



HINDUSTAN

INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)

SCHOOL OF LIBERAL ARTS AND SCIENCE

CURRICULUM AND SYLLABUS

Under CBCS

(Applicable for Students admitted from Academic Year 2018-19)

B. Sc. Visual Communication

SCHOOL OF LIBERAL ARTS AND APPLIED SCIENCES

**HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE
VISION AND MISSION**

MOTTO

“TO MAKE EVERY MAN A SUCCESS AND NO MAN A FAILURE.”

VISION

To be an International Institute of Excellence, providing a conducive environment for education with a strong emphasis on innovation, quality, research and strategic partnership blended with values and commitment to society.

MISSION

- To create an ecosystem for learning and world class research.
- To nurture a sense of creativity and innovation.
- To instill highest ethical standards and values with a sense of professionalism.
- To take up activities for the development of Society.
- To develop national and international collaboration and strategic partnership with industry and institutes of excellence.
- To enable graduates to become future leaders and innovators.

VALUE STATEMENT

- Integrity, Innovation, Internationalization

**B. Sc. Visual Communication
VISION AND MISSION**

VISION

To equip our students with Critical and Logical thinking coupled with clear communication, creative and ethical for their lifelong success in their career

MISSION

The Institute has identified itself with a mission to provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development and to offer quality education in all spheres of Engineering, Technology, Applied Sciences, Architecture, Fashion Design and Management studies without compromising on the quality and code of ethics.

B. Sc. Visual Communication
PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The program is expected to enable the students to

- PEO I** The graduates will be technically competent to excel in Media industry and to pursue higher studies.
- PEO II** the graduates will be able to setup their own studio.
- PEO III** the graduates will be able to work in 3D modeling animation and visual effects field.
- PEO IV** the graduates will possess the skills to develop economically and technically using the knowledge to ensure their own department in industry.
- PEO V** the graduates will be become a wild life photographer, wedding photographer, candid photographer.
- PEO VI** the graduates will have effective communication skill, team spirits, ethical principles and desire for lifelong learning and creative skills to succeed in their professional career.
- PEO VII** the graduates will have efficient to start and run to be an own entrepreneur.

PROGRAM OUTCOMES (ALIGNED WITH GRADUATE ATTRIBUTES) (PO)

At the end of this program, graduates will be able to

- PO1** To develop the ability to use critical, analytical, and deep in thought thinking and analysis in visual communication.
- PO2** Media studies and its' reflect on social and moral responsibilities in students' professional life.
- PO3** To gain knowledge and self-confidence in the distribution of project/research outputs in the fields of Media Arts, Design, and Visual Effects.
- PO4** Work responsibly and creatively as an individual or as a member or leader of a team and in all the multidisciplinary environments.
- PO5** To communicate effectively by oral, written, graphical and technical means and have competency in visual languages
- PO6** Independently reach and obtain information, and develop appreciation of the need for continuous learning.
- PO7** Apply knowledge of art history, theories and principles to traditional and digital drawing and design skills for visual communication applications relevant to modern applied art markets.
- PO8** To provide adequate basic understanding about Media Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence

PROGRAM SPECIFIC OUTCOMES (PSO)

- PSO1:** A better understanding on communication elements and process
- PSO2:** Enable the students to handle still and video camera
- PSO3:** Enable the students to use computer, create graphic, and web designs
- PSO4:** A better insight on film production and appreciation
- PSO5:** Enable the students to produce the media text as their own

ACADEMIC REGULATIONS FOR

B.A / B. Sc / BBA/ B.COM/BCA DEGREE PROGRAMME

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I. PREAMBLE

As per the recommendations of UGC, the Hindustan Institute of Technology and Science (HITS) has introduced Choice Based Credit System (CBCS) from the academic year 2015-16. Choice Based Credit System (CBCS) is a proven, flexible mode of learning in higher education which facilitates a student to have guided freedom in selecting his/her own choices of courses in the curriculum for completing a degree program. CBCS offers a flexible system of learning.

The system permits a student to

- (i) Learn at their own pace through flexible registration process.
- (ii) Choose electives from a wide range of courses offered by parent and other departments.
- (iii) Undergo additional courses to acquire the required number of credits for obtaining Liberal Arts / Applied Science (Hons.)
- (iv) Undergo additional courses in their special areas of interest and earn additional credits to obtain Liberal Arts /Applied Science with Minor Specialization.
- (v) Adopt an interdisciplinary approach in learning.
- (vi) Avail transfer of Credits.
- (vii) Gain Non – CGPA credits to enhance skill/employability by taking up project work, entrepreneurship, co-curricular and vocational training.
- (viii) Make the best use of the expertise of available faculty.
- (ix) Learn and earn credits through MOOC and Project Based Learning.
- (x) Enhance their Knowledge, Skill and Attitude through participation in innovative Curriculum Design, Delivery and Assessments.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with a focus on Project Based Learning and Industrial Training so as to enable the students become eligible and fully equipped for employment in industries, higher studies or entrepreneurship.

II. DEFINITIONS AND NOMENCLATURE

In these Regulations, unless the context otherwise requires:

1. “Programme” means, Degree Programme that is Undergraduate Degree in Liberal Arts /Applied Science Stream Programme.
2. “Discipline” means, specialization or branch of Degree Programme, [E.g. Fashion Design, Computer Applications, Commerce, Viscom, Arts etc.,].
3. “Course” means a theory or practical subject that is normally studied in a semester, like Business Economics, Finance and Accounting, etc.
4. “Vice – Chancellor” means the Head of the Institution.
5. “Registrar” is the Head of all Academic and General Administration of the Institute.

6. "Dean Academics" means the authority of the University, who is responsible for all academic activities of the Academic Programmes for implementation of relevant rules and Regulations pertaining to the Academic Programmes.
7. "Controller of Examinations" means, the authority of the University who is responsible for all activities of the University Examinations.
8. "Dean – Student Affairs" is responsible for all student related activities including student discipline, extra and co – curricular activities, attendance and meetings with class representatives, Student Council and parent – teacher meet
9. "HoD" means, the Head of the Department concerned.
10. "Institute" means, Hindustan Institute of Technology and Science (HITS), Chennai.
11. "TCH" means, Total Contact Hours – refers to the teaching – learning periods.
12. "DEC" means, Department Exam Committee.
13. "BoS" means, Board of Studies.
14. "BoM" means, Board of Management.
15. "ACM" means, Academic Council the highest authoritative body for approval for all Academic Policies.
16. "Class Teacher" is a faculty of the class who takes care of the attendance, monitor the academic performance and the general conduct of the students of that class.
17. "CIA" is Continuous Internal Assessment which is assessed for every student, for every course during the semester.
18. "ESE" is End Semester Examination which is conducted by the Institute, at the End of the Semester for all the courses of that semester.
19. "AICTE" means, All India Council for Technical Education.
20. "UGC" means, University Grants Commission.
21. "MHRD" means, Ministry of Human Resource Development.

ACADEMIC REGULATIONS
Under Choice Based Credit System (CBCS)
(Effective from Academic year 2018 - 19)

1.0 Vision, Mission and Objectives

1.1 The Vision of the Institute is “To make every man a success and no man a failure”.

1.2 The Mission of the institute is

- To create an ecosystem that promotes learning and world class research.
- To nurture creativity and innovation.
- To instil highest ethical standards and values.
- To pursue activities for the development of the Society.
- To develop national and international collaborations with institutes and industries of eminence.
- To enable graduates to become future leaders and innovators.

Value Statement

Integrity, Innovation, Internationalization

Further, the Institute always strives

- To train our graduates with the latest and the best in the rapidly changing fields of Architecture, Engineering, Technology, Management studies, Science, Humanities and Liberal Arts.
- To develop graduates with a global outlook, possessing Knowledge, Skills and Attitude capable of taking up challenging responsibilities in the respective fields.
- To mould our graduates as citizens with moral, ethical and social values so as to fulfil their obligations to the nation and the society.
- To promote research in the field of Architecture, Engineering, Technology, Management studies, Science, Humanities, Liberal Arts and allied disciplines.

1.3 Aims and Objectives of the Institute are focused on

- Providing state of the art education in Engineering, Technology, Applied Sciences and Management studies.
- Keeping pace with the ever changing technological scenario and help the graduates to gain proper direction to emerge as competent professionals fully aware of their commitment to the society and the nation.
- To inculcate a flair for Research, Development and Entrepreneurship.

2.0 Admission

2.1. The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute based on the guidelines issued by the UGC/ Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each discipline of the Liberal Arts /Applied Science programme will be decided by the Board of Management of the Institute as per the directives of AICTE/ UGC / MHRD, Government of India, taking into account the market demands. Seats are also made available up to 20% of the sanctioned intake for Non-Resident Indians and foreign nationals, who satisfy the admission eligibility norms of the Institute.

2.2. Eligibility for Admission

(i) Regular Entry

The Candidate should have qualified in 10 + 2 examination and should have obtained at least 50% marks (45% in case of candidate belonging to reserved category) in the qualifying examination.

(ii) Lateral Entry (Applicable for Fashion Design)

The candidates possessing a Diploma in in the relevant discipline of specialization with minimum 50% marks awarded by the State Boards of Technical Education, India or any other competent authority as accepted by the Board of Management of the Institute as equivalent thereto are eligible for admission to the 3rd Semester of the Fashion Design degree programme.

2.3 The candidate has to fulfil all the prescribed admission requirements / norms of the Institute.

2.4. In all matters relating to admission to the Undergraduate Degree programme in Liberal Arts / Applied Science stream, the decision of the Board of Management of the Institute shall be final.

2.5. At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the Institute has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Board of Management.

3.0 Student Discipline

Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/ reputation of the Institute.

3.1 Any act of indiscipline of a student reported to the Dean (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated. The committee will also authorize the Dean (Student Affairs) to recommend

to the Vice – Chancellor the implementation of the decision. The student concerned may appeal to the Vice – Chancellor whose decision will be final.

- 3.2** Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

4.0 Structure of the Undergraduate Degree Programme in Liberal Arts and Applied Science stream

Choice Based Credit System (CBCS) was introduced from the Academic year 2015-16 in the curriculum to provide students a balanced approach to their educational endeavour.

- 4.1** All Undergraduate UG degree programmes in Liberal Arts / Applied Science stream for three years will have the curriculum and syllabi (course contents) as approved by the respective Board of Studies and Academic Council of the Institute.

- 4.2** Credits are the weightages are assigned to the courses based on the following general pattern:

4.4.1 One lecture / Tutorial period per week --- 1 credit

4.4.2 Up to Two periods of Practical per week --- 1 credit

- 4.3** The curriculum for Arts & Science degree programmes is designed to have a minimum of **110 credits + 4 Non – CGPA credits** distributed across SIX semesters of study for the award of degree.

Under CBCS, the degree programme will consist of the following categories of courses:

- i) General Core foundation (CF)** courses comprising of Humanities courses; Language Courses, Courses specific to the selected program etc.,
- ii) Compulsory Courses (CC) consisting of**
 - a. Professional Core (PC):** These courses expose the students to the foundation of specified subject topics related to the chosen programme of study comprising of theory and Practical/ field work/ Design project/ Project
 - b. Departmental Elective (DE):** These courses enable the students to take up a group of courses of their interest in the area of specialization offered by the parent Department / School.

- c. **Non –Departmental Electives (NE):** These courses are offered by departments (across disciplines) other than their parent Department. Two groups of Electives are available under NE namely, Electives offered by Core Departments and Open Electives offered by Non – Core departments.
- d. **Indexed Journal / Conference Publications:** If a student publishes a research paper in indexed Journal / Conference as main author, the same can be considered as equivalent to two credit course under NE.
- e. **Non-CGPA courses** offered in certain semesters are compulsory, but are not used for calculation of GPA and CGPA. However, the credits will be mentioned in the grade sheet.

4.4 Non-CGPA courses

The student shall select any two courses /activity from the following **Table 1** during the entire period of study. The student has to make his / her own efforts for earning the credits. The grades given will be Pass / Fail (P/F). The respective class teachers have to encourage monitor and record relevant activities of the students, based on the rules issued from time to time by the Institute and submit the End semester report to the Head of the Department.

Table 1. Non CGPA Courses

No.	Course / Activity	Credits
1.	Start ups	2
2.	Industrial Training	2
3.	Technical conference, seminar, competitions, Professional Societies	2
4.	Management courses	2
5.	Technical Certification Course	2
6.	Sports	2
7.	NCC	2
8.	NSS	2
9.	YRC	2
10.	Art and Cultural activities	2
11.	English Proficiency Certification	2
12.	Aptitude Proficiency Certification	2
13.	Foreign Languages Level II and above	2
14.	Publication in Conferences / Seminar	2
15.	Indexed Journal Publication per paper	2

- 4.5** A student must earn compulsorily the credits under each category shown in **Table 2** and also a minimum total of **114 credits (110 credits + 4 Non - CGPA credits)** for the award of undergraduate in Arts & Science stream. For Lateral entry students, the 41 credits earned in their Diploma programme is considered as equivalent to the credits earned in the first year courses of the respective UG Degree Programme. However, they have to earn a minimum of **118 credits (114 credits + 4 Non - CGPA credits)** for the award of the degree.
- 4.6** Students are eligible for award of the respective **UG (Hons.) Degree** upon successful completion of **126 credits (110 regular credits + 12 Additional Credits+ 4 Non - CGPA credits)** maintaining a CGPA of 8.0 with no history of arrears, as detailed in clause 7.0.
- 4.7** Students are eligible for the award of **the respective UG Degree** with minor specialisation upon successful completion of **126 credits (110 regular credits + 12 Additional Credits+ 4 Non - CGPA credits)**, as detailed in clause 8.0

Table 2. Distribution of Credits

No.	Category	Credits	Percentage
1	Basic Sciences & Humanities Courses	32	29
2	Professional Allied	18	16
3	Professional Core	38	35
4	Department Elective	6	5
5	Non – Department Electives	4	4
6	Enrichment Course	8	7
7	Project	4	4
	Total Credits	110	100
NON – CGPA			
8	Professional Development	4	---

- 4.8** The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

5.0 Faculty Advisor

To help the students in planning their selection of courses and programme of study and for getting general advice on the academic programme, the concerned department will assign a certain number of students to a faculty member who will be called their Faculty Advisor. Such Faculty Advisor will continue to mentor the students assigned to him for the entire duration of the programme.

5.1 Class Committee

Every section / batch of the UG Degree programme will have a Class Committee consisting of Faculty and students.

The constitution of the Class Committee will be as follows:

- a. One Professor not associated with teaching the particular class shall be nominated by the Head of the Department to act as the Chairman of the Class Committee as approved by the Dean of the respective school;
- b. Course coordinator of each of the lecture based courses (for common courses);
- c. Four students from the respective class nominated by Head of the Department
- d. Faculty Advisors of the respective class.

5.2 Course Committee

Course committee shall be constituted by the HoD for all the common courses, with the faculty who are teaching the courses and with a Professor of the core department as the Chairman. The Course committee shall meet periodically to ensure the quality of progression of the course in the semester.

5.3 The basic responsibilities of the Class Committee and Course committee are

- a. To review periodically the progress of the students.
- b. To discuss issues concerning curriculum and syllabi and the conduct of the classes.
- c. To inform the students about the method of assessment as recommended by the Department Exam Committee (“DEC”) at the beginning of the semester. Each class committee / course committee will communicate its recommendations and the minutes of the meetings to the Head of the Department, Dean (Academics) and the Dean (Student Affairs).
- d. To conduct meetings at least thrice in a semester as per the Academic Plan issued by the Dean – Academics.
- e. To review the academic performance of the students including attendance, internal assessment and other issues like discipline, maintenance etc.

