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 orientedthinking 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

School of Liberal Arts

The Liberal Arts Program at the Sanjay Ghodawat University offers Under Graduate and Doctoral Programs in English, Economics, Psychology, Sociology and Fine Arts. It offers students the choice of more than one subject to study while choosing one major subject of their choice. The student thus gets the unique opportunity to major in a subject of his liking and also gets the knowledge and expertise of other subject that can complement his overall learning and give a holistic approach to the degree. The School of Liberal Arts offers some courses as core Subjects (compulsory) in areas that will help him excel as professional. The other General Courses are offered as Electives that the student can select out of the given pool of subjects so that his horizons of learning are widened and he gains an all round perspective. The student also has to select one major subject which he/she will specialize in and one minor subject. Thus Sanjay Ghodawat University tends to equip the student with not just one specialization but have a multi specialization angle to his academic pursuits that helps him/her gain a wider perspective.

The innovative teaching-learning methodology will include activities like G.D., Seminars, Case Studies, Field Visits, Quiz, Dramatics, etc. to involve the students wholly in the learning process and help them develop a solution oriented thinking process to the challenges of the 21 century. The correlation of different areas including policies, culture, history and economics will better prepare the graduate to approach the world with better understanding. SGU believes in preparing students to apply their learning in the field and not just have rote learning and thus the School of Liberal Arts has designed and developed courses that can become a life changing opportunity for the students

Department of Multimedia and Mass communication

The under graduate and post graduate courses of Liberal Arts in Multimedia and Mass Communication programme engage students in the study of various media and media practices with active involvement.

The program covers all major aspects of print, electronic and web journalism and production including news coverage, news editing, reporting, anchoring, pre & post production of film, camera handling, Public relation, Advertising etc.The course offered at SGU-SLA has a strong professional base and open up opportunities of employment/placement for the students. The department actively facilitates placement of students completing the UG and PG programme.

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 cantered 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.

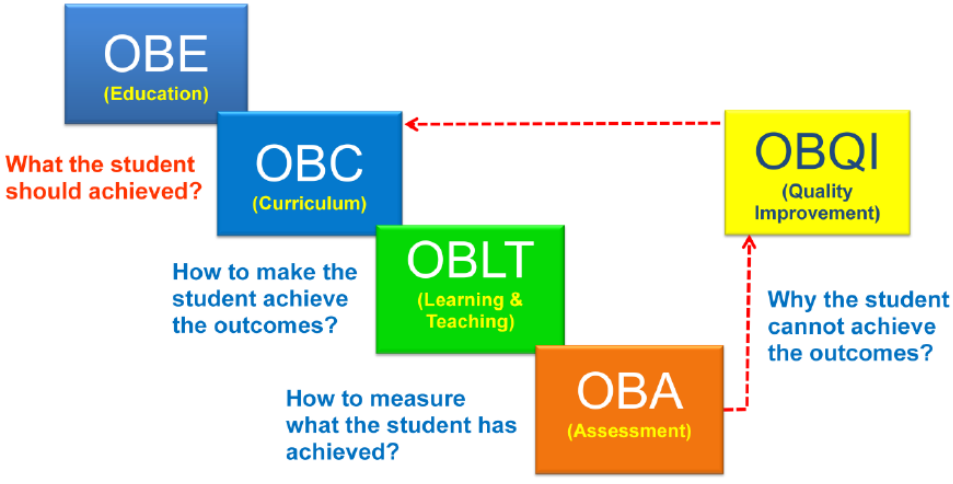
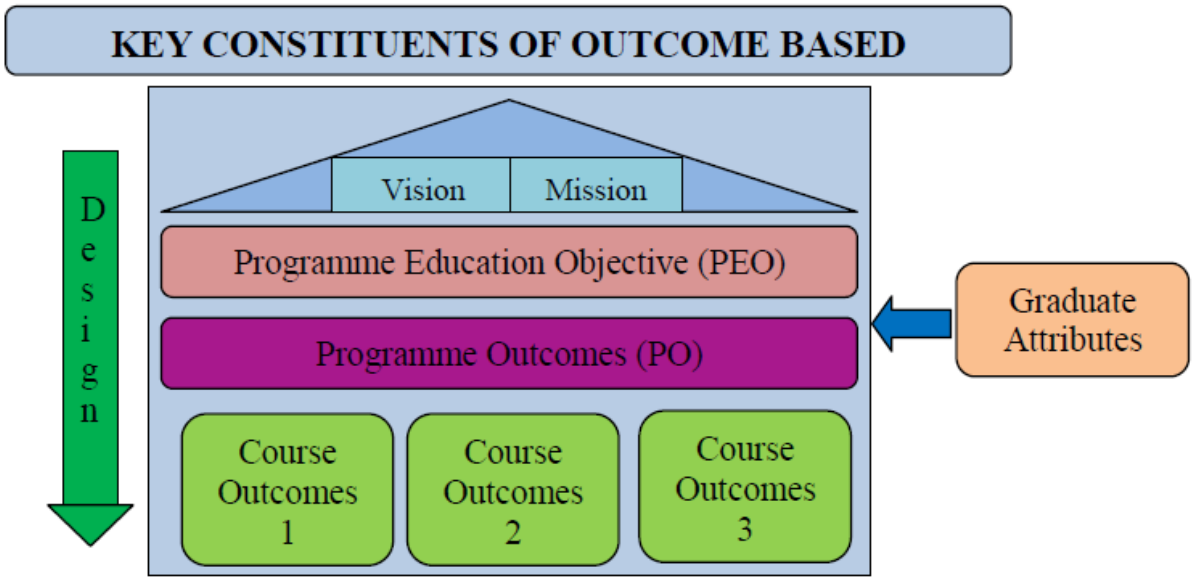


