



North Maharashtra University, Jalgaon

FACULTY OF COMMERCE & MANAGEMENT

Syllabus of –

**B.M.M. (Bachelor of Mass Media)
Sem – I & II**

w.e.f. 2013-14



North Maharashtra University, Jalgaon

(NACC Re Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

B.M.M. (Bachelor of Mass Media)

w.e.f. 2013-14

First Year – (Sem I & II)			
Paper	Semester-I	Paper	Semester-II
101	Effective Communication Skills-I	201	Effective Communication Skills– II
102	Fundamental of Mass Communication	202	Political Concepts and Indian Political Systems
103	Introduction to Computers	203	Principles of Marketing
104	Introduction to Psychology	204	Introduction to Advertising
105	Principles of Management	205	Introduction to Journalism
106	Economics	206	Introduction to Literature in English

Semester I





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Bachelor of Mass Media (B.M.M.)
Total Marks: 100 (Internal : 20 marks + External : 80 marks)
Total Lectures : 48 Lectures
Semester 1 : 101 Effective Communication Skills-I

UNIT-1

Communication & Basic Models: Definitions, Elements of Communication, Communication act, Sender, Message, Channel, Receiver, Effects, Feed Back, Communication process, Basics models of communication

UNIT-2

Types of Communication: Intra personal – Inter personal, Group, Mass communication and Mass-Line communication – Functions of communication – Effects. Speech communication – cognition – Selective perception – Selective retention – Selective expression – Verbal and non-verbal communication

UNIT-3

Mass Communication, 'Mass' Concept, Characteristics of mass audience, Typology of audience, Classification of Media, Functions of Mass Communication, Mass Society

UNIT-4

Group Dynamics, Dynamics of Primary and Secondary groups – Personal influence theory – Fragmentation vs. Unification – Dynamics of social change – Dysfunction

UNIT-5

Press Theories, Media Manipulation, Four Theories of Press – Political Communication, Political Socialization, Communication Politics

Books :

- Communication Skills Author: Sanjay Kumar, Pushp Lata Publisher: Oxford University Press (2011)
- Business Communication Author: Meenakshi Raman, Prakash Singh Publisher: Oxford University Press India (2006)



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Semester 1 : 102 Fundamental of Mass Communication

1. Mass Communication:

Meaning & definitions, Characteristics, Scope, Mass Communication and Mass Culture

2. Functions of Mass Communication:

Persuade, Inform, Educate, and Entertain; Other functions; Impact & Influence of Mass Media

3. Theories of Mass Communication:

- (a) Cognitive Theory
- (b) Dissonance Theory
- (c) Agenda Theory
- (d) Setting Theory
- (e) Cultivation Theory

4. Tools of Mass Communication:

- (a) Newspapers, Magazines, Radio, TV, Films, Internet, mobiles
- (b) Advertising, Public Relations & Public Affairs

5. Media

- (a) Traditional & Folk Media
- (b) Media and modern society
- (c) Media and democracy

SUGGESTED READINGS

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuali



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Semester 1 : 103 Introduction to Computers

1. Introduction

- 1.1 History & generation of computer
- 1.2 Block diagram of computer system
- 1.3 Types of computers
- 1.4 Definition-Software, Hardware, Compiler, Interpreter
- 1.5 Characteristics
- 1.6 Applications

2. Data Representation

- 2.1 Number system: decimal, binary, octal and hexa decimal
- 2.2 Representation of integers, fixed and floating points
- 2.3 Character representation: ASCII, EBCDIC

3. Memory Concepts

- 3.1 Concepts of Memory cell
- 3.2 Types of memory
 - 3.2.1 Primary- RAM, ROM, PROM, EPROM
 - 3.2.2 Secondary - Magnetic disk, hard disk, CD-R/W memory, Pen drive

4. Input Output Devices

- 4.1 Input devices - keyboard, mouse, scanner, web camera
- 4.2 Output device - printers, plotters, LCD projector

5. Algorithm, flowcharts and Operating System Concepts

- 5.1 Definition - Algorithm, flowchart
- 5.2 Flowchart symbols
- 5.3 Examples for constructing algorithm and flowchart for simple programs (Minimum 5)
- 5.4 Definition, need and function of an operating system
- 5.5 Types of operating system
- 5.6 Comparative study of various operating systems

References –

- Fundamentals of computer - V. Raja Raman (PHI Publication)
- Computer and commonsense - Roger Hunt and John Shelley (PHI Publication)
- Internet in easy steps - Dream tech Press



