



**INVERTIS INSTITUTE OF JOURNALISM & MASS  
COMMUNICATION**

**PROPOSED SCHEME OF INSTRUCTIONS & SYLLABUS**

**FOR**

**THE DEGREE OF  
BACHELOR OF JOURNALISM & MASS COMMUNICATION  
(B.J.M.C.)  
Session 2020-21**

**INVERTIS UNIVERSITY**  
Invertis Village, NH-24, Bareilly

# SEMESTER V

## BMC: 501 Event Management

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**CO1 To help students to learn sense of responsibility for the multi-disciplinary nature of event management**

**CO2 gain confidence and enjoyment from involvement in the dynamic industry of event management**

**CO3 To acquaint the students best practice in the development and delivery of successful conference and corporate gatherings**

**CO4 identify the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment**

**CO5 identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning**

### **Unit I (10 hours)**

Events : Need and Management - Introduction, Types of Events, Event Management, Understanding Events (Events as a Communication Tool, Events as a Marketing Tool), Growing Importance of Events Like Exhibitions, Seminars and Conventions Worldwide, Elements of Event Management ( Event Infrastructure, Organizers, Sponsors, Logistics).

### **Unit II (10 hours)**

Creating an Event : Conceptualization and Planning (The Nature of Planning, Project Planning, Planning the Setting, Location and Site, The Operations Plan, The Business Plan, Developing the Strategic Plan),Setting up an Event Organization structure, Programming and Service Management.

### **Unit III (10 hours)**

Human Resource and Revenue : Human Resource Management (Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation), Generating Revenue, Sponsorship, Financial and Risk Management (The Budget and Cost-Revenue Management, The Key Financial Statements, Measures of Financial Performance, Financial Controls).

### **Unit IV (10 hours)**

Evaluation and Assessment : Why People Attend Events?, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys, Communications.

### **Unit V (6 hours)**

Reaching the Customer, Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits.

### **Unit VI (10 hours)**

Planning, budgeting, organizing and reporting an event. (practical assignment)

Suggested Readings :

1. Event Sponsorship, Publisher Wiley 2002, ISBN 0471126012
2. Successful Event Management, Thomson Learning ISBN 1844800768, 2004
3. Event Planning, John Wiley and Sons, ISBN 0471644129, 2000

## **BMC 502 - Advertising & Sales Promotion**

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1.To recognize the various terms related to Advertising
2.To understand the difference between Advertising & Advertisement, functions, role and importance of Advertising& Advertising agencies
3.To apply various Communication models of Advertising
4.To analyse different types of Advertising and their impacts on target audience
5.To evaluate between advertising as Communication, Marketing and PR tool
6.To develop concepts and create effective Ad Campaigns

### **Unit I-Introduction to Advertising (10 hours)**

Advertising as a tool of communication Meaning and definition, Nature and scope of Advertising. Origin and development of advertising. Role of Advertising in marketing (mix), in society, in public relations, in National Economy and Development.

### **Unit II - Types of Advertising (10 hours)**

Types of Advertising-Commercial & Non-commercial, Product & Consumer, Classified & Display, Retail & Wholesale, Regional, National & Co-operative, Govt. advertising Public service ad, Political advertising, Corporate/Institutional ad, Public relations ad, financial advertising, advocacy, surrogate.

Advertising Theories and Models-AIDA model, DAGMAR Model , Maslow's Hierarchy Model.

### **Unit III - New trends in Advertising (10 hours)**

Advertising through Print, electronic and online media.

Types of Media for advertising -Print , electronic, cyber, outdoor, Transit, direct, speciality, POP/In- shop media, yellow pages, cinema, traditional, inflight. Their Characteristics, Merits & Limitations, Media for Advertising Media selection, Planning, Strategy and Research.

### **Unit IV -Advertising Agencies (10 hours)**

Organisation- Advertising Department vs Agency-Structure, Functions, role & importance, Agency client relationship, media buying houses, agency commission factors affecting selection of advertising agency, Govt ad deptt.

### **Unit V - Ad budgeting (10 hours)**

Advertising Budget –Determining advertising expenditure, process and methods of budgeting.