Figure 1: OBE flows and desciption

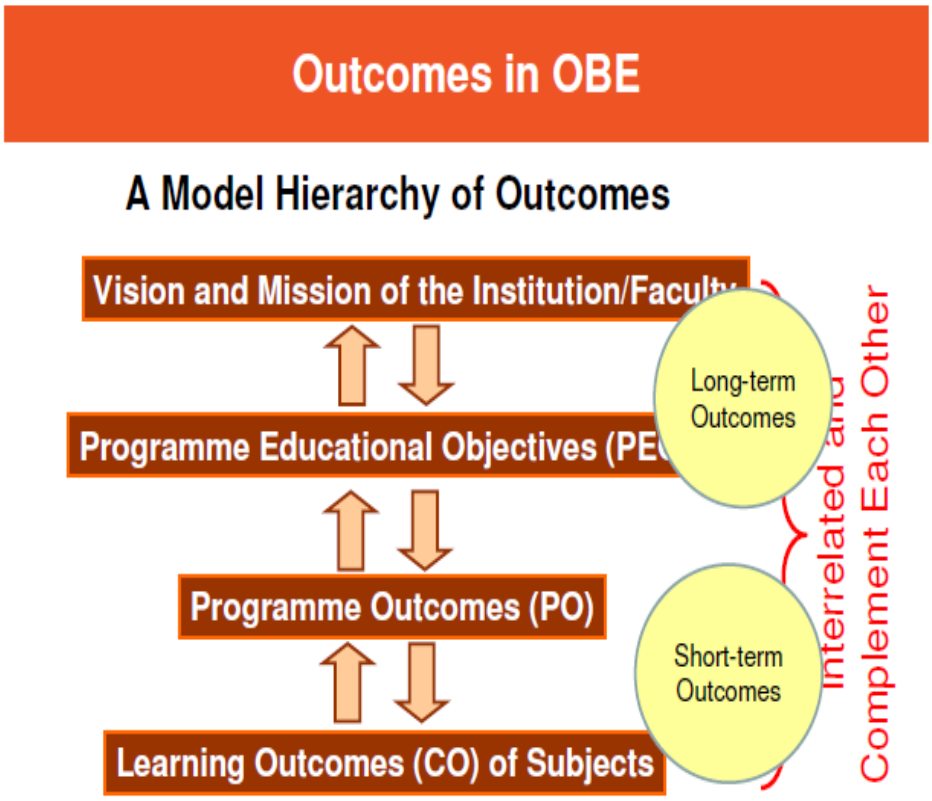


The OBE model measures the progress of the graduate in three parameters, which are

- 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 students 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,
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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 fulfilment 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 20weeks per semester including instructions, examination and evaluation. Total instructional days are 90 per semester.
5. **Course:** It is a Subject that is 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. B Tech in Mechanical Engineering,
7. M Tech in Civil Engineering, Bachelor of Business Administration. Bachelor of Science etc.
8. **Department:** Department is a unit of the school which offers one or more programs.
9. **Contact Hours:** Time of students in class/laboratory with instructor. Usually in the range of 26-30 Hrs./Week. For the purpose of uniformity one contact hour is measured as 60 minutes
10. **Academic Council (AC):** Means apex academic body governing the academic programs responsible for framing policy , rules and regulations.
11. **Board of Examination (BOE):** Central body responsible for framing policy ,rules and regulations for Examination.

12. **Board of Studies (BOS):** Departmental academic body to govern the academics of programs (BOS)offered by department.

3.0 Curriculum:

3.1. 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.

3.2. 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.

3.3. 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

3.4 Audit Course:

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

3.4.2 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.

3.4.3 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% credits of the previous year. For example, for registration of the 5^{th} semester courses (i.e. 3^{rd} year of program), a student must have earned all the credits of the first year and 75% credits of the second year. Similarly for registration of the 7^{th} semester

courses (i.e. 4th year of program), a student must have earned all the credits of the second year and 75% credits of the third year. However, if 75% 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 SGPI 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.

Forsuch students there shall not be First Year Performance Index (FYPI). Semester Performance Index (SGPI) and Cumulative Performance Index (CGPI) 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 Program 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 s/he 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 re-register 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.

- 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.

8.6If 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.

8.7Every 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.

8.9The 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 are 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 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	CAT2	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

10.1.6 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.

10.1.7 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.

10.1.8 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 11.1.2

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 The 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).

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, CAT1 ,CAT2 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.

14.2.4 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.

14.3 Award of Grades for Re-Examination:

14.3.1 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

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

14.3.2 50% weightage similar to ESE shall be given to re-examination and there is one grade penalty.

14.3.3 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:

14.4.1 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.

14.4.2 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 4^{th} 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 are 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 are 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.

15.4. First Year Performance Index (FYPI): **(Applicable For B. Tech Programs Only)**

15.2.1 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.

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

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

15.2.2 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.

15.2.3If 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.

15.2.4 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.

16 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 an confidential of valid reason may be referred to academic council for extending this limit by additional criteria

17 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 from 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 75% credits of the current year. If 75% 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.

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 75% 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 mininum75% of the 45 Credits i.e. 33.15 (Rounded to 33 Credits). A student can go to next higher class with a maximum backlog of 12 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 75% 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 75% 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 75% 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 ≥ 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.

22.0 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.

23.0 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

B.A.MMMC Three year's Structure

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Semester I									
Course Code	**Course Title**	**L**	**T**	**Pr**	**C**	**Evaluation Scheme for (Th and Pr)**			
						Component	**Exam**	**WT**	**Pass**
MCA101 (PC|SA) Version: 1.0	Communication, Media and Society	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA103 (PC| SA) Version: 1.0	Introduction to Journalism	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA105 (PE| SA) Version: 1.0	Advertisement and Media	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA107 (PC|SA) Version: 1.0	English Communication	2	-	-	2	Th (100)	FET	20	Min 40 %
							CAT	30	
							ESE	50	
MCA109 (PC|SA) Version: 1.0	English Communication Lab	-	-	4	2	Pr (100)	TW	25	Min 40 %
							POE	75	
MCA111 (PC| SA) Version: 1.0	Advertisement and Media Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
Total		16	02	8	22	Total Hrs: 26, Total Credits: 22			

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Semester II									
Course Code	**Course Title**	**L**	**T**	**Pr**	**C**	**Evaluation Scheme for (Th and Pr)**			
						Component	**Exam**	**WT**	**Pass**
MCA102 (PC|SA) Version: 1.0	Hindi/Marathi	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA104 (PC| SA) Version: 1.0	Print Media Production	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA106 (PE|SA) Version: 1.0	Social Media	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA108 (PC|SA) Version: 1.0	Environmental Studies	3	-	-	3	Th (100)	FET	20	Min 40 %
							CAT	30	
							ESE	50	
MCA110 (PC|SA) Version: 1.0	Environmental Studies Project	-	-	2	1	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA112 (PC| SA) Version: 1.	Print Media Production Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
Total		16	03	6	22	Total Hrs: 25, Total Credits: 22			

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Semester III									
Course Code	**Course Title**	**L**	**T**	**Pr**	**C**	**Evaluation Scheme for (Th and Pr)**			
						Component	**Exam**	**WT**	**Pass**
MCA113 (PC|SA) Version: 1.0	Indian Cinema	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA115 (PC| SA) Version: 1.0	Graphic Designing & Visual Images	4	-	-	4	Th (100)	FET	05	Min 40 %
							CAT I	20	
							CAT II	15	
							ESE	15	
MCA117 (PE| SA) Version: 1.0	Television Journalism	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA119 (PC|SA) Version: 1.0	Theatre and Communication	3	1	-	4	Th (100)	FET	20	Min 50 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA121 (PC|SA) Version: 1.0	Public service Broadcasting	4	2		6	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA123 (PC| SA) Version: 1.0	Graphic Designing & Visual Images Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA125 (PC| SA) Version: 1.0	Television Journalism Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
							POE	50	
	Total	21	03	8	28	Total Hrs: 32, Total Credits: 28			