6.0 Registration for courses in a Semester

6.1 A student will be eligible for registration of courses in any semester only if the student satisfies regulation clause 12.0 (progression) 13.0 (maximum duration of the programme) and only if he/she has cleared all dues to the Institute, Hostel and Library up to the end of the previous semester provided that student is not debarred from enrolment on disciplinary grounds.

6.2 Except for the first - year courses, registration for a semester will be done during a specified week before the start of the semester as per the Academic Schedule.

Late registration /enrolment will be permitted by the Dean - Academics, on recommendation by the Head of the respective department, with a late fee as decided from time to time.

6.3 The student shall make the choice of course in consultation with the Faculty Advisor and as stipulated from time to time.

6.4 Students may have to pay additional fee for registering in certain elective courses under Non - Departmental Electives / Additional Credit Courses offered by certain specific Departments and for higher level Foreign Languages, as decided from time to time.

7.0 Under Graduate Degree (Honours) Programme

A new academic programme, under graduate (Hons.) degree is introduced in order to facilitate the students to choose the specialized courses of their choice and build their competence in a specialized area. The features of the new programme include:

- a. Students in UG degree regular stream can opt for UG (Hons.), degree provided they have CGPA of 8.0 up to the end of fourth semester, without any history of arrears.
- b. The students opting for this program have to take four additional courses of their specialization of a minimum of 3 credits each from 3rd to 6th semester with not more than 2 additional courses in a semester.
- c. The student can also opt for post graduate level courses.
- d. The faculty advisor will suggest the additional courses to be taken by the students based on their choice and level of their academic competence.
- e. Students securing "E" or "U" grade or "DE" category (ref: clause 16.0 – Grading) in any course, including the additional credit courses, are not eligible for Liberal Arts and Applied Science. (Hons) degree.
- f. The students have to pay the requisite fee for the additional courses.

8.0 Under graduate degree with Minor specialization in Liberal Arts / Applied Science stream

- a. Students, who are desirous of pursuing their special interest in areas other than the chosen discipline of Arts/ Fashion/ Humanities/ Management/ Basic Sciences, may opt for additional courses in minor specialisation groups, offered by a department other than their parent department. Such students shall select the stream of courses offered with pre – requisites by the respective departments and earn a Minor Specialization. The number of credits to be earned for Minor specialization is 12 credits. The students are permitted to register for their minor specialization courses from the V semester onwards subject to a maximum of 6 credits per semester.
- b. The students have to pay the requisite fee for the additional courses

9.0 Attendance

The teacher handling a course must finalise, the attendance 3 calendar days before the last instructional day of the course.

A student has to obtain minimum 75% cumulative attendance for all the courses put together in a semester.

The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.

9.1 Irrespective of the reason for the shortfall of the attendance, a student with a **cumulative attendance** of less than 75%, will **not** be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with “DE” category cannot proceed to the subsequent semester.

Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.

Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization.

9.2 For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Student Affairs) is mandatory. The assessment of such cases will be done by the attendance sub – committee on the merit of the case and put up recommendations to the Vice – Chancellor. Such condonation is permitted **only twice** for a student in the entire duration of the programme.

The Vice Chancellor, based on the recommendation of the attendance sub - committee may then give condonation of attendance, only if the Vice Chancellor deems it fit and deserving, but in any case the condonation cannot exceed 10%

10.0 Assessment Procedure

Every course shall have two components of assessment namely,

- a. Continuous Internal Assessment “CIA”: This assessment will be carried out throughout the semester as per the Academic Schedule
- b. End Semester Examination “ESE”: This assessment will be carried out at the end of the Semester as per the Academic Schedule

The weightages for the various categories of the courses for CIA and ESE is given in Table 3.

Table 3 Weightage of the CIA and ESE for various categories of the courses

No.	Category of Courses	CIA weightage	ESE	ESE Minimum	Passing minimum (CIA + ESE)
1	Theory Course	50%	50%	40%	40%
2	Practical Course	80%	20%	40%	40%
3	Theory Course with Practical Components	60%	40%	40%	40%
4	Department Elective (DE)/ Non – Department Elective (NE)	50%	50%	40%	40%
5	Design Project / Case Studies	100%	---	---	40%
6	Comprehension	100%	---	---	40%
7	Internship / Personality Development	100%	---	---	40%
8	Project and Viva Voce	50%	50%	40%	40%

10.1 Theory Course / DE / NE Assessment weightages:

The general guidelines for the assessment of Theory Courses, Department Electives and Non – Department Electives shall be done on a continuous basis as given in Table 4.

Table 4: Weightage for Assessment

No.	Assessment	Weightage	Duration
1.	First Periodical Assessment	10%	1 period
2.	Second Periodical Assessment	10%	1 Period
3.	Third Periodical Assessment	10%	1Period
4.	Seminar/Assignments/Project/ Lab	10%	--
5.	Surprise Test / Quiz / Lab	10%	--
6.	End Semester Exam	50%	2 to 3 hours

10.2 Practical Course: For practical courses, the assessment will be done by the course teachers as below:

Weekly assignment/Observation / lab records and viva as approved by the Department Exam Committee (“DEC”)

- a. Continuous Internal Assessment -- 80%
- b. End Semester Examination -- 20%

10.3 Theory courses with practical Component: For theory courses with practical Component, the assessment will be calculated as approved by the “DEC” as follows.

- a. Continuous Internal Assessment -- 60%
- b. End Semester Exam -- 40%

10.4 Design Project – Assessment

The general guidelines for assessment of Design Project is given in Table 5

Table 5: Assessment pattern for Design Project

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Review	Concept	20%
2.	Second Review	Design	30%
3.	Third Review	Experiment/Analysis	20%
4.	Project report and Viva – Voce	Results and Conclusion	30%

10.5 Comprehension – Assessment

The general guidelines for assessment of Comprehension is given in Table 6.

Table 6: Assessment pattern for Comprehension

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Periodical Assessment-MCQ	Basic Arts and Sciences	20%
2.	Second Periodical Assessment - MCQ	Allied core	50%
3.	Third Periodical Assessment – Presentation	Emerging Areas	30%

10.6 Internship

A student has to compulsorily attend Summer / Winter internship during 3rd year for a minimum period of one month.

In lieu of Summer / Winter internship, the student is permitted to register for undertaking case study / project work under a faculty of the Institute and carry out the project for minimum period of one month.

In both the cases, the internship report in the prescribed format, duly certified by the faculty in-charge shall be submitted to the HoD. The evaluation will be done through presentation and viva - voce. The course will have a weightage of 1 credit or as defined in the respective curriculum.

10.7 For final year Project / Dissertation / Design Project/ Internship, the assessment will be done on a continuous basis as given in Table 7

Table 7: Assessment of Project work

No.	Review / Examination scheme	Weightage
1.	First Review	10%
2.	Second Review	20%
3.	Third Review	20%
4.	Project report and Viva – Voce	50%

For the final year project and Viva – Voce semester examination, the student shall submit a Project Report in the prescribed format issued by the Institute. The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester assessment will be based on the project report and a viva on the project conducted by a Committee constituted by the Registrar / Controller of examination. This may include an external expert.

10.8 For Non – CGPA courses, the assessment will be graded “Satisfactory/Not Satisfactory” and grades of Pass/Fail will be awarded.

10.9 Flexibility in Assessment

The respective Departments under the approval of the Department Exam Committee (**DEC**) may decide the mode of assessment, based on the course requirements.

11.0 Procedures for Course Repetition

If a student is detained in any semester for shortage of attendance (under “DE” Category), he/she shall re-register in the subsequent academic year, by paying the requisite fee for the semester in which he/she was detained and gain required attendance to become eligible to appear for the end semester examination.

12.0 Maximum Duration of the Programme

A student may complete the programme at a slower pace than the regular pace, but in any case in **not more than 5 years for Liberal Arts / Applied Science, and not more than 4 years for lateral entry students (as applicable)** excluding the semesters withdrawn as per clause **13.0**.

A student completing the degree programmes in the extended period will not be eligible for Institute ranking.

13.0 Temporary withdrawal from the Programme

- a. A student is permitted to take a break, up to a maximum of 2 semesters, during the entire programme to clear the backlog of arrears.
- b. A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, Start – up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, Dean (Academic) and Dean (Student Affairs).

14.0 Declaration of results

- 14.1** A student shall secure the minimum marks as prescribed in Clause 10.0 (Table 3) in all categories of courses in all the semesters to secure a pass in that course.
- 14.2 Supplementary Examinations:** If a candidate fails to secure a pass in a Theory / DE / NE courses (“U” grade) – as per clause 16.1 he/she shall register, pay the requisite fee and re-appear for the End Semester Examination during the following semesters. Such examinations are called Supplementary Examinations. The Internal Assessment marks secured by the candidate will be retained for all such attempts.
- 14.3** A candidate can apply for the revaluation of his/her end semester examination answer script in a theory course, after the declaration of the results, on payment of a prescribed fee.
- 14.4 After 4 years,** the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who **secures 40%** in the end semester examination will be declared to have passed the course and earned the specified credits, irrespective of the score in internal assessment marks.
- 14.5** If a candidate fails to secure a pass in Practical/Theory with Practical component/Design Project / Internship / Comprehension courses “U” grade – as per clause 16.1 he/she shall register for the courses in the subsequent semester when offered by the departments and shall pay the prescribed fee.
- 14.6** Revaluation is **not** permitted for Practical/Theory with Practical component/Design Project / Internship / Comprehension courses. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.
- 14.7** Candidate who earns required credits for award of degree after 5 years (on expiry of extended period of 2 semesters over and above normal duration of course) he/she will be awarded only *second class* irrespective of his/her CGPA. However, the period approved under temporary withdrawal, if any, from the programme (13.0) will be excluded from the maximum duration as mentioned above.
- 14.8 Semester Abroad Programme:** Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per the recommendations of the credit transfer committee.

15.0 Grading

A grading system as shown in Table 10 will be followed.

Table 10: Grading system

Range of Marks	Letter Grade	Grade Points	Remarks
90 – 100	S	10	Outstanding
80-89	A	09	Excellent
70-79	B	08	Very Good
60-69	C	07	Good
50-59	D	06	Average
40 – 49	E	05	Pass
<40	U	00	To Reappear for end-semester examination

15.2 GPA and CGPA

GPA is the ratio of the sum of the product of the number of credits C_i of course “i” and the grade points P_i earned for that course taken over all courses “i” registered and successfully completed by the student to the sum of C_i for all “i”. That is,

$$GPA = \frac{\sum_i C_i P_i}{\sum_i C_i}$$

CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

15.3 The Grade card will not include the computation of GPA and CGPA for courses with letter grade “**U**” until those grades are converted to the regular grades.

15.4 A course successfully completed cannot be repeated.

16.0 Grade Sheet

Letter grade

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 10.

16.1 A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than **U** in that course.

- 16.2** After results are declared, grade sheet will be issued to each student which will contain the following details:
- Program and discipline for which the student has enrolled.
 - Semester of registration.
 - The course code, name of the course, category of course and the credits for each course registered in that semester
 - The letter grade obtained in each course
 - Semester Grade Point Average (GPA)
 - The total number of credits earned by the student up to the end of that semester in each of the course categories.
 - The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.
 - Credits earned under Non – CGPA courses.
 - Additional credits earned for the respective UG degree (Hons.), or respective UG degree with Minor specialization.

17.0 Class/Division

Classification is based on CGPA and is as follows:

CGPA \geq 8.0: **First Class with distinction**

6.5 \leq CGPA < 8.0: **First Class**

5.0 \leq CGPA < 6.5: **Second Class.**

- 17.2** (i) Further, the award of '**First class with distinction**' is subject to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses in his/her first appearance **with effect from II semester** and within the minimum duration of the programme.
- (ii) The award of '**First Class**' is further subject to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses **within 5 years**.
- (iii) The period of authorized break in study (vide clause 14.0) will not be counted for the purpose of the above classification.
- (iv) To be eligible for award of **UG (Hons.) Degree** the student must have earned total of **126 credits (110 regular credits + 12 additional credits offered by their school + 4 Non CGPA credits) and should have 8.0 CGPA, without any history of arrears and should not have secured E, DE, U, in any course, during the entire programme.**
- (v) To be eligible for award of **the respective UG Degree with Minor Specialization**, the student must have successfully earned **126 credits (110 regular credits + 12 Additional credits in Minor Specialisation + 4 Non – CGPA Credits)**

18.0 Transfer of credits

- 18.1.** Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students to

earn part of the credit requirement in other approved Universities of repute & status in the India or abroad.

18.2 The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under lateral entry, based on the recommendation of the credit transfer committee on a case to case basis.

18.3 Admission norms for working Professionals

Separate admission guidelines are available for working / experienced professionals for candidates with the industrial / research experience who desire to upgrade their qualification as per recommendation of Credit Transfer Committee.

19.0 Eligibility for Award of the UG Degree, /UG (Hons.) Degree/ UG Degree with Minor Specialisation

19.1 A student shall be declared to be eligible for award of the respective UG Degree / UG (Hons.) / UG Degree with Minor specialisation if he/she has satisfied the clauses 4.6 / 7.0 / 8.0 respectively within the stipulated time (clause 12, 13).

- a. Earned the specified credits in all the categories of courses (vide clause 4.6) as specified in the curriculum corresponding to the discipline of his/ her study.
- b. No dues to the Institute, Hostels, Libraries etc.; and
- c. No disciplinary action is pending against him / her.

The award of the degree shall be recommended by the Academic Council and approved by the Board of Management of the Institute.

20.0 Change of Discipline

20.1 If the number of students in any discipline of Liberal Arts /Applied Science. class as on the last instructional day of the First Semester is less than the sanctioned strength, then the vacancies in the said disciplines can be filled by transferring students from other disciplines subject to eligibility. All such transfers will be allowed on the basis of merit of the students. The decision of the Vice-Chancellor shall be final while considering such requests.

20.2 All students who have successfully completed the first semester of the course will be eligible for consideration for change of discipline subject to the availability of vacancies and as per norms.

21.0 Power to modify

Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all of the above regulations from time to time, if required, subject to the approval by the Board of Management.