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Semester 1 : 104 Introduction to Psychology

1) Nature-Scope and methods of Psychology

- 1.1 Historical background and schools of Psychology (Structuralism, Functionalism, behaviorism, Gestaltism & Psychoanalysis)
- 1.2 Definition & various fields of psychology (Child psychology, educational, social, Industrial, clinical, women's psychology, counseling, military, criminal & Environmental psychology)
- 1.3 Methods of Psychology (Introspection, observation, experimental)
- 1.4 The importance to study psychology today (With reference to interpersonal Relation, terrorism, relaxation to stress, interview, facing, competition & Blind beliefs in society, building personality, etc.)

2) Personality

- 2.1 Nature, meaning -misconception in personality
- 2.2 Types & traits, classification of personality.
- 2.3 Theories of personality. Freuds' Psycho-analytic theory Rogers' self theory Dollard and Millers' social learning theory
- 2.4 Personality Assessment. (Interview, questionnaire' projective technique, behavioral observation Method)

3) Biological Foundation of behavior

- 3.1 Neurons; structure and function of neuron and synapse (fig)
- 3.2 CNS: Brain structure and its functions
- 3.3 Heredity Mechanism (from conception to twins)
- 3.4 Chromosomal Disorders (Fragile, single 'X' chromosome, Excess chromosome, dominant and Recessive genes etc.)

4) Human Abilities

- 4.1 Nature & definition of intelligence
- 4.2 Concepts & measurement of intelligence, types of intelligent tests.
(CA, MA, IQ\ Individual & group tests, verbal & performance, Stanford- Binet & WAIS)
- 4.3 Theories of intelligence (Guilford, Thurstone, Speermans theory)

4.4 Mental Retardation, types & reasons of mental retardation.

5) Learning & Memory.

5.1 Nature & definition of learning.

5.2 Methods of learning (Trial & error, insight, Classical & instrumental conditioning)

5.3 Nature-definition & types of memory (STM-LTM & its subtypes)

5.4 Nature of retention & forgetting (Retention – Recall, Recognition, Reconstruction & Saving Method) Forgetting: Disuse theory, interference, and repression & Accident theory.

Books:

- 1) Psychology Essentials: 2, John w. Sunstroke Tata McGraw Hills New Delhi Edi. 2006 Rs. 450/-
- 2) Psychology –The Science-of mind & behaviors. Rs. 490/- Micheel w. Passer, Ronold E.Smith. Tata McGraw Hill (3rd Edi.) 2004
- 3) Understanding Psychology Feldman Robert S (2002), Tata McGraw Hill (6 Edi)



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Semester 1 : 105 Principles of Management

1) Nature & Development of Management

- a) Management: Concept, Nature, Importance
- b) Evolution of Management: Introduction to Scientific Management by Taylor, Administrative Management by Fayol, Contribution of Peter Drucker

2) Management Functions - I

- a) Functions of Management, Levels of Management, Managerial Skills & roles
- b) Planning: Nature, Scope, Objective and Significances of Planning, Key factors to planning, Types of Plans, Process of Planning.
- c) Decision Making – Types of Decision , decision making processes, Individual Vs Group decision making, Information Technology & Decision Making

3) Management Functions - II

- a) **Organizing: Concept, Organization Structure, Forms of Organizational Structure, Departmentation-** need, importance & bases of Departmentation, Span of Control - Determination of factors affecting Span of Control, Delegation of Authority, Authority & Responsibility, Line & Staff, and Formal & Informal Organization.
- b) Staffing: Concept, Manpower Planning.
- c) Directing: Concept, Direction and Supervision, Importance of Directing, Principles of Directing.
- d) Coordination – Need & Importance, Coordination & Cooperation,
- e) Controlling : Concept, Types of control.

4) Management Practices

Concepts of – Kaizen, Six Sigma, Theory Z, SWOT analysis, Business Process Outsourcing, Knowledge management

5) Organizational Communication Skills

- a) Meaning & Importance of Organizational Communication
- b) Internal communication: Notice, Circular, Memo.
- c) External Communication – Enquiries, Quotations, Bank & Financial Institutions
- d) Letter writing: Layout of Business letter, types of layouts, Essentials of Good Business letters, Attitude in Business writing
- e) Purpose of letters: Resume, Application
- f) Reading Skills: Rapid Reading, Comprehension.
- g) Speaking Skill: Speech-preparation, Guidelines for Effective speech
- h) Listening Skill: Importance, Process, and Barriers & Guidelines for Effective Listening.
- i) Presentation Skill: Types of Presentations, Propositions about presentations, Types of delivery, Process of Preparing & Delivering.
- j) Interview : Types, Preparation, Conducting and Appearing for interview

k) Drafting Skills: Documents, Policies, Procedures, Rules, Note taking etc.