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Semester – IV									
Course Code	**Course Title**	**L**	**T**	**Pr**	**C**	**Evaluation Scheme for (Th and Pr)**			
						Component	**Exam**	**WT**	**Pass**
MCA114 (PC|SA) Version: 1.0	Development and Communication	4	2	-	6	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA116 (PC| SA) Version: 1.0	Camera and Editing for TV	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA118 (PE|SA) Version: 1.0	Reporting and Anchoring	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA120 (PC|SA) Version: 1.0	Communication and Disaster Management	3	1	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA122 (PC|SA) Version: 1.0	Media Movements in History	4	2	-	6	Pr (100)	TW	50	Min 40 %
							POE	50	
							POE	50	
MCA124 (PC| SA) Version: 1.0	Camera and Editing for TV Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA126 (PC| SA) Version: 1.0	Reporting and Anchoring Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
Total		20	04	08	28	Total Hrs: 32, Total Credits: 28			

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Semester-V									
Course Code	**Course Title**	**L**	**T**	**Pr**	**C**	**Evaluation Scheme for (Th and Pr)**			
						Component	**Exam**	**WT**	**Pass**
MCA 127 (PC|SA) Version: 1.0	Global Politics and Media	4	2	-	6	Th (100)	FET	20	
							CAT I	15	Min 40 %
							CAT II	15	
							ESE	50	
MCA129 (PC| SA) Version: 1.0	Documentary	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA131 (PE| SA) Version: 1.0	Radio Production	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA133 (PC|SA) Version: 1.0	Photography	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA135 (PC|SA) Version: 1.0	Documentary Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA137 (PC| SA) Version: 1.0	Radio Production Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA139 (PC| SA) Version: 1.0	Photography Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
							POE	50	
Total		17	01	12	24	Total Hrs: 30, Total Credits: 24			

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Semester VI									
Course Code	**Course Title**	**L**	**T**	**Pr**	**C**	**Evaluation Scheme for (Th and Pr)**			
						Component	**Exam**	**WT**	**Pass**
MCA128 (PC|SA) Version: 1.0	Communication research	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA 130 (PC| SA) Version: 1.0	Integrated Marketing Communication	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA 132 (PE|SA) Version: 1.0	Communication for Special Needs	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA134 (PC|SA) Version: 1.0	Fashion Communication	4	-	-	4	Th (100)	FET	20	Min 40 %
							CAT I	15	
							CAT II	15	
							ESE	50	
MCA136(PC |SA) Version: 1.0	Communication research Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA138 (PC| SA) Version: 1.0	Integrated Marketing Communication Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA140 (PC| SA) Version: 1.0	Communication for Special Needs Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
MCA142 (PC| SA) Version: 1.0	Fashion Communication Lab	-	-	4	2	Pr (100)	TW	50	Min 40 %
							POE	50	
Total		16	0	16	24	Total Hrs: 32, Total Credits: 24			

L: Lecture, T: Tutorial, Pr: Practical, C: Credits, Th. : Theory, WT: Weight AgePC: Program Core, PE: Program Elective, UC: University Core, UE: University ElectiveST: 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

Syllabus of B.A (HON) Multimedia & Mass Communication
For Second year
(To be implemented from 2018-2019)
SEMESTER-III

MCA113– Indian Cinema

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

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
04	02	00	6	Theory (100)	FET	20	Min 40%
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:

This course helps students to understand the concept-Cinema, the historical background of Indian as well as World cinema, the Hollywood and Bollywood film industry. Through case study students can understand the new trends in film industry also carrier opportunities in film industries, by which students views towards film will be changed.

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

CO1: Descibre[1] the historical overview of Cinema
CO2: Explain[2] the Significant terms in development of Indian Cinema
CO3: Discuss[2] on Bollywood and Hollywood cinemas.
CO4: Review[2] the Indian regional cinema.
CO5: Categorize[2] Indian regional cinema.
CO6:Illustrate[3] new trends in film industry.

Syllabus (Theory)

Units	Description	Hours
I	**Historical Overview** What is Cinema?, Film theory-forms and function The Silent Era and The Talkie, Narrating the Nation in Hindi Cinema, Cinema and society, History of Cinema, early cinema and film form the studio system, rise and decline of the studio system. History of Indian cinema, history of regional cinema, legends of Indian cinema,	12
II	**History of Indian Cinema** History of Indian Cinema, Early beginning in India-Phalake to Rajkapoor films Parallel cinema in India formula films and the star system Marathi Cinema-History, production, Production house, story, songs, musician Famous film maker, Director, Producer	12
III	**Bollywood Cinema and Hollywood cinema** Historical background**,** Culture, Cinematic Narrative and the Song (theme, mood, story, relief, interior monologue subversion); famous actors, directors, producers,	12

	films production companies, awards related to Bollywood **Hollywood Cinema** Historical background, Culture, Hollywood; famous actors, directors, producers, films production companies, awards related to Bollywood	
IV	**Regional Cinema–1** Bengali cinema, Tamil cinema, Telugu cinema, Malayalam cinema, Kanadacinema, Marathi cinema, Kashmiri cinema, Assamese cinema Manipuri cinema.	07
V	**Regional Cinema-2** Manipuri cinema, Oriya cinema, Sindhi cinema, Rajasthani cinema, Konkani cinema, Bhojpuri cinema, Guajarati cinema, Haryanvi cinema.	07
VI	**New trends in film industry** New trends in film making-NRI factors, Technology, Film production, Theatre, digital cinema, Netmax, Flex; Issues related to film Industry- Sexual issues and rights; Two case study-Parchid, Pink, Page 3.	10

Indicative Reading List

1. Bose, Mihir . Bollywood: a history. Tempus. 2006.
2. Mazumdar, Ranjani "Rage on Screen" from her Bombay Cinema: An Archive of the City. Minneapolis and London: University of Minnesota Press, 2007 .
3. Rajadhyaksha, Ashish "Indian Cinema: Origins to Independence," in Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press.
4. Ramachandran, T. M. 70 years of Indian cinema, 1913–1983. CINEMA India-International. June 1985.
5. The Cinematic ImagiNation : Indian Popular Films as Social History by JyotikaVirdi.
6. History of Indian Cinema by Renu Saran.

Written Examination

Scheme of Marks

Unit No.	Title	Marks
1	Historical Overview	18
2	History of Indian Cinema	18
3	Bollywood Cinema and Hollywood cinema	18
4	Regional Cinema-1	15
5	Regional Cinema-2	15
6	New trends in film industry	16

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Historical Overview	CO1	10 Marks	
2	History of Indian Cinema	CO2	10 Marks	

3	Bollywood Cinema and Hollywood cinema	CO3	10 Marks	
4	Regional Cinema-1	CO4		10 Marks
5	Regional Cinema-2	CO5		10 Marks
6	New trends in film industry	CO6		10 Marks

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

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

***

MCA115– Graphic Designing And The Visual Image

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

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
04	02	-	6	Theory (100)	FET	20	Min 40%
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:

This course helps student to get knowledge and skill of graphics designing, the concept of communication through graphics, the digital images, introduction and handling experience of software. By applying the knowledge of graphic designing student get experience of production of print material like- Book cover, Poster, Tabloid etc.