Campaign Planning-Variou stages of the campaign, inter-media co-ordination

Media Planning, Scheduling and Research-Selection of media category, Reach, Frequency & Impact of selected media, Cost & other factors influencing the choice of media, Media Scheduling Advertising Production- Conceptualisation, Visualisation and Creativity, elements of a copy, advertising message and its types, appeals, USP , copywriting and ad designing for print ,radio, TV and cyber media.

### **Unit VI (6 hours)**

#### **Branding & Sales Promotion**

Market Research, Segmentation, Positioning and Targeting.

Advertising Objectives -Setting the objectives and Strategies to achieve those objectives.

Branding- Brand logo, brand image, brand identity, brand equity

Generating sales thorough ads promotional features, sales drive, promotional campaign, outdoor and indoor advertising using different mediums.

### **Suggested Reading -**

1. Advertising and Sales Promotion, S.K. Sarangi, Asian Book Publication
2. Advertising and Sales Promotion-3<sup>rd</sup> ed., S H H Kazmi, Satish K Batra, Excel Books India.
3. Advertising and Sales Promotion, Ken Kaser, South Western Educational Publication.

## **BMC 503: Public Relations & Corporate communication**

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- To recognize the importance of events as tool of public relations
- To make them understand the basics of event management and essential elements
- To apply the learning of the designing, planning and execution of an event
- To analyse the aspects of human resource, and cost and revenue and pr tools and techniques.
- To acquaint the students with the process of evaluation and assessment of an event.
- To create the awareness of advertising, marketing, publicity and propaganda as a tool in media.

### **Unit 1 (8 hours)**

Meaning and Definition of Public Relations - Its need, nature and scope, functions  
History , growth and development of PR.

### **Unit II (8 hours)**

How PR is different from advertising, marketing, publicity and propaganda.  
Principles of Public relations.

### **Unit III (10 hours)**

Corporate Communication : Tools & techniques, Difference between Corporate communication & PR, Role of PR in developing countries, Educational and Research Institutions, Rural Sector, Defense, Political and Election Campaigns, Principles of Public relations

### **Unit IV (10 hours)**

Tools of Public relations- use of news, speeches, special events, press release, handouts and leaflets, audiovisual media, internet, e-mail, and digital photography. corporate film, house journal, annual report, speech writing, minutes and official memo, institutional advertising.  
PR in govt and Private sectors.

### **Unit V (10 hours)**

PR with Internal and External publics- employees, community, industry, marketing, shareholders and investors, suppliers, govt, media, publishers, designers, photographers and printers.

### **Unit VI (10 hours)**

PR Campaign-planning, execution, evaluation, Research for PR  
Managing promotions and functions, VIP visits, public service activities, working with causes and ideas, Role of PR in Crisis management.

## SUGGESTED READINGS

1. David Ogilvy, Ogilvy on Advertising ,Pan/Prion Books
2. Frank Jefkins ,Advertising Made Simple, Rupa & Co.
3. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
4. Aaker, Myers & Batra, Advertising Management
5. Jethwaney Jaishri, Advertising , Phoenix Publishing House
6. Lewis Herschell Gordion, The Complete Advertising and Marketing Handbook, East West Books
7. Mohan Mahender Advertising Management: Concepts & Cases, Tata McGraw Hill Publishers
8. Douglas Torin, The Complete Guide to Advertising, MacMilan, London

## BMC 504: - FILM STUDIES

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## COURSE OUTCOMES

CO1	To guide students towards understanding of Film. To develop a sense about film, movie, documentary etc.
CO2	To guide students towards understanding of silent era. To Understand about parallel movies and it's objectives To develop understanding of new age Indian cinema.
CO3	To Understand about Indian cinema. To develop understanding about western cinema.
CO4	To develop understanding of films and its various types. To develop a sense of watching movies as a film critic.
CO 5	To make clear understanding about film makers. To develop a sense that frame of references is important in film making.
CO 6	To guide students towards understanding of film review and film critic. To develop a sense of writing film critic and it's types

### Unit I

Introduction to Film Studies: A Overview, Difference between Film and Cinema, Difference between Movie and Documentary, Short Film and Feature Film, Modern Film Studies, Film Making.

