Krishna Mohan  
Tata Mc Graw Hill, New Delhi.
  
- 2. Anthology of English Short Stories:**  
Ed. R. P. Singh, Oxford University Press Delhi.
  
- 3. Lesiker's Basic Business Communication**  
Lesiker's Pettit & Flatley  
Tata Mc Graw Hill, New Delhi.

## BFA-102B: HINDI

Max Marks: 60 (External)

Max Marks: 40 (Sessional)

- A. Essay: To judge the ability to think and analysis in a real form without grammatical mistakes on subjects related with culture / current social problems. (300 words) 20 Marks  
**(one essay to be attempted out of six topics )**
- B. Short Essays: (150 words each) 10 Marks  
(1) Lessons we can learn from their lives:  
\* Shankaracharya  
\* Raja Ram Mohan Roy  
\* Acharya Vinobha Bhave  
\* Madan Mohan Malviya  
\* Mahatma Gandhi  
\* Subhash Chandra Bose  
**(one essay to be attempted out of two topics )**
- (2) Great Artists of India: 10 Marks  
\* M. F. Hussain  
\* Abanindra Nath Tagore  
\* Amrita Shergill  
\* Nand Lal Bose  
**(one essay to be attempted out of two topics)**
- C. Letter Writing:  
Personal Letters and Applications 05 Marks  
**(one to be attempted)**
- D. Drafting and Noting: **(one to be attempted)**  
Drafting: Notices, Agenda, Minutes, Quotations & orders. 05 Marks
- E. Report Writing 05 Marks
- F. Précis Writing 05 Marks

## **BFA-103: DRAWING**

TIME: 10 HOURS

MAX. MARKS: 150 (EXAMS)

PASS MARKS: 80

MIN. MARKS: 50 (SESSIONAL)

UNIV. YEAR END EXAMINATION

- a) **Man Made Object Drawing**  
Drawing from cubes, cones, cylindrical objects, casts, drapery, still life groups etc. observed and studied in various rendering media and techniques in various light conditions.
- b) **Nature Drawing - (No Exam. Only Internal)**
  - (i) To develop the sense of structure. Study from any kind of forms in nature-pods, shells, butterflies, flowers, plants, insects, minerals bones etc. To understand how these forms achieve their structural unity through adherence to principles with physical nature of the material being observed and studied through various rendering media and techniques in various light conditions.
  - (ii) Drawing from human figures - mainly based on general form and gesture- Head Study.
- c) **Drawing from Memory - (No Exam. Only Internal)**  
To develop the sense of observation and the capacity to retain and recall images and their co-ordinations
- d) **Introduction to Elements of Perspective - (No Exams. Only Internal)**  
Study of basic solids, plan and elevation, main aspects of parallel and 2 angular perspective.
- e) **Calligraphy - (No Exam. Only Internal)**
  - (i) Basic discipline of beautiful handwriting sense of letter form- Simultaneous judgment of the composition of the letters - spacing - organization – intuitive and initial planning of writing - development of style.
  - (ii) A Coordinated series of assignments of script. Types of traditional and modern tools. Calligraphic examples of various traditional tools.
- f) **Outdoor Sketching (No Exam. Only Internal)**  
Rapid sketching from any objects from places like – streets, market, stations etc. and also from Museums and Zoo. Students should be exposed to such drawing made by master artists of different times.

## **BFA-104: DESIGN-2D**

TIME: 10 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

- a) Study of two dimensional space and its organizational possibilities.
- b) Elements of pictorial expression related to concepts of space and forms. Developing an awareness of pictorial elements such as point line, shape, volume texture, light and colour. Basic design problems.
- c) Study of various types of objects (natural and man-made) With a view to transform them into flat pictorial images.
- d) Developing an awareness of pictorial space-division of space form and its relation with space-observation of primitive, folk and miniature paintings as well as graphic designs.
- e) Developing an awareness of inter-relationship of different shapes and forms-relative values.
- f) Activation of space through form and colour - optical illusions.
- g) Handling of various types of material for pictorial organization and rendering such as: Pencil, Pen, Brushes, Water Colours, Poster Paints, Crayon, Inks, Cellophane's, Oil News-print and other college material, Gums and Adhesives, Wax Crayon with Inks, etc.
- h) A coordinated series of basic design problems with Aesthetic and analytical approach.

## **BFA-105: DESIGN-3D**

TIME: 10 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Sculpture experience (round and relief) in various light conditions (natural as well as artificial):

1. Carved
2. Modeled
3. Perforated (bored through)
4. Mobile
5. Various methods of joining such as interlocking, pasting etc.

Experiments through various types of material and their combinations such as:

Paper, Card board, Wood block, Wire, Clay, Plasticine, Plaster of Paris, Metal sheets, Plastic foam, Thermocole, String, Gums and Adhesives, Wax, Found objects, etc.

A coordinated series and basic design problems with analytical approach. Colour should be introduced at various stages of experiments.

### **COLOUR (No Exam. Only Internal)**

To understand the formal structure of colour through analysis of colour theory and notation.

Experience of colour through, experiments in various media:

Transparent Colour (Water colours, Waterproof ink etc.)

Opaque colours (Poster colour etc.)

Pastels, Wax Crayons, Transparent papers (Cellophane)

Experience of colour as:

- |                     |   |  |
|---------------------|---|--|
| Visual Effect       | - | What is light? What is colour? Function of Eye.  |
| Physical Properties | - | Hue, Value, Chroma, Tint, shade and tone, Gray Scale, Chromatic value, scale and colour value scale. |

Colour Experience in:

Primary (pigment and light theory), Secondary, Tertiary, Quaternary, Achromatic Monochromatic, High average and low contrast. High Average and low contrast.

Experience in Colour Harmonies:

Complementary, Split Complementary, Double Split Complementary, Analogous Warm and Cool. Neutralization of colours. Optical illusion. Advancing and receding Colours. Simultaneous and successive contrast. Visual mixing.

Experience in Rendering Methods:

Wash, broken, impasto, super imposition etc. Students should be made aware of all these principles of colour harmony by exposing them to the actual works of art done in various periods and styles.

## **PRINT MAKING (No Exam. Only Internal)**

- Anticipatory and imaginative use of gathering impressions.
- Fundamentals of various methods of making prints.
- Observation of intrinsic texture of various surfaces and the textures of natural and man-made things.