B. SC. VISUAL COMMUNICATION									
SEMESTER - I									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	BS	TLA2101 HLA2101 FLA2101 FLA2105	Tamil – I Hindi – I French – I A French – I B	3	0	0	3	0	3
2	BS	ELA4104	English – I	3	0	0	3	0	3
3	PC	VCB2101	Introduction to Visual Communication	3	1	0	4	0	4
PRACTICAL									
4	PC	VCB2131	Drawing- I	0	0	6	3	0	6
5	PC	VCB2132	Graphic Design- I	0	0	5	3	0	5
6	CF	BAA2131	Enrichment Course- I	0	0	4	2	0	4
Total				9	1	15	18	0	25
SEMESTER - II									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	BS	TLA2116 HLA2116 FLA2116 FLA2120	Tamil – II Hindi – II French – II A French – II B	3	0	0	3	0	3
2	BS	ELA2116	English – II	3	0	0	3	0	3
3	PC	VCB2116	Media Marketing Communication	3	1	0	4	0	4
PRACTICAL									
4	PC	VCB2141	Drawing- II	0	0	6	3	0	6
5	PC	VCB2142	Graphic Design- II	0	0	5	3	0	5
6	CF	BAA2141	Enrichment Course –II	0	0	4	2	0	4
Total				9	1	15	18	0	25

SEMESTER - III									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	VCB2201	Printing & Publication	3	0	0	3	0	3
2	PC	VCB2202	Photography- I	3	0	0	3	0	3
3	PC	VCB2203	Commercial Advertisement	3	0	0	3	0	3
4	PC	VCB2204	Videography - I	3	0	0	3	0	3
PRACTICAL									
5	PC	VCB2231	Computer Graphics- I	0	0	5	3	0	5
6	CF	COA2231	Enrichment Course- III	0	0	4	2	0	4
Total				12	0	9	17	0	21
SEMESTER - IV									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	VCB2216	Media and Public Relation	3	1	0	4	0	4
PRACTICAL									
3	PC	VCB2241	Videography- II	0	0	5	4	0	5
4	PC	VCB2242	Computer Graphics- II	0	0	5	4	0	5
5	PC	VCB2243	Photography - II	0	0	5	4	0	5
6	CF	COA2241	Enrichment Course – IV	0	0	4	2	0	4
Total				3	1	19	18	0	23

SEMESTER - V									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	VCB2301	Television Production	3	1	0	4	0	4
2	PC	VCB2302	Elements of Film	3	1	0	4	0	4
3	PC	BAB2301	Business Ethics and Values	3	0	0	3	0	3
4	DE		Elective - I	3	0	0	3	0	3
PRACTICAL									
6	PC	VCB2331	Television Production Practical - I	0	0	5	3	0	5
7	PC	VCB2332	Digital Editing	0	0	5	3	0	5
Total				12	2	10	20	0	25
SEMESTER - VI									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	VCB2316	Media Culture Society	3	1	0	4	0	4
2	DE		Elective - II	3	0	0	3	0	3
PRACTICAL									
4	PC	VCB2341	Television Production Practical- II	0	0	0	4	0	4
5	PC	VCB2342	3D - Animation	0	0	5	4	0	3
6	PC	VCB2343	Project Report & Viva	0	0	0	4	0	5
Total				6	1	15	19	0	12

LIST OF DEPARTMENTAL ELECTIVES WITH GROUPING - SEMESTER WISE									
SEM	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
5	DE	VCC2351	Development Communication	3	0	0	3	0	3
5	DE	BAC2351	Human Resource Management	3	0	0	3	0	3
5	DE	BAC2352	Services Marketing	3	0	0	3	0	3
6	DE	VCC2361	Media Organization	3	0	0	3	0	3
6	DE	BAC2367	Customer Relationship Management	3	0	0	3	0	3
6	DE	VCC2362	Media Market Research	3	0	0	3	0	3

SEMESTER – I

COURSE TITLE	TAMIL I			CREDITS	3
COURSE CODE	TLA2101	COURSE CATEGORY	BS	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	செய்யுள்				3
2.	இலக்கணம் – இலக்கணக்குறிப்புமட்டும்				3
3.	மொழித்திறன்				3
4.	பாடந்தழுவியஇலக்கியவரலாறு				3
5.	பொதுக்கட்டுரை				3
Prerequisites : Plus Two tamil-Intermediate Level					
MODULE – 1: செய்யுள்					(9)
நல்லதோர்வீனை, தமிழ்வளர்ச்சி, ஆறுதன்வரலாறுகூறுதல், சிற்பி முள்முள்முள், அப்துல்ரகுமான், குருடர்களின்யானை					
MODULE 2 – இலக்கணம் – இலக்கணக்குறிப்புமட்டும்					(9)
சிறுகதைகள்தோற்றமும்வளர்ச்சியும் புதுக்கவிதைகள்தோற்றமும்வளர்ச்சியும் நாடகஇலக்கியத்தின்தோற்றமும்வளர்ச்சியும்					
MODULE 3 - மொழித்திறன்					(9)
செய்யுள்பகுதியில்அமைந்துள்ளஇலக்கணக்குறிப்பு, இடஞ்சுட்டிபொருள்விளக்கம்தருதல்,					
MODULE 4 - பாடந்தழுவியஇலக்கியவரலாறு					(9)
தாலாட்டு, காதல், ஒப்பாரி					
MODULE 5 – பொதுக்கட்டுரை					(9)
பொருந்தியசொல்தருதல், மரபுத்தொடர்கள், கலைச்சொற்கள்.					

COURSE TITLE		HINDI - I		CREDITS	3
COURSE CODE	HLA2101	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA	60%			ESE	40%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understand about poetry and its sophistication				1,2
2.	Understand about the Hindi literature				1,2
Prerequisites : Nil					
MODULE 1: OLD POETRY					(20)
1.	Kabir (Dohe only)				
2.	Surdas (First 5 Pad only)				
3.	Tulasidas (KevatPrasang only)				
4.	Raheem (First 12 Dohe only)				
5.	Tirukkural (First 12 Kural only)				
MODULE 2: HISTORY OF HINDI LITERATURE					(25)
1.	KaalVibhajan				
2.	VeergathaKaalAthavaAadiKaal – Pramukh				
3.	KaviaurRachanayen, - RaasokiPramanikatha				
4.	BhakthiKaal – PramukhKaviaurRachanayen-				
5.	NirgunausagunBhakthiSahithyakiViseshatayen				
6.	ReethiKaal – PramukhKavi – aurRachanayen –				
7.	ReethiKaalkiViseshatayen				
TEXT BOOKS					
1	PRESCRIBED TEXT BOOK : POETRY SELECTION (2007), University Publications, University of Madras				
REFERENCE BOOKS					
1	Hindi SahithyakaVivechanatmakItihas - By Raj Nath Sharma, VinodPustak-Mandir, Agra				
2	Hindi SahithyaYugaurPravritthiya - Dr. Shiva Kumar Varma, Ashok Prakashan, NaiySarak, New Delhi				

COURSE TITLE		FRENCH – I A			CREDITS	3
COURSE CODE		FLA2105	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
Prerequisites : Nil						
MODULE 1:						(11)
1.1. Se presenter a des publics different et saluer 1.2. Saluer et prendre conge 1.3. La presentation, s'appeler et etre et pronomssujets, C'est / ilest / elle est. 1.4. Articles definis /indefinis, Voici / voila/ilya 1.5. Des cartes d'identite. 1.6. Presenter quelqu'un 1.7. Parler de soi 1.8. Les nationalites, les verbes er(commencer, habiter...) 1.9. Les chiffres 1 a 50 1.10. Des vedettes et leurs nationalities 1.11. Epreuves						
MODULE 2:						(11)
2.1 Exprimer ses goûts, ses preferences. 2.2 La negation, les articles definis. 2.3 Les mois et les jours / le calendrier. 2.4 Les verbes er (suite). 2.5 L'interrogation avec intonation 2.6 decrire un lieu, les noms des differentes salles... 2.7 Les adjectives qualificatifs mon, ma, mes et notre, nos 2.8 Epreuves						
MODULE 3:						(11)
3.1 Donner des directions / localizer un lieu / trouver un lieu 3.2 Les verbes aller et mettre. 3.3 L'article contracte et les prepositions de lieu (en, a, au...) 3.4 L'imperatif 3.5 Les mots de caracterisation d'un lieu et les lieux urbains 3.6 Les transports 3.7 Discuter et acheter des produits, Ca fait... et les expressions De quantite, les fruits, les legumes, les produits alimentaires Les produits propres aux pays different.						

3.8	La negation et le COD
3.9	Le conditionnel (je voudrais) et les verbes Irreguliers :pouvoir, vouloir, prendre.
3.9.1	Epreuves
MODULE 4: (11)	
4.1	fixer unrendez-vous avec le medecin
4.2	L'heure
4.3	Les nombres de 51 a 100
4.4	Les verbessortiretpartir
4.5	L'interrogation avec est-ceque
4.6	Les parties du corps, avoir + les expressions et les Maladies communes
4.7	Les adjectifspossessifs – notre/nos, votre/vos, sa/ses/son,
4.8	Le COI
4.9	L'entrainement DELF
4.9.1	Epreuves
TEXT BOOKS	
1	Krishnan, C &Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011
REFERENCE BOOKS	
1	CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris,2008
2	MERIEUX, Regine; LOISEAU, Yves, Connexions-1,Didier,Paris,2004
3	MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009
4	POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Pairs, 20011
E BOOKS	
1	https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/
2	https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS
MOOC	
1	https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017

COURSE TITLE		FRENCH I - B		CREDITS	3
COURSE CODE	FLA2105	COURSE CATEGORY	BS	L-T-P-S	3-0-0-3
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language				1,2,4,6
2.	Applying the concepts for oral and written mastery of the language				1,2,4,6
Prerequisites: : Basic Knowledge in English					
MODULE 1					
L'alphabet, Culture et civilisation françaises, Épelez les prénom, Trouvez le pays, Completez le carte d'identité . Exercices : Completez					
MODULE 2					
Saluez – Phrases from DONDO, Dialogue avec comment ça va? ç ava bien, comment allez-vous? Comment vas-tu? Exercices: Traduisez, Match, Retorouvez les mots, Ecrivez en français					
MODULE 3					
Nombré 1-100 Les legumes et des fruits Exercises: comptez et écrivez , écrivez les nombres, Nommez les Legumes et des fruit,					
MODULE 4					
Presentez vous et presentez votre ami(e), Pratiquer avec chaque élève. Exercices: écrivez en français, Trouvez la question, completez le dialogue					
MODULE 5					
Conjugez le verb être, formation des phrases Je + verb + indien; nationality – (Masculine et feminine) et le pays. Exercice: Reliez, écrivez féminin ou masculine, nommez le pays, Choisissez la bonne réponse, écrivez en français					
MODULE 6					
Adjectif- (Masculine et feminine) Formation de phrases. Exercice: écrivez féminin ou masculine, mettez au pluriel, Completez avec le forme convenable d'« être » Donnez le contraire, Décrivez-vous					
MODULE 7					
Profession (Masculine et feminine), formation de phrases Sujet +verb+les phrases avec profession Exercice: écrivez féminin ou masculine, devinez la profession, Retrouvez les phrases, completez avec les profession					
MODULE 8					
Qui est-ce Exercice: trouvez le question, completez avec c'est, ce sont, il est, elle est; Qu'est-ce que c'est, l'article défini et indéfinis, introduce des choses en français. Prépositions : devant, derrière, sur, sous à cote de, à travers etc. Exercice: Écrivez en français, mettez au pluriel, Nommez quatre objects dans votre cartable, votre maison, votre sale de la classe, votre chamber, votre armoire. Votre sac etc., Completez avec les préposition convenable					

MODULE 9

Les couleurs - (Masculine et feminine) Conjuguez le verb Avoir, Faire, Aller, Dire, Manger, voyager, vouloir, pouvoir and 'ER' Verbs au present. Écrivez les phrases avec les verbs. Exercice: completez avec le forme convenable avec les verbs donné entre paranthèses, nommez la couleur, écrivez féminin ou masculine.

MODULE 10

Les jour de la samine, le mois de la année, et les saisons, numero ordinaux Exercice: Traduisez, Completez les phrases suivants, répondez aux questions, completez avec les nombres ordinaux

COURSE TITLE		ENGLISH I			CREDITS	3	
COURSE CODE		ELA2101	COURSE CATEGORY		BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%	
LEARNING LEVEL							
CO	COURSE OUTCOMES					PO	
1.	Demonstrate an understanding of importance of listening Skills and understanding the nuances to develop listing skills.					1,2	
2.	Demonstrating speaking skills and ways to improve.					2,3	
3.	Understanding and appreciating poetry					1,2,7	
4.	Enabling to draft mail and emails.					1,2,3	
5.	Eliciting and imparting the knowledge of English using comprehension skills					1,2	
Prerequisites: Basic English competency							
MODULE – 1: LISTENING SKILL							(9)
Listening & Note taking-- Pre-reading & While-reading activities --Reading comprehension--Functional grammar--Enriching word power- Extensive reading--Functional writing--Reading for pleasure-- Making formal speech--Academic writing--Speech practice--Pronunciation practice—Interpretation—Acronyms--Grammatical accuracy--Poetry appreciation – Telling humorous anecdotes (real and imaginary) and jokes. Self evaluation through Self test.							
MODULE – 2: READING COMPREHENSION							(9)
Listening & Note taking-- Critical thinking--Reading comprehension Reference skills-- Critical reading— Interpretation--Poetry appreciation—Project--Soft skills--Enriching word power Pronunciation practice--Academic writing -- Extensive reading Reading & Note making-- Functional grammar -- Proverb expansion Self test –Developing conversational skills by telling jokes.							
MODULE – 3: POETRY APPRECIATION							(9)
Listening and Note taking -- Critical thinking -- Reading and Note making-- Reference skills -- Functional grammar -- Reading for pleasure -- Poetry appreciation – Developing public speaking skills by telling humorous anecdotes and jokes about oneself and others.							
MODULE – 4: WRITING SKILL							(9)
Speech practice -- Reading and Note making -- Critical thinking Summarizing -- Poetry appreciation -- Group, pair & individual work Extended writing -- Enriching word power -- E mail writing Reference skills -- Pronunciation practice—Developing creative writing skills through writing jokes about classmates, friends etc.							
MODULE – 5: COMPREHENSION SKILLS							(9)
Silent reading and testing comprehension skills—Reading aloud and accuracy in pronunciation— Making short speeches before small groups to check fluency—Writing small pieces of discourse meant for day to day communication—Writing short academic pieces for exam purposes—Doing self-check grammar tests to improve grammatical accuracy.							
TEXT BOOKS							
1	Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018						
E BOOKS							
1	https://thinkedc.com/wp-content/uploads/2016/10/Effective-Listening-Skills-eBook.pdf						
MOOC							
1	https://click.linksynergy.com/fs-bin/click?id=SAyYsTvLiGQ&subid=&offerid=323058.1&type=10&u1=cc_table_listings&tmpid=14538&RD_PARM1=https%3A%2F%2Fwww.udemy.com%2Flearn-english-grammar-upgrade-your-speaking-and-listening%2F%26u1%3Dcc_table_listings						

COURSE TITLE		INTRODUCTION TO VISUAL COMMUNICATION		CREDITS	4
COURSE CODE	CYA4101	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	To understand the need and importance of human and visual communication				2,3
2.	To understand the process of communication				1,2,5
3	To learn the fundamentals of design.				1,3
4.	To understand the visual perceptions				1,5
5.	To learn the basics of graphic designing				2,3
Prerequisites: Basis of Communication, Communication as an expression					
MODULE 1 – IMPORTANCE OF COMMUNICATION					(9L+3T)
Need for and the Importance of Human and Visual Communication. Communication an expression, skill and process, Understanding Communication: SMRC-Model					
MODULE 2 – PROCESS AND REPRESENTATION					(9L+3T)
Communication as a process. Message, Meaning, Connotation, Denotation Culture/Codes etc. Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation					
MODULE – 3 : FUNDAMENTALS OF DESIGN					(9L+3T)
Definition. Approaches to Design, Centrality of Design, Elements/Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)					
MODULE – 4 : PRINCIPLES AND THEORIES OF VISUAL COMMUNICATION					(9L+3T)
Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc. Various stages of design process- problem identification, search for solution refinement, analysis, decision-making, and implementation.					
MODULE 5 – BASICS OF GRAPHIC DESIGN					(9L+3T)
Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.					