### Unit II

Pre Independence Indian Cinema, The Silent Era, Talkies Post Independence Indian Cinema, Origin of Parallel Cinema New Age Indian Cinema, Bollywood & New Media.

### Unit III

Western Vs Indian Films: A Historical Analysis.

### UNIT IV-

Types of Films – Experimental, Fictional, New Age, others.  
Semiotics of Films - Raja Harishchandra, Alam Ara, Devdas, Aag, Sri 420, Pather

Panchali, Mother India, Pakeeza, Sholey, Bobby, Aakrosh, Gaman, Pinjar, Traffic Signal, Avtaar, Gulab Gang.

### UNIT V

Major Film Makers

Dada Saheb Phalke, Ardeshir Irani, Amar Choudhary, Pramathesh Barua, Satyajee Ray, V Shantaram, Raj Kapoor, Guru Dutt, Mehboob Khan, Shyam Benegal, Govind Nihlani, Ramesh Sippy, Prakesh Jha, Aparna Sen, Meera Nair, Subhash Ghai, Yash Chopra, Vishal Bhardwaj, Kiran Rao, Anurag Kyashyap, Sanjay Leela Bhansali, Aamir Khan

### UNIT VI

Major Film Critics-Sudhish Kamath (The Hindu), Tom Brook (BBC), Rajeev Masand (CNN-IBN India), Khalid Mohammad (Hindustan Times).

Major Film Magazines, Reporting cinema news, writing film reviews, feature stories, editorial for film magazines.

### Suggested Readings-

1. The Classical Hollywood Cinema: Film Style and Mode of Production to 1960 by David Bordwell
2. Janet Staiger and Kristin Thompson, published by Routledge, London.
3. Hollywood Cinema: An Introduction - R. Maltby and I. Craven
4. The Hollywood Studio System - D. Gomery
5. Narration in Fiction Film - D. Bordwell
6. Narrative Comprehension in Film - E. Brannigan
7. Early Cinema, Space, Frame, Narrative - T. Elsaesser and A. Barker (Ed.)

### BMC 505: Cyber Journalism

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### COURSE OUTCOMES

CO1	To guide students towards understanding of new media reporting and it's need. To guide students how new media is helpful in reporting. To develop sense difference between new media and traditional media.
CO2	To develop a sense media is now more powerful and news platforms are increasing. To Understand why new media is more popular than other forms of media.
CO3	To Understand difference between new and traditional trends in media. To understand role of journalist. To know the characteristics of new media journalist.
CO4	To develop understanding on need of HTML in media. To understand how audience analysis is important in new media.
CO 5	To make clear understanding about virtual research and it's importance. To develop a sense on importance of Plagiarism. To develop a sense how to search content related to research.
CO 6	To guide students towards understanding storytelling and its objective. To guide students towards understanding of writing for web.

**Unit I (10 hours)**

Definition and Advantages of New Media, Characteristics and technologies in New Media. New Media as a medium of Journalism and Communication. Difference of elements between web journalism, traditional journalism and other media.

**Unit II (10 hours)**

Definition and characteristics of Online-Journalism-Immediacy, Interactivity and Universality. Websites of major International/national/Regional Newspapers, Magazines and channels. Blogs, blogosphere, video blogging, websites, pod cast.

**Unit III (8 hours)**

Characteristics of the online writer/journalist  
New roles of journalists in the Internet age  
Trends in web/online journalism

**Unit IV (8 hours)**

Basic HTML for writers  
Audience analysis, Content planning, structure, Visual Design.  
Copyright issues, Web page elements.