Assignments in:

- (i) Monoprint
- (ii) Lino
- (iii) Wood cut

Techniques of making prints in:

- (i) Mono Colour
- (ii) Two Colour

Experience of printing on different types of surfaces:

- (i) Rice paper
- (ii) Handmade paper
- (iii) Various types of fabric (cloth)

Experience of:

- (i) Hand printing with wood blocks
- (ii) Printing through press
- (iii) Methods of inking

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## **SECOND YEAR BFA (APPLIED ART)**

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### **BFA-201: HISTORY OF WESTERN ART**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

#### **THE BEGINING OF ART AND CIVILISATION**

- a. Pre- Historic Period - Reading the prehistoric period art through the visual and socio-historical perspective.
- b. River Valley Civilisations
  - Egyptian Art and Civilisation
  - Mesopotamian Art and Civilisation

#### **THE CRETE AND MYCENIAN ART AND CIVILISATION**

**THE CLASSICAL ART** - Greek Art and Civilization - Archaic, Classical and Hellenistic Periods and its reinstatement by Roman Art.

**MEDIEVAL CHRISTIAN CONCEPT OF ART** - Early Christian Art and architecture, Byzantine Art and architecture, Romanesque Art and architecture, Gothic Art and architecture.

**RENAISSANCE PERIOD ART** - Reviving of Classical concept of art along with the Christian spirituality and scientific approach.

- Early Renaissance Period - Masaccio, Pierro Della Francesca, Donatello etc.
- Late Renaissance Period - Botticelli, Leonardo Da Vinci, Michelangelo, Raphael
- Netherland School - Durer, Bosch, Brueghel etc.

#### **DEVIATIONS IN RENAISSANCE STYLE OF ART - MANNERISM**

Artists - Titian, Tintoretto, Permignano, Caravaggio, El Greco etc.

#### **EXUBERANCE OF BEAUTY AND MASTERY - BAROQUE ART**

Artsis - Rubens, Bernini, Corregio etc.

#### **CONSERVATIVE APPROACH TO CLASSICISM - NEO CLASSICISM**

Artists - Ingre, David etc.

#### **REVOLT AGAINST CONSERVATIVISM AND RETURN TO NATURE -ROMANTICISM**

Artist - Goya, Daunmier, Gericault, Casper David Friederich, Rembrandt, Constable, Turner stc.

#### **REALISM**



## **BFA-202: AESTHETIC**

TIME: 3 HOURS

MAX. MARKS: 30 (EXAMS)

MIN. MARKS: 20 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 20

### **CONCEPT OF BEAUTY - A HISTORICAL VIEW**

- Art as Imitation - Plato
- Rereading of Plato and concept of Catharsis – Aristotle
- Longinus and Plotinus
- Thomas Aquinas
- Alexander Gottlieb Baumgarten: sensory perception
- Rene Descartes
- Aesthetics of Pure Idea - Kant
- Hegel: Spirit of the age
- Tolstoy: Art as communication
- Nietzsche
- Roger Fry and Clive Bell
- Art as Intuition – Croce
- Psychoanalysis and Art - Freud, Jung and Lacan
- Marxism
- Social Realism
- Susan Langer
- Walter Benjamin

## **BFA-203: ADVERTISING THEORY**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

1. **Introduction to Advertisement:** Village economy - post industrial revolution economy, advertising mass-production and transportation - advertising - A part of marketing - direct and indirect advertising - description of advertising - qualities of modern advertising man-advertising. and publicity —definition of advertising-advertising-an art, Science, a business and a profession —advertising to sell ideas to a nation — advertising for urban and rural communications - Prestige advertising and testimonial advertising.
2. **History of Advertising:** Pre- printing period prior to the 15th Century early printing period - from the 15th Century to 1840 – period of expansion from 1840 to 1900 period of consolidation - from 1900 to 1925 - period of Scientific development - from 1925 to 1945 - period of business and social integration - from 1945 to the present.
3. **HISTORY OF WRITING**

### **History of Visual Communication and Media**

- a) **Introduction:** What is communication? Its evolution. Its rightful place in Society. Verbal and non-verbal communication. Audio and Visual Communication. The communication 'formula' the purpose of communication as an adjunct to the study of Applied Art. A historical chronological survey of the evolution of following media of visual communication till present day.
- b) Gesture and Sign languages, Mudras.
- c) Pictures-cave paintings.
- d) Objects-Art-facts, Iconography
- e) Signs and Symbols
- f) Script evolution, Calligraphy, M.S. Books
- g) Outdoor poster (albums) till neon and electronic moving colour type display messages signs.

## **BFA-208: PRESS LAYOUT**

TIME: 10 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

For product promotion, public awareness in limited space. Typographical knowledge is very essential. Illustration skills can be very effective in conveying the message. Versatility and flexibility will be required in dealing with various kinds of clients and markets. Essentially consists of a headline, sub-headline and body text. Introduction, its relevance in today's world.

## **BFA-209: POSTER DESIGN**

TIME: 10 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

To put the message in the nut shell, boldly & directly. To create maximum out of minimum. Less copy and more of visual imagery. Self explanatory. To weed out superfluous and superficial elements and to go for bare essentials. Understanding of the poster, its relevance and importance.

## **BFA-210: DRAWING & ILLUSTRATION**

TIME: 10 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Drawing from life, full figure study, rendering in pencil monochrome, colour and ink, product, rendering, drawing from nature - observation and rendering in different media. Anatomy study of muscles - bones of human body, memory drawing rendering from environmental, events. Drawing of various products in different rendering mediums and techniques in a given space, and illustration for story books etc. in line and colour.

**Outdoor study:** Outdoor sketching with specific purpose Architectural manmade and natural objects animals, trees, flowers, Architectural features, sculptures, textiles, furniture, study of any one specific subject throughout the year.

## **BFA-211: PHOTOGRAPHY & REPRODUCTION TECHNIQUES**

TIME: 15 HOURS

MAX. MARKS: 30 (EXAMS)

PASS MARKS: 20

MIN. MARKS: 20 (SESSIONAL)

UNIV. YEAR END EXAMINATION

### **Photography and Reproduction Technique:**

1. Photography as in use in the communication design
  - a. Portraiture
  - b. Product photography
  - d. Dark-room practice- enlarging, bromide printing
  - e. Photograms , Toning
2. Reproduction Techniques:  
As applied in the communication design class
  - a) **Block Making**
    - i) Originals for reproduction
    - ii) Photographic materials and equipments
    - iii) Line negative making
    - iv) Line block making
    - v) Zinc block making / micro zinc / copper block / matrices and stereos.
  - b) **Typography**
    - i) General outline of section, tube case layout equipment and precautions.
    - ii) Simple compositions with rules and borders.
    - iii) Typographical setting with layout
    - iv) Pre-make ready of printing machine and printing in Monochrome printing due-tone and Multi-colour.
    - v) Computer type experiments and type-graphics.

### **CMPUTER GRAPHICS**

1. Computer Application in art & design.
2. Computer fundamentals.
3. Digital Design
4. Design manipulation application
5. Multimedia Project.