TEXT BOOKS	
1	Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning
2	Schildgen, T (1998). Pocket Guide to color with digital applications. Thomson Learning
3	Graphic Designers, and Artists, Astragal Books. London, 1982,
4	Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects, Palmer. F: Visual Awareness (Batsford, 1972)
E BOOKS	
1	https://issuu.com/ademing/docs/typographybook
2	https://www.oakton.edu/academics/academic_departments/graphic.../grd101.php
MOOC	
1	https://www.class-central.com/course/introduction-to-communication-science-1042

COURSE TITLE	DRAWING - I			CREDIT	3
COURSE CODE	VCB2131	COURSE CATEGORY	PC	L-T-P-S	0-0-5-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Foundational skills in drawing – pencil and pen				3, 2,1
2.	Ability to draw from real life.				3, 2,1
3.	Ability to use the principles of perspective to evoke a three dimensional space on a two dimensional surface.				1,2,3
4.	Effective use of shading to create forms.				4,5
5.	Ability to create texture through drawing.				3,5
<p>Prerequisites: Prerequisites: Basic knowledge of geometric shapes and sketches. The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. Each exercise should have at least 5 drawings. {Roughs notebook should submitted along with the final drawings.}. All exercises must be in pencil and pen (black)</p>					
MODULE 1 – GEOMETRICAL SHAPES					(18P)
The 2D and 3D drawings of geometric shapes like Circle, Square, Triangle, Rectangle, Pentagon, Hexagon, Heptagon, etc.,					
MODULE 2 – PATTERNS AND SURFACE TEXTURES					(18P)
Smooth, glossy, polished, hard, rough, corrugated, wavy, grainy, prick-ly, pebbly, Soft, fuzzy, Glossy, Matt, Uneven, Coarse, Tactile, Reflective, dull, etc.,					
MODULE – 3 : PERSPECTIVES					(18P)
One point perspective, Two point perspective, Three point perspective, Four point perspective, Five point perspective, zero point perspective, etc.					

MODULE – 4 : OVERLAPPING OBJECTS		(18P)
Overlapping several objects more than two with three-Dimensional effect.		
MODULE 5 – LIGHT AND SHADE		(18P)
Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.		
TEXT BOOKS		
1.	Everything Graphic Designers Need to Know Every Day by Poppy Evans- 2013	
2.	Drawing the Head and Hands by Andrew Loomis	
REFERENCE BOOKS		
1.	The Complete Paintings and Drawings by Leonardo da Vinci, Johannes Nathan, Frank Zöllner- 1999	
2.	Figure Drawing for All It's Worth by Andrew Loomis- 1943	
E-BOOKS		
1.	http://www.drawingandpaintinglessons.com/Drawing-lessons/Objectives.cfm	
2.	https://viscom.wordpress.com/2013/04/08/element-of-texture/	

COURSE TITLE		GRAPHIC DESIGN – I			CREDITS	3	
COURSE CODE	VCB2132	COURSE CATEGORY	PC	L-T-P-S	0-0-5-0		
CIA	80%			ESE	20%		
LEARNING LEVEL							
CO	COURSE OUTCOMES				PO		
1.	Practical understanding of the elements and principles of Graphic design				3		
2.	Ability to use correct tools and materials - Understanding the Importance of technical.				1		
3	Ability to explore a multitude of alternative solutions to a given design problem.				2,3		
4.	Knowledge of and ability to use, various pattern making methods.				3,5		
5.	Ability to generate complex shapes.				2,3		
Prerequisites: Basis practice in drawing. Record I should contain handwork done by students on basic elements of design. There should be minimum of THREE exercises for each topic outlined below for Record I.							
MODULE 1 – LINES					(15P)		
Lines of different thickness							
MODULE 2 – CURVES AND SHAPES					(15P)		
Curves of different thickness, Shapes of different forms							
MODULE – 3 : PATTERNS AND DISORTION					(15P)		
Patterns- of different kinds, Distortion- of different kinds							
MODULE – 4 : FONTS – ALPHABETS					(15P)		
Lettering(fonts) Alphabets							

MODULE 5 – FONTS – NUMBERS		(15P)
Fonts Numbers		
TEXT BOOKS		
1.	Making and Breaking the Grid: A Graphic Design Layout Workshop (Paperback), Timothy SA-Mara- 2003	
2.	How to Think Like a Great Graphic Designer, Debbie Millman – 2007	
3.	The Design of Everyday Things, Donald A. Norman – 1988	
4.	Layout Workbook: A Real-World Guide to Building Pages in Graphic Design by Kristen Cullen 2007	
E BOOKS		
1.	https://issuu.com/ademing/docs/typographybook	
2.	https://www.oakton.edu/academics/academic_departments/graphic.../grd101.php	

COURSE TITLE	ENRICHMENT COURSE - I			CREDITS	2
COURSE CODE	BAA2131	COURSE CATEGORY	CF	L-T-P-S	0- 0- 4- 0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Demonstrate a critical understanding of the importance of letter writing and develop a thorough understanding of the impact of letters in communication				1
2	Analyzing the various situations in an Office environment and drafting the letters appropriate for the situation in precise and concise manner				2
3	Applying the concept of letter writing in external business correspondence and the importance of persuading etc. in the letter				2,8
4	Understanding the power of Resume while applying for a job and the impact it is likely to create.				4
5	Applying the communication concepts for writing reports effectively and persuasively.				6
Prerequisites: Thorough knowledge in Sentence making, Punctuation, basic business vocabulary Thorough knowledge in Sentence making, Punctuation, basic business vocabulary					
MODULE – 1: LETTER WRITING					(12P)
Letter Writing, Sales Letter, Claim And Adjustment Letter And Social Correspondence					
MODULE – 2: INTER-OFFICE CORRESPONDENCE					(12P)
Memorandum, Inter-Office Memo, Notices, Agenda, Minutes					
MODULE – 3: EXTERNAL CORRESPONDENCE					(12P)
Inviting Quotation, Sending Quotation, Placing Orders, Inviting Tenders					

MODULE – 4: JOB APPLICATION		(12P)
Job Application Letter, Preparing Resumes		
MODULE – 5: REPORT WRITING		(12P)
Report Writing, Types Of Reports, Basic Formats Of Reports And Importance Of Including Visuals Such As Including Tables And Charts		
LAB / MINI PROJECT/FIELD WORK		
Mock Interview – arrange External HR person, Construction of Resume		
TEXT BOOKS		
1	Powell. In Company. MacMillan. 8th Edison 2016	
2	Pease, Allan. 1998. Body Language: How to Read Others Thoughts by their Gestures. Sudha Publications. New Delhi. 5th Edison 2015	
REFERENCE BOOKS		
1.	Gardner, Howard. 2011. Multiple Intelligences: The Theory in Practice: A Reader. Basic Books. New York.	
2.	De Bono, Edward. 2015. Six Thinking Hats. 4th Edition. Penguin Books	
E BOOKS		
1	http://www.mantex.co.uk/improve-your-writing-skills/	
2	https://www.bloomsbury-international.com/images/ezone/ebook/writing-skills-pdf.pdf	
MOOC		
1	https://www.mooc-list.com/course/writing-your-world-finding-yourself-academic-space-coursera	

SEMESTER II

COURSE TITLE	TAMIL - II			CREDIT	3
COURSE CODE	TLA2116	COURSE CATEGORY	BS	L-T-P-S	3- 0- 0 -0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	செய்யுள்				2
2	இலக்கியவரலாறு				2
3	இலக்கணம்				2
4	சிறுகதைகள்				2
5	மொழிப்பயிற்சி				2
Prerequisites : Basic Knowledge in Tamil and Grammar					
MODULE – 1: செய்யுள்					(9L)
நந்திக்கலம்பகம், தமிழ்விடிதூது, திருக்குற்றாலக்குறவஞ்சி, இயேசுபிரான் பிள்ளைத்தமிழ், சீறாபுராணம் (மானுக்குபிணைநின்றபடலம்)					
MODULE – 2: இலக்கியவரலாறு					(9L)
சிறுநிலக்கியம்வரலாறு,கிறித்துவஇலக்கியவரலாறு,இசுலாமிய இலக்கியவரலாறு					
MODULE – 3: இலக்கணம்					(9L)
இலக்கணக்குறிப்புகள்					
MODULE – 4: சிறுகதைகள்					(9L)
கடவுளும்கந்தாஅமிப்பிள்ளையும், துன்பக்கேணி, (புதுமைப்பித்தன்)					
MODULE – 5: மொழிப்பயிற்சி					(9L)
ஒருபொருள்குறித்தபலசொற்கள்,பலபொருள்குறித்துஒருசொல், பிறமொழிச்சொற்களைநீக்குதல்மொழிபெயர்ப்பு.					
TOTAL					(45L)

COURSE TITLE		HINDI - II		CREDITS	3
COURSE CODE	HLA2116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA	60%			ESE	40%
LEARNING LEVEL					
CO	COURSE OUTCOMES			PO	
1.	Understand about poetry and its sophistication			1,2	
2.	Understand about the Hindi literature			1,2	
Prerequisites : Nil					
MODULE 1: OLD POETRY					(20)
1.	Apanasansar (Maithili Saran Gupt)				
2.	2.Chinta (Only) (Jayasahankar Prasad)				
3.	MurjhayaHuaPhool (MahadeviVarm)				
4.	4.Tum Logon se Door (Nagarjun)				
5.	Sneha Path (Bhavani Prasad Mishra)				
6.	Nimna Madhya Varg (PrabhakarMachve)				
7.	Aanevalon se EkSawaal (Bharat BhooshanAgarwal)				
8.	8. Bharat Ki Aarathi (ShamsherBahadursingh)				
MODULE 2: HISTORY OF HINDI LITERATURE					(25)
1.	KaalVibhajan				
2.	VeergathaKaalAthavaAadiKaal – PramukKaviaurRachanayen, - RaasokiPramanikatha				
3.	BhakthiKaal – PramukhKaviaurRachanayen- NirgunaursagunBhakthiSahithyakiViseshatayen				
4.	4. ReethiKaal – PramukhKavi – aurRachanayen –ReethiKaalkiViseshatayen				
TEXT BOOKS					
1	POETRY SELECTION (2007) University Publications, University of Madras				
REFERENCE BOOKS					
1	Hindi SahithyakaVivechanatmakItihas - By Raj Nath Sharma, VinodPustakMandir, Agra				
2	Hindi SahithyaYugaaurPravrithiya - Dr. Shiva Kumar Varma, Ashok Prakashan, NayiSarak, New Delhi				

COURSE TITLE		FRENCH – II A			CREDITS	3
COURSE CODE		FLA2116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
Prerequisites : Nil						
MODULE – 1: leçon 8						(11)
1.1. Acheter un billet 1.2. Les nombres au-delà de 100 1.3. Les different types de places (fumeur, non fumeur, aller-retour) 1.4. Les adjectives démonstratifs 1.5. L’interrogation avec inversion 1.6. Les vêtements 1.7. L’entraînement DELF 1.8. Compréhension/Production écrite 1.9. Épreuves						
MODULE – 2: leçon 9 et 10 du texte prescript I						(11)
2.1. Discuter les plats au restaurant 2.2. Les recettes, des plats et boissons différents, 2.3. Les formules de cuisine, des recettes simples 2.4. Des différents pays. 2.5. Le passé récent 2.6. Les pronoms toniques 2.7. Il faut + infinitif, Le pronom en 2.8. Faire les projets pour les vacances, décrire le temps 2.9. Les lieux touristiques et le climat des différents pays 2.10. le futur proche et les adverbes, le pronom impersonnel, le pronom y 2.11. Épreuves et entraînement DELF						
MODULE – 3: leçon 1 du texte prescript II						(11)
3.1 Le passé composé 3.2 Les pronoms relatifs (qui, que) 3.3 Québec et son histoire 3.4 Parler du passé et de soi 3.5 Compréhension/ production écrite 3.6 Entraînement DELF 3.7 Épreuves						

MODULE – 4: leçon 1 du texte prescript II		(11)
4.1	Les verbes réfléchis	
4.2	Les pronoms relatives (dont, où)	
4.3	L'impératif négative	
4.4	Québec et son histoire	
4.5	Parler du passé et de soi	
4.6	Compréhension/ production écrite	
4.7	Entraînement DELF	
4.8	Épreuves	
MODULE – 5: leçon 1 du texte prescript II		
5.1	L'imparfait	
5.2	La place des pronoms doubles	
5.3	Décrire les mœurs et les pays	
5.4	La Réunion	
5.5	Compréhension/ production écrite	
5.6	Entraînement DELF	
5.7	Épreuves	
TEXT BOOKS		
1	Krishnan. C & Albert Adeline, Le Tramway Volant – I, Saraswathi House Pvt Ltd, India.	
REFERENCE BOOKS		
1.	CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris, 2008	
2.	MERIEUX, Regine; LOISEAU, Yves, Connexions-1, Didier, Paris, 2004	
3.	MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009	
4.	POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Paris, 2011	
ONLINE RESOURCES		
1.	http://bouche-a-oreille.pagesperso-orange.fr	
2.	www.franparler.org	
3.	www.francaisfacile.com/exercices/	
4.	www.lepointdufle.net/	
5.	www.ccdmd.qc.ca/fr/	
E BOOKS		
1	https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/	
2	https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS	
MOOC		
1	https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017	

COURSE TITLE		FRENCH – II B			CREDITS	3
COURSE CODE		FLA2120	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
Prerequisites : Nil						
MODULE 1:						(11)
1.12. Se presenter a des publics different et saluer 1.13. Saluer et prendre conge 1.14. La presentation, s 'appeler et etre et pronomssujets, C' est / ilest / elle est. 1.15. Articles definis /indefinis, Voici / voila/ilya 1.16. Des cartes d'identite. 1.17. Presenter quelqu'un 1.18. Parler de soi 1.19. Les nationalites, les verbs er(commencer, habiter...) 1.20. Les chiffres 1 a 50 1.21. Des vedettes et leurs nationalities 1.22. Epreuves						
MODULE 2:						(11)
2.1 Exprimer ses goûts, ses preferences. 2.2 La negation, les articles definis. 2.3 Les mois et les jours / le calendrier. 2.4 Les verbs er (suite). 2.5 L'interrogation avec intonation 2.6 decrire un lieu, les noms des differentes salles... 2.7 Les adjectives qualificatifs mon, ma, mes et notre, nos 2.8 Epreuves						
MODULE 3:						(11)
3.1 Donner des directions / localizer un lieu / trouver un lieu 3.2 Les verbs aller et mettre. 3.3 L'article contracte et les prepositions de lieu (en, a, au...) 3.4 L' imperatif 3.5 Les mots de caracterisation d'un lieu et les lieux urbains 3.6 Les transports 3.7 Discuter et acheter des produits, Ca fait... et les expressions De quantite, les fruits, les legumes, les produits alimentaires Les produits propres aux pays different.						

