SANJAY GHODAWAT UNIVERSITY KOLHAPUR

Sanjay Ghodawat University (SGU) is established in the Academic Year 2017-18, as a State Private University under Govt. of Maharashtra Act No. XL of 2017 dated 3rd May 2017, with the approval of the UGC and the state Government. "For the true measure of giving is giving without measure." Spread across 150 Acres, Sou. Sushila Danchand Ghodawat Charitable Trust's Sanjay Ghodawat University (SGU) is situated in serene atmosphere amidst idyllic hills and lush green meadows to study in harmony with Nature. The Institution aspires to run along the lines of best-in- the-world education and become a world-class institution where teaching-learning process gets a far deeper meaning. SGU always stands as the guiding star of brilliance, quality and deliverance beyond expectations. Innovativeness and Creativity are the hallmarks of a genius enterprise and SGU stands to be a stage where these qualities would be nurtured, encouraged and blossomed. The genius is incomplete without the sense of social responsibility and SGU's ultimate goal remains the development of an attitude of gratitude that freely gives back without expectations.

The Sanjay Ghodawat University stands as a beacon of light to guide the younger generation of the day on the right path to fulfilment in career and life. The USP of the University is its research based curriculum and academically oriented teaching staff. The world class ambience and infrastructure helps the students to easily accommodate themselves in an environment that is conducive to the teaching- learning process. Hands on experience, challenge based case studies, maximum participation of students in the classroom, use of modern digital technology, smart classrooms, solution oriented thinking promotion, stress on research and innovation, international tie ups, choice based credit system for flexibility in choosing areas of interest etc. are some of the features of the University.

The university will help students develop as a unique individual-to be educated as a whole person, intellectually, emotionally, socially, ethically, and spiritually. The educational program designs are worked out meticulously in line with best in class universities with special focus on:

- Flexible Choice Based Credit System
- OBE - Outcome Based Education System
- Experiential Learning
- Project Based Learning
- Case Based Learning
- Training need analysis based on Performance Appraisal System
- Active Learning tools for effective delivery
- Mentoring / Proctorship

- On line learning /Self learning platforms
- Flipped Classroom concept
- Effective Student Feedback Mechanism

VISION

Internationally recognized university of excellence in creating and disseminating knowledge through value-based quality education leading to betterment of mankind.

MISSION

- To prepare students for life-long learning and leadership in a global academic culture
- To create intellectual manpower relevant to the industry and society at large
- To collaborate with institutions of international repute for academic excellence
- To promote research and development through conducive environment
- To encourage entrepreneurship and skill development programs

CORE VALUES

- Integrity
- Transparency
- Accountability
- Equality
- Empathy
- Stewardship

QUALITY POLICY

Sanjay Ghodawat University is committed to establish high standards in value-based quality education to enhance and nurture young minds to excel in their chosen profession and develop into socially responsible citizens through resourceful collaboration, innovation and research

About The Department of Journalism & Mass Communication

The Department of Journalism & Mass Communication engages student in the study of various media practices with active involvement. The program JMC covers all major aspects of print, electronic, online media & film production including news coverage, news editing, reporting, anchoring, Pre & Post production of film, camera handling, public relation, advertising and marketing etc. Course offered at SGU has a strong professional base and opens up opportunities of employment / placement for the students. The Department actively facilitates placement of students completing the UG and PG programmes.

CHOICE BASED CREDIT SYSTEM (CBCS)

The credit based semester system provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching. The choice based credit system provides a 'cafeteria' type approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning.

University Grants Commission has come up with the Choice Based Credit System (CBCS) programme in which the students have a choice to choose from the prescribed courses, which are referred as core, elective or minor or soft skill courses and they can learn at their own pace and the entire assessment is graded-based on a credit system. The basic idea is to look into the needs of the students so as to keep up-to-date with development of higher education in India and abroad. CBCS aims to redefine the curriculum keeping pace with the liberalization and globalization in education. CBCS allows students an easy mode of mobility to various educational institutions spread across the world along with the facility of transfer of credits earned by students.

Where the students can choose the prescribed courses, as the core, and elective or soft skill courses, from a range of options, rather than to simply consume what the curriculum offers. They can learn at their own pace and the assessments are graded based on a credit system. It provides an opportunity for students to have a choice of courses or subjects within a programmed resembling a buffet, against the mostly fixed set of subjects now being offered (except for the limited choice of electives in professional degrees and postgraduate programmers) with the flexibility to complete the programmed by earning the required number of credits at a pace decided by the students.

The UGC has always initiated measures to bring efficiency and excellence in the Higher Education System of India. The basic motive is to expand academic quality in all aspects, right from the curriculum to the learning-teaching process to examination and evaluation systems. However, so far multiple methods are followed by different universities across the country towards examination, evaluation and grading system. Considering this diversity, the implementation of the choice based credit system seems to be a good system in assessing the overall performance of a student in a universal way of a single grading system.

OUTCOME BASED EDUCATION (OBE) MODEL

Sanjay Ghodawat University (SGU) has implemented OBE model of education, which is a learner centered approach. SGU has witnessed a sea change in the entire academic systems with implementation of all three components of OBE – Design, Delivery and Assessment. The SGU model of autonomy focuses on experiential learning which believes in learning by doing. This is achieved through hands on experience, industrial assignments, mini projects and live problem solving and collaboration with industries.

SGU is set in to dynamics of transformation and witnessing a shift in focus from teaching to learning and entire academic system of SGU is designed to provide multiple learning opportunities for students to acquire and demonstrate the Knowledge, Skills and Attitudes (KSA) for rewarding career.

The Vision and Mission of the Management, contribution from eminent BOG members and knowledgeable members of Academic Council and Board of Studies, the motivation and drive of the Director, the relentless efforts of the fellow Deans and Head of Departments and all teaching and non-teaching staff along with commitment to learning of students made it possible to successfully transform the institute and stand out to carve a niche for itself as an Institute of repute.

OBE is an approach of curriculum design and teaching that focuses on what students should be able to do (attained) at the end of course/ program. Outcome based education (OBE) is student-centered instruction model that focuses on measuring student performance through outcomes. Outcomes include knowledge, skills and attitudes (KSA). Its focus remains on evaluation of outcomes of the program by stating the knowledge, skill and behavior a graduate is expected to attain upon completion of a program and after 4 – 5 years of graduation. In the OBE model, the required knowledge and skill sets for a particular degree is predetermined and the students are evaluated for all the required parameters (Outcomes) during the course of the program.

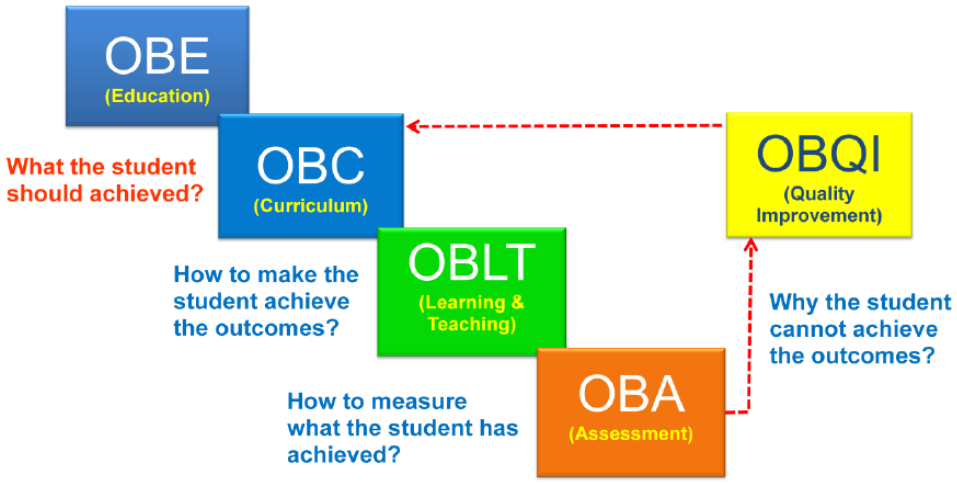
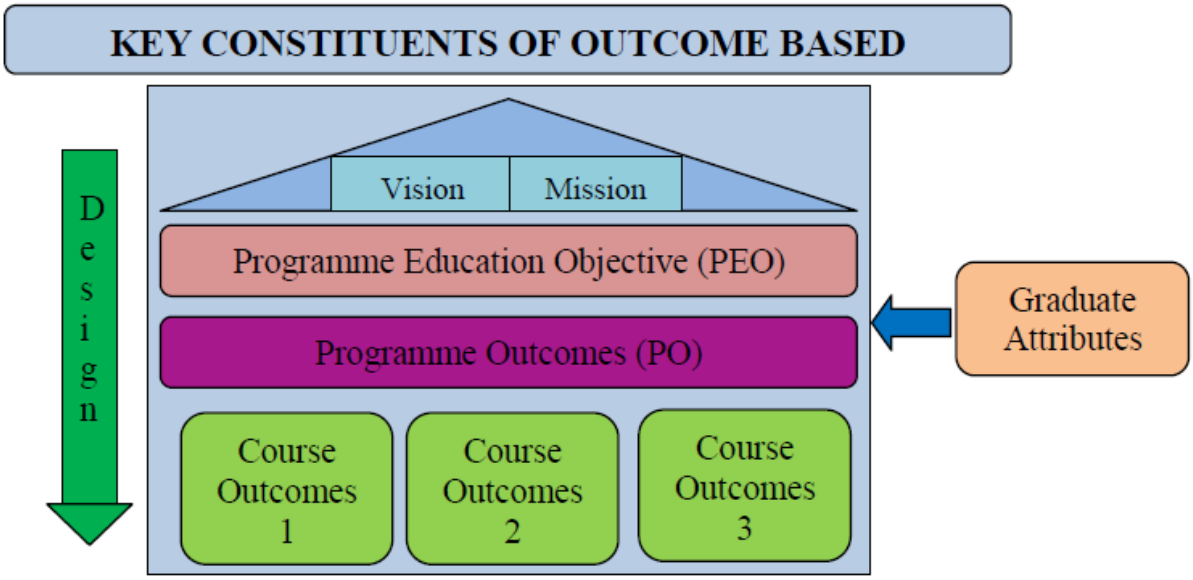