### **ELECTIVE**

No Exam. Only Internal (any one)

MURAL Composition Print Making Photography Fashion Design applied Arts, Textile Design and Painting.

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## THIRD YEAR BFA (APPLIED ART)

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### BFA-301: HISTORY OF FAR EASTERN ART

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

#### Chinese Art

##### (I) Painting and Sculpture

(a) Shan-Yin to early Chou sculpture (b) Early painting (c) The Han dynasty (d) Funerary stones and tiles (e) beginning of Buddhist sculpture: Yunkang (f) Wei dynasty sculpture (g) sculpture during late 6<sup>th</sup> century and Sui dynasty (h) Painting during the Three Kingdoms and Six Dynasties (i) Tang dynasty painting and sculpture: Yen Li-pen Buddhists painting court painters landscape painting (j) Sculpture during 10<sup>th</sup> and 14<sup>th</sup> century (k) Master of landscapes and figures (l) Sung Hui Tsung and the Academy (m) Birds, flowers and animals (n) The Hang-Chau Academy (o) Chan Buddhist painters (p) Supernatural and Taoist themes (q) Bamboo and plum flowers painting (s) Ming dynasty painting (t) The early painters (u) The Academy and the Che School (v) The Wu School (w) Tung Ch'i-Chang (x) Landscape painters of the Ching dynasty and (y) 17-18<sup>th</sup> century painters.

##### (II) Architecture

(a) From earliest times to the Chou dynasty: The Prehistoric Age and the Shang the Chou Dynasty (b) From Chin to the Six Dynasties: Chin Han and the Three Kingdoms (221BC-AD265). The period of the Six Dynasties (AD265-581) (c) Sui and Tang Style (d) The Five Dynasties and the Sung (907-1279): Masonry pagodas and the timber-framed buildings (e) The barbarian Empires: Liao Chin and Yuan (907-1367): Pagoda types and wooden halls and (f) Ming and Ching (1368-1912)

#### Japanese Art

##### (I) Painting and Sculpture

(a) Early Japanese art /archaic period, (b) Asuka period (552-645) and Nara period: Early (645-710) and late (710-784) (c) Heian period: Early (784-897) and late (898-1185) (d) Kamakura period (1185-1333) (e) the Yamato tradition of narrative scrolls: 12-14<sup>th</sup> centuries (f) Muromachi period (1333-1573) (g) Momoyama period (1573-1614) (h) Edo period 1615-1867 Later Kano and Tosa schools. The return of native tradition nature and Literary men "style" (i) Ukiyo-e school: early painting in 16-17<sup>th</sup> centuries and print designers of the Edo period.

##### (II) Architecture

(a) Pre Buddhist age: Houses and Shinto shrines, the tomb (b) Buddhist architecture of the Asuka and Nara periods: the monastery –temple and the buildings (c) Secular architecture of the Asuka, Nara and Heian periods: The Capital and the palace (d) Buddhist architecture of the Heian period: the monastery-temple the hall, the single-storied pagoda, tatami (e) Shinto architecture from Nara to Kamakura (f) Buddhist architecture of the Kamakura period (Tenjikuyo) The Indian style, (Karayo) the Chinese Style (Wayo), The Japanese style and (Setchuyo) the eclectic style (g) Buddhist architecture of the Kamakura period (h) Secular architecture of the Muromachi, Momoyama and Edo period and (i) Religious Architecture of the Muromachi, Momoyama and Edo.

#### Southeast Asian art

Also the art of Korea, Thailand, Cambodia Bali, Java etc.

## BFA-302: AESTHETICS

TIME: 3 HOURS

MAX. MARKS: 30 (EXAMS)

PASS MARKS: 20

MIN. MARKS: 20 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Introduction to the fundamental characteristics of Indian Aesthetics

- *NATYASASTRA OF BHARATA (RASA THEORY)*  
\* Commentators on Bharat: Lollata, Sankuka, Bhattanayaka and Abhinav gupta
- *The Alankara School (Rhetoric)* Bhamaha, Dandin, Udbhata and Rudrata
- *The Riti school (Style):* Vaman
- *The Dhvani school (Suggestion):* Anandavardhana, Abhinav Gupta and Mmmata
- *Miscellaneous Writers:* Rajash Khera Dhananjaya Kuntala ,Ksemendra, Bhoja, Mahimabhatta, Hema Chandra Ruyyaka Visvanatha ,Appayya Diksita ,Jagannatha, Mukulbhatta, Bhattatota and Vagbhata.

## **BFA-303: ADVERTISING THEORY**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

### **Marketing and Market Research:**

The nature and the scope of marketing. The nature and the scope of market research. Market research and product. Market research and production. Market research and the market. Market research and selling performance, market research and advertising. Market research and product development. Motivation research. Brand name and brand image.

### **Campaign Planning:**

What is campaign? What is campaign planning? Campaign Objectives: Factors influencing the planning of the advertising. Three main decisions in campaign planning. Three basic principles of campaign planning. Importance of unity and continuity. The Advertising appreciation. Percentage of last year sale. Percentage of expected sales, matching competitors allocation. Requirement to fulfill the objectives. Launching a new product, teaser advertisements and their importance.

### **Selection of Advertising Media:**

Selection of Appropriate Media plan. Part of the total marketing and advertising plan. How selection of media made? The product. The market the campaign objectives, The Atmosphere. The appropriation. The period-The competitive Spending –evaluation of media The character of medium. The atmosphere of the medium. The quantities and the cost of the medium. The flexibility. The medium. The size and position in the medium. The dynamism of media. Major media analysis, newspapers, magazines. Trade journals,

**Outdoor advertising:** Posters, Film, Cinema, slides, Radios Television, Exhibitions and demonstrations, Window display.

Merchandising media and point of sale material, Direct mail, miscellaneous print media special media mix for rural advertising, packaging and package design.

## **HISTORY OF WRITING:**

### **History of Visual Communication and Media**

- a) **Introduction:** What is communication? Its evolution. Its rightful place in society Verbal and non-verbal communication. Audio and Visual Communication. The Communication formula the purpose of communication as an adjunct to the study of applied art. A historical chronological survey of the evolution of following media of visual communication till present day
- b) Gesture and Sign Languages, Mudras.
- c) Picture cave paintings.
- d) Objects –Art-facts, Iconography
- e) Sign and Symbols
- f) Script evolution, Calligraphy, M.S. Books
- g) Outdoor poster (album) till neon and electronic moving color type display messages signs

## **BFA-308: PRESS LAYOUT**

TIME: 15 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

For product promotion, public awareness in limited Space. Typographical knowledge is very essential, Illustration skills can be very effective in conveying the message. Versatility and flexibility will be required in dealing with various kinds of clients and markets. Essentially consists of a headline, sub headline and body text. How to market a product. To be consumer conscious, without neglecting aesthetic appeal.