**Unit V (10 hours)**

Online research and Ethical issues  
Conducting online searches, research and interviews  
Online searching techniques  
Journalism ethics and restraint in new media  
Citing Internet sources  
Legal issues in cyberspace. Questions of Plagiarism  
Using social media to engage public

**Unit VI (10 hours)**

Writing and editing for the Web  
Overview of Web writing  
Writing for the screen vs. writing for print  
Web page writing techniques  
Web page style, Editing web text Storytelling  
structures that work on the Web

**Suggested Reading:**

On Line Journalism, Tapas Ray Foundation Books  
and New Media by John v.pavlik(Coulmbia University Press,2001)  
Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism,  
Edited by Kevin Kawamoto(Rowman and Lilltlefield Publishers,2003)  
Journalism to Online Journalism: Publishing News and Information by Roland De Wolk(Allyn &  
Bacon,2001)  
Kumar, Keval, Telecommunications and New Media Technology in India: Social and Cultural  
Implication, Gazette, Volume 54 no 3, pp 267-277, 1995.

## BMC 506 : COMMUNICATION RESEARCH

L	T	P
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### COURSE OUTCOMES

CO1	To provide the students the basic understanding of research and its process.
CO2	To guide students towards understanding research problem and a sense of writing research and it's types.
CO3	To help them learn the research design and to provide the basic understanding and Need for Research Design.
CO4	To help them learn the research sampling.
CO 5	To help the students understand the types of data and the tools of data collection .
CO 6	To familiarize the students with the process of data analysis and report writing

### **Unit I – Research Methodology**

Meaning, Objectives, Type of Research. Criteria of Good Research. Significance of Research. Research Method vs. Methodology.

### **Unit II – Defining Research Problem**

Research Problem, Selecting the Problem, Techniques to Define Research Problem.

### **Unit III – Research Design**

Meaning of Research Design, Need for Research Design, Types of Research Designs.

### **Unit IV – Sample Survey**

Sample Design, Types of Sampling Design, Sample Survey vs. Census Survey, Sampling and non-sampling errors, Probability and non-probability sampling.

### **Unit V- Data Collection & Data Interpretation**

Introduction, Experiments & Surveys, Collection of Primary Data, Collection of Secondary Data, Method for Data Collection, Testing of Hypothesis, Data Interpretation.

### **Unit VI- Media Research & Report Writing**

Techniques of Report Writing, Significance of Report Writing, Types of Reports, Steps in Writing Research Report.

Measuring Impact, Evaluation, Monitoring, and Feedback.

**Assignment – Writing Research proposal and Research Report.**

### **Suggested Readings**

- 1 Doing Your Research Project by Judith Bell
3. Research Methodology-Methods & Techniques by C R Kothari



4. Research Methodology in Social Sciences by Sandhu & Singh
5. Communication & Research for Management by V P Michael
6. Research in Mass Media by S R Sharma & Anil Chaturvedi

**BMC 551: Advertising lab**

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**Course Outcome:**

1. Designing an ad copy for a product, leaflets, pamphlets, brochure its layout
2. Script writing for electronic media (Radio jingle, TV Commercial), right and catchy phrases, online research
- 3 Planning & Designing advertising campaigns according to the target audience
4. Critical evaluation of advertisements, errors, outfocus elements
5. Planning and designing PR campaign, attaining maximum affect & results on the customers & targets.

Conceptualization of the page designing, formats, best possible formats, current technologies and software languages used.

Writing for websites, specific beats lie sports, crime, trends, breaking news flash. Search engine optimization(SEO). Deadlines in writing copies

To prepare a website of their own with exercises in Visual design, Content management. Merits & demerits, language accuracy. Catching the trends etc.

**BMC 552: Cyber Journalism Lab**

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Course outcome:

- i. To make the students learn creative aspects by producing Cyber content for readers and for themselves
- ii. To ask them handling fake news, content analysis as also media planning and scheduling

Conceptualization of the page designing, formats, best possible formats, current technologies and software languages used.

Writing for websites, specific beats lie sports, crime, trends, breaking news flash. Search engine optimization(SEO). Deadlines in writing copies

To prepare a website of their own with exercises in Visual design, Content management. Merits & demerits, language accuracy. Catching the trends etc.

## **BMC 553 : INTERNSHIP AND VIVA**

**COURSE OUTCOME:** The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of three-year studies in this undergraduate programme.

### **Comprehensive Viva:**

There shall be Comprehensive Viva Voce on the completion of BJMC programme.

### **Evaluation:**

Comprehensive Viva Voce will be conducted by a Board of Examiners comprising the Director/Dean and two external experts, of whom one would be preferably from the industry. The quorum shall be deemed to have been met if 2 out of 3 members are present.