Figure 1: OBE flows and desciption

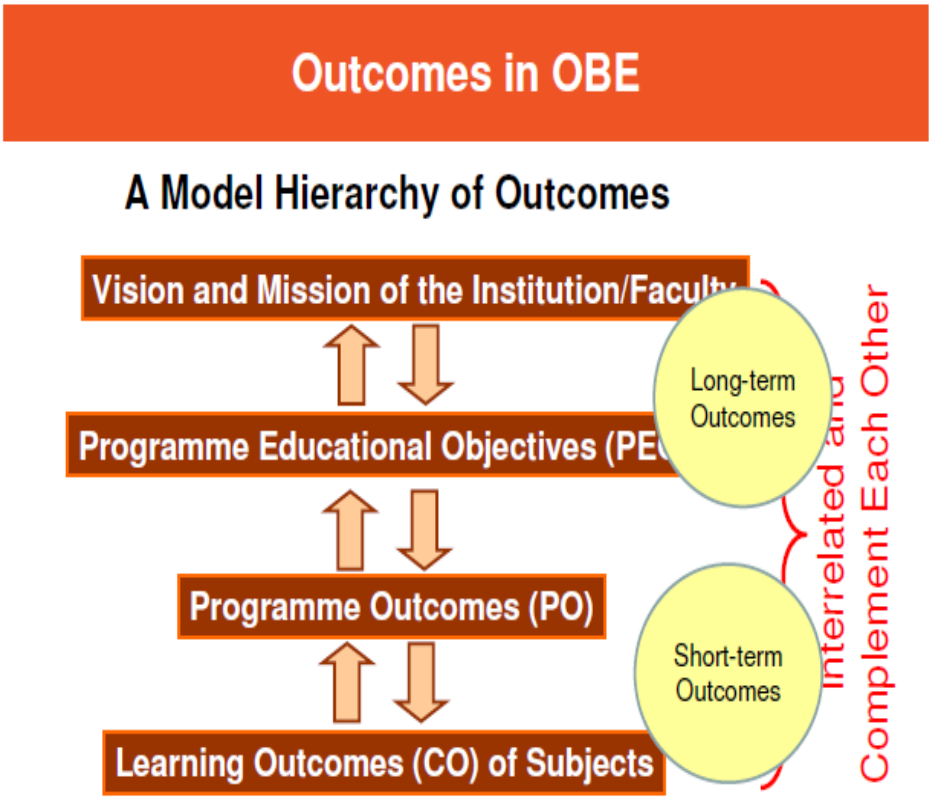


The OBE model measures the progress of the graduate in three parameters, which are

- Program Educational Objectives (PEO)
- Program Outcomes (PO)
- Course Outcomes (CO)

Program Educational Objectives (PEO) are broad statements that describe the career and professional accomplishments that the program is preparing the graduates to achieve. PEO's are measured 4-5 years after graduation. Program outcomes are narrower statements that describe what students are expected to know and be able to do by the time of graduation. They must reflect the Graduate attributes. Course outcomes are the measurable parameters which evaluates each student's performance for each course that the student undertakes in every semester.

The various assessment tools for measuring Course Outcomes include Tests and End Semester Examinations, Tutorials, Assignments, Project work, Labs, Presentations, Employer/Alumni Feedback etc. These course outcomes are mapped to Graduate attributes and Program outcomes based on relevance. This evaluation pattern helps Institutions to measure the Program Outcome. The Program Educational Objective is measure through Employer satisfaction survey (Yearly), Alumni survey (Yearly), Placement records and higher education records.



Special Features of OBE

- OBE is an educational process that focuses on what students **can do** or the **qualities** they should develop after they are taught.
- OBE involves the restructuring of curriculum, assessment and reporting practices in education to reflect the achievement of high order learning and mastery rather than accumulation of course credits.
- Both structures and curricula are designed to achieve those **capabilities** or **qualities**.
- Discourages traditional education approaches based on direct instruction of facts and standard methods.
- It requires that the students demonstrate that they have learnt the required skills and content.

Sanjay Ghodawat University Kolhapur

(Established as a State University under Government of Maharashtra Act No XL dated 3rd May 2017)

Academic and Examination Rules and Regulations

Approved in the second Academic Council Meeting held on 9th May, 2018
and to be implemented from academic year 2018-19. [Version R0]

Sanjay Ghodawat University Kolhapur

Kolhapur - Sangli Highway, A/p Atigre - 416 118,
Tal. - Hatkanangale, Dist. Kolhapur,
Maharashtra, India

(Implemented from Academic year 2018-19)

Academic and Examination Rules and Regulations

1.0 Preamble

The Sanjay Ghodawat University (SGU) stands as a beacon of light to guide the younger generation of the day on the right path to fulfillment in career and life. Outcome Based Education (OBE) model is adopted to enhance the effectiveness of teaching learning process and Credit Based semester system is implemented.

The focus of the University is its research based curriculum and academically oriented teaching staff. The world class ambience and infrastructure helps the students to easily accommodate themselves in an environment that is conducive to the teaching- learning process. Hands on experience, challenge based case studies, maximum participation of students in the classroom, use of modern digital technology, smart classrooms, solution oriented thinking promotion, stress on research and innovation, international tie ups, choice based credit system for flexibility in choosing areas of interest etc. are some of the features of the University.

Vision of SGU is internationally recognized university of excellence in creating and disseminating knowledge through value-based quality education leading to betterment of mankind. To achieve the vision SGU will develop state-of-the-art infrastructure that promotes conducive ambience promoting innovation and research. Create intellectual manpower relevant to the industry and society at large. Foster mutually beneficial partnership with alumni, industry and academia. Inculcate ethics and values to develop socially responsible citizens and promote entrepreneurship.

SGU is offering various programs through schools such as School of Technology, School of Commerce and Management, School of Sciences and School of Arts.

SGU has implemented the outcome based Education (OBE) system and Credit based Evaluation System in all the schools.

The rules and regulations mentioned in this document are applicable to all the Under Graduate (UG) and Post Graduate programs offered by the Sanjay Ghodawat University from the academic year 2018-19. The rules and regulations stated here under are subjected to revisions / refinements, updates and modifications and amendments by academic council (AC) from time to time and applicable to all batches including those already undergoing programs at different year and are binding on all stakeholders including students, faculty, parents and University authorities.

The academic programs of the University shall be governed by rules and regulations approved by the academic council from time to time. Academic council is the supreme and statutory academic body that governs all academic matters of the university and the decisions of the academic council are final and binding in the matters related to academics.

2.0 Definition of Terms

1. University: University means Sanjay Ghodawat University, Kolhapur
2. Academic Year: The period of the year during which students attend university for all academic activities, usually it starts from first of July and ends on 30th of June next year.
3. Semester**:** Academic Year is divided in to 2 parts called Semester, Odd Semester which starts from July and Even Semester which starts from January.
4. Duration of Semester: Total duration of semester is usually 20 weeks per semester including instructions, examination and evaluation. Total instructional days are 90 per semester.
5. **Course:** It is a Subject that is offered in a semester. The course may consist of Theory/Practical/Project/Seminar during semester. Usually taught by instructor in a class. e.g. Physics, Chemistry, Engineering Mechanics, Workshop etc.
6. **Program:** Collection of Courses is called Program. For example, B Tech in Mechanical Engineering, M Tech in Civil Engineering, Bachelor of Business Administration. Bachelor of Science etc.
7. **Department:** Department is a unit of the school which offers one or more programs.
8. **Contact Hours:** Time of students in class/laboratory with instructor. Usually in the range of 20-30 Hrs./Week. For the purpose of uniformity one contact hour is measured as 60 minutes
9. **Academic Council (AC):** Means apex academic body governing the academic programs responsible for framing policy, rules and regulations.
10. Board of Examination (BOE): Central body responsible for framing policy, rules and regulations for Examination.
11. Board of Studies (BOS): Departmental academic body to govern the academics of programs(BOS)offered by department.

3.0 Curriculum:

Every program has a prescribed structure which, in general, is known as Curriculum. It prescribes courses to be studied in each semester. The booklet containing courses structure along with detail syllabus for each course of each program is updated periodically and made available on the website.

3.1 Semesters:

SGU implements a credit based semester system. The academic year is divided into two regular semesters. The semesters that begin in July are known as Odd semester and the semester that begin in January are known as Even semesters. Total duration of each semester is generally of 20 weeks including the period of examination, evaluation and grade declaration.

3.2 Course Credit System/Structure:

In general, a certain quantum of work measured in terms of credits is laid down as the requirement for a particular program. Calculation of number of credits for a course in any

semester is as per Table 3.1

Table 3.1: Calculation of number of credits for a course

Sr. No.	Course	Credits
1	Lecture of 1 hour/week	**1**
2	Tutorial of 1 hour/week	**1**
3	Practical / Laboratory / Drawing/mini-project of two hours/ week	**1**
4	Seminar (1 hour per week)	**1**

There are mainly two types of courses- viz. Theory courses and Laboratory courses. Generally a theory course consists of Lecture hours (L) and Tutorial hours (T). Tutorial hours may not be assigned to a particular theory course if it has a separate laboratory course. Laboratory course consists of practical hours (P) for which a student works in a Laboratory/Drawing Hall/Workshop. The other courses required to be taken by a student include seminar, mini project, and project at various levels of the program.

A student shall earn credits for a particular course by fulfilling the minimum academic requirements for attendance and evaluation. No credits shall be awarded if a student satisfies the minimum attendance requirements but fails to meet minimum evaluation requirements.

The total number of credits required for completing a program shall be mentioned in the course structure. The total number of credits in a semester which a student registers shall generally be 20--25. The maximum number of credits per semester shall not exceed 30

3.3 Audit Course:

3.3.1 A student may have to register for an audit course in a semester which could be institute requirement or department requirement.

3.3.2 An audit course may include either a) a regular course required to be done as per structure or required as pre-requisite of any higher level course or b) the programmes like practical training, industry visits, societal activities etc.

3.3.3 Audit course shall not carry any credits but shall be reflected in Grade Card as "PP"/"NP" depending upon the satisfactory performance in the semester evaluation as per the course curriculum structure.

4.0 Course Registration:

4.1 Every student must register for the courses that he/she wants to study for earning credits at the beginning of each semester on the prescribed dates announced from time to time and shall be mandatory for every student till he/she completes the program. Only after registration his/her name shall appear in the roll list of each of such courses.

4.2 Students shall be required to fill up a Course Registration Form which shall be made available to them by the Student section of Administration office after payment of required fees.

4.3 Registration, according to rules, should be carried out as per the schedule given in academic calendar. Late registration may be permitted only for valid reasons and on payment of late registration fees. In any case, registration must be completed before the prescribed last date for registration, failing which his/her studentship shall be liable to be cancelled. Students having dues outstanding towards the institute or hostel shall be permitted to register only after clearing such dues.

4.4 In-absentia registration may be allowed only in rare cases at the discretion of the Dean Academics and with prior permission.

4.5 For registration in an odd semester, the student must have earned all the credits of the pre-previous year and at least 75% 2/3rd of the credits previous year. For example, for registration of the 5th semester courses (i.e. 3rd year of program), a student must have earned all the credits of the first year and 2/3rd of the credit second year. Similarly, for registration of the 7th semester courses (i.e. 4th year of program), a student must have earned all the credits of the second year and 2/3rd of the credits third year. However, if 2/3rd of the calculation turns out to be a mixed number (integer + fraction) then only the integer part of that number shall be considered for taking decision related with this clause.

4.6 A student registered in odd semester shall be eligible to register for the courses offered in the even semester of that year irrespective of his/her SGPA or the number of credits earned by him/her in that odd semester.

5 .0 Lateral Entry for B Tech Programs

Post diploma students in engineering and B.Sc. Graduates can have lateral entry at third semester of the program. Such admissions are governed by the rules of regulatory bodies like AICTE New Delhi and Directorate of Technical Education Maharashtra state and Sanjay Ghodawat University for Admission criteria and shall undergo all academic requirements as specified by the Academic council.

For such students there shall not be First Year Performance Index (FYPI). Semester Performance Index (SGPA) and Cumulative Performance Index (CGPA) shall be calculated from the third semester onwards taking into consideration the courses undergone by them at Sanjay Ghodawat University Kolhapur.

Registration of the students not covered by the cases mentioned above shall be decided by the Academic Council. Such students shall undergo the academic program as specified by the Academic Council. Such odd entry students shall not be eligible for any medals or awards instituted by the institute.

6.0 Change of Program:

This is applicable to B Tech Programs only. Students shall be eligible to apply for Change of Program after completing the first two semesters. The following rules/ guidelines shall be used for considering their applications for change:

6.1 The change of program shall be permitted strictly on merit basis subject to the rules of admissions prevailing at the time of such change.