3.8	La negation et le COD
3.9	Le conditionnel (je voudrais) et les verbes Irreguliers :pouvoir, vouloir, prendre.
3.9.1	Epreuves
MODULE 4: (11)	
4.1	fixer unrendez-vous avec le medecin
4.2	L'heure
4.3	Les nombres de 51 a 100
4.4	Les verbessortiretpartir
4.5	L'interrogation avec est-ceque
4.6	Les parties du corps, avoir + les expressions et les Maladies communes
4.7	Les adjectifspossessifs – notre/nos, votre/vos, sa/ses/son,
4.8	Le COI
4.9	L'entrainement DELF
4.9.1	Epreuves
TEXT BOOKS	
1	Krishnan, C &Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011
REFERENCE BOOKS	
1	CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris,2008
2	MERIEUX, Regine; LOISEAU, Yves, Connexions-1,Didier,Paris,2004
3	MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009
4	POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Pairs, 20011
E BOOKS	
1	https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/
2	https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS
MOOC	
1	https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017

COURSE TITLE		ENGLISH II			CREDITS	3
COURSE CODE		ELA2116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Demonstrate an understanding of importance of group discussion and speech practice.					1
2.	Demonstrating presentation skills and writing.					3
3.	Understanding and appreciating poetry					7
4.	Demonstrating critical thinking					3
5.	Eliciting and imparting the knowledge of English using comprehension skills					1
Prerequisites : Plus Two English-Intermediate Level, Basic English competency						
MODULE – 1: LISTENING SKILL						9L
Group discussion on topics of interest selected by small groups—Functional writing: Describing places—Describing human scenes— Speech practice: Identifying locations for stay/business/education etc.—Following instructions in technical / business / official situations						
MODULE – 2: READING COMPREHENSION						9L
Presentation skills (Preparation, Writing, Slides, Embellishments, Oral presentation, Evaluation) – Seminar participation (Listening and note taking, Identifying hard spots, Framing questions & Raising doubts / Seeking clarifications)—Writing: Describing people—Describing situations—Reading: Intensive reading to gain in-depth knowledge in the discipline / field concerned—Enriching word power in the field of specialization.						
MODULE – 3: JOB APPLICATION AND CV						9L
Writing: Job applications — Preparing CV – Preparing the profiles of organizations and institutions— Writing for media—Collecting background information, Processing, Preparing the write up & Editing—Reading: Intensive reading for gaining insights into scientific/technical/professional fields of interest – Speech practice: Presenting a topic of social/academic relevance before an audience						
MODULE – 4: CRITICAL THINKING						9L
Critical thinking -- Critical appreciation of poetry -- Information transfer -- Enriching word power -- Language in use --Listening comprehension -- Group discussion -- Note making --Intensive reading--Interpretation --Interview skills-- Reading for pleasure -- Synthesizing information from various sources --Expanding quotes –Academic writing: Project outline (Blueprint)—Proposal—Details—Reporting						
MODULE – 5: COMPREHENSION SKILLS						9L
Training in self evaluation—Peer evaluation—Team assessment-- Reading: Reaching the truth through critical reading followed by critical thinking (News reports, features etc.)						
TEXT BOOKS						
1.	Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018					
REFERENCE BOOKS						
1.	Embark, English for Undergraduates by Steve Hart et al, Cambridge University Press, 2016, edition					
2.	English for Life and the Workplace Through LSRW&T skills, by Dolly John, Pearson Publications, 2014 edition					

3.	Cambridge Academic English, An integrated skills course for EAP by Martin Hewings and Craig Thaine, by Cambridge University Press, 2014
E BOOKS	
1.	http://www.bbc.co.uk/learningenglish/english/features/pronunciation
2.	http://www.bbc.co.uk/learningenglish/english/
3.	http://www.antimoon.com/how/pronunc-soundsipa.htm
4.	http://www.cambridgeenglish.org/learning-english/free-resources/write-and-improve/
MOOC	
1.	https://www.mooc-list.com/tags/english
2.	https://www.mooc-list.com/course/adventures-writing-stanford-online
3.	http://www.cambridgeenglish.org/learning-english/free-resources/mooc/

COURSE TITLE	MEDIA MAREKETING COMMUNICATION			CREDITS	4
COURSE CODE	VCB2116	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Able to craft an oral and written integrated marketing communications plan (capstone), based on primary and secondary research				4
2.	Able to ensure a substantive assessment of corporate strengths, weaknesses, opportunities and threats (SWOT analysis) and create a substantive research plan for one's project				4,6
3.	Reinforcing the principles AIDA Model and applying this marketing strategy in various initiatives				2
4.	Able to build a sound capital budget with financial objectives and a measurable financial assessment				8
5.	Able to construct MMC creative strategies and tactics, including digital & social media executions,				3,8
Prerequisites : Basic knowledge about Advertisements and day today Sales promotion activities					
MODULE 1: CONCEPT AND PROCESS OF INTEGRATED MARKETING COMMUNICATIONS (9L+3T)					
Elements of IMC- a) Advertising – Classification of advertising, types, advertising appropriation, advertising campaigns b) Sales Promotion-Different types of Sales Promotion, relationship between Sales promotion and advertising c) Publicity – Types of Publicity, relationship between advertising and publicity d) Personal Selling e) Direct marketing and direct response methods f) Media relations					
MODULE 2 – IMC MESSAGE DESIGN (9L+3T)					
AIDA model – Considerations for creative idea visualization					
MODULE – 3 : MEDIA MANAGEMENT (9L+3T)					
Media Process – Media Jargons – Media Buying- Strategies and execution					

MODULE – 4 : SUPPLIERS IN IMC		(9L+3T)
Hoarding Contractors/Printers etc. Ad. Agency- Departments of Ad. Agency, Client Servicing-client Agency relationship, account Planning		
MODULE 5 – ETHICS AND SOCIAL RESPONSIBILITY		(9L+3T)
Ethics and social responsibility in IMC campaigns - Evaluating Marketing Communication Programmes		
TEXT BOOKS		
1.	Integrated Marketing Communications: A focus on new technologies and advanced theories - Lawrence Ang, Cambridge University Press, UK, 2014	
2.	Advertising and Promotion: An Integrated Marketing Communications Perspective - George	
REFERENCE BOOKS		
1.	Kleppner's Advertising Procedure - Lane W. Ronald, Pearson Education India, New Delhi 2008	
2.	Integrated Marketing Communications - Tony Yeshin, Routledge, Oxon, 2012	
E BOOKS		
1.	http://multimediamarketing.com/mkc/marketingcommunications	
2.	https://www.managementstudyguide.com/integrated-marketing-communications.html	
MOOC		
1.	https://www.coursera.org/learn/integrated-marketing-communications	

COURSE TITLE	DRAWING- II			CREDITS	3
COURSE CODE	VCB2141	COURSE CATEGORY	PC	L-T-P-S	0-0-6-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding color and color mixing.				3
2.	Skill in watercolor painting				3,5
3.	Skill in Pastel drawing				7
4.	Skills in charcoal drawing				7,3
5.	Composition skills				1
Prerequisites : Practice and knowledge in shapes, shades, light, patterns and textures					
MODULE 1 – FORMS					(18P)
Features and nuances of structured forms like humans, birds, animals, etc.,					
MODULE 2 – LIVE MODELS					(18P)
Live models of humans on different postures based on different lightings and shades					
MODULE – 3 : LANDSCAPES					(18P)
Outdoor expedition landscapes around to capture the surrounding details.					
MODULE – 4 : MONUMENTS					(18P)
Heritage monuments such as Shore temple, Pancharathas, Museums, etc.,					

MODULE 5 – ENVIRONMENTAL EXPOSURE		(18P)
Features of Environmental surrounding		
TEXT BOOKS		
1.	Pencil-sketching by George Koch 2013	
2.	Pencil Sketches, or Outlines of Character and Manners by Eliza Leslie edition	
REFERENCE BOOKS		
1.	Learn Pencil Shading by Subodh Narvekar edition- 1	
2.	Drawing: For Beginners- The Complete Guide to Mastering Pencil Drawing SEC-OND EDITION by Arleen Hotzak, John McBeth (Editor)- 2015	
E BOOKS		
1.	https://arthearty.com/types-of-perspective-drawings	
2.	http://www.drawingandpaintinglessons.com/Drawing-lessons/Objectives.cfm	

COURSE TITLE	GRAPHIC DESIGN – II			CREDITS	3
COURSE CODE	VCB2142	COURSE CATEGORY	PC	L-T-P-S	0-0-5-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Ability to apply the knowledge of the elements and principles of design to solve real world design problems				3
2.	Understanding of what a logo is in the context of the product and it is Branding.				3
3.	Effective use of Typography.				3,4
4.	Ability to design logos as well as collaterals such as letterheads, Business cards, Advertisements, etc.				5
5.	Ability to create a design brief, conduct online research, and Come up with Appropriate solutions independently.				8
<p>Prerequisites: Basic knowledge about various shapes, designs and day today basic software. Record should contain at least THREE exercises each with written briefs, scribbles and final artwork). Cutting and pasting work for advertisements must be done with design elements (logos, illustrations, lettering etc.) created by the students themselves (cutting and pasting from magazine or any other second-ary sources will not be allowed).</p>					
MODULE 1 – LOGO DESIGN					(15P)
Logo designs based on Government Organisation, Commercial organisation, Non Profits, etc.,					

MODULE 2 – LETTERHEAD		(15P)
Letterhead designs based on Government Organisation, Commercial organisation, Non Profits, etc.,		
MODULE – 3 : VISITING CARDS		(15P)
Visiting card designs based on Government Organisation, Commercial organisation, Non Profits, etc.,		
MODULE – 4 : BROCHURES		(15P)
Brochure designs based on Government Organisation, Commercial organisation, Non Profits, etc.,		
MODULE 5 – PRINT ADVERTISEMENTS		(15P)
Printed advertisements on various concepts on the above– Both black and white		
TEXT BOOKS		
1.	Photoshop: 20 Photo Editing Techniques Every Photoshop Beginner Should Know! by Edward Bailey- 2015	
2.	PHOTOSHOP: Absolute Beginners Guide To Mastering Photoshop And Creating World Class Photos by Andrew McKinnon- 2015	
REFERENCE BOOKS		
3.	Graphic Design Portfolio CS5: Adobe In Design Illustrator & Photoshop by Against the Clock 2010	
4.	Graphic Design: The New Basics by Ellen Lupton, Jennifer Cole Phillips, 2008	
E BOOKS		
1.	https://www.studocu.com/en/document/-university-of-western-ontario/introduction	
2.	https://viscom.wordpress.com/2013/04/08/element-of-texture/	

COURSE TITLE		ENRICHMENT COURSE - II		CREDITS	2	
COURSE CODE		BAA2141	COURSE CATEGORY	PC	L-T-P-S	0-0-4-0
CIA		80%		ESE	20%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Clear understanding of the words that are important in oral communication and need for the apt pronunciation.				4	
2.	Demonstrate the ability to effectively deliver formal presentations before a variety of audiences				4	
3.	Demonstrate the ability to gather information and present it to the audience to make an impact.				5,7	
4.	Developing the skill of making effective presentation with persuasion and clarity of thought				2,6	
5.	Applying the oral communication and written communication to prepare an effective speech for different occasion.				4	
Prerequisites : Thorough knowledge in Sentence making, Punctuation, basic business vocabulary						
MODULE – 1: VOCABULARY					(12P)	
Importance of business language, Vocabulary words often confused, often misspelled, common errors in English						
MODULE – 2: ORAL PRESENTATION					(12P)	
Oral Presentation, Importance, characteristics, presentation plan, power point presentation, visual aids						
MODULE – 3: PUBLIC SPEAKING – 1					(12P)	
Communicating in Teams, Groups, Meetings and Public Speaking						
MODULE – 4: PUBLIC SPEAKING – 2					(12P)	
Overcoming Fear of Speaking, Analyzing and Adapting to Audiences						
MODULE – 5: SPEECHES					(12P)	
Preparing and Presenting Informative Speeches; Preparing and Presenting Argument Speeches						
TEXT BOOKS						
1.	Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company.					
2.	Hurlock, E.B. (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill					
REFERENCE BOOKS						
1.	Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House.					
2.	Dudley, G.A. (2004). Double you are learning power. Delhi: Konark Press. Thomas publishing Group Ltd.					
E BOOKS						
1.	https://www.mindtools.com/page8.html					
2.	https://www.makeuseof.com/tag/improve-communication-skills-7-websites/					
3.	https://smartenings.com/product/public-speaking-improve-speaking-skills-ebook/					
4.	https://www.pdfdrive.net/speaking-english-books.html					
MOOC						
1.	https://www.mooc-list.com/course/speaking-inform-discussing-complex-ideas-clear-explanations-and-dynamic-slides-coursera					

SEMESTER III

COURSE TITLE		PRINTING AND PUBLICATION		CREDITS	3	
COURSE CODE		VCB2201	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		60%		ESE	40%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Awareness of the History of Printing				3	
2.	Understanding the Principles of Printing and their types				4	
3.	Process involved in Printing				7	
4.	Understanding the methods of Color separation, addition and corrections in Printing				3,6	
5.	Recent Technological Development and Trends in Printing process				7	
Prerequisites: Basic printing colors, Types of printers.						
MODULE 1 – HISTORY OF PRINTING					(9L)	
History of printing. Recent technological development of printing processes. Importance of printing processes in design decisions.						
MODULE 2 – TYPES OF PRINTING PROCESS					(9L)	
Principles of printing. (relief, paleography etc.,) Typesetting methods, hot metal, photocomposition and digital. Plate making process. Types of printing processes - Letter Press, Offset, Gravure, Flexography and Silk Screen. Color printing process - color separation, color correction and color reproduction. Current trends and future developments in printing processes (Laser Printers, Scanners, Ink-jet printers: Image setters, Direct-to-plate printing etc.).						
MODULE – 3 : TYPOGRAPHY PRINTING					(9L)	
Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, and State of the Industry today.						
MODULE – 4 : PRINTING MANAGEMENT					(9L)	
Printing Management, Printing press organization and structure Economics of printing - different types of paper, ink, plates, miscellaneous. Print order estimation, managing wastage.						
MODULE-5: NEW TECHNOLOGICAL DEVELOPMENT IN PRINTING PROCESS					(9L)	
Preparing and Presenting Informative Speeches; Preparing and Presenting Argument Speeches						
TEXT BOOKS						
1.	Dennis, E (1997). Lithographic technology in transition. Arndams, J.M.					
2.	Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing					
REFERENCE BOOKS						
1.	McAllister, R (1998) Pathways to Print: Trapping. Thomson Learning					
2.	Bergland, D (1997). Printing in a digital world. Thomson Learning					
E BOOKS						
1.	https://www.prepressure.com/printing/processes					
2.	https://study.com/printing_technology_courses.html					
MOOC						
1.	https://www.mooc-list.com/course/3d-printing-revolution-coursera					

COURSE TITLE		PHOTOGRAPHY-I		CREDITS	3	
COURSE CODE		VCB2202	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		60%		ESE	40%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	To Understand the Elements of Photography and its functions				2	
2.	To Acquire Knowledge in Basic Lighting, Exposure and Focusing				5,2	
3.	Learn types of Films, sensitivity in both analog and digital formats				6	
4.	To learn the systematic image printing process for film and digital.				7	
5.	Aesthetics of Photography, composition and Visual Story Telling.				4,2	
Prerequisites: Basic printing colors, Types of printers.						
MODULE-1 -BASIC PHOTOGRAPHY					(9L)	
Human Eye and Camera. Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera. Types of Lenses. Visual Perception. Experiencing equipment - different types of cameras, lenses, filters, bellows, converters etc.						
MODULE 2 – LIGHTING					(9L)	
Understanding lighting-indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light						
MODULE – 3 : TYPES OF FILM					(9L)	
Types of Film-Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and Colour photography-negatives, colour materials, processing and printing.						
MODULE – 4 : BASIC REQUIREMENTS					(9L)	
Basic Requirements, Equipment's. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques-motion pictures etc., manipulation of image, framing & trimming..						
MODULE-5: SOME BASIC PRINCIPLES					(9L)	
Some basic Principles. Aesthetics. Basics of photojournalism, Photo-features, Photo - essays, writing captions, Visual story telling. Photography for advertising-Consumer and industrial. Planning a shoot-studio, location, set props and casting.						
TEXT BOOKS						
1.	The Mind's Eye: Writings on Photography and Photographers by Henri Cartier-Bresson- 1999					
2.	A World History of Photography by Naomi Rosenblum- 1984					
REFERENCE BOOKS						
1.	The Digital Photography Book (Volume 1) by Scott Kelby-2007					
2.	Photography by Barbara London, John Upton, 1970e.					
E BOOKS						
1.	https://artofvisuals.com/the-basics-of-photography-introduction-to-photography-Tutorials/					
2.	https://improvephotography.com/photography-basics/					
MOOC						
1.	https://www.mooc-list.com/course/art-photography-open2study					