REFERENCE BOOKS:

1. Koontz – Principles Of Management (Tata Mc Graw Hill, 1st Edition 2008)
2. Stoner , Freeman & Gilbert Jr – Management (Prentice Hall Of India ,6th Edition)
3. Robbins & Coulter – Management (Prentice Hall Of India,8th Edition)
4. Robbins S.P And Decenzo David A. – Fundamentals Of Management : Essential Concept And Applications (Pearson Education ,5th Edition)
5. L.M.Prasad – Principals Of Management (Himalaya Publications)
6. Dr. Manmohan Prasad – Management – Concepts & Practices (Himalaya Publications)
7. Weihrich Heinz And Koontz Harold – Management : A Global And Entrepreneurial Perspective (McGraw Hill 12th Edition 2008)
8. Business Communication for Managers By Penrose / Rasberry / Myers, Cenage Learning.
9. Business Communication by Raman & Singh, Oxford Publication.
10. Business Communication – C.S. Raydu – Himalaya Publishing House



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Semester 1 : 106 Economics

1. Introduction To Managerial Economics

- 1.1. Meaning , Nature & Scope of Managerial Economics
- 1.2. Subject Matter Of Managerial Economics

2. Demand Analysis

- 2.1. Ordinal Analysis Of Demand & Equilibrium Of Consumer
- 2.2. Concepts Of Price Effect ,Substitution & Income Effects
- 2.3. Derivation Of Demand Curve & Determinants OF Demand
- 2.4. Price Elasticity Of Demand & Its Relation To Revenue
- 2.5. Demand Forecasting: Its Usefulness And Various Methods
 - 2.5.1. Expert Opinion,
 - 2.5.2. Survey Techniques,
 - 2.5.3. Trends In Economic Data & Liner Trend Analysis
- 2.6. Reliability of Demand Forecasting.
- 2.7. Various Methods Of Demand Estimation

3. Supply Analysis

- 3.1. Laws Of Variable Proportion And Laws Of Return To Scale
- 3.2. Short Run And Long Run Cost Concepts And Costs Curves
- 3.3. Law Of Supply And Its Determinants
- 3.4. Elasticity Of Supply & 'L' Shaped Cost Curves

4. Profit Maximization In Various Market Structures

- 4.1. Managerial Decisions Under Perfect Competition
- 4.2. Characteristics Of Perfect Competition Market
- 4.3. The Short Run & Long Run Equilibrium Of Firm And Industry In Competitive Market
- 4.4. Managerial Decisions For Firms With Market Power
- 4.5. Meaning ,Measurement And Determinants Of Market Power
- 4.6. Output And Pricing Decisions Under Monopoly
- 4.7. Features Of Monopolistic Competition
- 4.8. The Short Run & Long Run Equilibrium Of The Firm Under Monopolistic Competition
- 4.9. Features Of Oligopoly Market
- 4.10. Strategic Decision Making In Oligopoly Market: Example Of Prisoner's Dilemma

5. Factor Market

- 5.1. Concepts Of Rent, Quasi Rent & Transfer Payment
- 5.2. Marginal Productivity Theory Of Labour
- 5.3. Bilateral Monopoly In Factor Market
- 5.4. Differential Wage Rates & Differential In Interest Rates
- 5.5. Various Concepts Of Profits & Determinants Of Profits

Books

1. Economics : Samuelson & Nourdhous
2. Introduction To Positive Economics : Richard Lipsey &Crystal
3. Micro Economic Theory:Mankiw,Thomson
4. Managerial Economics :Dr.D.M.Mithani:Himalaya
5. Managerial Economics: Concepts & Application:Thomas & Maurice:Mcgraw-Hill
6. Managerial Economics :Mark Hirschey:Thomson Press
7. Modern Economic Theory:K.K.Dewatt, S.Chand



Semester II





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Semester 2 : 201 Effective Communication Skills-II

1. READING:

1.1 Ability to Understand concepts and arguments in discursive prose. Analyze an argument and assess its strengths and weaknesses,

1.2 Recognize features of language, such as vocabulary grammatical structure textual organization, aspects of linkages in text (coherence, cohesion) style: colloquial, formal, ornate, bare; concise diffuse tone, i.e. the feeling behind the writing e.g. neutral, ironic, humorous, angry bias and point of view, neutral, slanted.