6.2 Students without fail grades and/or backlogs shall be eligible to apply for change of program and can give their choices in the order of preference.

6.3 The request for change of program by a student from program A to program B shall be considered if number of students of program B does not exceed the sanctioned capacity of program B and also the minimum strength required to run the program as decided by Academic Council.

6.4 All such transfers can be effected only once at the beginning of the second academic year of the 4-year UG program. No application for change of program during subsequent academic years shall be entertained.

7. Facilitation to Students:

7.1 Faculty Advisor:

On joining the institute, a student or a group of students shall be assigned to a faculty advisor who shall be mentor for a student throughout his/her tenure in the institute. A student shall be expected to consult the faculty advisor on any matter relating to his/her academic performance and the courses he/she may take in various semesters / summer term. A faculty advisor shall be the person to whom the parents/guardians should contact for performance related issues of their ward. The role of a faculty advisor is as outlined below:

The role of the Faculty Adviser is outlined below:

a. Guide the students about the rules and regulations governing the courses of study for a particular degree.
b. Advise the students for registering courses as per curriculum given. For this purpose, the Faculty Adviser has to discuss with the student his/her academic performance during the previous semester and then decide the number and nature of the courses for which He/She can register during the semester as per the curriculum.
c. Approve the registration of the students.
d. Advice students to overload/ drop one or more courses/activities based on her/his academic performance as per the prescribed rules.
e. At the end of the first semester/year, the Faculty Adviser may even advise a reduced load program for a poorly performing student.
f. Pay special attention to weak students and carefully monitor performance of students recommended for slow track option.
g. Advice students for Course Adjustment / Dropping of courses during the Semester within the stipulated time frame given in the Academic calendar.
h. Advice students seeking semester drop either during the ongoing semester or before the commencement of the semester. FA has to ensure strict compliance of rules and regulations laid down for this purpose. Recommend the cases to the appropriate authorities for consideration.
i. Make revised plan of study for weak/bright students based on their semester wise performance.
j. Suggest modalities for course/credit requirements for the students recommended for exchange program.

k. Guidance and liaison with parents of students for their performance.
l. To ensure that students are not permitted to reregister for courses, which they have already passed.
m. Inform students that any academic activity (course / Lab. / seminar / project / noncredit requirement etc.) undergone without proper registration will not be counted towards the requirements of his/her degree.
n. Strictly warn students that if she/he fails to register during any semester without prior approval, his/her studentship is liable to be cancelled.
o. Keep the students updated about the Academic Administration of the University.

7 .2. Helping Weaker Students:

A student with backlog/s should continuously seek help from his/her faculty advisor, Head of the Department and the Dean of respective schools. Additionally, he/she must also be in constant touch with his/her parents/local guardians for keeping them informed about academic performance. The university also shall communicate to the parents/guardians of such student at-least once during each semester regarding his/her performance in in-in various tests and examination and also about his/her attendance. It shall be expected that the parents/guardians too keep constant touch with the concerned faculty advisor or Head of the Department, and if necessary - the Dean of the respective school.

8. 0 Discipline and Conduct:

8.1 Every student shall be required to observe discipline and decorous behavior both inside and outside the campus and not to indulge in any activity, which shall tend to bring down the prestige of the university.

8.2 Any act of indiscipline of a student reported to the Dean, Student Development, shall be discussed in a Disciplinary Action Committee of the institute. The Committee shall enquire into the charges and recommend suitable punishment if the charges are substantiated.

8.3 If a student while studying in the university is found indulging in anti-national activities contrary to the provisions of acts and laws enforced by Government, he/she shall be liable to be expelled from the institute without any notice.

8.4 If a student is involved in any kind of ragging, the student shall be liable for strict action as per provisions in the Maharashtra anti-ragging act.

8.5 If any statement/information supplied by the student in connection with his/her admission is found to be false/ incorrect at any time, his/ her admission shall be cancelled and he/she shall be expelled from the university and fees paid shall be forfeited.

8.6 If a student is found guilty of malpractice in examinations, then he/she shall be punished as per the recommendations of the Grievance Redressed Committee (CRC) constituted by Board of Examinations.

8.7 Every admitted student shall be issued photo identification (ID) card which must be retained by the student while he/she is registered at Sanjay Ghodawat University

Kolhapur. The student must have valid ID card with him/her while in the University Campus.

8.8 Any student who alters or intentionally mutilates an ID card or who uses the ID card of another student or allows his/her ID card to be used by another, student shall be subjected to disciplinary action.

8.9 The valid ID card must be presented for identification purpose as and when demanded by authorities. Any student refusing to provide an ID card shall be subjected to disciplinary action.

8.10 Students should switch off the Mobiles during the Instructional hours and in the academic areas of university Building, Library, Reading room etc. Strict action will be taken if students do not adhere to this.

8.11 During the conduct of any Tests and Examination students must not bring their mobiles. A student in possession of the mobile whether in use or switched off condition will face disciplinary action and will be debarred from appearing for the Test / Examination.

9.0 Academic Calendar

The academic activities of the institute are regulated by Academic Calendar and is made available to the students/ faculty members and all other concerned in electronic form or hard copy. It shall be mandatory for students / faculty to strictly adhere to the academic calendar for completion of academic activities.

10. Attendance:

10.1 Regular 100% attendance is expected from all students for every registered course in lectures, tutorial, laboratory, projects, mini-projects and other courses mentioned in program curriculum. Hence, attendance is compulsory and shall be monitored during the semester rigorously. Students shall be informed at the end of every month if they are failing short of attendance requirements.

10.2 A Maximum of 25% absence for the attendance may be permitted only on valid grounds such as illness, death in family of blood relations (Father, Mother, Sister, and Brother) and any other emergency reason which is beyond the control of the student and shall be approved by the authorities in respective departments.

10.3 If a student fails to put up 75% attendance individually in each course, the student will be put under X grade category and student will be debarred form attending the End Semester Examination (ESE) and Re-Exam for that semester in that course. However, student has an option to re-register for the course whenever it is offered next time or he can appear for 100% examination for which he will be awarded two grade penalties. Student's FET, CAT1 and CAT2 marks are treated as null and void.

10.4 The maximum number of days of absence for students participating in Co-curricular activities /Sports/ Cultural events during a semester shall not exceed 10. Any waiver in

this context shall be on the approval of the Academic council only after the recommendation by Dean Academics of the university.

The HOD and Dean of the respective school shall report and recommend to Academic council the cases of students not having 75% attendance as per the records of course instructor. After rigorously analyzing these cases AC may take a decision to debar such student from End-Semester Examination (ESE) for that course. Such a student shall re-register for that course as and when it is offered next. ISE and MSE evaluations of such a student for this course during regular semester shall be treated as null & void.

10.5 A student remaining absent during ESE of a course either on medical ground (Accident and/or hospitalization of a student) or any other emergency circumstances (death of immediate close relative i.e. father, mother, brother and sister) or due to representing University at university/state level in sports/co-curricular activities shall be treated as per the rules of Sec 12.6.2 and 11.1.2

The critical cases of absenteeism which are not covered by any of the above clauses shall be reported by concerned Head of Department to Academic dean and all such cases the decision of Academic council is final**.**

10. Modes of Assessment:

10.1 Assessment of Theory Courses:

10.1.1 A student shall be evaluated for his/her academic performance in a theory course through Faculty Evaluation Theory (FET), Continuous Assessment Tests (CAT1 and CAT2) and End Semester Examination (ESE).

10.1.2 The relative weightage for the theory courses having ESE shall be generally as shown in the Table 10.1.2

Table 10.1.2: Weightage for the theory courses in %

FET	CAT1	CAT 2	ESE
20	15	15	50

The details of the weightage of each course shall be listed in the structures of each program.

10.1.3 FET shall be based on student's performance in assignments, quizzes, seminars, Course projects and field assignments, term papers, etc. The mode of FET shall be decided and announced by the Course Instructor at the beginning of the course.

10.1.4 CAT1 shall generally be of one-hour duration for each course and shall be held as per the schedule declared in the Academic calendar for that Semester. The test will be based on first two units of the course.

10.1.5 CAT2 shall generally be of one-hour duration for each course and shall be held as per the schedule declared in the Academic calendar for that semester based on unit 3 and unit 4 of the syllabus.

10.1.6 ESE is of three hours' comprehensive examination having the weightage of 60% for unit 5 and 6 and 40% to unit 1 to unit 4. It is of 100 marks

10.1.7 All examinations and evaluations shall be compulsory. Credits for a course shall be awarded only if a student satisfies evaluation criteria and acquires the necessary minimum grade.

10.1.8 There shall be no re-examination for CAT1 and CAT2 of the courses having all the three components of evaluation viz. FET, CAT1 CAT2 and ESE. However, a student remaining absent for CAT1 and CAT2 for representing the institute in state level or university level sports/co-curricular activities (on prior recommendation and approval from) or on valid grounds such as illness, death in family or other emergency reason which is beyond control of a student (on approval by the head of department and dean of respective school shall be considered for Make- up examinations.

10.1.9 A student remaining absent for ESE of a course either due to medical reason (Accident and/or hospitalization of a student) or other emergency circumstances (death of immediate close relative i.e. father, mother, brother and sister) or due to representing college at university/state level in sports/co-curricular activities shall be awarded with grade "I". Such a student shall be allowed to appear for make-up examination scheduled along with re-examinations of other courses. The student shall apply to COE with proper documentary evidence to appear for make-up examination. After make-up examination, a student shall be entitled to an appropriate grade as per Table I of Sec. 10.1.2 based on his/her performance during the regular semester and in make-up examination.

10.2 Assessment of Laboratory Courses:

10.2.1 The assessment of laboratory course shall be continuous and based on turn-by-turn supervision of the student's work and the quality of his/her work as prescribed through laboratory journals and his/her performance in viva-voce examinations uniformly distributed throughout the semester. Where ESE for the laboratory course is specified ESE shall be based on performing an experiment followed by an oral examination. The relative weightage for FEP and ESE for assessment of laboratory courses shall be 50% each for FEP and ESE and a minimum performance of 40% in both ISE and ESE separately shall be required to get the passing grade.

10.2.2 ESE for laboratory course shall normally be held before the ESE for theory courses and shall be conducted by a panel of examiners appointed by COE from the panel of experts approved by BOS. This activity shall be coordinated by Department Examination Coordinator (DEC) in consultation with HOD of the respective department.

10.2.3 Student failed in ESE of a laboratory course in a regular semester shall be eligible to appear for 100% examination conducted alongwith ESEs of laboratory courses of the subsequent semester. Such examination shall be fairly comprehensive (generally

of 3 hours similar to POE i.e. Practical-Oral-Examinations) to properly judge his/her practical skill and theoretical knowledge for that laboratory course. He/She shall suffer one grade penalty.

11.0 The Grading System:

Absolute Grading System (AGS) is adopted based on absolute numerical marks obtained by the student during all stages of evaluation for a course.

11.1. Award of Grade (Regular Semester):

11.1.1 For every course registered by a student in a semester, he/she shall be assigned a grade based on his/her combined performance in all components of evaluation scheme of a course as per the structure. The grade indicates an assessment of the student's performance and shall be associated with equivalent number called a grade point.