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

CO1: Discuss[2] Graphicsand Communication.
CO2: Utilize[3] creativity in camera handling and image editing.
CO3: Utilize[3] the knowledge of Imagination and software handling.
CO4: Design[5] the products through graphics designing.
CO5: Operate[3] various tools and software
CO6:Design[4] Book Cover, Posters, Tabloid.

Syllabus (Theory)

Units	Description	Hours
I	**Communication and Graphics** Principle and Theory of Design and Graphics, Layout: concepts and types, Working with colour: Color psychology, Color schemes, Color wheel, Color combination, Pixel and Resolution : Vector and Bitmap Graphics	14
II	**Digital Images-I** Introduction, Creating effective design-Photoshop in logo designing, Working with	09

	Images, File Formats of Images, Editing Images.	
III	**Digital Images-II** Morphing and manipulation, Creating Special Effects, Layers techniques and path-creating, deleting, special effect, margin layers, application.	07
IV	**Working with Software for Visual Imaging-I** Adobe Photoshop: Introduction, Basic skills related to photoshop, its effective application.	09
V	**Working with Software for Visual Imaging-II** Corel Draw introduction,CorelDraw applications; clip art; text creation and alignment. use of colors in publishing concepts.	07
VI	**Production** Book Cover, -Posters, -Tabloid, -Preparing Text Graphics. Basic composition skills, Rule of thirds,	14

Indicative Reading List

1. White Alex W , The Elements of Graphic Design (Second Edition). 17
2. Hearn D. & Baker P. M. Computer Graphics, Prentice – Hall, New Jersey, 2001.
3. Villamil , John & Molina, Louis. Multimedia: An Introduction, Prentice – Hall, New Delhi, 2001.

Written Examination
Practical +Viva

Scheme of Marks for ESE

Unit No.	Title	Marks
1	Communication and Graphics	20
2	Digital Images-I	16
3	Digital Images-II	14
4	Working with Software for Visual Imaging-I	16
5	Working with Software for Visual Imaging-II	14
6	Production	20

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Communication and Graphics	CO1	10 Marks	
2	Digital Images-I	CO2	10 Marks	
3	Digital Images-II	CO3	10 Marks	
4	Working with Software for Visual Imaging-I	CO4		10 Marks
5	Working with Software for Visual Imaging-II	CO5		10 Marks
6	Production	CO6		10 Marks

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

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

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MCA117– Television Journalism

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

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
04	-	0	4	Theory (100)	FET	20	Min 40%
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:

This course helps to understand the historical background of Television, invention and development of TV in India, strengths and weaknesses of the medium. Students also get acquainted with TV journalism, news, news values, the process of news gathering, story coverage, reporting, visual and data editing. They can understand various types of TV programmes and the concept of TRP,TAM,RRP respectively.

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

CO1: Recall[1] the invention and development of Television.
CO2: Compose[5]news for Television.
CO3: Collect[1] various forms of news for T.V production.
CO4: Plan[5] for Television presentation.
CO5: Discuss[2] various TV programmes.
CO6: Demonstrate[3] reporting skills.

Syllabus (Theory)

Units	Description	Hours
I	**Television in India** Introduction, Concept of Television, Invention and development, Development of T.V in India, strengths and weaknesses of the medium, Impact on society, changing phases of Television concept.	10
II	**Television news** Introduction, what is news?, News, Information and Entertainment, news sense, news values, news sources, cultivating sources, 5 Ws and 1 H, news beats, Audience Segments and Cultural Impact, Private TV Channels	10
III	**Television News Gathering** The Camera Visual language: camera shots and angles for news coverage, types of ENG cameras, understanding use of sound, light and colour in TV	12

	newsgathering, News for TV -Finding the Story and Sources, Packaging, ethical issues in TV Journalism, Writing For Television, Elements of a TV Program	
IV	**TV programmes** Introduction, News base programme, fiction and nonfiction based programme, Theories of Visual Literacy, Gestalt, Semiotics, Editing, Use of graphics and special effects	8
V	**T.V Reporter** Reporting Skills, TV news reporting: skills of a TV reporter: information gathering and processing, sound bites, piece-to-camera, interview skills, meeting deadline, use of technology Research and Editing,	10
IV	**Audience measurement tools** Introduction, Importance of Audience measurement tools; TRP-Concept, application, working; TAM-Concept, application, working; RRP-Concept, application, working	10

Indicative Reading List

1. Boyd, Andrew. Broadcast Journalism, Oxford.
2. Broughton, Iry. Art of Interviewing for Television, Radio &Film, Tab Books Inc.1981.
3. Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
4. Lawrence Lorenz, Alfred &Vivian John. News Reporting and Writing, Pearson Education.
5. Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.
6. Trevin, Janet, Presenting on TV and Radio, Focal Press.
7. Yorke, Ivor, Television News (Fourth Edition), Focal Press.

Written Examination
Practical- Project+ Viva

Scheme of Marks for ESE

Unit No.	Title	Marks
1	Television in India	17
2	Television News Gathering	17
3	Television news	20
4	TV programmes	12
5	T.V Reporter	17
6	Audience measurement tools	17

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Television in India	CO1	10 Marks	
2	Television News Gathering	CO2	10 Marks	
3	Television news	CO3	10 Marks	
4	TV programmes	CO4		10 Marks
5	T.V Reporter	CO5		10 Marks
6	Audience measurement tools	CO6		10 Marks

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

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

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MCA119- Theatre And Communication

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

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
03	1	-	04	Theory (100)	FET	20	Min 40
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:

This course helps students to understand the concept of theatre, communication through the theatre, introduce by the regional folk arts, also introduce by basic concept in theatre like the mask in classical Greek drama, the Sutradhar. Students understand theatre as Self-Expression and also understand the Influence of theatre on cinema.

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

CO1: Explain[2] Theatre as Subversion.
CO2: Discuss[2] theatre as subversion.
CO3: Express[2] various folk art forms in Maharashtra.
CO4: Collect[5] information about various folk arts in Maharashtra.
CO5:Explain[5] Theatre as Self-Expression.
CO6:Illustrate[4] Theatrical Techniques as Communication.