## **BFA-309: POSTER DESIGN**

TIME: 15 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

To put the message in a nut shell, boldly and directly. To create maximum out of minimum .Less copy or more of visual imagery. Self explanatory. To weed out superfluous and superficial elements and to go for bare essentials Finer nuances of poster, for promotion and awareness.

## **BFA-310: DRAWING & ILLUSTRATION**

TIME: 15 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Drawing from life, full figure study, rendering in pencil monochrome, color and ink, product, rendering, drawing from nature - observation and rendering mediums and techniques in a given space and illustration for story books etc. in line and colour.

**Outdoor Study:** Outdoor sketching with specific purpose architectural manmade and natural objects animals trees flowers features architectural, features, sculptures, textiles, furniture, study of any one specific subject throughout the year.



## **BFA-311: PHOTOGRAPHY & REPRODUCTION TECHNIQUES**

TIME: 15 HOURS

MAX. MARKS: 30 (EXAMS)

PASS MARKS: 20

MIN. MARKS: 20 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Photography assignments communications will be as applied to graphic design. The practical assignments as per the visualization of the comprehensive design prepared under the subjects Graphic Design.

### **COMPUTER GRAPHICS**

- Multimedia principals
- Multimedia design
- Digital image
- Creative digital design
- Multimedia Project

### **ELECTIVE**

*No Exam. Only Internal (any one)*

Mural composition, Print Making Photography, Fashion Design, Applied Arts, Tetile, Design, Painting.

**FINAL YEAR  
BFA (APPLIED ART)**

**BFA-401: HISTORY OF MODERN INDIAN ART**

TIME: 3 HOURS

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

## The idea / concept of Indian Modernism

- Art in the 19<sup>th</sup> century / Company School.
- Raja Ravi Varma and the contemporaries
- The period of Revivalism and its impact: Abanindranath Tagore, Nandalal Bose,
- Asit Kumar haldar, M.A.R. Chugrai, Kshitindranath Majumdar, etc.
- Pioneers of modern art language: Gaganendra NathTagore, Rabindranath Tagore,
- Amreta sher – Gil, Yamini Roy, Ram Kinkar, Benode BehariMukherjee, D.P. Roychoudhary.
- Art and political movements: Chitta Prasad, Somnath Hore, Jainul Abedin.
- Other artists of 30s and 40s: sharadaUkil, Barada Ukil, etc.
- Progressive Artists’ movements in Mumbai, Calcutta and Delhi
- 60s’ international abstraction
- Neo Tantricisim
- Cholamandal
- 70s: Calcutta, Delhi and Mumbai
- Narrative in Contemporary Art
- 80s: expressionist developments
- Last decade of 20<sup>th</sup> century

## **BFA-402: HISTORY OF MODERN WESTERN ART**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

### **WHAT IS MODERNISM – A HISTORICAL PREAMBLE**

#### **PRELUDE TO MODERNISM**

- Impressionism – A magic of light
- Artists- Manet, Renior, Monet, Degas, Berth Morrisot, Mary Cassat ect.
- Pointillism – Seurat
- Van Gogh – Search for Personal art language
- Paul Gauguin – Search for lost paradise
- Cezanne – Search of language through cubes
- Toulous Lautrec- Art of Café
- Symbolism – world of Symbols
- Between tradition and modernity – Rodin and other sculptors

#### **BREAK WITH THE HISTORY**

- Crisis of Modern consciousness – Edward Munch
- Breaking the form – Cubism
- Expressionism of Picasso
- Classicism of Braque
- Cubism in Sculptures - Zadkin, Lipchitz
- Futurism
- The primitive in the Fauves – their classic representative Matisse

#### **EXPRESSION AND FORM**

- German Expressionism
- The “Brucke” Painters – Kirchner, Kokoshka etc.
- The Blue Rider artists – Search in Spiritual in art, Kandinsky, Paul, Klee etc.
- Abstraction in thought and art – Klee Kandinsky, Brancusi, etc.
- Henry Moore and new developments in Sculpture in Britain

#### **REVOLT OF MATERIAL AND PSYCHE**

- Dadaism – Duchamp, Man Ray etc,
- The Search of language through Dream – Surrealism
- Artists – Dali, Magritt, Andre Breton, Chirico, Chagall, Giacometti etc.

#### **ABSTRACTION AS INTERNATIONAL STYLE**

- Shift from Paris to New York
- Abstract Expressionism – Jackson Pollock, William de Kooning Mark Rothko etc.

#### **SIXTIES AND POST SIXTIES OF TWENTIETH CENTURY ART**

- Pop art – Redefining Popular Culture – Andy Warhol, Roy Lichenstein, Jasper Johns etc.
- Minimalist Art – condensation of reality – Donal Judd, Robert Morris, Frank Stella etc.
- Conceptual Art- Joseph Beuys and later developments.

## **BFA-403: ADVERTISING THEORY**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

operations – how the agency works – the account executive – security the client – selling service – collection of relevant data – the marketing and advertising plan – the creative department – creative advertising – the studio – the production department- media and scheduling – why advertising, agency service.

### **Advertising as a Vocation:**

List of positions in advertising – advertising agencies - manufactures - printing houses - market research organizations.

### **The Legal Aspects of Advertising:**

Status of advertising agents – Outdoor advertising – Advertisement in news papers and magazines – Cinematography of screen advertising = radio and Television advertising - advertising contracts- consequences Of advertising – defamation – slander of goods – passing off Copy right trademarks – miscellaneous – other laws Affecting advertising – puffery and guaranteed Advertisements – Competition and cross words – indecent advertisements

## **BFA-409: PRESS LAYOUT**

TIME: 25 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

For product promotion, public awareness in limited space. Typographical knowledge is very essential; illustration skills can be very effective in conveying the message. Versatility and flexibility will be required in dealing with various kinds of Clients and markets. Essentially consists of a headline, sub-headline and body text.

To create a press campaign. To be able to comprehend the finer points of press layout and also to go beyond the essentials.

## **BFA-410: POSTER DESIGN**

TIME: 20 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

To put the message in a nutshell, boldly and directly. To create maximum out of minimum. Less copy or more of Visual imagery. Self explanatory. To weed out superfluous and superficial elements and to go for bare essentials. Finer Nuances of poster, for promotion and awareness.

## **BFA-411: DRAWING & ILLUSTRATION**

TIME: 20 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Drawing from film life and nature. Rendering of figure drawing in colour, figure in action, group of two or more, study of nature (outdoor study) methods of stylization.

Drawing required for illustration, Rendering drawing required for illustration. Rendering of illustration as applied to specific purpose, study of human anatomy.