11.1.2 The academic performance of a student shall be graded on a ten-point scale. The Absolute Grading System is followed. Letter grades, the guidelines for conversion of marks to letter grades and their equivalent grade points are as given in Table.

Table 11.1.2: Grade Table for Regular Semester

Marks Obtained	**Grade Letter GL**	**Grade Point GP**	**Performance Description**
90-100	**O**	**10**	Outstanding
80-89	**A+**	**09**	Excellent
70-79	**A**	**08**	Very Good
60-69	**B+**	**07**	Good
50-59	**B**	**06**	Above Average
45-49	**C**	**05**	Average
40-44	**P**	**04**	Pass
00-39	**F**	**00**	Fail
-	**Ab**	**00**	Absent
-	**X**	**00**	Detained (Failed)
-	**Satisfactory**	-	Pass in Non Credit Courses
-	**Un Satisfactory**	-	Failed in Non Credit Courses

11.1.3 A student shall pass the course if he/she gets any grade in the range "O" to “P".

11.1.4 “FF" grade shall be awarded to a student in a course if he/she gets less than 40% marks jointly in the FET, CAT1, and CAT2 & ESE for a theory course and in PET & ESE for a laboratory course. A course shall then be eligible to apply for re-examination. A student failed in laboratory course shall be eligible to apply only for 100% examination conducted with the laboratory examinations of the subsequent semester. In both cases, a student has to suffer one grade penalty.

12 Assignment of X Grade

Grade "X" in a regular course shall be given to a student if he/she falls in any of the following categories.

12.1 A student does not maintain the minimum 75% attendance in any of the theory or laboratory courses.

12.2 A student has not completed most of the Evaluations like FET, CAT1 and CAT2 due to non-medical reasons (for example when a student has missed all or most of the components of internal evaluation conducted by the instructor in that semester).

12.3 Th**e** performance of a student is less than 40% in FET, CAT1 and CAT2 Combined.

12.4 A student is guilty of any academic malpractice during semester (Such cases shall be dealt by Grievance Redressed and Discipline Committee).

In above four cases grade "X" shall be declared one week before ESE and intimated to the Academic Office and COE immediately thereafter. Such a student shall not be permitted to take the ESE of that course.

12.5 Grade "X" may be given to a student if

12.5.1 A student eligible for ESE remains absent for ESE of a course with no written intimation to Exam Cell within four days after the respective ESE is over.

12.5.2 A student is guilty of any academic malpractice during examination. (Such cases shall be dealt by Grievance Redressal Committee).

In 12.5.2 grade "X" in that course shall be declared after Grievance Redressed Committee confirms the academic malpractice.

In above two cases when a student gets "X " grade in a course, then this shall be treated as "FF" for the purpose of calculation of Semester Performance Index (SGPI) and First Year Performance Index (FYPI) or Cumulative Performance Index (CGPI).

12.6 Following rules apply to the student who has obtained grade "X" in a regular semester:

12.6.1 A student obtaining grade "X" in a course in a regular semester or during examination shall be not be allowed to appear for End semester examination and also Re ESE conducted before the beginning of the next semester. His/her FET, CAT1 and CAT2 evaluations for all courses shall be treated as null and void. He/She needs to re-register for courses of that semester in the next academic year whenever they are offered and undergo all evaluations along with fresh regular students for which he will get one grade penalty.

12.6.2 Grade "I" shall be declared in a theory/laboratory course if a student has satisfactory performance FET, CAT1, CAT2 and has fulfilled the 75% attendance requirement, but has not appeared for ESE due to genuine reasons. Such students shall be eligible for the make-up examination of ESE only on medical grounds/valid reasons and on production of authentic medical certificate or other supporting document/s (as required by the University) to the COE within ten days after the respective examination is over.

The application form with requisite amount of fees must be submitted to the Exam Cell before the last date of filling such application forms for make-up examinations. These examinations shall be based on 100% syllabus and shall be scheduled before the commencement of the subsequent semester for theory courses and along with ESEs of laboratory courses of the subsequent semester. A student with "I" grade when appears for the make-up examination shall be eligible to obtain a regular performance grade ("O" to "F") as per Table 11.1.2 depending on his/her overall performance in FET, CAT 1, CAT 2 and make-up examination. If a student fails to appear for make-up examination too, a grade "XX" shall be awarded to him/her. Thus "I" is only a temporary grade and shall be replaced by a valid grade only after make-up examination.

12.6.3 There shall be a few audit courses as per the policies of the institute or as decided by DPC of respective program. The grade "PP" (Passed)/ "NP" (Not Passed) shall be awarded for such courses depending upon the performance of a student evaluated by the faculty in-charge. No grade points shall be associated with these grades and performance in these courses shall be not taken into account in the calculation of the performance indices (SGPI, CGPI). However, the award of the degree shall be subject to obtaining a "PP" grade in all such courses.

13. Award of Grades for Re-Examination:

13.1 A student who has obtained grade "F" in regular semester shall be eligible to appear for re-examination conducted before the commencement of the next regular semester. In such cases FET, CAT1 and CAT2 marks are carried forward and a student has to suffer one grade penalty

13.2 A student shall apply for re-examination before the last date of such application and shall appear for re-examination.

13.3 50% weightage similar to ESE shall be given to re-examination and there is one grade penalty.

13.4 A student who has obtained "F" grade in ESE of a regular semester and has not availed re-examination option or a student who has obtained "F" grade in both ESE and re-examination shall be eligible to choose one of the two options below to clear his/her backlog:

- Re-registration for the next regular semester course whenever that course is offered.
- Appearing for ESE of the course when conducted...

  A student detained in a regular semester due to either a) by obtaining "X" grade or b) by involvement in academic malpractice or c) by breaking the institute code of conduct and discipline can re-register for the course when offered next

Following rules apply for these cases:

13.5 In first case i.e. Re- registration the earlier performance of a student in all the evaluations of that course shall be treated as null and void. The student has to undergo all the evaluations after re-registration.

14. Grades for Third and Subsequent attempts:

If A student opts for ESE or Re ESE who previously had obtained grade "F" in a course in two attempts, his/her FET, CAT1 and CAT2 performance of the regular semester shall be considered for evaluation and He/She has to suffer two grade penalty for the third attempt and for 4th and subsequent attempts shall be awarded a grade "P" or "F" or "X" based on his/her performance. However, if a student takes more than three chances (regular examination being the first chance, re-examination being the second chance, to clear a course, then the maximum passing grade that he/she can get shall be only "P". Thus a student has to suffer a grade penalty by accepting a lower grade than that obtained in the regular examination, re-examination, or examination for a re-registered course.

15. CALCULATION OF PERFORMANCE INDICES:

15.1. Semester Grade Point Average (SGPA)

The performance of a student in a one specific semester is indicated by SGPA. SGPA is a weighted average of the grade points obtained in all courses registered by the students during the semester. SGPA can be calculated by following equation.

$$SGPA = S_i = \frac{\sum_{i=1}^{n} C_i P_i}{\sum_{i=1}^{n} C_i}$$

Where, i = 1,2,3……. n is number of courses during semesters. C = No of credits associated with that course and P = Grade point earned in that course. SGPA will be rounded off to two decimal places.

15.2 Cumulative Grade Point Average (CGPA)

The total cumulative performance of a student at the end of specific semester is indicated by CGPA. An up-to-date assessment of the overall performance of a student for the courses from the first semester onwards till completion of the program shall be obtained by calculating Cumulative Grade Point Average (CGPA).

CGPA is a weighted average of the SGPA obtained in all semesters by the students during the semesters. CGPA can be calculated by following equation.

$$CGPA = \frac{\sum_{j=1}^{n} C_j S_j}{\sum_{j=1}^{n} C_j}$$

Where, j = 1,2,3……. n is number of semester during program. C = Total No of credits in the semester for which CGPA is to be calculated.

CGPA will be rounded off to two decimal places.

Conversion of CGPA to percentage marks for CGPA ≥ 4.5 can be obtained using equations. Percentage marks = (CGPA x 10) – 7.5.

15.3 For the students acquiring "I" grade (which is only a temporary grade) in any of the courses, SGPA, CGPA shall be calculated only after make-up examination.

16. First Year Performance Index (FYPI): (Applicable for B. Tech Programs Only)

16.1 For a student registered in Sanjay Ghodawat University Kolhapur right from the First semester, First-Year-Performance-Index (FYPI) shall be calculated as weighted average of the grade points obtained in all the courses registered by him/her in semesters I and II only.

$$\text{FYPI} = \frac{\sum_{1} C_i g_i}{\sum_{1} C_i}$$

Where summation is for all the courses registered by a student in first two semesters. FYPI shall be calculated when for the second semester is calculated. FYPI shall be rounded off to two decimal places.

16.2 FYPI shall reflect all the courses undergone by a student in the first year including the courses in which he/she has failed. FYPI may get modified in the subsequent semesters whenever a student clears his/her first year backlog courses.

16.3 If a student has been awarded "I" grade in the regular semester course of the first year then, FYPI shall be calculated after the make-up examination on the basis of the grade obtained by that student in a make-up examination.

16.4 If a student has obtained grade "F" or "X" at any time in any of the courses registered by him, then zero grade points corresponding to these grades shall be taken into consideration for calculation of FYPI.

17 Maximum Duration for Completing the Program

Maximum duration for completing any program UG/PG offered by Sanjay Ghodawat University is respective program duration plus two additional years.

Maximum duration for getting the B. Tech degree for students admitted in the first semester of UG program is, program duration plus two additional years (i.e. 12 Semesters and 6 academic years) For lateral entry student academic admitted in the third semester shall be (10 Semester and 5 Years).

The maximum duration of the program includes the period of withdrawal, absence and different kind of leaves permission to student but excludes the period of rustication of the student from the university however genuine case a confidential of valid reason may be referred to academic council for extending this limit by additional criteria

18 NFTE (Not Fit for Technical Education) (Applicable to B Tech program only)

It is mandatory for the student to earn all credits of first year specified for semester I & II or eligible for ATKT as per the rules to seek admission to semester III of second year in three years from the date of admission to avoid NFTE. If a student fails to become eligible for

admission to Semester III in three year form the date of his admission, he shall be declared as "Not Fit for Technical Education" leading to discontinuation of his/her registration with the university. Such cases should be put up in the academic council.

19. Academic Progress Rules (ATKT Rules):

19.1 A student shall be allowed to register for the courses of the next year's odd semester only if he/she has earned all the credits of the previous year and has earned at least $2/3^{rd}$ credits of the current year. If $2/3^{rd}$ calculation turns out to be a mixed number (integer + fraction) then only the integer part of that number shall be considered for deciding the eligibility for ATKT.

(a) At the end of 1st year a student shall be allowed to keep terms (ATKT) to 2nd year of study provided he/she attends course work prescribed for 1st year with prescribed attendance and successfully earned at least $2/3^{rd}$ of the total credits specified for 1st year program.

For Example: Total credits for B. Tech first year 2017-18, are 45 (Total of Semester I and II). A Student should earn minimum $2/3^{rd}$ of the 45 Credits i.e. A student can go to next higher class with a maximum backlog of $1/3^{rd}$ credits of semester I & II of the first year. Student, who fails to earn those credits, cannot register for next semester, either it can re-registrar for the course and credits or can use the next opportunity to earn the credits when exams are conducted.

(b) At the end of 2nd year a candidate shall be allowed to keep terms to 3rd year of study provided he/she attends course work prescribed for 2nd year with prescribed attendance, and successfully cleared 1st year program and at least $2/3^{rd}$ of total credits prescribed for 2nd year program.