COURSE TITLE		COMMERCIAL ADVERTISEMENT		CREDITS	3	
COURSE CODE		VCB2203	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		60%		ESE	40%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Define advertising and explain the key components				5	
2.	Identify the different types of advertising				3	
3.	Describe the consumer decision making process				7,2	
4.	Discuss key strategy approaches and Understand the components of a brand				1,5	
5.	Define creative advertising and explain the concept of Big Ideas				8	
Prerequisites: Basic knowledge of design and color concept.						
MODULE – 1: NATURE AND ROLE ADVERTISING					(9L)	
Definition, Nature & Scope of advertising, Roles of Advertising; Societal, Communication, Marketing & Economic. Functions of advertising.						
MODULE – 2: SCOPE OF ADVERTISING					(9L)	
Based on target audience, geographic area, Media & Purpose. Corporate and Promotional Advertising. Web Advertising						
MODULE – 3: STRUCTURE OF ADVERTISING AGENCY					(9L)	
Environment, Components -Advertiser, Advertising agency & Media. Consumer behavior. Latest trends in advertising - (India and abroad). Ad Agency - Structure of small, medium & big agencies, functions. Types of agencies - in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues.						
MODULE – 4: BRANDING STRATEGIES					(9L)	
Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management - Positioning, brand personality, brand image, brand equity. Case studies.						
MODULE – 5: DESIGNING OF ADVERTISEMENT					(9L)	
Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing & Layout, Copy writing - Types of headlines, body copy base lines, slogans, logos, & trademarks. Typography, Writing styles, Scripting. Story board. Advertising campaign-from conception to execution.						
TEXT BOOKS						
1.	Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers					
2.	Stansfield, Richard: Advertising Managers Handbook. UBSPD Publications. Third Edition					
REFERENCE BOOKS						
1.	Advertising Handbook: A Reference Annual on Press TV, Radio and Outdoor Advertising. Different Years ATLANTIS Publications					
2.	Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill					
3.	Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning					

E BOOKS	
1.	http://www.eiilmuniversity.co.in/downloads/Advertising-Management.pdf
2.	https://www.scribd.com/document/285558338/Advertising-Management-pdf
MOOC	
1.	https://www.mooc-list.com/course/integrated-marketing-communications-advertising-public-relations-digital-marketing-and-more

COURSE TITLE	VIDEOGRAPHY – I			CREDITS	3
COURSE CODE	VCB2204	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	60%			ESE	40%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Define advertising and explain the key components				5
2.	Identify the different types of advertising				3
3.	Describe the consumer decision making process				7,2
4.	Discuss key strategy approaches and Understand the components of a brand				1,5
5.	Define creative advertising and explain the concept of Big Ideas				8
Prerequisites: Knowledge in Camera equipment and Photography.					
MODULE-1 : LIGHTING PROCEDURES					(12L)
Nature of Light, Lighting Procedure (Outdoor and Studio).					
MODULE 2 – LIGHTING ACCESSORIES					(12L)
Lighting Equipment and Techniques, Accessories.					
MODULE – 3 : CAMERA WORKING					(12L)
Basic Camera Design and Structure. Camera Working, Camera Operations. Camera Movements. Lens Characteristics.					
MODULE – 4 :VISUALIZATION					(12L)
Visualization. Composition. Narratives, etc.					
MODULE – 5 : VISUAL EFFECTS					(12L)
Lighting for different program formats, visual effects (optical, mechanical effects) Character Generators.					
TEXT BOOKS					
1.	Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers				
2.	Stansfield, Richard: Advertising Managers Handbook. UBSPD Publications. Third Edition				
REFERENCE BOOKS					
1.	The Assassination of John F. Kennedy: An Annotated Film, TV, and Videography, 1963-1992 by Anthony Frewin 1993				
2.	Ultrahigh- and High-Speed Photography, Videography, Photonics, and Velocimetry '90 by Larry L. Shaw, Barry T. Neyer 1990				

E BOOKS	
1.	https://www.virtuets.com/45-video-marketing-statistics/
2.	https://www.scribd.com/document/285558338/Advertising-Management-pdf
MOOC	
1.	https://www.mooc-list.com/course/cameras-exposure-and-photography-coursera

COURSE TITLE	COMPUTER GRAPHICS – I			CREDITS	3
COURSE CODE	VCB2231	COURSE CATEGORY	PC	L-T-P-S	0-0-5-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Gaining knowledge in designing logos for Desktop Publishing				3
2.	Understanding the Aspects in Visiting card and letter head Designing				5
3.	Understanding Poster Design Techniques				3
4.	Knowledge in Content Development for Book Publishing				1,2
5.	Developing Basic GIF Animation				3,5
Prerequisites: Basic concepts of shapes, sizes, color patterns.					
<ol style="list-style-type: none"> 1. Advertising agency 2. Commercial organization 3. Non-profit organization 4. Government agency 5. Service industry 					
MODULE-1 - LOGO DESIGN (75 Hrs. Total)					
Design a 'logo' for above mentioned.					
MODULE 2 – VISITING CARDS					
Design a 'visiting card' & 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise					
MODULE – 3 : TYPES OF FILM					
Design a 'newsletter' for any one of the above-mentioned agencies					
MODULE – 4 : BASIC REQUIREMENTS					
Design the 'front cover' of an in-house journal published by any one of the above mentioned agencies					
Note: No objects/elements downloaded from the Internet should be used					
TEXT BOOKS					
1.	Computer Graphics: Principles and Practice by James D. Foley, Andries van Dam, Steven K. Feiner – 1990				
2.	Procedural Elements of Computer Graphics by David F. Rogers 1984				
REFERENCE BOOKS					
1.	Fundamentals of Computer Graphics by Peter Shirley 2002				
2.	Geometric Tools for Computer Graphics by Philip Schneider, David H. Eberly 2002				
E BOOKS					
1.	https://lecturenotes.in/subject/59/computer-graphics-cg				
2.	www.ssmengg.edu.in/weos/weos/upload/EStudyMaterial/.../computer%20graphics.pdf				

COURSE TITLE		ENRICHMENT COURSE - III		CREDITS	2	
COURSE CODE		COA2231	COURSE CATEGORY	CF	L-T-P-S	0-0-4-0
CIA		80%		ESE	20%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Demonstrate the importance of Tally software for simplifying the accounting methods and procedures				3	
2.	Demonstrate the ability to create/load the company, group, security control, back-up etc.				2	
3.	Demonstrate the ability to create groups				4	
4.	Developing the skill to create vouchers				5	
5.	Applying the knowledge to become proficient towards creating the accounting records and extract the financial statements.				6,7	
Prerequisites: Basics of Accounting – Journal, Ledger, Trial Balance & Preparation of Trial Balance						
MODULE – 1: INTRODUCTION TO TALLY						
Tally origin, General Features, accounting features, inventory features, starting TALLY, Start-up screen component, Processing icons, Multilingual feature of TALLY, Quit TALLY						
MODULE – 2: CREATION OF COMPANY						
Company Creation – Creating, Selecting, Deleting, shutting a company, altering company details, Changing data directory, auto selection of company						
MODULE – 3: CREATION OF GROUPS						
Predefined groups in Tally, Primary groups, sub groups, creation of user defined primary groups, display, alteration of groups, ledger accounts, creations, display, alteration, deletion						
MODULE – 4: VOUCHERS						
Tally Vouchers, Meaning, payment, vouchers, receipt, vouchers-entering, deletion, cancelling, printing a voucher, Post-dated vouchers						
MODULE – 5: PREPARATION OF FINAL ACCOUNTS						
Preparation of Trail Balance, Preparation of Profit and Loss account, Balance Sheet						
TEXT BOOKS						
1.	Nadhani, Simple Tally 9					
2.	Shraddha Singh, Tally Erp 9					
REFERENCE BOOKS						
1.	Namrata Agrawal, Comdex Tally 9 Course Kit					
2.	Nadhani, Simple Tally 9					
E BOOKS						
1.	http://www.infinsys.com/v1/downloads/tally_erp_9_doc.pdf					
2.	http://alitally.blogspot.com/2013/01/learn-tallyerp-9-free-pdf-ebook.html					

SEMESTER IV

COURSE TITLE		MEDIA AND PUBLIC RELATIONS		CREDITS	4
COURSE CODE	VCB2216	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the relational behavior.				2
2.	Understanding and analyzing about SWOT				2,4
3.	Understand how to write press release, minutes of meeting.				4,7
4.	Understanding corporate governance				7
5.	Understanding the elements of interpersonal communication, face-to-face communication.				7,1
Prerequisites: Basic Communication concepts.					
MODULE – 1: INTRODUCTION TO PUBLIC RELATION					(12P)
Public-Crowd-Mob-Audience-Mass. Relations-Behavioral Science-Organizational Behavior. Public Relations: Introduction, Background, Definitions, concept, scope, Public Relations- Propaganda, Advertisement, Publicity, Public Opinion, Marketing, Liasioning, Lobbying, Campaign, Promotion. P.R, Model of PR change process. Common misconceptions about PR, Ten components of systematic approach to PR problem solving, Checklist of PR, SWOT analysis of PR in the present changing scenario.					
MODULE – 2: RELATIONSHIP WITH MEDIA					(12P)
PR publications: Newsletter, House Journal, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters. Writing for PR: Press Release, Press note, Hand-out, Feature, Articles, Speech writing, special speech, Tips of writing of writing for expert and Top management of the organization, Background materials, citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Scheduling and handling of press Conference, Press get-together, Press Meet, Checklist of Press kit.					
MODULE – 3: CORPORATE GOVERNENCE					(12P)
Corporate Governance: The Transparency Mantra of PR. HRD and public relations: Complementary role. Feedback: The art of giving. PR consultancy: Pros and Cons. Discussion on opinion survey of PR in Public and Private enterprises.					
MODULE – 4: COMMUNICATION PROCESS					(12P)
An element of communication process, Seven C's of effective communication. Types of communication: Intrapersonal communication, Interpersonal communication /face-to-face communication, three stages of interpersonal communication: 1). Phatic stage, 2). Personal stage 3). Intimate Stage					
MODULE – 5: MODEL OF COMMUNICATION					(12P)
Group communication and Mass communication, Interactive communication, Organizational communication pattern in any organization: downward communication, upward communication, and horizontal communication, oral and written communication. Convergence Model of communication.					

TEXT BOOKS	
1.	Principles Of Public Relations- C. Rayendu& K.R. Balan (Himalaya), New Delhi, 2006
2.	Essentials of Public Relations Management - Edward J. Lordan, Rowman& Littlefield, 2003
REFERENCE BOOKS	
1.	Perspectives On Development Communication by K Sadanandan Nair (Editor), Shirley A White (Editor) – 1994
2.	Involving the Community: A Guide to Participatory Development Communication by Gay Bessette
E BOOKS	
1.	http://www.csus.edu/indiv/r/rheey/rhee_an%20overview.pdf
MOOC	
1.	https://www.mooc-list.com/course/introduction-public-relations-coursera

COURSE TITLE	VIDEOGRAPHY - II			CREDITS	4
COURSE CODE	VCB2241	COURSE CATEGORY	PC	L-T-P-S	0-0-5-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	To bring film education to the fore as an area of career opportunity for the cinematically inclined and to help the latest talent to blossom				4
2.	Applying various supporting equipment in videography ad understanding the need of the same.				2
3.	Understanding and applying creative shots in Videography using different shots				2,6
4.	Multiple approaches to learning provide students with an exciting choice of educational Programs.				1
Prerequisites: Knowledge in Camera equipment and Photography..					
MODULE-1 - DIGITAL EQUIPMENTS					(15P)
Using digital photographic equipment. Camcorder functions- aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects					
MODULE 2 – VIDEO CAMERA – BASIC EQUIPMENTS					(15P)
Using a Tripod, recording sound, adjusting colour and contrast, Basic lighting					
MODULE – 3 : CREATIVE VIDEOGRAPHY					(15P)
Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in camera					

MODULE – 4 : SHOOTING METHODS		(15P)
Indoor and Outdoor Shooting methods. Shooting of ceremonies and wedding, special occasions, sports and action, theatre performances, natural scenes, informal parties, family outings, class room lectures, group Discussions, quiz programmes. Adventure shooting, Innovative methods of shooting, Camera angles and movements. Shooting Micro objects. Wide angle shooting, trolley and crane shots		
MODULE – 5 : SHOOTING METHOD		(15P)
Multi-camera setup. Tape-less recording. Computer video recording		
TEXT BOOKS		
1.	Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003	
2.	Media Organization and production, Simon Cottle, Sage Publications, New Delhi, 2003.	
REFERENCE BOOKS		
1.	Standard handbook of Video and Television Engineering, Jerry Whitaker and Blair Benson	
2.	Multimedia and Virtual Reality Engineering, Richard Brice, Newnes Pub., 1997.	
E BOOKS		
1.	https://media.smith.edu/smithvideo/pdf/video_essentials.pdf	
2.	tubularinsights.com/video-production-lighting-camera-angles/	
MOOC		
1.	https://www.mooc-list.com/course/cameras-exposure-and-photography-coursera	

COURSE TITLE	COMPUTER GRAPHICS – II			CREDITS	4
COURSE CODE	VCB2241	COURSE CATEGORY	PC	L-T-P-S	0-0-5-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Gaining knowledge in designing logos for Desktop Publishing				2
2.	Understanding the Aspects in Visiting card and letter head Designing				3
3.	Knowledge in Content Development for Book Publishing				1,2
4.	Developing Basic GIF Animation				3
5.	Understanding Poster Design Techniques				7
Prerequisites: Basics to Photoshop					
<ol style="list-style-type: none"> 1. Advertising agency 2. Commercial organization 3. Non-profit organization 4. Government agency 5. Service industry 					
MODULE – 1: POSTER DESIGN					(15P)
Poster for any three above mentioned					

MODULE – 2: BROCHURE		(15P)
Brochure for any three above mentioned		
MODULE – 3: CALENDAR		(15P)
Calendar for any three above mentioned		
MODULE –4: CD COVER		(15P)
CD COVER for any three above mentioned		
MODULE -5 SPOKES CHARACTER		(15P)
Design a Spokes cartoon character.		
TEXT BOOKS		
1.	Graphic Design: The New Basics by Ellen Lupton, Jennifer Cole Phillips 2003	
2.	Graphic Design Thinking by Ellen Lupton (Editor), Jennifer Cole Phillips 2011	
REFERENCE BOOKS		
1.	A Kidd's Guide to Graphic Design by Chip Kidd 2013	
2.	Making and Breaking the Grid: A Graphic Design Layout Workshop by Timothy Samara 2003	
E BOOKS		
1.	http://justcreative.com/2008/02/25/99-graphic-design-resources/	

COURSE TITLE		PHOTOGRAPHY-II		CREDITS	4
COURSE CODE	VCB2243	COURSE CATEGORY	PC	L-T-P-S	0-0-5-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	To Understand the Elements of Photography and its functions				7
2.	To Acquire Knowledge in Basic Lighting, Exposure and Focusing				5
3.	Learn types of Films, sensitivity in both analog and digital formats				5
4.	To learn the step-by-step image printing process for film and digital.				3
5.	Aesthetics of Photography, composition and Visual Story Telling.				2,8
Prerequisites: Framing, Lighting.					
MODULE					(75P)
<ol style="list-style-type: none"> 1. Landscape (scenic, people, birds/animals, monuments) 2. Portraits 3. photo feature, photo language 4. Environment exposure 5. Silhouette 6. Freezing movement 7. Panorama 8. Montage 9. Indoor photography 10. Industrial photography 11. Special effects 					
TEXT BOOKS					
1.	Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera- 1990				
2.	Behind the Camera: Creative Techniques of 100 Great Photographers - 2016				
REFERENCE BOOKS					
1.	A Short Course in Digital Photography by Barbara London, Jim Stone – 2009				
2.	Understanding Close-Up Photography: Creative Close Encounters with Or Without a Macro Lens by Bryan Peterson- 2009				
E BOOKS					
1	https://artofvisuals.com/the-basics-of-photography-introduction-to-photography-tutorials/				
2	https://improvephotography.com/photography-basics/				
MOOC					
1	https://www.mooc-list.com/course/art-photography-open2study				