Syllabus (Theory)

Units	Description	Hours
I	**Communication and the Public-I** Orality and Performance : speech, song, dance, visual effects; Entertainment and Information - jatra, bahrupiya, nautanki; Religion and the Theatrical- Ramleela, Krishna Leela.	12

II	**Communication and the Public-II** Theatre as Subversion - Colonial Rule and the Dramatic; Performances Act of 1876; Theatre as Resistance; Rasa theory-Introduction to Bharat Muni's Natyashastra.	10
III	**Regional folk Arts-I** Traditional folk art form of Maharashtra-Introduction, Gondhal,Tamasha folk theatre, utrang,VagyaMurali,	8
IV	**Regional folk Arts-II** Jagar,Dashavatar,Dhandar,Songibhajan, Bharud, Bahurupi,Kalgitura, Lawani	8
V	**Introduction to basic concepts in theatre** The development of Theatre; The Mask in Classical Greek Drama; The Chorus; The Sutradhar, The Vidushak and Shakespeare's Clown	10
VI	**Theatre as Self-Expression** Influence of theatre on cinema; Devising a Message; Writing a Script; Designing a Set; Performing a Scene; Make up; Study of one Marathi regional play	12

Indicative Reading List

1.V.K.Joshi,Loknatyaparampara,Thokalprakashanpune

2. R.C Dhere,Maharashtratewhar,Vishvakarmapublication,Pune

3.ViswanathShinde Tura SamratShahirSamhhurajuBhilwadikar "NavhharatPragnyaPathasala, Vai, July 1990

4. V K Joshi LokNatyachiParampara. ThokalPrakashan Pune, 1961

5. SharadVyavahareLokDharmtyaNatyachiJan. (ViswabharatiPrakasan Nagpur, 1990

Written Examination

Scheme of Marks for ESE

Unit No.	Title	Marks
1	Communication and the Public-I	20
2	Communication and the Public-II	18
3	Regional folk Arts-I	12
4	Regional folk Arts-II	12
5	Introduction to basic concepts in theatre	18
6	Theatre as Self-Expression	20

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Communication and the Public-I	CO1	10 Marks	
2	Communication and the Public-II	CO2	10 Marks	
3	Regional folk Arts-I	CO3	10 Marks	
4	Regional folk Arts-II	CO4		10 Marks

5	Introduction to basic concepts in theatre	CO5		10 Marks
6	Theatre as Self-Expression	CO6		10 Marks

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

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

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MCA 121– Public Service Broadcasting

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

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
04	02	0	06	Theory (100)	FET	20	Min 40
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:

This course helps students to introduce PSB-Public service broadcasting, the history of PSB, the global overview of PSB, the Public service broadcasting system, policies and the laws in India. Student get introduce by the *Prasarbharati*, PB bill, AIR (All India radio),Doordarshan, Film division of India, also introduced by participatory communication through radio and private FM channels. Through case study students get introduced by Doordarshan and BBC(British Broadcasting Corporation)

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

CO1: Collect[1] information about PSB.
CO2: Explain[2] the telecommunication governing system in India.
CO3:Discuss[2] the global overview of PSB.
CO4: Express[3] participatory communication.
CO5:Illustrate[3] the use of ICT in various media.
CO6;prepare[6]self for case study.

Syllabus (Theory)

Units	Description	Hours
I	**Introduction to PSB** Introduction, History, The Indian Scenario, Policies regarding to PSB, The present situation, PSB Trust, PSB Britain; Public Service Broadcasting in India: Policy and Laws	12

II	**PSB in India** The PrasarBharti– Bill, Telecommunication governing body; All India Radio ;Doordarshan-Introduction, management, working; Films Division.	10
III	**Global overview of PSB** Global Overview of Public Service Broadcasting; How PSB shape up worldwide; Public and private broadcasters across the world.	10
IV	**Participatory Communication-I** Community radio, Types of Community Radio; Citizen Journalism and communication; Introduction to private FM,	08
V	**Participatory Communication-II** Air Vs private FM radio; Digital Media and ICT-Print, TV,Radio,Cinema; The Vidushak and Shakespeare's Clown; Issues with PSB	08
VI	**Case studies** -Doordarshan -British Broadcasting Corporation (BBC)	12

Indicative Reading List

1. Chatterjee P.C, Broadcasting in India, New Delhi, Sage 1987.
2. The Radio Handbook, by Carrol Fleming, Rout sledge (London & New York 2002.
3. Saxena ,Ambrish, Radio in New Avatar- AM to FM, Kanishka Publishers .

Written Examination

Scheme of Marks for ESE

Unit No.	Title	Marks
1	Introduction to PSB	18
2	PSB in India	17
3	Global overview of PSB	17
4	Participatory Communication-I	15
5	Participatory Communication-II	15
6	Case studies	18

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Introduction to PSB	CO1	10 Marks	
2	PSB in India	CO2	10 Marks	
3	Global overview of PSB	CO3	10 Marks	
4	Participatory Communication-I	CO4		10 Marks
5	Participatory Communication-II	CO5		10 Marks
6	Case studies	CO6		10 Marks

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

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

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MCA 123 – Graphic Designing & Visual Images Lab

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

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
-	-	2	2	Theory (100)	TW	50	Min 40 %
					POE	50	

Course description:

This course helps students to get practical knowledge of graphic designing and visual images, practical experience of handling adobe Photoshop, coral draw software, also get practical knowledge of web side designing. Student get production knowledge of book cover, poster etc.

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

CO1: Identify[1] various tools related to Photoshop.
CO2: Discuss[2] on audio video presentation.
CO3: Utilize[3] knowledge of web designing for creating web sides.
CO4 :Utilize[3] the knowledge Adobe Photoshop and Corel draw.
CO5 :Utilize[3] the knowledge of production of print material.

Practical syllabus:

Sr. No	Practical Sessions	Hours
1	**Maintain a journal with Exercises on Photoshop** Introduction, Creating effective design-Photoshop in logo designing, Working with Images, File Formats of Images, Editing Images	08
2	**Maintain a journal with Audio Video presentation.** Making a video with appropriate audio by using appropriate images	08
3	**Design a Web Site for a Service Industry** Hospital, Hotels, Online Booking of airlines, Insurance Company.	10
4	**Working with Software for Visual Imaging** Adobe Photoshop: Introduction, Basic skills related to Photoshop, its	12

	effective application. Corel Draw: CorelDraw applications; clip art; text creation and alignment. use of colors in publishing concepts.	
5	**Production** Book Cover, -Posters, -Tabloid, -Preparing Text Graphics	10

Total marks for TW-50

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

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MCA125 – Television Journalism Lab
(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
-	-	2	2	Theory (100)	TW	50	Min 40
					POE	50	

Course description:
This course helps students to get essential knowledge, skills and techniques of production related to television like news bulletin, tick- tack, walk- through. They also adopt skills and techniques of taking interview, talk-shows, P to Cs for Television.

Course Outcomes: At the end of this course students will able
CO1: Understand[1] the preparation for news bulletin.
CO2: Explain2 the concept of Tick-Tack and Walk-through.
CO3: Explain2 the Basic Studio Exercises in a Multi camera setup
CO4 :Utilize[3] the skills of interview at the time of taking interview.
CO5 :Illustrate[4] the concept of Talk-shows and P to Cs.