(c) At the end of 3rd year a candidate shall be allowed to keep terms to final year of study provided he/she attendants course work prescribed for 3rd year with prescribed attendance, and should have completed 2nd year program and $2/3^{rd}$ of total credits prescribed for 3rd year program.

All such candidates fulfilling the above criteria shall be declared as FAILED, ATKT.

A student shall be allowed to take admission for odd semester of next academic year only if he/ she have earned all the credits of the previous year and $2/3^{rd}$ happens to be a decimal, it is rounded to only integer part.

20. Semester Grade Report:

20.1 Semester grade report reflects the performance of a student in that semester (SGPI) and also his/her cumulative performance for the first year (FYPI) and also the cumulative performance since the third semester of his/her study (CGPA).

20.2 The semester grade card issued at the end of each semester/ summer term to each student shall contain the following.

- The credits for each course registered for that semester.
- Any audit course/s undertaken by a student in a Semester.
- The letter grade obtained in each course.
- The total number of credits earned by a student for the first year separately.
- The total number of credits earned by a student since the 3rd semester onwards.
- SGPI, FYPI, CGPI.
- A list of backlog courses, if any.
- Remarks regarding eligibility of registration for the next semester.

20.3 Semester grade card shall not indicate class or division or rank however a conversion from grade point index to percentage based on CGPI shall be indicated on the final grade card of the program.

21 Award of Degree:

Following rules prevail for the award of degree.

- A student has registered and passed all the prescribed courses under the general institutional and departmental requirements.
- A student has obtained CGPI $\geq$ 4.75.
- A student has paid all the institute dues and satisfied all the requirements prescribed.
- A student has no case of indiscipline pending against him/her.
- Academic Council shall recommend the award of degree to a student who is declared to be eligible and qualified for above norms.

22 Grace Marks

- Maximum total grace marks will be 1 % of the total theory credit courses x 100 subjected
- To maximum 6 marks in that semester.
- Grace marks will be given candidate for change in grades for theory credit courses i.e. from
- Fail to pass grade only and will be reflected in final ESE marks.
- The grace marks are applicable only for maximum 1/3rd courses (rounded to higher

  Integer part i.e. if there are 4 theory courses then 4/3 = 1.33 = 2 courses).
- Maximum grace marks will be distributed in maximum courses
- Benefit of grace marks is not applicable for any medal/award.
- Applicable to theory and (Theory + Practical Courses). If is not applicable for Practical courses.
- Scheme for grace marks only can be used when the student will pass in all courses of that semester.

23. CGPA Improvement Policy for Award of Degree:

An opportunity shall be given to a student who has earned all the credits required by the respective program with CGPA greater than or equal to 4.00 but less than 4.75 to improve his/her grade by allowing him/her to appear for ESE examinations of maximum two theory courses of seventh semester. Such examinations shall be scheduled along with re-examinations/make-up examinations. However, CGPA shall be limited to 4.75 even though the performance of a student as calculated through modified CGPA becomes greater than 4.75.

Conclusions:

The academic policies regarding conduct of programs in Sanjay Ghodawat University Kolhapur are published in this document. The Academic Council shall reserve the right to modify these policies as and when required from the point of view of achieving

academic excellence. In special and abnormal cases (i.e. the cases not covered through above rules) the decision of the (Chairman, Academic Council shall be final and shall be binding on all concerned.

Chairman
Academic Council

Sanjay Ghodawat University, Kolhapur

Structure for F.Y. B.A., (Journalism and Mass Communication) Program

Semester I

Course Code	Course Title	L	T	Pr/Pro	C	Evaluation Scheme				
						Component	Exam	WT %	Min. Pass %	
MCA101 (PC|SA) Version: 4.0	Communication, Media and Society	4	2	-	6	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA103 (PC| SA) Version: 4.0	Introduction to Journalism	4	2	-	6	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA105 (EG| SA) Version: 4.0	Advertisement and Media	2	-	-	2	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA107 (AEEC|SA) Version: 4.0	English Communication	2	-	-	2	Theory (100)	FET	20	40	40
							CAT	30		
							ESE	50	40	
MCA109 (AEEC|SA) Version: 4.0	English Communication Lab	-	-	4	2	Practical (100)	FEP	50	20	40
							POE	50	20	
MCA111 (EG| SA) Version: 4.0	Advertisement and Media Lab	-	-	8	4	Practical (100)	FEP	50	20	40
							POE	50	20	
	Total	**12**	**04**	**12**	**22**	**Total Hrs- 28, Total Credits: 22**				

L: Lecture, T: Tutorial, Pr: Practical, C: Credits, Th. : Theory, WT: Weight Age PC: Program Core, PE: Program Elective, UC: University Core, UE: University Elective: ST: School of Technology, SS: School of Sciences, SC: School of Commerce, SM: School of Management, SA: School of Arts FET: Faculty Evaluation Theory, CAT: Continuous Assessment Test, ESE End Semester Examination, TW : Term Work, POE : Practical Oral Examination, CO: Core course, AECC: Ability enhancement compulsory, AEEC: Ability Enhancement Elective course, EDS: Elective discipline specific, EG: Elective Generic**,** FEP: Faculty Evaluation Practical

Sanjay Ghodawat University, Kolhapur

Structure for F.Y. B.A., (Journalism and Mass Communication) Program

Semester II

Course Code	Course Title	L	T	Pr/Pro	C	Evaluation Scheme				
						Component	Exam	WT %	Min. Pass %	
MCA102 (PC|SA) Version: 4.0	Hindi / Marathi	4	2	-	6	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA104 (PC| SA) Version: 4.0	Print Media Production	3	-	-	3	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA106 (EG|SA) Version:43.0	Social Media	4	2	-	6	Theory (100)	FET	20	40	40
							CAT I	15		
							CAT II	15		
							ESE	50	40	
MCA108 (AECC|SA) Version: 4.0	Environmental Studies	3	-	-	3	Theory (100)	FET	20	40	40
							CAT	30		
							ESE	50	40	
MCA110 (AEEC|SA) Version: 4.0	Environmental Studies Project	-	-	2	1	Practical (100)	FEP	50	20	40
							POE	50	20	
MCA112 (PC|SA) Version: 4.0	Print Media Production Lab	-	-	6	3	Practical (100)	FEP	50	20	40
							POE	50	20	
Total		**11**	**04**	**08**	**22**	**Total Hrs- 26, Total Credits: 22**				

L: Lecture, T: Tutorial, Pr: Practical, C: Credits, Th. : Theory, WT: Weight Age PC: Program Core, PE: Program Elective, UC: University Core, UE: University Elective: ST: School of Technology, SS: School of Sciences, SC: School of Commerce, SM: School of Management, SA: School of Arts FET: Faculty Evaluation Theory, CAT: Continuous Assessment Test, ESE End Semester Examination, TW : Term Work, POE : Practical Oral Examination, CO: Core course, AECC: Ability enhancement compulsory, AEEC: Ability Enhancement Elective course, EDS: Elective discipline specific, EG: Elective Generic, FEP: Faculty Evaluation Practical

Syllabus for F.Y.B.A. (Journalism & Mass Communication) program

SEMESTER-I

MCA 101 Communication, Media and Society

(Version 4.0, PC / SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
4	2	-	6	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

Course Description:

This course help Students to understand the concept of communication, its process, models of communication, media, its types and its application in day today life. It also acquaints students with its tools and application. It explains mass media and mass communication used globally. It also helps to know about Indian and western culture and community.

Course Outcomes: At the end of this course students will be able to

CO1: Define[1] the communication process
CO2: Exlain[2] culture and communication
CO3: Exlain[2] mass media and mass communication
CO4: Utilize[3] Digital/social media in society
CO5: Practice[3] communication in society
CO6: Illustrate[4] various communication models

Course Contents- Theory

Units	Description	Hours
I	**Introduction to Communication** Introduction, Concept, Definition and Processes,noise, codes, culture, technology; Forms of Communication (verbal, non verbal, paralanguage, iconic, semiotic etc.); Levels of Communication (interpersonal, intrapersonal, group, public, mass com) ;Barriers in communication; Group discussion: definition, advantages and disadvantages; Debate: definition, terms in Debate, advantages and disadvantages.	15
II	**Determinants and Shifting Paradigms** Ideology and Communication, Culture, Culture and Communication, Indian culture and society, specialty of Indian culture; western culture and society, specialty of western culture, comparison in Indian and Western culture,; Indian communication theory-Bharat muni'sNatyashashtra(Nine rasas/Mood theory), Communication as Subversion (silence, satire, subterfuge),	15
III	**Mass Media and Mass Communication** Meaning & Definitions, Features, Characteristics Mass and Mass culture, Importance, process, Mass media-meaning, use of media-print, electronic,	15

	online, advantages and disadvantages, Normative Theories and the Public Sphere, Affect and Effect (Agenda Setting, Limited effect, Cultivation, Spiral of Silence), Encoding and Decoding	
IV	**Digital Communication** Semiotics and Communication - Definition, functions, Approaches- Ferdinand de Saussure, Charles Sander Pierce, Digital Communication- Social media - Role, advantages and disadvantages -SMS, E mail, Facebook, Whats App SMS, E mail, Facebook, Teleconferencing, Video conferencing	15
V	**Communication for special purpose** Public relation-(PR), Definition, Process,, various tools, importance, application; Interview- definition, process, advantages and disadvantages; Communication through Group discussion-definition, process, Advantages, disadvantages, Debates- definition, process, Advantages, disadvantages	15
VI	**Uses and Gratification: Models** Publicity Model, Ritual Model, Convergence Model Reception Model, Berlo's SMCR Model, Shannon and Weaver Model, Schramm's Model, Gerbner's General Model,	15

Indicative Reading List :

1) Bernet, John R, (1989) Mass Communication, an Introduction, Prantice Hall.
2) Narula,Uma (2001), Mass Communication -Theory and Practice, Har-AnandPublications,New Delhi.
3) Kumar Keval. J, Mass Communication in India, - JAICO publication, Mumbai

For Further Reading:

4) Bel, B. et al. (2005) Media and Mediation, Sage, New Delhi.
5) Baran and Davis, Mass Communication Theory.
6) Cyber Mohalla from Sarai Reader: Shaping Technologies, 187 and page 190-191.
7) Fiske,John 1982, Introduction to Communication Studies, Routledge.
8) Gupta, Nilanjana ed.(2006)Cultural Studies, World View Publishers.
9) McQuail, Dennis. 2000, (fourth Edition) Mass Communication Theory, London, Sage.
10) Miller, Katherine,(2004), Communication theories: perspectives, processes and contexts, McGrow Hill.
11) Michael Ruffner and Michael Burgoon, Interpersonal Communication.
12) Saraf, BabliMoitra. "In Search of the Miracle Women: Returning the Gaze". Translation and Interpreting Studies (TIS), Vol.Nos.1&2, Spring Fall 2008
13) Small, Suzy. 2003 “SMS and Portable Text" in Sarai Reader 03: Shaping Technologies.
14) Williams, Kevin. Understanding Media Theory.

Faculty Evaluation theory (FET) **Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

***

MCA 103 Introduction to Journalism
(Version 4.0, PC / SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
4	2	-	6	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

Course Description:
This course help students to understand journalism, the role of journalism in democracy, the principles and responsibilities of journalism field; Media and publications working at localto global. Journalism as a profession; Process of news making, news reporting and working of news agencies.