COURSE TITLE		ENRICHMENT COURSE - IV		CREDITS	2
COURSE CODE	COA2241	COURSE CATEGORY	CF	L-T-P-S	0-0-4-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate the importance of Computer software and hardware				2,5
2.	Demonstrate the ability to Creating documents in Microsoft Word, Typing text, numbers and dates into a document, Easy formatting, Checking the spelling in your document, Making and saving changes to your document.				3,4
3.	Demonstrate the ability to Managing Windows Explorer, Creating, moving, renaming and deleting folders and files, Understanding file extensions, Viewing storage devices and network connections, Managing USB flash drives.				4,6
4.	Understanding spreadsheet functionality, Creating spreadsheets in Microsoft Excel, Typing text numbers and dates into a worksheet, Easy formulas, Easy formatting, Charting the data, Making and saving changes to the workbook				5,7
5.	Ability to visit a specific website and bookmarking, Understanding how to search/Google effectively, Copy and paste Internet content into documents and emails, Stopping and refreshing pages, Demystifying the Cloud, Computer security best practices.				6,8
Prerequisites: Basics of Accounting – Journal, Ledger, Trial Balance & Preparation of Trial Balance					
MODULE – 1: INTRODUCTION TO COMPUTERS					(12P)
Introduction to Computers – Classification of Computers; Role of Computers in society; Inside the Computers – Hardware (processing, memory, i/o, storage), Software (systems, application), CPU, OS, (DOS, Windows, Unix, Linux), Storage Devices; Programming – Overview, need for languages, skills; Networking Basics; Virus; Hacking.					
MODULE – 2: WORD PROCESSING					(12P)
Word Processing – Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker; Navigating in word – keyword, Mouse; document formatting – paragraph alignment, indentation, headers and footers, numbering; printing – preview, options					
MODULE – 3: FILE MANAGEMENT					(12P)
File Management – Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders – editing, retrieving, deleting, renaming, subfolders – manipulate windows – maximize, minimize; Power point basics – terminology, templates, viewing					
MODULE – 4: SPREAD SHEETS					(12P)
Spreadsheets – MS Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, header and footer, centering data, printing					
MODULE – 5: INTERNET					(12P)
Networks – Internet Explorer – components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email – creating, receiving, reading and sending messages					
TEXT BOOKS					
1.	Introduction to Computers – Peter Norton, Tata McGraw-Hill.				
2.	Microsoft 2003 – Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, Tata McGraw-Hill.				
SOFTWARE PACKAGE					
1.	MS OFFICE PACKAGE				

SEMESTER V

COURSE TITLE	TELEVISION PRODUCTION			CREDITS	4
COURSE CODE	VCB2301	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	To gain knowledge about the television production process				7
2.	To understand the importance of script writing				6,1
3.	To Analyze and apply various cinematography techniques & principles				6,
4.	To Know the importance of the audio and the recording process				5,4
5.	To get an overview on linear editing and nonlinear editing				5
Prerequisites: They should have watched TV Serial, Film.					
MODUEL – 1: VISUALIZATION					(9L+3T)
Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Se cam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.					
MODUEL – 2: SCRIPT WRITING					(9L+3T)
Principles of script writing, creative writing, Script formats. Planning of Story, storyboard, discussions, screenplay, dialogue writing, Selection of cast, costumes, locations, set & design, Research. Locations: In-door, set, on-sights sets, - Outdoor on-sight sets, blue matte. Etc.,					
MODUEL – 3: CAMERA TECHNIQUES					(9L+3T)
Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL), framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.), usages of various filters (day , night, color correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.,) color temperature, lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi, etc.,)					
MODUEL – 4: Audio Techniques					(9L+3T)
Video recording format - Audio on line or off line. Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni - directional, Bi-directional, Omni directional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.).					
MODUEL – 5: Editing					(9L+3T)
Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting-sound in editing-categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing - linear, non-linear, types of editing modes. (assemble mode, insert mode, on line mode) computer editing - time cede roll editing, etc., Television graphics & titling and specials effects, Audio - Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration)etc. Presentation skills, recording live programs.					

TEXT BOOKS	
1.	Block et al. Managing in the Media. Focal Press, 2001
2.	Digital Television Production: A Handbook by Jeremy Orlebar - 2002
REFERENCE BOOKS	
1.	Television Production Workbook for Zettl S Television Production Handbook, 9th by ZETTL – 2005
2.	Broadcast News: Radio Journalism and an Introduction to Television
E BOOKS	
1.	http://www.nraismc.com/wp-content/uploads/2017/03/203-TELEVISION-PRODUCTION-IDEA-TO-SCREEN-backup.pdf
2.	http://www.twcpublicity.com/downloads/production/the_artist_production_notes.pdf
MOOC	
1.	https://books.google.co.in/books?id=yOvKAgAAQBAJ&source=gbs_book_other_versions
2.	https://www.mooc-list.com/course/film-production-behind-scenes-feature-filmmaking-futurelearn

COURSE TITLE	ELEMENTS OF FILM			CREDITS	4
COURSE CODE	VCB2302	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding and analyzing the techniques of Film and TV.				8
2.	Understanding and analyzing to frame the script and storyboard.				4,8
3.	Understanding the camera techniques.				1,2,3
4.	Understanding the concept of audio and video format.				7
5.	Understand the concept of editing process.				5
Prerequisites: They should have watched TV Serial, Film.					
MODUEL – 1: VISUALIZATION					(12L)
Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends.					

MODUEL – 2: SCRIPT Writing		(12L)
Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition.		
MODUEL – 3: CAMERA TECHNIQUES		(12L)
Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene. Space and time, narrative functions of mise-en-scene. Cinematographer properties-the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound-the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.		
MODUEL – 4: AUDIO TECHNIQUES		(12L)
The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)		
MODUEL – 5: EDITING		(12L)
Style as a formal system, narrative Module, ambiguity, a non-classical approach to narrative films, space and time, form, style and ideology.		
TEXT BOOKS		
1.	Thoraval, Yves(2000) The Cinema of India(1896-2000)	
2.	Roberge, Gaston: the Subject of Cinema	
3.	Roberge, Gaston (1977): Films for an ecology of Mind	
REFERENCE BOOKS		
1.	Arora: Encyclopedia of Indian Cinema	
2.	Baskar, Theodor: Eye of the Serpent	
3.	Halliwell;: The Filmgoers Companion 6th Edition	
E BOOKS		
1.	http://www.moviestorm.co.uk/forums/index.php?showtopic=12046	
2.	http://feveredmutterings.com/StorytellingEverything.pdf	
3.	http://www.scottishscreen.com/images/documents/crashcourseinscreenwriting.pdf	
MOOC		
1.	https://www.mooc-list.com/course/film-images-historical-interpretation-20th-century-camera-never-lies-coursera	

COURSE TITLE		BUSINESS ETHICS AND VALUES		CREDITS	3	
COURSE CODE		BAB2301	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Demonstrate an understanding of Ethical issues in current business scenario.				4	
2.	Illustrate relationship between business ethics and business development.				1	
3.	Enabling to understand the ethics related to consumer protection and environment.				2,8	
4.	Understanding of various ethical issues in foreign trade and intellectual property right				3,6	
5.	Demonstrate an understanding of Individual ethics				5	
Prerequisites: Business Process and Law related to Business and Company						
MODULE – 1: INTRODUCTION TO BUSINESS ETHICS					(9L)	
Business Ethics- Meaning and nature: Importance of ethics in business. Types of business Ethics-Relation between corporate responsibility & Business ethics.						
MODULE – 2: BUSINESS ETHICS IN GLOBAL ECONOMY					(9L)	
Business Ethics in Global Economy: Ethics in the context of Global Economy-Relationship Between Business Ethics & Business Development-Role of Business Ethics in Building a civilized society.						
MODULE – 3: MORAL ISSUES IN BUSINESS JUSTICE & ECONOMIC SYSTEM					(9L)	
Moral issues in Business Justice & Economic system-ethics related to environment protection-Ethics relating to Consumer protection-Social responsibility & Business ethics arguments for and against social responsibility.						
MODULE – 4: AREAS OF BUSINESS ETHICS					(9L)	
Meaning of functional ethics-types of ethics according to functions of business: marketing ethics, foreign trade ethics and ethics relating to Copyrights.						
MODULE – 5: ORGANISATIONAL AND INDIVIDUAL ETHICS					(9L)	
Organizational Ethics Individual Ethics- Professional ethics: Corporate Ethics- Ethical behavior - Ten Commandments of ethical Behavior Control & audit of ethical behavior.						
TEXT BOOKS						
1.	S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.					
2.	Robert A.G. Monks and Nell Minow, Corporate governance, John Wiley and Sons, 2011.					
REFERENCE BOOKS						
1.	W.H. Shaw, Business Ethics, Cengage Learning, 2007					
2.	Satheesh kumar, Corporate governance, Oxford University, Press, 2010					

E BOOKS	
1.	https://2012books.lardbucket.org/pdfs/business-ethics.pdf
2.	https://www.bkconnection.com/static/Business_Ethics_EXCERPT.pdf
MOOC	
1.	https://www.mooc-list.com/tags/business-ethics
2.	https://www.mooc-list.com/course/business-ethics-mooc-css

COURSE TITLE	TELEVISION PRODUCTION PRACTICAL – I			CREDITS	3
COURSE CODE	VCB2331	COURSE CATEGORY	PC	L-T-P-S	0-0-5-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Ability to conceptualize, writing script and storyboarding for various Genres				1
2.	Hands on Experience in handling Video Camera and Techniques				3
3.	Hands on Experience in handling Video Lights for various situation				7
4.	Hands on Experience in handling nonlinear editing system				3
5.	Hands on Experience in Audio Engineering				8
Prerequisites: Basic concept of shooting videography, scriptwriting					
MODULE					(75P)
1. Students should write original scripts for different formats like- short film and two TV commercial. These should be submitted as separate Record					
2. Shoot a Short story or Documentary-duration not to exceed 5 Minutes.					
3. Shoot a Commercial - 15 or 20 second spots.					
Each students should do individual projects containing the record and the program					
TEXT BOOKS					
1.	Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera- 1990				
2.	Behind the Camera: Creative Techniques of 100 Great Photographers - 2016				
REFERENCE BOOKS					
1.	Television Production by Jim Owens, Gerald Millerson				
2.	Television Production by Phillip L. Harris				
E BOOKS					
1.	http://learnaboutfilm.com/making-a-film/organising-filmmaking-process/				

COURSE TITLE		DIGITAL EDITING		CREDITS	3
COURSE CODE	VCB2332	COURSE CATEGORY	PC	L-T-P-S	0-0-5-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding how to adjust the layers				7
2.	Understanding how to repair and retouching.				8
3.	Analyzing color management				3
4.	Understanding adding music and titles.				2
Prerequisites: They should have watched TV Serial, Film.					
MODULE					(75P)
Familiarity with Linear Editing Equipment and Functions Practical Sessions using appropriate industry standard non-linear editing software.					
TEXT BOOKS					
1.	Photoshop Elements 9: The Missing Manual - Barbara Brundage, O'Reilly Media, Inc., California, 2010				
2.	Adobe Photoshop Elements 10 Classroom in a Book - Adobe Creative Team, Adobe Press, San Francisco, 2011				
REFERENCE BOOKS					
1.	The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger – 1993				
2.	The Technique of Film and Video Editing by Ken Dancyger – 2010				
E BOOKS					
1.	http://www.signvideo.com/dig-ed-softwr-rtcl.htm				
2.	https://www.videoeditingsage.com/digital-video-editing-basics.html				

SEMESTER VI

COURSE TITLE		MEDIA CULTUTE SOCIETY		CREDITS	4
COURSE CODE	VCB2316	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding mass media, power of mass media.				1
2.	Understanding and analyzing active and passive audience.				8
3.	Understanding approaches to media analysis.				5
4.	Understanding the social construction of reality by media.				4
5.	Understand the people culture.				5
Prerequisites : Culture, Modern Society					
MODUEL – 1: HISTORY OF PRINTING					(9L+3T)
Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media.					
MODUEL – 2: MEDIA AUDIENCE ANALYSIS					(9L+3T)
Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.					
MODUEL – 3: MEDIA AND REALISM					(9L+3T)
Media as text. Approaches to media analysis Marxist, Semiotics, Sociology, and Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.)					
MODUEL – 4: AUDIENCE POSITIONING					(9L+3T)
Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.					
MODUEL – 5: POPULAR CULTURE					(9L+3T)
Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture.					
TEXT BOOKS					
1.	Media Literacy, W. James Potter, SAGE Publications, 2015				
2.	Grossberg, Lawrence et al (2006) Media-Making: Mass Media in a popular culture. Sage Publications.				
3.	Berger, AsaAuthur (2011). Media Analysis Technique. Sage Publications				
REFERENCE BOOKS					
1.	Media, Culture and Society: An Introduction by Paul Hodkinson - 2010				

2.	Media, Culture & Society: A Critical Reader by Richard E. Collins (Editor), Colin Sparks, James Curran (Editor) 1986
E BOOKS	
1.	https://www.buecher.de/shop/medien-allgemein/media-culture-and-society-ebook-pdf/hodkinson-paul/products_products/detail/prod_id/47382327/
MOOC	
1.	https://www.sh.se/p3/ext/content.nsf/aget?openaent&key=sh_course_page_eng_1115MV

COURSE TITLE	TELEVISION PRODUCTION – II			CREDITS	4
COURSE CODE	VCB2341	COURSE CATEGORY	PC	L-T-P-S	0-0-0-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the basic concept of website				3
2.	Understanding and analyzing the concept of buttons.				1
3.	Understanding the concept of HTML				1
4.	Understanding and analyzing the application form.				6
Prerequisites: Color concept, Google form, HTML, Web site layout					
MODULE					(75P)
<ul style="list-style-type: none"> Students should write original scripts for different formats like- short film and two TV commercial. These should be submitted as separate Record Shoot a Documentary or Short Film or Video song-duration not to exceed 5 Minutes. Shoot a public service announcement- 15 or 20-second spots. <p>Each students should do individual projects containing the record and the program</p>					
TEXT BOOKS					
1.	Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera- 1990				
2.	Behind the Camera: Creative Techniques of 100 Great Photographers - 2016				
REFERENCE BOOKS					
1.	Television Production Workbook for Zettl S Television Production Hand-book,9th by ZETTL 2005				
2.	Companion, by David J. Howe (Goodreads Author), Stephen James Walker 2013				
E BOOKS					
1.	https://web-publishing.ca/overview/introduction.html				

COURSE TITLE		3D ANIMATION			CREDITS	4
COURSE CODE		VCB2342	COURSE CATEGORY	PC	L-T-P-S	0-0-5-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understanding Basics of 3D property modeling					3
2.	Application of Texturing and material					7
3.	Understanding Basic and Camera Animation					3
4.	Application for Visual effects to the scenes and rendering					6
Prerequisites: : Basic Television Production						
MODULE :						(75P)
1. Walk through 2. Camera angle 3. Animated logo Project work should contain record containing advanced animation works done by the student. At least FIVE concepts for animations should be included as a part of the record. Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. No objects/elements downloaded front the Internet should be used. If static images are to be included, then the student are expected to create her/his own images using appropriate software like Photoshop. All exercises should accompanied by 'paper design' in record form along with the original file containing the exercises.						
TEXT BOOKS						
1.	Lester (1996): Desktop Computing Workbook. Thomson Learning					
2.	Coburn. Corel Draw 8: The Official Guide. Tata McGraw- Hill					
3.	Cooper, Alan(1995)Essentials of User Interface Design					
REFERENCE BOOKS						
1.	Greenberg. Fundamental Photoshop. Tata McGraw- Hill					
2.	Greenberg. Digital Images: A Practical Guide. Tata McGraw- Hill					
3.	Milbum. Photoshop 5.5: Get Professional Results. Tata McGraw- Hill					

COURSE TITLE		PROJECT REPORT & VIVA		CREDITS	4
COURSE CODE	VCB2343	COURSE CATEGORY	PC	L-T-P-S	0-0-0-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding about the career opportunities in various media organization				5
2.	Applying and gaining practical experience in the field of media.				4,6
Prerequisites: : Basic knowledge in Television Production					
MODULE :					
<ul style="list-style-type: none"> The students are required to complete one month internship with any media firm based on Television production, Web designing, Photography. Training Reports will be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner The External Examiner will be appointed by the Dean/HOD. 					
Project evaluation					
For Project work, the assessment will be done on a continuous basis as follows:					
For end – semester exam, the student will submit a Project Report in a format specified by the Director (Academic). A Committee constituted by the Head of the Department will conduct the first three reviews. The end – semester examination will be conducted by a Committee constituted by the Registrar / Controller of examination. This will include an external expert.					