Practical syllabus:

Sr. No	**Practical Sessions**	Hours
1	**Preparing a news bulletin** News, News bulletin, Writing news script, skill to anchoring, Techniques, news bulletin editing, presentation.	10
2	**Tick Tack and Walk through** Tick tack, concept, techniques, skills, presentation Walk through, concept, techniques, skills, presentation	10
3	**Basic Studio Exercises in a Multi camera setup** Studio, use of various instruments, software, camera handling, set up, position, set up, presentation	10

4	**Conduct an Interview** Introduction, Interview concept, types, techniques, skills, presentation	10
5	**Talk shows and P to C** Talk show- Concept, techniques, skills, presentation P to C- concept, techniques, skills, presentation	10

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

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SY.B.A (HON) Multimedia Mass Communication -2018-19
SEMESTER-IV

MCA114– Development Communication
(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
04	2	-	06	Theory (100)	FET	20	Min 40%
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:
This course helps students to get knowledge of development communication; students get towards social changes and issues in development, regional to global parameters of development regarding India. Strategic approaches to development communication also through various models Paradigms of Development Communication are introduced.

Course Outcomes: At the end of this course students will be able to
CO1:Collect[1] information about global parameters of developments
CO2: Explain[2]Strategic Approaches to Development Communication
CO3: Discuss[2]Strategic Approaches to Development Communication
CO4: Illustrate[4] Paradigms of Development Communication through various models.
CO5: Argue[5] global and local act of development communication.
CO6: design[5] message for various media for development communication purpose.

Syllabus (Theory)

Units	Description	Hours
I	**Social Change and Issues in Development** Global Parameters of Development and India; Global and Regional Initiatives – Millennium Development; Goals, human rights, social inclusion, gender, ecology and sustainable development, public health, family welfare ; Communication and Social Change ;-Media and Social Marketing	15
II	**Strategic Approaches to Development Communication-I** Development Support Communication-RTI, Social Audits; Grass-root activism, Whistleblowers, NGOs.	08
III	**Strategic Approaches to Development Communication-II** other agencies; Wood's Triangle -Multi-Media Campaigns, radio, cyber-media, KAP Gap; Diffusion of Innovation; Magic Multiplier; Empathy	07

IV	**Paradigms of Development Communication-I** Linear Models - Rostow's Demographic transition, transmission; Non-Linear - World System Theory, Marxist Theory; Dependency Paradigm – centre-periphery, unequal; Development, development under development;	09
V	**Paradigms of Development Communication-II** Alternative Paradigms –participatory, local act, global act	06
VI	**Development Communication- Praxis** Designing the Message for Print; Community Radio and Development; TV and Rural Outreach; Digital Media and Development Communication	15

Indicative Reading List

1. Gupta V.S. Communication and Development, Concept Publication, New Delhi.
2. Ganesh S. lectures in Mass Communication, India Publishers, 1995.
3. Murthy D V R Development Journalism, What Next? Kanishka Publication, New Delhi.
4. Melkote Srinivas R. & H. Leslie Sleeves. Communication for Development in The Third World, Sage Publications.
5. Joshi Uma. Understanding Development Communication, Dominant Publishers, New Delhi.

Written Examination
Practical- Project+ Viva

Scheme of Marks for ESE

Unit No.	Title	Marks
1	Social Change and Issues in Development	25
2	Strategic Approaches to Development Communication-I	13
3	Strategic Approaches to Development Communication-II	12
4	Paradigms of Development Communication-I	14
5	Paradigms of Development Communication-II	11
6	Development Communication- Praxis	25

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Social Change and Issues in Development	CO1	10 Marks	
2	Strategic Approaches to Development Communication-I	CO2	10 Marks	
3	Strategic Approaches to Development Communication-II	CO3	10 Marks	
4	Paradigms of Development Communication-I	CO4		10 Marks
5	Paradigms of Development Communication-II	CO5		10 Marks
6	Development Communication- Praxis	CO6		10 Marks

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

No	Practical Name	Marks
1	Assignment	05

2	Presentations	05
3	Group discussion	05
4	Class test	05

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MCA116– Camera And Editing For Tv

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

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
04	-	-	4	Theory (100)	FET	20	Min 40%
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:

This course helps students to get knowledge of camera and editing for television, in which the introduction about camera, its history, handling skills and techniques, various shots, all topics will be covered. Student get introduced by TV lighting and techniques, pictorial elements regarding visual editing. Also get knowledge about use of Graphic Design, Graphic composition in TV Production.

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

CO1: Describe[2] the historical background of camera.
CO2: Demonstrate[3] the use of camera.
CO3: Describe[2] about various equipment of lighting.
CO4: Demonstrate[3] the techniques of lighting in studio.
CO5: Design[5] TV product by using pictorial elements.
CO6: Create[5] video through Editing Techniques.

Syllabus (Theory)

Units	Description	Hours
I	**Introduction to Camera** History and types of cameras,-Camera Structure, -Different Lenses and their Characteristics-Camera lenses – fixed focus length versus zoom lenses, common lens filters, -	06
II	**Use of Camera** Camera Perspective & Movement-Panning; Tilting; Types of shots – extreme closeup, closeup, mid closeup, mid shot, mid long shot, long shot, extreme long shot; Operating Techniques-Technicalities of photography – composition, exposure, light sensitivity, depth of field, Electronic imaging devices ; Photo Conductive Tube, Charge Couple Device (CCD)	09
III	**TV Lighting Equipment and Techniques-I** Fundamental Lighting Concepts; various types of Lights; Studio Lighting Procedures; Different types of microphones and factors governing their selection.	06

IV	**TV Lighting Equipment and Techniques-II** Mixing of Sound. Audio sweetening practical. Sound manipulation. Outdoor sound recording vs Studio recording; -Lighting Objectives - Grammar of Outdoor production – Location and natural lighting. Interview techniques and researching	09
V	**Pictorial Elements** Concept of Pictorial Design, -Sets and Graphics; Scene ElementsChroma Key and other Visual effects. Multimedia applications and special effects , -Use of Graphic Design Graphic composition in TV Production	15
VI	**Editing** Introduction to Video Editing, -Broadcast stages of Video Editing; Timeline Video Editing Software-FCP, Adobe premier pro, Canopus EDS, Pinacale,	15

Indicative Reading List

1. Anderson , Gary H. Video Editing and Post Production, Focal Press, London, 1993.
2. Gupta, R. G. Audio and Video Systems, Tata McGraw – Hill, New, Delhi , 2003.
3. Jackman, John.ighting for Digital Video and Television 2010.
4. Millerson , Gerald . Video Camera Techniques (Media Manuals),Focal Press , London.
5. Musberger, Robert B. Single-camera Video Production.