2. WRITING:

Ability to produce language which is Closely reasoned and/or persuasive; analysis and interpretation of concepts or claims from different angles (e.g. editorials, letters to the Editor, Public appeal, debate, speech)

3. EDITING & SUMMARISING:

Restatement of a given text with a view to editing for linguistic and stylistic purposes.

4. ORAL COMMUNICATION:

Training in achieving Knowledge of the conventions of conversation and social interaction (such as appropriate forms of address and reference, how to convey compliment, gratitude, etc.) and oral interaction in semi-formal/formal situations.

5. THINKING:

- a) Lateral thinking Many ways thinking Brainstorming as a tool Lateral thinking and Creativity
- b) Mind mapping-integrating Left and Right brain thinking
- c) Mind mapping and radiant thinking
- d) Problem solving using lateral thinking and mind mapping skills.

Books :

- Communication Skills Author: Sanjay Kumar, Pushp Lata Publisher: Oxford University Press (2011)
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Semester 2 : 202 Political Concepts and Indian Political System

1. Concepts:

- a) State
- b) Society
- c) Nation

2. Political Ideologies:

- a) Liberalism
- b) Fascism
- c) Socialism
- d) Communism
- e) Democracy

3. Indian Constitution

- a) Brief History of Indian Constitution
- b) Salient Features
- c) Preamble
- d) Fundamental Rights and Duties
- e) Indian Federalism

4. Indian Political System:

- a) Features of Indian Political System

5. Nature of Indian Political System :

- a) Political parties features of Indian political parties, significant political parties
- b) Identity politics: caste, reservation, politics of religion
- c) Regionalism and secessionism
- d) Elections in India: understanding election process, opinion and exit polls, landmarks in electoral process- 52, 77, 89 elections.

Book List:

1. Goyal; Indian Political Sym (Mcmillan)
2. Macherey and Tikekar; Indian Political System
3. Axford, Browning, Huggins, Rosamond and Turner; Politics - an Introduction; (1997); Routledge.
4. Ed. Frankel, Hasan, Bhargava and Arora; Transforming India; (2000); OUP
5. The Oxford Companion to Politics.



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Semester 2 : 203 Principles of Marketing

1. Introduction to Marketing and The Marketing Process:

Definition and importance of Marketing - Evolution of Marketing - The Marketing Concept

The Marketing Mix - Marketing Planning and Strategy - Understanding Environment

2. Market Segmentation and Consumer Behavior:

Definition of Market Segmentation - Bases for Segmenting Consumer Markets -Requirements for Effective Segmentation - Developing positioning strategy.

Consumer Markets and Consumer Buyer Behavior - Business-to-Business Markets.

3. Marketing Research and Product

Importance of Marketing Research - The Marketing Research Process - Understanding the Market Information System.

Product Classifications - Consumer Products and Industrial Products - Individual Product Decisions including Branding and Packaging. Product Life-cycle strategies-Service Marketing.

4. Price and Distribution Channels:

Factors to be considered in setting prices- Pricing approaches and pricing strategies.

Nature, Importance and Levels of Distribution Channels - Functions of Intermediaries-Selection of channels of distribution.

5. Promotion :

The Promotion Mix - Personal Selling, Advertising, Public Relations and Direct Marketing. Integrated Marketing Communications. Role of Electronic Commerce in Marketing.

Note : Topics must be accompanied by class exercise, suitable case studies and project work.

References :

Title of the Book	Author of the Book
• Marketing : An Introduction - Fifth Edition - Publishers: Prentice Hall	Gary Armstrong and Philip Kotler
• Principles of Marketing - Eight Edition Publishers: prentice Hall	Kotler and Armstrong
• Marketing Real People Real - Second Edition - Publishers: Prentice Hall	Michael R. Solomon and Elnore W. Stuart
• Marketing - Seventh Edition - Publishers : Prentice Hall	Joel R. Evans and Barry Berman
• Marketing Management - Second Edition - Publisher Tata MacGraw Hill	Rajan Saxena (1999)
• Basic Marketing - Thirteenth Edition - A Global - Managerial Approach Publishers: Irwin McGraw Hill	William D. Perreantl, Jr
• Marketing Management - Planting Implementation & control - second Edition	Ramaswamy V.S., Namakumari S.