Illustration for books and magazines and allied publications.

## **LETTERING: CALLIGRAPHY / TYPOGRAPHY**

*(No Exam. Only Internal)*

Visual message by organization of space, copy, fitting, Identification of typefaces, designing a page, typography for editorial art, application of lettering and typography for various media. Press advertisements. Poster, Direct mail. Point of Scale exhibition and display.

Assignment in calligraphy - scrolls, scriptures, certification invitation Cards, folio design, assignment in typography - based on re - designing of existing material or evolving new designs for effective communication.

## **AD CAMPAIGN**

Press Ad/ Magazine Ad/ Poster Design / Folder Design etc.

## **COMPUTER GRAPHICS**

- Multimedia & digital
- Application in different image.
- Applied design practice in different fabrics & relate products.
- Print media & publishing.
- Multimedia project.

## **ELECTIVE**

*(No Exam. Only Internal) Any One*

Mural Composition, Print Making, Photography, Fashion Design, Applied Art, Textile Design, Painting.

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## **SECOND YEAR BFA (FASHION DESIGN)**

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### **BFA-201: HISTORY OF WESTERN ART**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

#### **THE BEGINING OF ART AND CIVILISATION**

- a. Pre- Historic Period - Reading the prehistoric period art through the visual and socio-historical perspective.
- b. River Valley Civilisations
  - Egyptian Art and Civilisation
  - Mesopotamian Art and Civilisation

#### **THE CRETE AND MYCENIAN ART AND CIVILISATION**

**THE CLASSICAL ART** - Greek Art and Civilization - Archaic, Classical and Hellenistic Periods and its reinstatement by Roman Art.

**MEDIEVAL CHRISTIAN CONCEPT OF ART** - Early Christian Art and architecture, Byzantine Art and architecture, Romanesque Art and architecture, Gothic Art and architecture.

**RENAISSANCE PERIOD ART** - Reviving of Classical concept of art along with the Christian spirituality and scientific approach.

- Early Renaissance Period - Masaccio, Pierro Della Francesca, Donatello etc.
- Late Renaissance Period - Botticelli, Leonardo Da Vinci, Michelangelo, Raphael
- Netherland School - Durer, Bosch, Brueghel etc.

#### **DEVIATIONS IN RENAISSANCE STYLE OF ART - MANNERISM**

Artists - Titian, Tintoretto, Permignano, Caravaggio, El Greco etc.

#### **EXUBERANCE OF BEAUTY AND MASTERY - BAROQUE ART**

Artsis - Rubens, Bernini, Corregio etc.

#### **CONSERVATIVE APPROACH TO CLASSICISM - NEO CLASSICISM**

Artists - Ingre, David etc.

#### **REVOLT AGAINST CONSERVATIVISM AND RETURN TO NATURE -ROMANTICISM**

Artist - Goya, Daunmier, Gericault, Casper David Friederich, Rembrandt, Constable, Turner stc.

#### **REALISM**

## **BFA-205: FASHION THEORY**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

- Fashion & Designing
- Costumes & Jewellery of Gupta & Mughal period
- Relevance of colour for a Designer.
- Principles of designing fashionable apparel.

### **Different terms related to fashion & designing:**

Fashion Prediction, Fashion Collection, Fashion Cycle, Imitation Jewellery, Avant Garde, Pattern Making, Dart Manipulation, Chick, Marketing, Kasuti, Chikankari, Kantha, Kashidakari, Phoolkari, Angarakha, Baluchari, Zardoji, Bajuband, Muga Silk, Cholika, Niska, Veni, Dabka, Coutouriere, Apparel, Adornment, Accessory, Pret-a-Porter, Custom made, Brocade, Retro, Style, Yarn, Mekhala, Uttariya, Niska, Veman, Kundala, Avi, Vijayantika, Kankala-Kundala, Dehri, Valaya



## **BFA-215: PATTERN MAKING & DRAPING**

TIME: 6 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Students are made aware of basic pattern making how to start the pattern making from the basic block.....to the full garment. Basic skills of pattern making are thoroughly practiced. Learning the skills of the exact body measurement by draping method. Perfect pattern is developed by draping skill of exact pattern making from the basic bodice block to full body block is learnt through different techniques.

## **BFA-216: FASHION MODEL DRAWING & SKETCHING**

TIME: 5 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Sketching is essential to express your ideas. Drawing skills are developed to sketch figure & garments with speed. Sketching the figure with proportions is practiced.

## **BFA-217: GARMENT CONSTRUCTION**

TIME: 8 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Awareness to the garments construction, how fabric is shaped into garment. Different types of seams, stitches, embroidery techniques are studied.

## **BFA-218: FASHION ART**

TIME: 4 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

It makes students aware of the fashion arts, different & ideas of fashion art, fashion styles, are giving through study and created. Different types of fashion art still makes student more creative. Drafting the fashion cuts on to the paper through fashion sketching.

### **COMPUTER APPLICATION**

- Students are made familiar with computer application
- Fundamental Computer applications are studied
- Computer application in art & design
- Computer fundamental
- Multimedia Illustration

### **ELECTIVE**

Mural Composition, Print Making, Photography, Fashion Design, Applied Arts, Computer Graphics, Textile Design, Painting,

### **TEXTILE & YARN CRAFT**

Students are given basic knowledge of textile , fibre , yarns .how fashion is produced from yarns. Base of yarn craft are studied.

### **INTERNSHIP & PROJECT WORK**

Students undertake a 4 weeks internship programme. These exercises make students aware to the real working environment & submit a project report

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## **THIRD YEAR**

### **BFA (FASHION DESIGN)**

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#### **BFA-301: HISTORY OF FAR EASTERN ART**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

#### **Chinese Art**

##### **(I) Painting and Sculpture**

(a) Shan-Yin to early Chou sculpture (b) Early painting (c) The Han dynasty (d) Funerary stones and tiles (e) beginning of Buddhist sculpture: Yunkang (f) Wei dynasty sculpture (g) sculpture during late 6<sup>th</sup> century and Sui dynasty (h) Painting during the Three Kingdoms and Six Dynasties (i) Tang dynasty painting and sculpture: Yen Li-pen Buddhists painting court painters landscape painting (j) Sculpture during 10<sup>th</sup> and 14<sup>th</sup> century (k) Master of landscapes and figures (l) Sung Hui Tsung and the Academy (m) Birds, flowers and animals (n) The Hang-Chau Academy (o) Chan Buddhist painters (p) Supernatural and Taoist themes (q) Bamboo and plum flowers painting (s) Ming dynasty painting (t) The early painters (u) The Academy and the Che School (v) The Wu School (w) Tung Ch'i-Chang (x) Landscape painters of the Ching dynasty and (y) 17-18<sup>th</sup> century painters.