# SEMESTER VI

## BMC 601 - EDUCATIONAL COMMUNICATION

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1. To understand the effective communication process using various communication techniques with individuals groups and education team members.
2. To establish effective interpersonal and human relations with students, families and educators team members.
3. To acquire knowledge on concepts, principles on guidance and counseling and develop basic skills for counseling.
4. To understand the philosophy, principles of education and teaching learning process.
5. To demonstrate teaching skills using various teaching methods in classroom, clinical and community setup using different methods and media.
6. Demonstrate skill in preparing different types of assessment tools for knowledge attitude and skill

### UNIT I (6 hours)

Media and Education, literacy vs. education, role and responsibility of media in spreading awareness, Instructional Communication Theory, Perspective on inquiry- representation, conversation and reflection.

### UNIT II (12 hours)

Major learning theories- Behaviourism, Contiguity theory, Gestalt theory – Robert Gagne's Information Processing Model and its implications to instructional design – B.F. Skinner – Classical conditioning – Jean Piaget – Theory of Development – Lev Vygotsky – Situated cognition and activity theory – Social Development Theory – Situated Cognition Perspective on Learning on Demand – Howard Gardner – Theory of Multiple Intelligences – Albert Bandura and Social Learning Theory – Cognitive Dissonance – Social Judgment Theory – Cooperative Learning.

### UNIT III (8 hours)

Instructional Media- concept, selection, use and variety, E-learning resources, e-learning – advantages and problems, e-books, e-journals, Web- based learning - access and teaching issues.

### UNIT IV (6 hours)

Components of e-learning- CBT, WBT and virtual classroom – E-learning tools – Learning management systems- definition – Components – LMS Vs LCMS.

### UNIT V (12 hours)

Communication technology in education- meaning, scope and choice – Systems approach to instruction and instructional designs – Audio visual technology– projected and non-projected aids – Individualised instruction – Keller plan – Personalised System of Instruction (PSI) – Self-paced instruction – Advanced techniques in education- multimedia, interactive video, video conferencing.

### UNIT VI (12 hours)

Educational Television- from SITE (Satellite Instructional Television Experiment) to INSAT – Cable TV – Community television – Instructional television – Countrywide classroom – Different types of programmes and formats suited for educational broadcast- TV documentaries, interview,

quiz programmes, children's programmes and edutainment programmes.

### Reference books

Documentary Story Telling: Sheila Curran Bernard, Focal Press, 2007.

Using Edutainment for Distance Education in Community Work: Esta De Fossard, Sage, 2008.

Writing and Producing for Television and Film: Esta De Fossard & John Riber, Sage, 2006.

Writing and Producing Radio Dramas: Esta De Fossard, Sage, 2005.

**NOTE : Students have to choose any one of the BMC 602 E1, E2, & E3 papers)**

### BMC 602 E1 - SPORTS JOURNALISM

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### COURSE OUTCOMES:

CO1	To recognize different types of sports, local/national/global
CO2	To understand sports journalism, Introduction & History, Role of Mass Media in Promotion of Sports, Guidelines for a Sports Journalist
CO3	To apply the knowledge to understand various structures of Sports Reporting
CO4	To analyse the need of various Sports Organisations and Federations
CO5	To Evaluate Gender and disability issues in sports, racial and violence issues in sports, international issues in sports, gambling, drugs and medicines in sports, sports psychology
CO6	To Create proper and well written sports features, articles and case studies

### +UNIT I (10 hours)

Sports Journalism : Introduction & History, Role of Mass Media in Promotion of Sports.  
Status of Sports Writing in India, Sports Policy in India, Ethics in Sports Writing.

### UNIT II (10 hours)

Structure of Sports Reporting : beginning, Clippings Collection, Idea Initiation and Innovation, Putting Ideas into Writing. Sports News, sports features, curtain raisers, sports reviews, Special Supplements, Covering Important Meets and International Sports Events.

Study of Sports Pages of Leading newspapers and sports magazines, Study of Profile of Sports Stars.