Written Examination
Practical + Viva

Scheme of Marks for ESE

Unit No.	Title	Marks
1	Introduction to Camera	10
2	Use of Camera	15
3	TV Lighting Equipment and Techniques-I	10
4	TV Lighting Equipment and Techniques-II	15
5	Pictorial Elements	25
6	Editing	25

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Use of Camera	CO1	10 Marks	
2	TV Lighting Equipment and Techniques-I	CO2	10 Marks	
3	TV Lighting Equipment and Techniques-II	CO3	10 Marks	
4	Pictorial Elements	CO4		10 Marks
5	Editing	CO5		10 Marks
6	Use of Camera	CO6		10 Marks

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

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

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MCA118– Reporting And Anchoring

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

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
04	-	-	4	Theory (100)	FET	20	Min 40 %
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:

This course helps students to understand the principles and functions of reporting. Students can write the news script with the help of 5 Ws and 1H. Adopt all skills related to reporting. Students can get knowledge of anchoring and also presenting news bulletin for television.

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

CO1: Define[1] the principles of reporting
CO2: Explain[2] various types of reporting
CO3: Describe[2]anchoring
CO4: Demonstrate[3] reporting and anchoring for TV and other media
CO5:Design[4] script for news bulletin
CO6: Practice[3] news bulletin

Syllabus (Theory)

Units	Description	Hours
I	**Introduction to Reporting** Principles of Reporting, -Functions and Responsibilities; News elements vis-a-vis Reportage, -Qualities of a Reporter, Understanding news: news sense, news values, news sources, cultivating sources, 5 Ws and 1 H, news beats	10
II	**Reporting Types & Techniques** News gathering technique, -Reporting- Types of News Reports; Reporting- Accident, Courts, Society, Culture, Politics, Sports; Education,-Reporting- Conferences/ Seminars/ Workshops, etc	10

III	**Introduction to Anchoring** Target audience and research in Public Speaking; The Voice and the Microphone, i. Breathing and articulation, ii. Voice and its function iii. Pitch/tone/intonation/inflection/ fluency, -Voice Over: Rhythm of speech, Breathing, Resonance.	10
IV	**Anchoring for media** VO for TV commercials/ corporate videos; Body language, Studio autocue reading & Recording the voice; Talk Show Host/ Moderator; Legal pitfalls (what NOT to say) News presentation: structure of a news bulletin, compilation, live feed, qualities of news anchor	10
V	**News Production- I** structure of a news bulletin, compilation, live feed, qualities of news anchor Reporting from the field; skills of a TV reporter: information gathering and processing	10
VI	**News Production- II** sound bites; piece-to-camera; interview, interview skills; meeting, meeting deadline, use of technology, Peace to camera- meaning, importance and use Vox Pop- meaning and use, -Techniques of Television Interview	10

Indicative Reading List

1. Herbert Zettl , Television Production Handbook.
2. Allen , Robert c and Hill Annette Hill ,The Television Reader, Routledge, Ed- 2004.
3. News Bulletins in English and Hindi on National and Private Channels (as teaching material).
4. Debates and Talk Shows on National and Private Channels (as teaching material).

Written Examination
Practical + Viva

Scheme of Marks for ESE

Unit No.	Title	Marks
1	Introduction to Reporting	16
2	Reporting Types & Techniques	16
3	Introduction to Anchoring	17
4	Anchoring for media	17
5	News Production- I	17
6	News Production- II	17

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Introduction to Reporting	CO1	10 Marks	
2	Reporting Types & Techniques	CO2	10 Marks	
3	Introduction to Anchoring	CO3	10 Marks	
4	Anchoring for media	CO4		10 Marks

5	News Production- I	CO5		10 Marks
6	News Production- II	CO6		10 Marks

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

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Short films and Documentary observation Report	05

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MCA 120– Communication And Disaster Management

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

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
3	1	0	04	Theory (100)	FET	20	Min 40 %
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:

This course helps students to know various types of disaster, the use of technology for solving the disaster problems, and disaster management. Also students get to know the role of media in natural and manmade disaster management. This course enables students to get idea about personal role and responsibility during disaster as a journalist.

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

CO1: list[1] various types of disaster
CO2: Collect[1] information about disaster management and technology used
CO3: Choose[2] ICT in disaster for /public mass
CO4: Discuss[2] role of media in disaster management
CO5:Illustrate[3] role of media in disaster in the past
CO6: Criticize[4] role of media in manmade disaster

Syllabus (Theory)

Units	Description	Hours
I	**Introduction** Disaster and Disaster Preparedness; The Politics of Disaster; The Economy of Disaster ; Response: Rescue, relief and rehabilitation	10

II	**Technology and Disaster communication-I** Emergency Response HAM radio and community radio, internet, email, mobile, social media, blogging; Information Communication Technology	10
III	**Technology and Disaster communication-II** (ICT) - computer, television, radio, applications like distress communication and deploying biosurveillanc etc. ICT systems are also used for modelling and predicting outcomes based on real data; Geo-Informatics Technology (GIT), GIS. GPS	12
IV	**Natural Disaster and role of Media-I** The Kashmir Floods Oct 2013, role of media Uttarakhand Disaster 2013, role of media	08
V	**Natural Disaster and role of Media-II** The Orissa Cyclone 2014 , role of media The Nepal Earthquake of April 2015, role of media	08
IV	**Man-made Disaster and role of Media** A case study: Bhopal Gas Tragedy; Chernobyl; Holocaust; Hiroshima	12

Indicative Reading List

-Alexievich, Svetlana, Keith,Gessen (translator). Voices from Chernobyl: The Oral History of a Nuclear Disaster, Picador,1997.

-Benson , Charlotte and Clay, Edward. Understanding the Economic and Financial Impacts of Natural Disasters, World Bank Publications , 2004.

-Carter, W. Nick. Disaster Management A Disaster Manager's Handbook Asian Development Bank.

-Chouhan , L.B, Alvares, Claude . Bhopal - The Inside Story, Apex Press, 2004.

-Dominique, Lapierre, Moro, Javier It was Five Past Midnight in Bhopal, HPB/FC; 1st Indian pbk. ed, 2001.

-Gupta, Harsh K. (Editor) Disaster Management ,Universities Press 2003.

-Gopi, Satheesh. Global Positioning System: Principles And Applications Tata McGraw-Hill Education,2005

-Karim Hassan A.(ed) Big Data: Techniques and Technologies in Geoinformatics,) CRC Press 2014.

-Luite,Achyut l Understanding Disaster Management in Practice with reference to Nepal, Practical Action, 2010.

-Mukhopahyaya, AsimKumar , Crisis and Disaster Management Turbulence and Aftermath, 2009

-МедведевГригорий, Medvedev Grigori.The Truth About Chernobyl, Basic Books, 1979.

-Nomura, Ted .Hiroshima: The Atomic Holocaust: An Illustrated History, Antarctic Press and Mindvision,2014.

-Rabbany, Ahmed EI. Iintroduction to GPS: The Global Positioning System, Artech House, 2002.

-Sarangi, Aruna. ICTs in Disaster, Neha Publishers and Distributers, 2010.