##### **(II) Architecture**

(a) From earliest times to the Chou dynasty: The Prehistoric Age and the Shang the Chou Dynasty (b) From Chin to the Six Dynasties: Chin Han and the Three Kingdoms (221BC-AD265). The period of the Six Dynasties (AD265-581) (c) Sui and Tang Style (d) The Five Dynasties and the Sung (907-1279): Masonry pagodas and the timber-framed buildings (e) The Barbarian Empires: Liao Chin and Yuan (907-1367): Pagoda types and wooden halls and (f) Ming and Ching (1368-1912)

#### **Japanese Art**

##### **(I) Painting and Sculpture**

(a) Early Japanese art /archaic period, (b) Asuka period (552-645) and Nara period: Early (645-710) and late (710-784) (c) Heian period: Early (784-897) and late (898-1185) (d) Kamakura period (1185-1333) (e) the Yamato tradition of narrative scrolls: 12-14<sup>th</sup> centuries (f) Muromachi period (1333-1573) (g) Momoyama period (1573-1614) (h) Edo period 1615-1867 Later Kano and Tosa schools. The return of native tradition nature and Literary men "style" (i) Ukiyo-e school: early painting in 16-17<sup>th</sup> centuries and print designers of the Edo period.

##### **(II) Architecture**

(a) Pre Buddhist age: Houses and Shinto shrines, the tomb (b) Buddhist architecture of the Asuka and Nara periods: the monastery –temple and the buildings (c) Secular architecture of the Asuka, Nara and Heian periods: The Capital and the palace (d) Buddhist architecture of the Heian period: the monastery-temple the hall, the single-storied pagoda, tatami (e) Shinto architecture from Nara to Kamakura (f) Buddhist architecture of the Kamakura period (Tenjikuyo) The Indian style, (Karayo) the Chinese Style (Wayo), The Japanese style and (Setchuyo) the eclectic style (g) Buddhist architecture of the Kamakura period (h) Secular architecture of the Muromachi, Momoyama and Edo period and (i) Religious Architecture of the Muromachi, Momoyama and Edo.

#### **Southeast Asian art**

Also the art of Korea, Thailand, Cambodia Bali, Java etc.

## **BFA-305: FASHION THEORY**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

History of western costumes. History of western costumes start from the history to the present day are studied. How different types of fashion come in different period are made aware to students. Marketing skills are studied to students to enable their selling skills. What are different techniques of marketing and merchandising studies.

## **BFA-315: PATTERN MAKING & DRAPING**

TIME: 6 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

More advanced techniques of draping are taught & more creative skills Of draping are learnt. Minute techniques of draping are very finally and deeply studied.

Advanced pattern making skills are learnt. Different types of Garment. Pattern making is skilled to the students. Complex pattern making is studied. Indian and western both styles of pattern making are studied.

## **BFA-316: FASHION MODEL DRAWING & SKETCHING**

TIME: 5 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Drawing life drawing, sketching techniques are practiced. Use of different materials for fashion illustration is skilled to students.

## **BFA-317: GARMENT CONSTRUCTION**

TIME: 8 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

After pattern making design needs to come in real fabric. Clothing construction is the step converting the fabric in apparel. Different types of garment making techniques are thoroughly studied. Apparel design can be enhanced with seams, stitches, embroidery etc.

## **BFA-318: FASHION ART**

TIME: 4 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Art of fashion styles of different kinds of wears is treated to the students. Different arts of men's wear are made clear to the students under art vs Fashion correlation is taught.

Fashion drawing is a way of expressing ideas on papers. The presentation of the work is external important. Drawing should be clear, including the details of the silhouettes and how garments would be cut drawing and these styles to enhance the creative skills of students.

### **COMPUTER APPLICATION**

- Multimedia principles in fashion
- Image manipulation application techniques
- Digital drawing & illustration

### **ELECTIVE**

Mural composition, Print Making Textile Design, Fashion Design, Painting Applied Art, Photography, Computer Graphics.

### **INTERNSHIP**

Students are required to take a 6 –week Internship programme. The main objective of this exercise is to enable the students to get an insight into real working environment.

### **CRAFT DOCUMENTATION & SURVEY**

Students in small groups undertaken a 3 –week craft survey and record the country's age old craft, costumes and accessory tradition. Students undertook a deep rooted research in the craft and its history & evolution. This provides them with an opportunity to interact directly with craftsmen.

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## FINAL YEAR BFA (FASHION DESIGN)

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### BFA-401: HISTORY OF MODERN INDIAN ART

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

#### **The idea / concept of Indian Modernism**

- Art in the 19<sup>th</sup> century / Company School.
- Raja Ravi Varma and the contemporaries
- The period of Revivalism and its impact: Abanindranath Tagore, Nandalal Bose,
- Asit Kumar haldar, M.A.R. Chugrai, Kshitindranath Majumdar, etc.
- Pioneers of modern art language: Gaganendra Nath Tagore, Rabindranath Tagore,
- Amrita Sher-Gil, Yamini Roy, Ram Kinkar, Benode Behari Mukherjee, D.P. Roychoudhary.
- Art and political movements: Chitta Prasad, Somnath Hore, Jainul Abedin.
- Other artists of 30s and 40s: Sharada Ukil, Barada Ukil, etc.
- Progressive Artists' movements in Mumbai, Calcutta and Delhi
- 60s' international abstraction
- Neo Tantricism
- Chhambhambh
- 70s: Calcutta, Delhi and Mumbai
- Narrative in Contemporary Art
- 80s: expressionist developments
- Last decade of 20<sup>th</sup> century

## **BFA-405: FASHION THEORY**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 40

- Properties of Natural and manmade fabrics.
- Various types of fabrics:
  - Spandey
  - Chambray
  - Corduroy
  - Acetate
  - Acrylic
  - Dupont silk Linen
  - Glass
  - Elastometric fibres
  - Muslim
- Merchandising - Process and Role of a Merchandiser in Fashion business & Export House.
- Fashion forecasting. Old and New fashion.
- Market Segmentation. Process and need of segmentation.

## **BFA-406: APPAREL FABRIC STUDIES & FUNDAMENTAL OF APPAREL PRODUCTION**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 40

- Apparel Production
- Cost sheet
- Cost- analysis
- Weaving and Knitting
- Fabric selection for designers
- Merchandising function
- Development of a sample garment
- Couture and the Pret- a-Porter
- Grade specifications
- Perfect combination

### **Different terms:**

- Fabric
- Knock offs
- Lyera
- P.V.
- Tulle
- Organdy
- Jute
- Gighami
- Seer sucker
- Story boards
- Telly
- Cust sheet
- Colour ways
- Quality control
- Grading



## **BFA-415: PATTERN MAKING & DRAPING**

TIME: 6 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Students create their own pattern according to their styles. As per their own design requirement students make creative pattern. Students learn the grading system for different pattern & garments styles required.