### UNIT III (6 hours)

Qualities of a Sports Journalist, Guidelines for a Sports Journalist, Style in Sports Writing.

### UNIT IV (10 hours)

Popular Sports in India, Sports Facilities, Sports Organisations and Federations, Amateurs and Professional. Gender and disability issues in sports, racial and violence issues in sports, international issues in sports, gambling, drugs and medicines in sports, sports psychology.

### UNIT V (10 hours)

Organization of Sports Departments, Sports Coverage on AIR and Doordarshan, Planning Design and Layout.

## **UNIT VI (10 hours)**

Coach's Compilation of Statistics, Reference Materials, Indian and International Sports Awards.

### **Suggested Readings-**

Sports Journalism, K.C. Thakur, SSD Publication (9788178846606).

Sports Journalism, Raymond Boyle.

History of Physical Education, Fivends Publication, Hyderabad

Manual of Sports Grounds, NSNIS, Patiala.

## **BMC 602 E2 – Women & Gender Studies**

### **COURSE OUTCOMES**

CO1	To guide the students towards understanding concept and need of women studies. To make clear understanding about women's movement
CO2	To guide students about feminism and types of feminism. To guide students about Indian women discourse.
CO3	To develop journalistic approach about National committees and commissions for women. To analyze Indian constitution and provisions for women.
CO4	To guide students about gender biasness. To know about National women health programs.
CO 5	To develop understanding on sustainable environment and role of women. To develop a understanding on Entrepreneurship and women development.
CO 6	To guide students towards role of women in media. To guide students about role of media in women development.

### **UNIT I**

0Concept and Need for Women's Studies, Scope for Women's Studies, Women's Movements-pre independence, post independence, current.

### **UNIT II**

Defining Feminism, Types of Feminism – Liberal, Marxist, Radical, Socialist.

Indian Women and Indian Perspective – Family, caste, culture, religion, social system.

### **UNIT III**

National Committees and Commissions for Women, Government Organisations for Women, Ministry of Women & Child Development, Indian Constitution and provisions for women.

Human rights vs. women's rights.

### **UNIT IV**

Defining Gender Biasness, Gender in health (mortality and morbidity factors, nutrition, HIV, AIDS), National Health Programs for women, Gender in education (curriculum content, enrolment, dropouts), Girl Child in society, child labour, child marriage, motherhood.

## **UNIT V**

Women and environment, basic need for development in rural and urban environment, sustainable environment and role of women. Entrepreneurship and women development.

## **UNIT VI**

Portrayal of Women in Mass Media, Role of women in Media, Indecent Representation of Women (Prohibition) Act, 1986. Impact of Media on Women. Role of Media in women development.

### **Suggested Readings –**

Handbook of Gender and Women Studies by Kathy Davis and et al., Sage Publications.

Womens Studies in India by L. Tharabhai, APH Publications.

Women's Studies by N. Jayapalan, Atlantic Publication.

Indian Women Through Ages, O.P. Ralhan, Anmol Publications.

## **BMC 602 E3 - BUSINESS JOURNALISM**

### **UNIT I**

Business & Business Environment: Concept and scope. Difference between business and finance, Business Ethics, Global Financial Markets. India as an Economic Power, India and Global Economy, Company Act 1956, Financial Statements of Companies.

### **UNIT II**

Financial Environment, Concept of Finance, Finance and other disciplines, Corporate Financing, Money Market, Capital Market, Fundamentals of Stock Market. Forecasting Stock Market, Interpretation of Financial dailies and Financial Websites (e.g. [www.indiaonline.com](http://www.indiaonline.com), [www.bloomberg.com](http://www.bloomberg.com), [www.reuters.com](http://www.reuters.com) etc.)

### **UNIT III**

Understanding concepts of Micro and Macro Economics, Mutual Funds, SEBI and Free pricing of equity shares, Role of SEBI, UTI – Activities and Investment pattern, Credit rating agencies (CRISIL, ICRA, CARE) & their role, World Federation of Exchanges (WFE), NSE , BSE, NASDAQ.

### **UNIT III**

Business Journalism : History and origin of Business Journalism, Business Reporting Skills, Writing for Industrial, Chemical, Agriculture, Petrochemical, Pharmacy, Banking Sector and others.