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Semester 2 : 204 Introduction to Advertising

UNIT-1: INTRODUCTION TO ADVERTISING

Meaning & Definition of Advertising, History of Advertising, seven guidelines to evaluate an advertising, objective & Importance of Advertising

UNIT-2: ADVERTISING AGENCY

Function & services of an advertising agency, AGENCY SETUP, Type of Advertising, How an agency works, evolution of promotion & Advertising brands, social Aspects of Advertising & Branding, Ethics & Advertising, Advertising and Promotion, Consumer Behavior ,

UNIT-3: COPYWRITING

Meaning , objective of any copy , Requirements of copy, layout of copy, Planning an advertising campaign, Visualization advertisement : celebrity advertising and sponsorship/Event marketing

UNIT-4: DEVELOPMENT OF PUBLIC RELATION

Historical perspective, present status of PR and future scope, Distinction between PR, Publicity & propaganda, development of PR in India public sector historical perspective, objective of PR in public sector vis-a-vis private sector Meaning , Definition of PR, objective and Function of PR

UNIT-5: ETHICS AND PR

Code of ethics, PR Law , defamation, libel, SOLAADS, slander, privacy, copyright, press conference, type of press conference, press release, how to write a press release checklist for press conference

Books :

- Handbook of advertising : Herschel Gordon Lewis and Carol Nelson; NTC Business books 2000
- Advertising - principles and practice - William Wells, John Burnett and Sandra Moriarty - Prentice Hall 1995
- Contemporary advertising : William F Arens and Courtland L Bovee; Irwin 1994
- Kleppner's advertising procedure - Thomas Russell and Ronald Lanc. - Prentice Hall, 1999
 - Getting your message across the World Wide Web - Neil Barrett



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Semester 2 : 205 Introduction to Journalism

Unit-1:

Concept and Origin of Journalism. Role of English Press and Regional Language in Journalism, Principles of Journalism, Role and responsibilities of Journalists,

Unit-2:

Invention of printing press and paper, pioneer publications in Europe and USA, Early Communication systems in India-development of printing-early efforts to publish newspapers in India, Newspapers and magazines in the nineteenth century- First War of Indian Independence and the issues of freedom, both political freedom and press freedom, Birth of Indian language press, birth of the Indian news agencies

Unit-3:

An overview of the history of Press in India - A brief history of various eras - Raja Ram Mohan Ray and other Social Reformers, Lokmanya Tilak Era, Mahatma Gandhi Era and the Role of Press in National Freedom Movement, The Development of Press in National Freedom. Post-independence press and language press in India.

Unit-4:

National Press, Regional Press, District and Tehsil Level Press, Electronic Medium and Internet Journalism, Representative Newspapers and Magazines (Anand Bazar Patrika, Enadu, Navbharat Times, Jansatta, Malayalam Manorama, Nai Dunia, Bhaskar, Aaj Punjab Kesari, Kaumi Awaz, Sakaal, Hindu, Times of India, Dinman, Dharmyug, Illustrated Weekly, Outlook, India Today – Brief Introduction)

Unit-5:

Press and Post Independence Challenges, Post Independence Governments and Press Regulations, Press and Political System (Parliament, Constitution, Political Parties etc), Changing Nature of India Press after Independence

Reference Books :

- Mencher, Melvin; News Reporting and Writing, 7th edition; (1997); Columbia Univ.Press
- Wilson, John; Understanding Journalism;(1996); Routledge
- Mazumdar, Aurobindo; Indian Press and Freedom Struggle; (1993); Orient Longman
- Parthasarthy, Ramaswamy; Here is the News; (1994); Sterling
- Brumley and O'Malley; A Journalism Reader; (1997); Routledge



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Semester 2 : 206 Introduction to Literature in English

Unit I:

Definition and Concept of Literature

Importance of Literature in life

Unit II:

Types of literature

History and contribution of Indian literature

Unit III:

Types of literature world wide

Brief discussion on world famous English literature

Unit IV:

Importance of language

Features of language

Major world languages

Unit V:

Concept and features of drama

Novel and poetry

Importance of literature for media person

References :

Introduction to English literature by Hudson

Introduction to English literature by W. R. Goodman