## **BFA-416: FASHION MODEL DRAWING & SKETCHING**

TIME: 5 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

More advanced styles of fashion's drawing are deeply stressed on students are made aware of the different areas of fashion drawing & the illustration skills. Use of all kinds of drawing Medias. How to develop drawing from the image / photography or life. Different types of colours, papers and techniques are followed to create good presentation. How to create the feel of real fabric, texture is created.

## **BFA-417: FASHION ART & ACCESSORIES**

TIME: 4 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Fashion art of different designs and concepts of the world are made aware to the students. Different types of cuts styles are given detailed study and how to follow & inspire we studied to the students.

Different concepts like, kids wear, knit wear, fashion photography & fashion accessories are undertaken to make students complete know how of different aspects of fashion industry.

### **COMPUTER (CAD)**

More advanced techniques of designing through computers are studied. Practical study of computer aided designing and different computer skills are studied.

### **DESIGN COLLECTION & PROJECT WORK**

The design collection will encapsulate the various skills grasped during the years of course. The design collection will be the reflection of the designer's creativity in the area of garment development combined with textile designers.

### **ELECTIVE**

Mural Composition, print Making, Photography, Clay Modeling, Textile Design / Batik, Computer Graphics, Textile Design.

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## **SECOND YEAR BFA (TEXTILE DESIGN)**

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### **BFA-201: HISTORY OF WESTERN ART**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

#### **THE BEGINING OF ART AND CIVILISATION**

- a. Pre- Historic Period - Reading the prehistoric period art through the visual and socio-historical perspective.
- b. River Valley Civilisations
  - Egyptian Art and Civilisation
  - Mesopotamian Art and Civilisation

#### **THE CRETE AND MYCENIAN ART AND CIVILISATION**

**THE CLASSICAL ART** - Greek Art and Civilization - Archaic, Classical and Hellenistic Periods and its reinstatement by Roman Art.

**MEDIEVAL CHRISTIAN CONCEPT OF ART** - Early Christian Art and architecture, Byzantine Art and architecture, Romanesque Art and architecture, Gothic Art and architecture.

**RENAISSANCE PERIOD ART** - Reviving of Classical concept of art along with the Christian spirituality and scientific approach.

- Early Renaissance Period - Masaccio, Piero Della Francesca, Donatello etc.
- Late Renaissance Period - Botticelli, Leonardo Da Vinci, Michelangelo, Raphael
- Netherland School - Durer, Bosch, Brueghel etc.

#### **DEVIATIONS IN RENAISSANCE STYLE OF ART - MANNERISM**

Artists - Titian, Tintoretto, Veronese, Caravaggio, El Greco etc.

#### **EXUBERANCE OF BEAUTY AND MASTERY - BAROQUE ART**

Artists - Rubens, Bernini, Corregio etc.

#### **CONSERVATIVE APPROACH TO CLASSICISM - NEO CLASSICISM**

Artists - Ingres, David etc.

#### **REVOLT AGAINST CONSERVATISM AND RETURN TO NATURE -ROMANTICISM**

Artist - Goya, Delacroix, Gericault, Casper David Friedrich, Rembrandt, Constable, Turner etc.

#### **REALISM**

## **BFA-204: TEXTILE THEORY**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 40

Theory about all practicals done in classroom.

## **BFA-212: DESIGN LAYOUT**

TIME: 10+10 HOURS

MAX. MARKS: 60 (EXAMS)

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 40

Design for practical work. Understanding the basics of layout principles. Creating layouts in two-ways and non-directional layouts. The importance of colour relationship is stressed. (As per practical work)

## **BFA-213: WEAVING**

TIME: 20 HOURS

MAX. MARKS: 90 (EXAMS)

MIN. MARKS: 60 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 60

(A) Dahree, Aasan (Tapestry) (12" \* 16")

(B) Plain weave and its ornamentation of basic weaves: plain, twill, satin and sateen, pointed, diamond, spotted and figured, stripe and check effect (point paper exercise) (6" \* 8")

## **BFA-214: PRINTING & DYEING**

TIME: 10+10 HOURS

MAX. MARKS: 90 (EXAMS)

MIN. MARKS: 60 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 40

Tie and dye, block print, stencil print, batik. (Min 1 mt.)

## **COMPUTER APPLICATION**

- Computer Application in Art & Design
- Computer Fundamentals
- Digital Design
- Design Manipulation & Application

## **ELECTIVE**

Mural composition, print making, photography, textile design, computer graphics, applied art, painting, fashion design.

## **CRAFT DOCUMENTATION & SURVEY**

Students in small groups undertaken a 1-week craft survey and record the country's age old craft, costumes and accessory tradition. Students undertake a deep rooted research in the craft and its history and evolution. This provides them with an opportunity to interact directly with the craftsmen.

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## **THIRD YEAR**

### **BFA (TEXTIL DESIGN)**

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#### **BFA-301: HISTORY OF FAR EASTERN ART**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

#### **Chinese Art**

##### **(I) Painting and Sculpture**

(a) Shan-Yin to early Chou sculpture (b) Early painting (c) The Han dynasty (d) Funerary stones and tiles (e) beginning of Buddhist sculpture: Yunkang (f) Wei dynasty sculpture (g) sculpture during late 6<sup>th</sup> century and Sui dynasty (h) Painting during the three Kingdoms and Six Dynasties (i) Tang dynasty painting and sculpture: Yen Li-pen Buddhists painting court painters landscape painting (j) Sculpture during 10<sup>th</sup> and 14<sup>th</sup> century (k) Master of landscapes and figures (l) Sung Hui Tsung and the Academy (m) Birds, flowers and animals (n) The Hang-Chau Academy (o) Chan Buddhist painters (p) Supernatural and Taoist themes (q) Bamboo and plum flowers painting (s) Ming dynasty painting (t) The early painters (u) The Academy and the Che School (v) The Wu School (w) Tung Ch'i-Chang (x) Landscape painters of the Ching dynasty and (y) 17-18<sup>th</sup> century painters.