LIST OF DEPARTMENTAL ELECTIVES

COURSE TITLE	DEVELOPMENT COMMUNICATION			CREDITS	3
COURSE CODE	VCC2351	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	To understand the theories and models of interpersonal communication				1,4
2.	To acquire knowledge on group communication				3,6
3.	To learn about public communication				2
4.	To understand the theories and models of nonverbal communication				5
5.	To learn the ideation and creative thinking				8
Prerequisites: Basic Communication concepts.					
MODULE – 1: INTRODUCTION TO PUBLIC RELATION					(9L)
Public-Crowd-Mob-Audience-Mass. Relations-Behavioral Science-Organizational Behavior. Public Relations: Introduction, Background, Definitions, concept, scope, Public Relations- Propaganda, Advertisement, Publicity, Public Opinion, Marketing, Liasioning, Lobbying, Campaign, Promotion. P.R, Model of PR change process. Common misconceptions about PR, Ten components of systematic approach to PR problem solving, Checklist of PR, SWOT analysis of PR in the present changing scenario.					
MODULE – 2: RELATIONSHIP WITH MEDIA					(9L)
PR publications: Newsletter, House Journal, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters. Writing for PR: Press Release, Press note, Hand-out, Feature, Articles, Speech writing, special speech, Tips of writing of writing for expert and Top management of the organization, Background materials, citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Scheduling and handling of press Conference, Press get-together, Press Meet, Checklist of Press kit.					
MODULE – 3: CORPORATE GOVERNENCE					(9L)
Corporate Governance: The Transparency Mantra of PR. HRD and public relations: Complementary role. Feedback: The art of giving. PR consultancy: Pros and Cons. Discussion on opinion survey of PR in Public and Private enterprises.					
MODULE – 4: COMMUNICATION PROCESS					(9L)
An element of communication process, Seven C's of effective communication. Types of communication: Intrapersonal communication, Interpersonal communication /face-to-face communication, three stages of interpersonal communication: 1). Phatic stage, 2). Personal stage 3). Intimate Stage					
MODULE – 5: MODEL OF COMMUNICATION					(9L)
Group communication and Mass communication, Interactive communication, Organizational communication pattern in any organization: downward communication, upward communication, and horizontal communication, oral and written communication. Convergence Model of communication.					

TEXT BOOKS	
1.	Principles Of Public Relations- C. Rayendu& K.R. Balan (Himalaya), New Delhi, 2006
2.	Essentials of Public Relations Management - Edward J. Lordan, Rowman& Littlefield, 2003
REFERENCE BOOKS	
1.	Perspectives On Development Communication by K Sadanandan Nair (Editor), Shirley A White (Editor) – 1994
2.	Involving the Community: A Guide to Participatory Development Communication by Gay Bessette
E BOOKS	
1.	http://www.moviestorm.co.uk/forums/index.php?showtopic=12046
2.	https://onlinelibrary.wiley.com/doi/book/10.1002/9781118505328
MOOC	
1.	https://www.mooc-list.com/course/improving-communication-skills-coursera

COURSE TITLE	HUMAN RESOURCES MANAGEMENT			CREDITS	3
COURSE CODE	BAC2351	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate an understanding of Human Resources and varied applications.				1
2.	Ability to implement Human Resource Planning.				8
3.	Explore Recruitment methods and arrive at best fits.				5
4.	Analyzing the training needs and effectively use an appropriate technique.				6
5.	Explore and identify appraisal method and audit for continuous improvement.				7
Prerequisites: Personality theories, Motivation theories					
MODULE – 1: INTRODUCTION					(9L)
Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Changing roles of HR Managers.					
MODULE – 2: HUMAN RESOURCE PLANNING					(9L)
Concept of HR planning –Characteristics–Steps in HR planning –Job Analysis–Succession Planning–Auditing of HR resources-ERP technologies Outsourcing.					
MODULE – 3: RECRUITMENT AND SELECTION					(9L)
Factors affecting recruitment–internal and external sources of recruitment –Selection Process – Curriculum Vitae –Psychological Testing –Types of interviews –Appointment Order.					

MODULE – 4: TRAINING AND DEVELOPMENT		(9L)
Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development –Competency Mapping- Transfer – Promotion and termination of services – Career development.		
MODULE – 5: APPRAISAL AND REMUNERATIONS		(9L)
Objectives of appraisals–Steps in appraisals - performance appraisals methods-Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures-Human Resource Audit – Approaches.		
TEXT BOOKS		
1.	Human Resource Management – V S P Rao –Vikas Publishing	
2.	Human Resource Management (Texts and Cases)– K Ashwathappa-McGraw-Hill Educa-tion (India) Pvt Limited	
REFERENCE BOOKS		
1.	Human Resource Management – Tripathi- Cengage Learning	
2.	Human Resource Management – Gary Dessler –Pearson	
3.	Human Resource Management – Wendell L French- Houghton Mifflin	
E BOOKS		
1.	https://www.hr360.com/human-resources/	
2.	http://www.humanresourcesonline.net/	
3.	https://www.shrm.org/	
4.	https://www.thebalance.com/what-is-human-resource-management-1918143	
MOOC		
1.	https://www.mooc-list.com/course/human-resources-open2study	

COURSE TITLE		SERVICES MARKETING			CREDITS	3
COURSE CODE		BAC2352	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understanding the principles of services marketing, outlined in service marketing components and classification.					5
2.	Enabling the importance of service marketing system buyer behavior and market segmentation.					8
3.	Illustrating SERVQUAL for developing Service Quality.					6
4.	Analyzing sectoral perspective to enhancing different service sector marketing knowledge.					3
5.	Understanding the Financial and Educational services to frame the marketing strategies.					4
Prerequisites: Marketing Principles, Marketing Mix, Marketing Strategies						
MODULE – 1: SERVICES MARKETING – MEANING, COMPONENTS, CLASSIFICATION AND EVALUATION						(9L)
Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services.						
MODULE – 2: SERVICE MARKETING SYSTEM						(9L)
Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees' and Customers' Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.						
MODULE – 3: SERVICE QUALITY						(9L)
Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services.						
MODULE – 4: SECTORAL PERSPECTIVE						(9L)
Services from sectoral perspective — Hospitality — Travel & Tourism — Financial — Logistics — Educational — Entertainment — Healthcare & Medical — Telecom Services.						
MODULE – 5: FINANCIAL AND EDUCATION SERVICES						(9L)
Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.						

TEXT BOOKS	
1.	Lovelock – Services Marketing: People, Technology and Strategy (Pearson Education, 5th edition) 2001.
2.	Rajendra Nargundkar – Services Marketing - McGraw Hill Edn (India) p ltd 3rded 2010.
3.	Harsh V. Verma – Service-Marketing: Text and Cases, 2/Ed 2011
REFERENCE BOOKS	
1.	https://oneclass.com/note/289594-services-marketing-notes.pdf
2.	http://www.bbamantra.com/enotes/marketing-of-services-notes/
3.	https://studentvip.com.au/notes/14787/24306-detailed-services-marketing-notes
E BOOKS	
1.	https://www.ebsglobal.net/documents/course-tasters/english/pdf/h17se-bk-taster.pdf
2.	https://www.scribd.com/document/309681461/SERVICES-MARKETING-NOTES-pdf
MOOC	
1.	https://www.mooc-list.com/course/services-marketing-selling-invisible-openlearning

COURSE TITLE	MEDIA ORGANIZATION			CREDITS	3
COURSE CODE	VCC2361	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding mass media, power of mass media.				1
2.	Understanding and analyzing active and passive audience.				3
3.	Understanding approaches to media analysis.				6
4.	Understanding the social construction of reality by media.				8
5.	Understand the people culture.				7
Prerequisites: Culture, Modern Society					
MODUEL – 1: HISTORY OF PRINTING					(9L)
Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution. Media entrepreneurship, Greiner's Development Model of a company.					
MODUEL – 2: MEDIA AUDIENCE ANALYSIS					(9L)
Behavior in media Organization and Organizational Behavior. Nature and Structure of different Media Organizations-AIR/DD, Private Satellite Channels, Production Houses, employment opportunities in Indian Media industry, Group Behavior, Innovation and Creativity, Culture of organization					

MODUEL – 3: MEDIA AND REALISM		(9L)
Economics of Media-Relationship between supplier and buyer, Leisure time activity, Cost Factors, Revenue Models, Market Factors, and State of the Industry today.		
MODUEL – 4: AUDIENCE POSITIONING		(9L)
Project Management in Media-Production Project Cycle (PPC), Management themes in production Process, Project Planning, Production Strategies, PPC in Practice-Initiation (Ideas, Evaluation and Assessment), Risk and Impact Assessment, Pre-production, Production Team, Project Specification, Project work plan, Sources of Funds, Budgeting (tools etc.) Project Responsibility, Production Process (status Report, Assessment, Negotiation, Completion, Follow-up.		
MODUEL – 5: POPULAR CULTURE		(9L)
Programming Strategies, Audience Rating-Analyzing Programming and Audience Trends Marketing Programs arid selling space and time. Different kinds of contracts and legal arrangements, Project Management.		
TEXT BOOKS		
1.	Media, Organizations and Identity by LilieChouliaraki (Editor), MetteMorsing (Editor) 2004	
2.	Block et al. Managing in the Media. Focal Press, 2001.	
REFERENCE BOOKS		
1.	The New Social Learning: A Guide to Transforming Organizations Through Social Me-dia by Marcia Conner (Good reads Author), Tony Bingham, Daniel H. Pink 2010	
2.	Individuals in Mass Media Organizations: Creativity and Constraint by James S. Ettema, D. Charles Whitney 1982	
E BOOKS		
1.	https://www.tandfonline.com/doi/pdf/10.1080/14682753.2016.1249153	
2.	http://digital-liaisons.icad-cisd.com/wp-content/uploads/03-CBA-Social-Media-ME-eBook.pdf	
MOOC		
1	https://www.mooc-list.com/course/instructional-design-digital-media-new-tools-and-technology-edx	

COURSE TITLE		CUSTOMER RELATIONSHIP MANAGEMENT		CREDITS	4	
COURSE CODE		BAC2367	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	The ideas behind customer equity and its components – brand equity, value equity and relationship equity				2	
2.	Economics of CRM: Customer Life Time Value, Customer Life Cycle Analysis				1	
3.	The costs of customers and costs of serving customers in the different channels				3	
4.	Dealing with unprofitable customers and recovering from crises.				5	
5.	Identification and Selection of customers (for both consumer and business markets).				7	
Prerequisites : CRM						
MODULE – 1: INTRODUCTION TO CRM					(9)	
Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM, the why's and how's of building relationships with customers.						
MODULE – 2: ECONOMICS OF CRM					(9)	
Lifetime value of customer, Activity based costing for customer profitability analysis, Learning about your customers in Emerging Markets						
MODULE – 3: BUILDING CUSTOMER RELATIONSHIPS					(9)	
Developing Customer Intelligence and a CRM Strategy, Managing Unprofitable Customers, Understanding the Role of Employee Incentives in CRM.						
MODULE – 4: CRM APPLICATIONS					(9)	
Applications of CRM in different industries, Incorporating New Media: Adding Social Media to the Marketing Mix, CRM practices in Business Markets.						
MODULE – 5 : CRM IMPLEMENTATION					(9)	
CRM implementation process, precautions related to CRM implementation.						
TEXT BOOKS						
1.	Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd., 2009					
REFERENCE BOOKS						
1.	Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press					
E-BOOK:						
1.	http://library.imtdubai.ac.ae/content/e_books/E0013.pdf					

COURSE TITLE		MEDIA MARKETING RESEARCH			CREDITS	3
COURSE CODE	VCC2362	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0	
CIA	40%			ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	To develop an understanding of the meaning and significance of marketing research for a business enterprise				5	
2.	To learn a wide range of marketing research concepts toward building a broad foundation for strategic planning and marketing. This foundation is of great significance not only for marketers but for the leadership team as well. We learn to appreciate the significance of marketing research as a key part of a firm's overall marketing and strategic planning activities.				1	
3.	To become familiar with the process of designing marketing research, and a variety of techniques for analyzing data for input to decision making about the direction and investments a business organization is considering.				6	
4.	To underscore the complexity of developing a credible strategic and marketing plan as part of an organization's strategy, and appreciate the leading role that marketing research and economic research play in that effort.				7	
5.	To develop an appreciation that marketing research must be an ongoing activity in every business in support of the organization's near-term and long-term objectives.				2	
Prerequisites: Basic Marketing Concepts and Research methods						
MODULE 1: MARKETING RESEARCH AND RESEARCH PROCESS						(9L)
Definition, Scope, Significance, Limitations, Obstacles in acceptance. Ethics in marketing research. Marketing Intelligence system, Management dilemma (problem) – decision problem – research Problem – hypothesis statement.						
MODULE 2: VARIOUS SOURCES OF MARKET INFORMATION						(9L)
Methods of collecting Market Information - Secondary data – sources – problems of fit and accuracy. Syndicated services.						
MODULE 3: MARKETING RESEARCH TECHNIQUES						(9L)
Market development research: Cool hunting – socio cultural trends, Demand Estimation research, Test marketing, Segmentation Research - Sales forecasting – objective and subjective methods, Motivation Research – Product Research, Consumer Survey - Sales Control Research.						
MODULE 4: MARKETING MIX RESEARCH						(9L)
Concept testing, Brand Equity Research, Brand name testing, Commercial eye tracking – package designs, Conjoint analysis, Multidimensional scaling - positioning research, Pricing Research, Shop and retail audits, Advertising Research – Copy Testing, Readership surveys and viewer ship surveys, Ad tracking, viral marketing research. (14) Marketing effectiveness and analytics research: Customer Satisfaction Measurement, mystery shopping, Market and Sales Analysis.						

MODULE 5: MEDIA RESEARCH		(9L)
Media Research – Various Techniques – Measuring advertising effectiveness – Analysis and reporting research findings to the management.		
TEXT BOOKS		
1.	Marketing Research, Concept & Cases – Cooper Schindler (Indian Adapted Edition) 2014	
2.	G.C. Beri – 2012 – Marketing Research – Second Edition – Tata McGraw Hill Publication – New Delhi.	
REFERENCE BOOKS		
1.	CR Kothari – 2012 – Research Methodology Methods and Techniques – Fifth Edition – WishwaPrakasham Publications – New Delhi	
2.	DD Sharma, 2013 Marketing Research – Principles, Application and Cases, Sultan Chand Publications, New Delhi.	
E BOOKS		
1.	https://www.b2binternational.com/publications/practical-market-research/	
2.	https://www.marketresearch.com/Infiniti-Research-Limited-v2680/Global-Electronic-Translators-11592774/	
MOOC		
1	https://www.coursera.org/specializations/market-research	