-Sylves, R. Disaster Policy and Politics: Emergency Management and Homeland Security ,CQ Press, 2008.
-Wise, Stephen. GIS Fundamentals, CRC Press,2013. On Line Links:
-NarainSunita, Bhushan Chandra. A continuing disaster ,www.downtoearth.org.in/content/30-years-after-bhopal-gas-tragedy

Written Examination

Scheme of Marks for ESE

Unit No.	Title	Marks
1	Introduction	25
2	Technology and Disaster communication-I	12
3	Technology and Disaster communication-II	13
4	Natural Disaster and role of Media-I	12
5	Natural Disaster and role of Media-II	13
6	Man-made Disaster and role of Media	25

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Introduction	CO1	10 Marks	
2	Technology and Disaster communication-I	CO2	10 Marks	
3	Technology and Disaster communication-II	CO3	10 Marks	
4	Natural Disaster and role of Media-I	CO4		10 Marks
5	Natural Disaster and role of Media-II	CO5		10 Marks
6	Man-made Disaster and role of Media	CO6		10 Marks

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

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

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MCA122– Media Moments In History
(Ver 1.0, PE/SA, School of Liberal Arts)

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
04	02	0	6	Theory (100)	FET	20	Min 40 %
					CAT-I	15	
					CAT-II	15	
					ESE	50	

Course description:
This course helps students to get knowledge about media and society, the role of media in democracy, the role of media in various moments with references dandi march, fall of berlin war as well as emergency in India, and introduce by public sphere and its critique.

Course Outcomes: At the end of this course students will be able to
CO1: Define[1] media impact on rural and urban society
CO2: Discuss[2] role of media in democracy
CO3: Explain[2] media role and public opinion in democracy
CO4: Describe[2] media impact in Indian history
CO5:Describe[2] media impact in world history
CO6:Criticize[3] media and public sphere

Syllabus (Theory)

Units	Description	Hours
I	**Media and Society** Society, definition, characteristics, media and society; Media impact on individual and society; Democratic Polity and mass media ; Media and Cultural Changes; Rural-Urban Divide in India: grass-roots media	15
II	**Media and Democracy-I** Democracy, definition, characteristics, media and democracy; Mediated Democracy; Civic ritual	07
III	**Media and Democracy-II** Media and democratical issues; Secularization of entertainment; Creation of Public opinion, Politics, Policies of political parties and media.	08
IV	**Media Moments in History-I** Case study 1) Dandi March 2)The Emergency in India	08
V	**Media Moments in History-II** Case study 1) Fall of Berlin War 2) Tryst with Destiny' broadcast	08
VI	**Public Sphere and critique** "Public sphere" of the disempowered; Media and Social Difference : class, gender, race etc; Genres – Romance, Television , Soap Opera, Sports	14

Indicative Reading List

-Asen, Robert &Brouwer, Daniel, 2001. Counter Publics and the State, SUNY Press.
-Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. Media.theories and approaches: A global perspective. Palgrave- Macmillan. 2009.
-Entman, Robert,(eds) Mediated Politics:Communication in the Future of Democracy, Cambridge University Press.
-Street, John. Mass media, politics and democracy. Palgrave Macmillan, 2011.
-Sreberny, Annebelle. "Society, culture, and media: Thinking comparatively" in The SAGE handbook of media studies, Sage. 2004.
-Sundaram, Ravi. "Recycling modernity: pirate electronic cultures in India."Third Text 13, no. 47 ,1999.

Written Examination

Scheme of Marks for ESE

Unit No.	Title	Marks
1	Media and Society	25
2	Media and Democracy-I	13
3	Media and Democracy-II	12
4	Media Moments in History-I	14
5	Media Moments in History-II	11
6	Public Sphere and critique	25

Course Unitization

Unit No.	Title	COs	Marks for question in	
			CAT-I	CAT-II
1	Introduction	CO1	10 Marks	
2	Technology and Disaster communication-I	CO2	10 Marks	
3	Technology and Disaster communication-II	CO3	10 Marks	
4	Natural Disaster and role of Media-I	CO4		10 Marks
5	Natural Disaster and role of Media-II	CO5		10 Marks
6	Man-made Disaster and role of Media	CO6		10 Marks

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

No	Practical Name	Marks
1	Assignment	05
2	Presentations	05
3	Group discussion	05
4	Class test	05

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MCA124 – Camera and Editing for TV Lab

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

Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	WT	Pass
-	-	02	2	Practical (100)	TW	50	Min 40 %
					POE	50	

Course description:

This course helps students to get practical knowledge of camera handling(Camera angle, movements) and audio video editing for television (Making virals for social media).Student get knowledge about graphic designing and graphic composition in TV production. Also student get practical knowledge of video editing soft ware like FCP, Canopus,EDS etc.

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

CO1: Understand[1] the techniques of camera handling.
CO2: Explain2 the importance of lighting for shutting.
CO3: Utilize[3] the editing skills for editing social media viral.
CO4 :Utilize[3] the skills of graphic designing for TV production.
CO5 :Illustrate[4] various video editing software.

Practical work:

Sr. No	Practical Sessions	Hrs
1	**Report on camera** Maintain a journal with Exercises on types of camera; Camera angles; camera movements; various camera shots; presentation	10
2	**Report on Studio lighting** Maintain a journal with Exercises on Studio Lighting Procedures; types of lighting;	10
3	**Making videos for social media** Making Viral for Social media with the selective Editing software- forming concept, writing script, taking videos, editing	10
4	**Graphics composition for TV** Use of Graphic Design - Graphic composition in TV Production	10
5	**Handling video editing software** Editing Video through Editing software – FCP/ Adobe premior pro/ Canopus EDS/ Pinacale	10

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

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MCA126 –Reporting and Anchoring Lab

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

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

Course description:

This course helps students to get practical knowledge and development of skills related to news reporting, programme anchoring, bite taking, tick tack, news bulletin anchoring etc.

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

CO1: Understand[1] the techniques of reporting for TV.

CO2: Explain2 the importance skills for anchoring.

CO3: Utilize[3] skills of reporting from field.

CO4 : Utilize[3] the skills taking bites and Tick tack.

CO5 : Illustrate[4] the news bulletin for TV.

Practical work:

Sr. No	Practical Sessions	Hrs
1	**News Reporting - Duration 5 Min** Introduction, Reporting, skills, techniques, data collection and editing, presentation	10
2	**Program anchoring** Introduction, Anchoring, skills, , techniques, data collection and script writing, editing, presentation	10
3	**Reporting from the field** Introduction, manpower, technology, data, script, feed, presentation	10
4	**Taking bytes, Tick-tac** Introduction, manpower, technology, data, script, feed, presentation	10
5	**New bulletin preparation** Introduction, data collection, script, anchoring, VO, AV recording, Editing, presentation	10

Total marks for TW-50

POE will be conducted for 50 Marks by External and Internal Examiner

Total Marks-100