##### **(II) Architecture**

(a) From earliest times to the Chou dynasty: The Prehistoric Age and the Shang the Chou Dynasty (b) From Chin to the Six Dynasties: Chin Han and the Three Kingdoms (221BC-AD265). The period of the Six Dynasties (AD265-581) (c) Sui and Tang Style (d) The Five Dynasties and the Sung (907-1279): Masonry pagodas and the timber-framed buildings (e) The barbarian Empires: Liao Chin and Yuan (907-1367): Pagoda types and wooden halls and (f) Ming and Ching (1368-1912)

#### **Japanese Art**

##### **(I) Painting and Sculpture**

(a) Early Japanese art /archaic period, (b) Asuka period (552-645) and Nara period: Early (645-710) and late (710-784) (c) Heian period: Early (784-897) and late (898-1185) (d) Kamakura period (1185-1333) (e) the Yamato tradition of narrative scrolls: 12-14<sup>th</sup> centuries (f) Muromachi period (1333-1573) (g) Momoyama period (1573-1614) (h) Edo period 1615-1867 Later Kano and Tosa schools. The return of native tradition nature and Literary men "style" (i) Ukiyo-e school: early painting in 16-17<sup>th</sup> centuries and print designers of the Edo period.

##### **(II) Architecture**

(a) Pre Buddhist age: Houses and Shinto shrines, the tomb (b) Buddhist architecture of the Asuka and Nara periods: the monastery –temple and the buildings (c) Secular architecture of the Asuka, Nara and Heian periods: The Capital and the palace (d) Buddhist architecture of The Heian period: the monastery-temple the hall, the single-storied pagoda, tatami (e) Shinto architecture from Nara to Kamakura (f) Buddhist architecture of the Kamakura period (Tenjikuyo) The Indian style, (Karayo) the Chinese Style (Wayo), The Japanese style and (Setchuyo) the eclectic style (g) Buddhist architecture of the Kamakura period (h) Secular architecture of the Muromachi, Momoyama and Edo period and (i) Religious Architecture of the Muromachi, Momoyama and Edo.

#### **Southeast Asian art**

Also the art of Korea, Thailand, Cambodia Bali, Java etc.

## **BFA-304: TEXTILE THEORY**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 40

Traditional Textiles of different states.

Fine and woven

## **BFA-312: DESIGN LAYOUT**

TIME: 10+10 HOURS

MAX. MARKS: 60 (EXAMS)

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 40

Exercise in fabric design

**(As per practical works)**

## **BFA-313: WEAVING**

TIME: 10+10 HOURS

MAX. MARKS: 90 (EXAMS)

MIN. MARKS: 60 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 60

- (A) Some important weaves or advanced weaves:  
Matt, Rib, Honeycomb, Mockleno, Hucck-a-Back, Colour and weave effect (6"\*8")
- (B) Figuring techniques using warp, weft, exta, warp, extra weft, analysis of woven samples  
practical works for dress material / furnishing (6"\*14")
- (C) Carpet weaving (Pile) (12"\*14")

## **BFA-314: PRINTING & DYEING**

TIME: 10+10 HOURS

MAX. MARKS: 90 (EXAMS)

PASS MARKS: 60

MIN. MARKS: 60 (SESSIONAL)

UNIV. YEAR END EXAMINATION

Design of Bagroo Dabhu Sangner, Farukhabad, Calico, Screen Printing Design, Practical work for dress material / furnishing.

**(Any two and two colour)**

(Min 1.5 mt.)

### **COMPUTER APPLICATION**

- Multimedia Principles
- Multimedia Design
- Digital Image & Texture
- Creative Digital Design

### **ELECTIVE**

Moral composition, print making, photography, textile design, computer graphics, applied art, painting, fashion design.

### **INTERNSHIP**

Students are required to take a 6 week internship programme. The main objective of this exercise is to get an insight in to real working environment.

### **CRAFT DOCUMENTATION & SURVEY**

Students in small groups undertaken a 3-week craft survey and records the countries age old craft, costumes and accessory tradition. Students undertaken a deep rooted research in the craft and its history and evolution. This provides them with an opportunity to interact directly with the craftsmen.



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## FINAL YEAR BFA (TEXTILE DESIGN)

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### BFA-401: HISTORY OF MODERN INDIAN ART

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

PASS MARKS: 40

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

#### **The idea / concept of Indian Modernism**

- Art in the 19<sup>th</sup> century / Company School.
- Raja Ravi Varma and the contemporaries
- The period of Revivalism and its impact: Abanindranath Tagore, Nandalal Bose,
- Asit Kumar haldar, M.A.R. Chugrai, Kshitindranath Majumdar, etc.
- Pioneers of modern art language: Gaganendra Nath Tagore, Rabindranath Tagore,
- Amrita Sher-Gil, Yamini Roy, Ram Kinkar, Benode Behari Mukherjee, D.P. Roychoudhary.
- Art and political movements: Chitta Prasad, Somnath Hore, Jainul Abedin.
- Other artists of 30s and 40s: Sharada Ukil, Barada Ukil, etc.
- Progressive Artists' movements in Mumbai, Calcutta and Delhi
- 60s' international abstraction
- Neo Tantricism
- Chola Mandal
- 70s: Calcutta, Delhi and Mumbai
- Narrative in Contemporary Art
- 80s: expressionist developments
- Last decade of 20<sup>th</sup> century

## **BFA-404: TEXTILE THEORY**

TIME: 3 HOURS

MAX. MARKS: 60 (EXAMS)

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 40

### **Traditional Textiles:**

Students are given lectures on historical background of Indian and world traditional textiles – Dyed printed, woven, embroidered and non-loom textiles, their development of designs, fabric uses and technical details.

## **BFA-412: DESIGN LAYOUT**

TIME: 10+10 HOURS

MAX. MARKS: 60 (EXAMS)

MIN. MARKS: 40 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 40

### **For Furnishing and Dress Material**

(As per practical work)

## **BFA-413: WEAVING**

TIME: 10+10 HOURS

MAX. MARKS: 90 (EXAMS)

MIN. MARKS: 60 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 60

Handling of various types of material for practical work. Combination of different types of weave or advanced weave (24”\*36”) / (10”\*12”)

## **BFA-414: PRINTING & DYEING**

TIME: 10+10 HOURS

MAX. MARKS: 90 (EXAMS)

MIN. MARKS: 60 (SESSIONAL)

UNIV. YEAR END EXAMINATION

PASS MARKS: 60

Using different types of pigment and dyes for furnishing, dress material printing: Block, screen, discharge, resist, etc.

### **Dyes: Direct, basic, azoic, rapid, reactive, vat, etc.**

(Any two multicolour) (Min-1½ mt.)

## **COMPUTER APPLICATION**

- Multimedia & Digital
- Application in different image
- Applied design practice in different fabric and related products.

## **DESIGN COLLECTION & PROJECT WORK**

The design collection will encapsulate the various skills grasped during the years of course. The design collection will be the reflection of the designer's creativity in the area of garment development combined with textile designs.

## **ELECTIVE**

Moral composition, print making, photography, textile design, computer graphics, applied art, painting, fashion design.