Course Outcomes: At the end of this course students will be able to
CO1: Define[1] Journalism and its role in Democracy.
CO2: Explain[2] the principles of journalism.
CO3: Outline[2] the editorial structure of media.
CO4: Construct[4] the news for print, Electronic and web media
CO5: Practice[1] various kinds of reporting.
CO6: Utilize[3] the language and narration of the news

Course Contents

Units	Description	Hours
I	**Journalism and Society** Journalism - Definition, Role, Scope, Importance ; Media and Democracy : the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India ; Media Consumption and News Production; Audience, Readerships, Markets;	15
II	**Principles of Journalism** Journalism as an art, Journalism profession; Social Responsibility and Ethics; Forms of Journalism, news, features, opinions, yellow, tabloid, penny press, page 3; Changing Practices: new/alternative media, speed, circulation, Government and press.	15
III	**Editorial structure** print media-chief editor, Associate editor, Assistant editor, sub editor, proof reader, Reporter; Positioning, Accuracy, Objectivity, Verification, Balance and Fairness; Defining Spot/Action, Statement/Opinion, Identification/Attribution; News vs Opinion, Hoaxes; Newspaper history-The times of India, the Hindu, The Indian Express, Deccan Herald.	15
IV	**The News Process: from the event to the reader** News: meaning, definition, nature ; Space, Time, Brevity, Deadlines; Five Ws and H, Inverted pyramid , Writing news for Print media, Writing news for Electronic media- news, news script, reporting, Anchoring. Web journalism, video conferencing,	15

V	**Kinds of reporting** Crime; weather; city life; speech; accident; disaster; Court; election; routs, war/conflict; Sources of news-Primary sources, Secondary sources, use of archives, use of internet etc.	15
VI	**Language and Narration of News** Constructing the story, Selection of news, quoting in context, positioning, denials, transitions, credit line, byline, deadline; Style for print, Electronic and online journalism; Robert Gunning's principle of clear writing, Rudolf Fleschs formula skill to write news.	15

Indicative Reading List :

1) Harcup, Tony. Journalism Principles and Practice, Sage, London, 2009 2) Kamath M.V, Professional Journalism, Vikas Publishing, New Delhi.
3) Murthy .D.V.R,Development Journalism What next? : An agenda for the press social psychology, Kanishka Publishers, Distributors, New Delhi.

For Further Reading:

4) Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
5) Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
6) Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's media, McGraw Hill Publication.
7) Flemming, , Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.
8) Franklin, Bob, Hamer, Martin, Hanna, Mark, Kinsey, Marie, Richardson, John E.: Key Concepts in Journalism Studies, Sage, London, 2005.
9) King, Graham. Collins Improve Your Writing Skills, Collins, London, 2009.
10) Schudson, Michael: 2011, Sociology of News, W.W. Norton, New York.
11) Schwartz, Jerry: 2002, Associated Press Reporting Handbook, McGraw-Hill, New York.
12) Smith, Jon: 2007, Essential Reporting, Sage, London.
13) Truss, Lynne: 2003, Eats, Shoots & Leaves, Profile Books, London.
14) Watson, Don: 2003, Gobbledygook, Atlantic Books, London.
15) Willis, Jim: 2010, The Mind of a Journalist, Sage, London

Faculty Evaluation theory (FET) **Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

***

MCA 105 Advertisement and Media
(Version 4.0, EG / SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min pass %	
2	-	-	2	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

Course Description:
Advertising being the fast growing industry, this course will help to understand the process and techniques of advertising, various forms and media (Print, Electronic, Web media) selection for the advertisement business. Through advertising models student can understand the techniques of advertising.

Course Outcomes: At the end of this course students will be able to
CO1: Define[1] the advertisement as a tool of Communication.
CO2: Classify[2] the models of Advertisement.
CO3: Outline[2] the market strategy and Brand building.
CO4: Explain[2] the models of communication
CO5: Construct[4] advertisement for various media effectively.
CO6: List[1] the Ad-agency practises

Course Contents - Theory

Units	Description	Hours
I	**The Advertisement** Advertisement: Definition, process, objectives, advantages, disadvantages Classification of advertising, Capitalism and the Advertising Industry; Advertising; Types of Advertising-Product advertising, Classified, Public service, industry, Corporate; Other types of advertising-Legal tender, legal notices, Hotel and tourist, Political advertising, Help for consumer buying.	5
II	**The Advertisement as Communication** Theories of Advertising; Information, Service; Ideology,Grammar of Advertisements – print, audio-visual , Brand building-process; Government ads, Television advertisement; Brand management- Definition, concepts and evolution of brand management; Need for Advertising communication; Philosophical impact of advertising; Social responsibility of Advertiser.	5
III	**Models of Advertising** AIDA model, DAGMAR model, four steps of model, Maslow's Hierarchy model . Media concepts- Definition, objectivity, selection procedure, factors, scheduling	5
IV	**Advertisement in Print Media** Types of media for advertising; Segmentation, Positioning and Targeting; Media selection, Planning , Scheduling; Market strategy and Branding, Media characteristics ,budgeting and presenting, media buying and analyzing; Advertisement for newspaper, Magazine, billboard and posters, direct mail.	5

V	**Advertisement in Electronic and Online media** Advertisement for Television-Adv making-Representing brand, Create a story line, Signature characters or theme, cost, Advantages and Disadvantages of TV ads; Advertisement for Radio- Adv making, process, how to make ads, advantages and disadvantages ; Advertisement for web -Adv making, process, how to make ads, advantages and disadvantages	5
VI	**The Ad Agency-Practices** Profile of the advertising professional , Encoding the Ads; Cultural Codes; Ethical Issues in Advertising; Regulatory Bodies; Ad agency management; various specialist departments in an ad agency-accounting, planning, creative, media planning, public relation, HRD etc.	5

Indicative Reading List :

1) Chunawalla. Advertising Theory and Practice, Himalaya Publishing House.
2) Jefkins, Frank. Advertising Made Simple, Rupa& Co.
3) Jethwaney, Jaishri. Advertising, Phoenix Publishing House.

For Further Reading:

4) Ogilvy, David. Ogilvy on Advertising, Pan/ Prion Books.
5) Goldman, R. Reading Ads Socially, London Routledge, 1992.

Faculty Evaluation theory (FET) **Marks-20**

Faculty evaluation theory (FET) component is depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

MCA 107 English Communication
(Version 4.0, EG / SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min pass 40%	
2	-	-	2	Theory (100)	FET	20	40	40
					CAT-II	30		
					ESE	50	40	

Course Description:
This course provides training in communication skills and interpersonal skills which are prerequisite in the job market. The course includes practice of Language learning skills (LSRW) which enable students to communicate effectively, appropriately and clearly in all situations. The prime objective of the course is to impart better writing skills by sensitizing the learners to the dynamics of effective writing and to build up the learners' confidence in oral and interpersonal communication by reinforcing the basics of pronunciation.

Course Outcomes: After the successful completion of this course students will be able to:
CO1: Illustrate the process, types, levels and barriers of communication
CO2: Utilize[3] appropriate grammar rules and vocabulary in oral and written communication
CO3: Apply techniques of reading and listening , speaking and writing
CO4: Write/Draft business letters and e-mails
CO5: Comprehend scientific and other texts

Course Contents – Theory:

Units	Description	Hours
I	**Communication Theory** Communication : meaning and definition, process of communication, Elements of communication, Levels of communication, Flows of communication, Types of communication, Barriers to communication Ways to eradicate barriers	Hrs 4
II	**Grammar and Vocabulary** Parts of Speech , Use of Tenses, , changes the voice, Direct indirect speech, Antonyms, Synonyms, One word Substitution, Homonyms, Homophones	8
III	**Listening, Speaking and Writing Skills** Situational Conversations, Debates, Public speeches (Extempore and Prepared) Dialogue writing, Business letter writing (Leave application, Resume writing and Job application letter, Enquiry, Reply to enquiry, order) and Email writing	8
IV	**Reading Skills** Close Reading, Comprehension, Summary Writing, Analysis and Interpretation, Translation (from Indian language to English and vice-versa)	6

Reference Books:

1. Meenakshi Raman &Sangita Sharma, Technical Communication; Principles and Practice, Oxford University Press.
2. Raymond Murphy, Essential English Grammar: A Self-Study Reference and Practice Book for Elementary Students of English with Answers, Cambridge University Press
3. Green, David. Contemporary English Grammar –Structures and Composition.
4. Ajmani, J. C. Good English: Getting it Right. New Delhi: RupaPublications, 2012.
5. Fitikides, T. J. Common Mistakes in English. London: Orient Longman, 1984.
6. M Ashraf Rizvi, Effective Technical Communication, Tata McGraw-Hill Education
7. Andrea J. Rutherford, Basic Communication Skills for Technology, Person Education Asia
8. Pease, Allan. Body Language. Delhi: Sudha Publications, 1998.
9. Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003.
10. Moore, Ninja-Jo, et al. Nonverbal Communication: Studies and Applications. New York: Oxford University Press, 2010.
11. National Academy of Sciences. 1980. Biographical Memoirs V.51. Washington, DC: The National Academies Press. https://doi.org/10.17226/574.
12. Rachel Carson, Silent Spring Houghton Mifflin Company; Anniversary edition (October 22, 2002)
13. Stephen Hawking ,A Brief History of Time Random House, 10-Nov-2009

Faculty Evaluation theory (FET) **Marks-20**

Faculty evaluation theory (FET) component is depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

****

MCA 109 English Communication Lab
(Version 4.0, EG / SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min pass %	
-	-	4	2	Practical (100)	FEP	50	20	40
					POE	50	20	

Course Description:
This course provides training in communication skills and interpersonal skills which are prerequisite in the job market. The course includes practice of Language learning skills (LSRW) which enable students to communicate effectively, appropriately and clearly in all situations. The prime objective of the course is to impart better writing skills by sensitizing the learners to the dynamics of effective writing and to build up the learners' confidence in oral and interpersonal communication by reinforcing the basics of pronunciation.

Course Outcomes: After the successful completion of this course students will be able to:
CO1: Illustrate the process, types, levels and barriers of communication
CO2: Utilize appropriate grammar rules and vocabulary in oral and written communication
CO3: Apply techniques of reading and listening, speaking and writing
CO4: Write/Draft business letters and e-mails
CO5: Comprehend scientific and other texts

Sr. No.	Activity/Task
1	Identifying elements of Communication, Drawing a communication cycle for given situations
2	Identifying barriers to communication, finding solutions to the barrier, Enacting skit to demonstrate the process of communication
3	Writng and presenting situational conversation
4	Writing and presenting public speeches
5	Introduction to Debate, Difference between debate and GD
6	Practice Debate
7	Practice of Business letter writing
8	Practice of Email Writing
9	Exercises on basic grammar
10	Online grammar quizzes
11	Listening skill activities
12	Language Lab sessions
13	Reading skill Exercises

***

MCA 111 Advertisement and Media Lab
(Version 4.0, EG / SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min pass %	
-	-	8	4	Practical (100)	FEP	50	20	40
					POE	50	20	

Course description:
This course will help students to get practical knowledge of advertisement. Working of ad agency, ad making for print, electronic as well as web media all practical parts will be covered in this course. Today commercial companies focus on online add, so in this course student will understand the concept of online advertisement.