### **UNIT- IV**

Business News from different newspapers, Articles from different business magazines, Writing news analysis for business reports.

## **UNIT- V**

Understanding Risk Management, Financial Crises, Inflation, Monopolistic Competition:  
Features- Oligopoly Planning. Fun with numbers: introducing the income statement.  
Understanding sales, costs, and profit. Read: Understanding Financial Statements

## **UNIT- VI**

Case Studies –

### REFERENCES :

- 1.Principles of Microeconomics- H.L. Ahuja- S. Chand Company Ltd.
- 2.A course in Micro Economic Theory- David M. Kreps- Prentice Hall of India
- 3.Handbook of Journalism & mass Communication –Vir Bala Agarwal

### **BMC 603 - Science & Environment Journalism**

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### COURSE OUTCOMES

CO1	To create awareness among students about environment protection and guide them towards understanding of Scientific literacy.
CO2	To understand relationship between science and the public.
CO3	To Understand Scope of Science and Environment Communication.
CO4	To develop Responsibilities of a Journalist and make clear Understanding objective of scientific and technological development.
CO 5	To guide students towards Disaster Management and Protection Act.
CO 6	To guide students towards understanding of new media and it's objective and towards understanding of alternative media.

### **UNIT I (10 hours)**

Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

### **UNIT II (10 hours)**

Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

### **UNIT III (10 hours)**

Understanding Science & Environment, Introduction and Scope of Science and Environment Communication, Globalisation and changing attitude towards science, Role of Science & Technology in Modern Society.

#### **Unit IV (10 hours)**

Need for Awareness, Role of Media in Public Awareness, Responsibilities of a Journalist. Understanding Basic Science, Principles and Theories, Knowing Scientists and their works, Understanding objective of scientific and technological development.

#### **UNIT V (6 hours)**

Media and the Environment, Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.

Media and Environmental Disaster – Role of Media in Disaster Management.

#### **UNIT VI (10 hours)**

Writing Science News Stories, Important Media for Communicating Science, Writing and Producing Science Based Programs on Radio, Television and Internet.

Reading articles on science and environment. Famous science and environment journalists.

Writing Features on Science & Environment Education for different audience, e.g. urban vs. rural.

#### **Suggested Readings -**

A Text Book of Environmental Science, A. P. H. Pub., New Delhi , ISBN 81-313-0456-3

Green Ink: An Introduction to Environmental Journalism, Michael Frome (Utah, 1998)

A Field Guide for Science Writers, Deborah Blum, Mary Knudson, Robin Marantz Henig (Oxford, 2004).

Environmental Studies, Laxmi Publication

Environmental Studies, New Age International

Vilanilam, J.V., Science Communication and Development through Media, Sage Publication, New Delhi.

#### **BMC 651 Professional Project (Dissertation to be submitted)**

##### **Objective of the course:**

1. To encourage students taking up minor projects for conducting some fruitful study
2. To enable students collect relevant data, and analyse to take it to logical conclusion
3. To motivate the students to do a research based study on the selected topic
4. To encourage them to do a quality work for testifying their learning during three years

##### **Research Based Study:**

**Selection of Topic:** The students can take up research on a selected topic, by using the research methodology, under supervision of a faculty member.

**Significance of Study:** They are expected to choose the topic which is of some academic value or social importance and which gives them scope of using the research methodology.

**Writing the report:** The students will write a comprehension report based on their study.

**It should be written by using the parameters laid down in**



**research methodology.**

**Exercises/Assignments:**

- 1. Students need to take up study related to their subjects of their curriculum.**
- 2. Field study or other assignments may be taken up in the supervision of teacher.**
- 3. The assignments need to be submitted or/and presented for evaluation.**
- 4. The internal faculty will evaluate the assignment based on the efforts of the student and also the process adopted for the work**
- 5. The External Examiner will evaluate on the basis of the report submitted by the student, taking into consideration the quality of work**

### **BMC 652 Comprehensive Viva**

The Viva Voce is aimed at testing the knowledge, learning and understanding that the student would have acquired during the period of three-year studies in this undergraduate programme.