Course Outcomes: At the end of this course students will able to
CO1: Define1 the functions of Advertising agency
CO2: Prepare[2] script for advertisement
CO3: Design script for Radio Advertisement
CO4: Design script for advertisement on Television
CO5 :Explain2 the role of online advertisements

Practical syllabus:

Pr.no	Description	Hours
1	**History of Advertising Agency (National and International)** Introduction,Advertisement, Advertising, Advertising agency, Role and responsibility of add agency, Management structure of ad agency, Presentation	24
2	**Making advertisement for Print** Introduction, Creativity, Data construction, hammer out headline, shaping subhead, body copy building, generate graphics, final layout. Making of ad for print, Presentation	24
3	**Making advertisement for Radio** Concept of radio add, Theme construction (Idea development), Skills, Writing script, Creating add, V.O recording, Editing, Presentation	24
4	**Making advertisement for T.V** Concept of T.V add, Theme construction(Concept development), Skills, Writing script, Casting, shooting, V.O recording, Editing, Presentation	24
5	**Designing Online Advertisement** Online advertisement introduction, process of online add, skills required for online add, pole and responsibility, writing repot, presentation.	24

Total marks for FEP-50
POE will be conducted for 50 Marks by External and Internal Examiner Total Marks-100

SEMESTER-II

MCA102- Language-मराठी

(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
4	2	0	6	Theory (100)	FET	20	Min 40 %
					CAT-I	15	
					CAT-II	15	
					ESE	50	

विषयवर्णन :

सदर विषय विद्यार्थ्यांच्या मराठी भाषेच्या उपयोजित ज्ञानात भर पडण्यास महत्वपूर्ण ठरणारआहे. त्या अनुषंगाने उत्पत्ती, सिद्धांत, मराठी भाषेचा वाडमयीन इतिहास, मराठीतील विविध संप्रदाय, मराठी भाषेचे विविध माध्यम क्षेत्रात (मुद्रित, इलेक्ट्रोनिक ,वेब) उपयोजन, तसेच विध्यार्थ्यांच्या व्यक्तिमत्व विकासाचे विविध पैलू, यावर भर देण्यात आला आहे.

विषय उद्दिष्ट्ये: विषय अध्यापनाच्या शेवटी विद्यार्थ्याने केलेले संपादन:

CO1: मराठी भाषेची उत्पत्ती, स्वरूप याविषयी माहिती[१] देतो.

CO2: मराठी भाषेची वैशिष्ट्ये, कार्ये स्पष्ट[२] करतो.

CO3: विविध संप्रदायातील तुलनात्मक माहिती[४] सांगतो.

CO4: मुद्रित माध्यमात मराठी भाषेचे उपयोजन[३] अचूकपणे करतो.

CO5: इलेक्ट्रोनिक माध्यमात मराठी भाषेचे उपयोजन[३] अचूकपणे करतो.

CO6: व्यक्तिमत्व विकासाचे पैलू आचरणात[३] आणतो.

विषय अभ्यासक्रम:

Units	Description	Hours
I	**भाषा उत्पत्ती, स्वरूप, वैशिष्ट्ये व कार्य-१** भाषा उत्पत्ती, सिद्धांत, इंगित, अनुकरण, भावनाभिव्यक्ती, श्रमपरिहार, प्रेमगन्मुलक, संपर्क, क्रीडासक्ती, समन्वय; भाषा-व्याख्या, व्यवहारसाधन, ध्वनिमाध्यामता, प्रतीकात्मकता, संकेत्बाधता, मानवीवमान्वेत्तर संप्रेषण, भाषिक आणि भाषेत्तर संप्रेषण	12
II	**भाषा उत्पत्ती, स्वरूप, वैशिष्ट्ये व कार्य-२** भाषा-एकपद्धती, मानवी समजुती, दृष्टीकोन; सी.एफ.हो केतनने सांगितलेली भाषेची सात वैशिष्टे; रोमनयाकाब्सनची भाषेची सहाकार्ये- संदर्भनिष्ठता, काव्यात्मकता, आविष्कार, परीनामानिष्ठ, संपर्कनिष्ठता, भाषाविशायाकता.	10
III	**मराठी वाडमयीन इतिहास** आद्यकवीमुकुंदराज, महानुभावसंप्रदाय, महानुभावगद्यवाडमय ,आद्य-कवीयीत्रीमहादंबा; वारकरी संप्रदाय-ज्ञानेश्वर, नामदेव, गोराकुंभार, सावतामाली, चोखामेळा, मुक्ताबाई,	10

जनाबाई, बहिणाबाई, संतएकनाथ, संततुकाराम

IV	**मराठी भाषा उपयोजन- १** भाषिक उपयोजनाची क्षेत्रे –साहित्य, प्रसारमाध्यमे (वृत्तपत्रे ,आकाशवाणी,दूरचित्रवाणी)**:** वृत्तपत्रीय लेखन- बातमी, लेख, अग्रलेख, जाहिरात लेखन संबधित कौशल्य	6
V	**मराठी भाषा उपयोजन- २** आकाशवाणी लेखन-उद्घोषक**,** उद्घोषणा**,** कौशल्य**;**जाहिरातलेखन; बातामी लेखन; श्रुतीकालेखन; दुरचित्रवानीसाठीलेखन-संवादक,जाहिरातलेखन,बातमी लेखन,संवाद	12
VI	**व्यक्तिमत्व विकास** साहित्य, व्यावसायिक क्षेत्राशी संबंधित वैशिष्टे, भाषाकौशल्य (मनोगतव्यक्तकरणे, सूत्रसंचालन, आभारप्रदर्शन), वाचनकौशल्य (उच्चार, शब्दबोध, प्रकटवाचन, मूकवाचन) लेखनकौशल्य (शब्दनिवड, वाक्यरचना, शब्दक्रम, शब्दांकन, सुलेखन, श्रुतलेखन)	10

संदर्भग्रंथ :

१. कुलकर्णीकृ.पा.-मराठीभाषा : उद्गमआणिविकास

२. जोशीप्र.न.-सुबोध भाषा शास्त्र**,** स्नेहवार्षण**,**पुणे

३. गवळी अनिल-भाषा विज्ञान आणि मराठी भाषा**,** हिरण्यकेशी**,** कोल्हापूर

इतर संदर्भ ग्रंथ:

४. ज्ञानदेव आणि नामदेव-श.दा.पेंडसे

५. जोशी प्रसाद-नभोवाणी आणि दूरचित्रवाणी,टिळक महाराष्ट्र विद्यापीठ,पुणे.

६. भागवतयशोदा-जाहिरातीचेजग,मौजप्रकाशन,मुंबई.

Faculty Evaluation theory (FET) **Marks-20**

Faculty evaluation theory (FET) component is depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

***

MCA102- Language-हिंदी

(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
4	2	0	6	Theory (100)	FET	20	Min 40%
					CAT-I	15	
					CAT-II	15	
					ESE	50	

विषय महत्व :

हिंदी विषय के माध्यम से विद्यार्थीयोको हिंदी भाषा का परिचय तथा महत्व समझने के लिये मदत होगी | हिंदी भाषा का इतिहास, उसकी परीभाषा, भाषा का संक्षिप्त इतिहास, भाषा का कार्यालयीन कामकाज के लिए उपयोजन तथा उसका जनमाध्यम क्षेत्र (मुद्रित,इलेक्ट्रोनिक,वेब) मे उपयोजन कैसे किया जाता है इसपर भर दिया गया है|

विषय उद्दिष्ट्ये अध्यापन के अंत मे छात्रोने किया हुआ संपादन:

CO1: हिंदी भाषा के उत्पत्ती,स्वरूप के बारेमे जानकारी[१] देता है|

CO2: हिंदी भाषा के वैशिष्ट्य, कार्ये स्पष्ट[२] करता है|

CO3: हिंदीकार्यालयीन महत्व बताता[१] है|

CO4: मुद्रित माध्यम मे हिंदी भाषा का योग्य उपयोजन[३] करता है |

CO5: इलेक्ट्रोनिक माध्यम मे हिंदी भाषा का योग्य उपयोजन[३] करता है |

CO6: व्यक्तिमत्व विकासके पैलू आचरणमे [३] लाता है |

विषय अभ्यासक्रम:

Units	Description	Hours
I	**हिंदी भाषा का इतिहास** हिंदी भाषा की परिभाषा, हिंदी शब्द की उत्पत्ति, उदभव और विकास, भाषा विशेषताए, भाषा उत्पत्ति और वाद-विवाद; भाषा सिदधांत-दैवी उत्पत्ति वाद, धातु सिधांत, अनुकरण सिधांत, संपर्क सिधांत, समन्वित सिदधांत, भाषा के विविधरूप, भाषा विज्ञान.	12
II	**हिंदी साहित्य का संक्षिप्त इतिहास** हिंदी भाषा उत्पत्ति का इतिहास, आदिकाल-नामकरण, युगीन परिस्थितियां (सामाजिक तथा राजनितिक) युगीन साहित्य की विशेषताए; भक्तिकाल–संतकबीर, जायसी, तुलसीदास, सूरदास, मीरा, रसखान, रहीम.	10
III	**हिंदी भाषा उपयोजन** कार्यालयीन पत्राचार-नौकरी के लिए आवेदन, पदाशिकरियों के नामपत्र, अधिसूचना, कार्यालयीन आदेश, कार्यालयीन जाहिरात; संदर्भ श्रोतों का परिचय-राजभाषा और राष्ट्रभाषा, बहुमाध्यम, इंटरनेट	10

IV	**जनमाध्यम और हिंदी भाषा का उपयोजन- १** जनमाध्यम परिचय-मुद्रित,इलेक्ट्रोनिक;मुद्रित माध्यम के लिये लेखन-समारोह,सामाजिक समारोह,प्राकृतिक आपदा,दुर्घटना का वृत्तांत;वार्ता लेखन, लेख, अग्रलेख , ईश्तिहार लेखन, कौशल्य.	06
V	**जनमाध्यम और हिंदी भाषा का उपयोजन- २** रेडीओ के लिये लेखन,उद्घोषक, उद्घोषणा, कौशल्य;ईश्तिहार लेखन; वार्ता लेखन; श्रुतीकालेखन; टी.व्ही.के लियेलेखन-संवादक, संवाददाता. ईश्तिहार लेखन; वार्ता लेखन;संहिता लेखन	12
VI	**व्यक्तिमत्व विकास** साहित्य,व्यावसायिकक्षेत्रसे संबंधितवैशिष्टे, भाषाकौशल्य (मनोगतव्यक्त करना, सूत्रसंचालन, आभारप्रदर्शन), वाचनकौशल्य (उच्चार, शब्दबोध, प्रकटवाचन, मूकवाचन), लेखन कौशल्य वाक्यरचना, शब्दक्रम, शब्दांकन, (शब्द चयन सुलेखन,श्रुतलेखन)	10

<u>संदर्भग्रंथ :</u>

१. हिंदी और उसका व्यवहार-डॉ.वी.के.मोरे-फडके प्रकाशन,कोल्हापूर जनसंवाद कल और आज-चंद्रकांत सरदाना,ज्ञानगंगा प्रकाशन, दिल्ली

२. अनुवाद विज्ञान-डॉ.सुरेशकुमार,विनाप्रकाशन,नईदिल्ली

३. प्रयोजनमूलक हिंदी-डॉ.विनोदगोदरा,विनाप्रकाशन,नईदिल्ली

इतर संधर्भ ग्रंथ:

४. हिंदी साहित्य का इतिहास–आचर्यारामचंद्रशुक्ला

५. हिंदी साहित्य का इतिहास-डॉ.हजारी प्रसाद द्विवेदी

६. आधुनिक जनसंचार और हिंदी-प्रो.हरीमोहन,तक्षशीला प्रकाशन,नईदिल्ली

Faculty Evaluation theory (FET) **Marks-20**

Faculty evaluation theory (FET) component is depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

MCA 104 Print Media production
(Version 4.0, PC / SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min Pass%	
3	-	-	3	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

Course description:
This course will help students to understand new trends in journalism from local to global. It will provide knowledge of various types of reporting, the exact process of newspaper production, news making, editing, news publishing and comparative study of the changing technologies in print sector from ancient to modern.

Course Outcomes: At the end of this course students will be able to:
CO1: Define[1] the trends in Journalism.
CO2: Summarize[2] various types (Specialization) of reporting.
CO3: Utilize[3] reporting skills at field work.
CO4: Explain[2] the process of newspaper production.
CO5: Demonstrate[3] page making for print media.
CO6:Analyze[4] ancient and modern printing process.

Course Contents-Theory

Units	Description	Hours
I	**Trends in Print Journalism** Global trend, Trends in Indian Journalism, Negative trends, Threats in journalism,Agenda setting role of newspapers- Ownership, Revenue, Editorial policy, Sting operations and Celebrity/ Page 3 journalism, Legislative journalism, Citizen Journalism, Investigative journalism, Ethical debates in print journalism, Paid news, Advertorials,Columns: Development, Criticism, Reviews, Feature writing, News analysis.	8
II	**Specialized Reporting – 1** Business, Parliamentary, Agriculture and Rural, International Affairs, Entertainment, crime, weather, city life, speech, accident, disaster. Court, election, routs, war/conflict, Political reporting, Legislative reporting,	8
III	**Specialized Reporting – 2** Science, Sports, Economics, Development, Commerce, Agriculture and cooperation, Allied areas reporting for print. Reporter-special qualities, role and responsibilities during reporting.	7
IV	**Production of a Newspaper – 1** Planning for print : size, anatomy, grid, design,Format, typography, copy, pictures, advertisements,Plotting text: headlines, editing pictures, captions,	7

V	**Production of a Newspaper – 2** Page-making - Front page, Editorial page, Supplements; Editing-Meaning, Purpose, Symbols, Tools, Lead,, Body, Paragraphing, Proof reading; News desk; Various Beats; Editorial department; Headlines-Techniques, layout, principles, kinds of headlines.	7
VI	**Technology and Print :** Technology and Page making techniques: layout, use of graphics and photographs),Printing Processes: Traditional vsmodern,Desk Top Publishing : Quark Express, Coral Draw, Photoshop etc,The Invention of the Printing Press,Magazine editing, layout, graphics, Online reporting and Editing in the Cyber Age.	8

Indicative Reading List :

1) Sarkar, N.N. Principles of Art and Production, Oxford University Press
2) Journalism Principles and Practice, Tony Harcup, Sage Publication, London.
3) Professional Journalism, Kamath M.V, Vikas Publishing, New Delhi.
4) Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)

For Further Reading:

5) Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.
6) Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press
7) Stuart Allan, Journalism: Critical Issues, Open University Press
8) Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)

Faculty Evaluation theory (FET) **Marks-20**

Faculty evaluation theory (FET) componentdepends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

***

MCA 106 Social Media
(Version 4.0, PC / SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min Pass%	
4	2	0	6	Theory (100)	FET	20	40	40
					CAT-I	15		
					CAT-II	15		
					ESE	50	40	

Course description:
This course help students to understand the social media as a new paradigm and a digital experience. Student can understand the impact of social media on students, youth, children and the culture.Students can use social media effectively in nation building and its development.

Course Outcomes: At the end of this course students will be able to CO1: Describe[1] history and development of today's networking system.
CO2: Explain[2] the role of social media in modern world.
CO3: Use[3] social media for special purpose in regular life.
CO4: Operate[3] various social media tools effectively.
CO5: Differentiate[4] various social media types.
CO6:Identify[4] the impact of social media in various field.

Course Contents-Theory

Units	Description	Hours
I	**The world of Internet** History of Internet: (History, Ownership and administration of Internet), Importance and needs in today's life mobile, cyberspace, online, apps, electronic digital exchange, C-Dot pagers, Cellular telephone. Technology and Literacy Redefined – Internet Intranet, www. Browser C-Dot pagers, Cellular telephone	15
II	**Social Media- a new paradigm ;The Digital Experience** The User & The Fourth Screen- representation & reproduction, Changing Character of Communication-Ethical Issues;Use of social media in various field: Politics, Entertainment, Medical, Job, Games	15
III	**Social Media Technologies & Applications** Analogue and digital technology; Digitization of media; Media convergence; ICT-scope and role; Social Media is the fifth estate of nation; Smart phone: a mini computer, Android system; Online shopping concept, E-Books, Digital Library, E-Governance, E-Farming, E-Banking, E-Commerce	15
IV	**Types of Social Media-I** Facebook, Twitter,Wordpress, Blogger,YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare, Skype, Building communities-pages &channel,Instragram	15

V	**Types of Social Media-II** You Tube, Docs, Drive,Skype, Building communities-pagers and channel, Networking sites: Goodreads, Scribd (Digital Library), Word web Dictionary,wordpress, Zorpia-Classmate network,Free Space, Worldfoat,Wikipedia	15
VI	**Impact of Social Media** Internet/Online activism,CitizenJournalism,Cyber crime, Definition, Types, Responsibilities and awareness,Democratization /Digital Divide,Audienceanalysis& Content planning,Cybercrimes,Social media and women,Other views on social media usage in the media industry, Social media and children.	15

Indicative Reading List

1) Bennett,W.Lance. New Media Power: The Internet and Global 41 Activism 2003.
2) Castells. Manual The Network Society: a cross-cultural perspective, Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45), 2004.
3) Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging' New Media & Society, Vol. 6, No. 1, 2004.
4) Lister Martin .New Media – A critical Introduction. Routledge, 2009.

Faculty Evaluation theory (FET) **Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

***

MCA 108 Environmental Studies

(Version 4.0, AECC / SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min Pass%	
3	-	-	3	Theory (100)	FET	20		
					CAT II	30	40	40
					ESE	50	40	

Course Description:

This course relates students to local environmental issues. It covers scientific interpretation of environmental issues and constructs possible systematic solution for the problems. It includes exposure to local ecosystems, biodiversity and discuss about the fate of natural resources.

Course Outcomes: At the end of this course students will be able to:

CO1: Describe[1] multidisciplinary nature and importance of Environmental Studies
CO2: Explain[2] concept of ecosystem and natural recourses
CO3: Recognize[1] importance of biodiversity, threats and conservation practices
CO4: Explain[2] concepts of environmental pollution, causes, effects and control measures
CO5: Describe[1] global environmental issues and laws.
CO6: Associate[2] relationship between human community and environment

Course Contents-Theory

Units	Description	Hours
I	**a) Introduction to environmental studies:** Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development. **b) Ecosystem:** Concept of ecosystem, Structure and function of ecosystem; Energy flow in an ecosystem. Food chains, food webs and ecological succession. Structure and function of the following ecosystems: a) Forest ecosystem b) Desert ecosystem c) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).	8
II	**Natural Resources: Renewable and Non- Renewable Resources** Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment and forests droughts Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies	8

III	**Biodiversity and Conservation** Levels of biological diversity: genetic, species and ecosystem diversity; Global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions. Conservation of biodiversity In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical,Aesthetic and Informational value.	8
IV	**Environmental Pollution** Environmental pollution: types, causes, effects and controls; Air, water, Noise pollution Nuclear hazards and human health risks Solid waste management: Control measures of urban and industrial waste.	5
V	**Environmental policies and practices** Global issues: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act	8
VI	**Human Communities and the Environment** Human population growth: Impacts on environment, human health and welfare ;Disaster management: floods, earthquake, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).	6

Indicative Reading List:

1) ErachBharucha,Textbook for Environmental Studies, UGC
2) Gadgil, M, &Guha, R, This Fissured Land: An Ecological History of India, Univ. of California Press, 1993.
3) Gleeson, B. and Low. N. (eds.), Global Ethics and Environment, London, Routledge, 1999.
4) Deeksha Dave, S.S. Katewa, Textbook of Environmental Studies.

Faculty Evaluation theory (FET) **Marks-20**

Faculty evaluation theory (FET) component depends upon the respective faculty of the course. The faculty have freedom to take FET component (20 Marks) as per their course requirement. But it is compulsory to submit the FET Component form to the department. It will help to get idea regarding FET component evaluation.

***

MCA 110 Environment Studies Project
(Version 4.0, AEEC/SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	2	1	Practical (100)	Project	50	20	40
					OE	50	20	

Course Description:
This course relates students to local environmental issues. It covers scientific interpretation of environmental issues and construct possible systematic solution for problems. It includes exposure to local ecosystems, biodiversity and discuss about the fate of natural resources.

Course Outcomes: Course Outcomes: At the end of this course students will able to

CO1	Classify$_2$natural recourses and their conditions in local area
CO2	Interpret$_2$local environmental issues
CO3	Describe$_1$ local common biodiversity
CO4	Analyze$_4$ and modify$_3$ solution on local environmental issues

Field Work

Description
• Visit to an area to document environmental assets: river/forest/flora/fauna, etc. • Studyofcommonplants,insects,birdsandbasicprinciplesofidentification. • Study of simple ecosystems-pond, river, etc.

Marks for Project- 50
Oral Examination will be conducted for 50 Marks by External and Internal Examiner Total Marks-100

***

MCA 112 Print Media Production Lab
(Version 4.0, AECC / SA)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme				
				Component	Exam	WT %	Min. Pass %	
-	-	6	3	Practical (100)	FEP	50	20	40
					POE	50	20	

Course description:
This course helps students to understand various concepts and its application of print media, the concept of citizen journalism and its importance in day today life. It helps to understand the techniques and skills of writing features on agriculture, the importance of advertisement, also understand the importance of supplements and comparative study of supplements to get knowledge of editorial policies. By this course students can understand the development of technologies in print media.

Course Outcomes: At the end of this course students will able to
CO1: Explain[1] the process of page making.
CO2: Publish[2] news in newspaper
CO3: Write[3] an article/Feature for newspaper.
CO4 :Design[4] a newspaper page
CO5:Produce[4] news paper by using software.

Sr. No	Practical Sessions	Hours
1	**Introduction to Newspaper** Page-making - Front page, Editorial page, Supplements; Editing- Meaning, Purpose, Symbols, Tools, Lead,, Body, Paragraphing, Proof reading	18
2	**Publishing News in any Newspaper** Data gathering, Process on it, gate keeping, Publishing in local/Regional/National/International newspaper.	18
3	**Writing feature- Agriculture/Sports/Politics/Economics** Discussion on topic-Feature, feature writing, techniques for feature writing, making survey/visit to agree, writing feature on agriculture, presentation	18
4	**Designing Newspaper** Technology and Page making techniques: layout, use of graphics and photographs, Coral Draw, Photoshop et.editing, layout, graphics.	18
5	**Creating and Publishing newspaper** Group work: Gathering news form campus surrounding, regional news, Doing editorial work, publishing the newspaper.	18

Total marks for FEP-50
POE will be conducted for 50 Marks by External and Internal Examiner
Total Marks-100

***