Department of BMM/BAMMC

Mapping of the course to employability, entrepreneurship and skill development

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
SEMESTER I- FYBAMMC		
EFFECTIVE COMMUNICATION - I	RJAUBAMMC101	Unit I: Introduction to Communication Anchoring, Voice-overs, interviews, public speaking, group discussions, Communication Skills, Listening as an important skill in the workplace. Communication Skills, listening skills, oral communication skills and media Employability in media industry Entrepreneurship Skills Development: Oral and written communication skills,
EFFECTIVE COMMUNICATION - I	RJAUBAMMC101	Unit II: Reading (English, Marathi or Hindi) Media Vocabulary, Reading skills, grammar usage. Skill Development: Oral and written communication skills in the three languages, analytical skills, interpretation and thinking skills.
EFFECTIVE COMMUNICATION - I	RJAUBAMMC101	Unit III: Thinking and Presentation Employability in media industry Entrepreneurship
EFFECTIVE COMMUNICATION - I	RJAUBAMMC101	Unit IV: Introduction of Translation & Views of Translation Skill Development: Interpretation and translation skills
FOUNDATION COURSE- I	RJAUBAMMC102	Unit I: Overview of the Indian society Entrepreneurship
FOUNDATION COURSE- I	RJAUBAMMC102	Unit IV: The Indian Constitution Analytical Skills development
FOUNDATION COURSE- I	RJAUBAMMC102	Unit V: Significant aspects of Political process Analytical Skills development
FOUNDATION COURSE- I	RJAUBAMMC102	Unit VI: Growing Social Problems in India Employability
VISUAL COMMUNICATION	RJAUBAMMC103	Unit I: Development of Visual Communication Entrepreneurship
VISUAL COMMUNICATION	RJAUBAMMC103	Unit II: Theories of Visual Communication Entrepreneurship
VISUAL COMMUNICATION	RJAUBAMMC103	Unit III: Impact of Colours Skill Development: Critical skills such as design thinking and creating visual identities for brands and products.
VISUAL COMMUNICATION	RJAUBAMMC103	Unit IV: Channels of Visual Communication Employability opportunities that arise with each medium (Photography, Film Making, Animation etc.)
VISUAL COMMUNICATION	RJAUBAMMC103	Unit V: Language and Culture in the Age of Social Media Skill Development: Critical skills such as design thinking and creating visual identities for brands and products.

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
FUNDAMENTALS OF MASS COMMUNICATION	RJAUBAMMC104	Unit I: Introduction and overview- Meaning & Importance of Mass Communication, Forms of Communication Entrepreneurship: Critical thinking, skilled writing, and oral communication skills required to start one's own company. Communication skill development.
FUNDAMENTALS OF MASS COMMUNICATION	RJAUBAMMC104	Unit III: Major forms of mass media- Print & broadcast Media, Traditional Media, Advertising & PR Employability in the media industry
FUNDAMENTALS OF MASS COMMUNICATION	RJAUBAMMC104	Unit IV: Impact of Mass Media on Society Skill Development: Critical thinking skills
CURRENT AFFAIRS	RJAUBAMMC105	Unit I: Current National stories Employability in the media industry Entrepreneurship acumen
CURRENT AFFAIRS	RJAUBAMMC105	Unit II: Polity and governance Entrepreneurship acumen Skill Development: Critical thinking and analytical skills
CURRENT AFFAIRS	RJAUBAMMC105	Unit III: International Affairs Entrepreneurship acumen Skill Development: Teamwork leadership skills, communication skills, critical thinking and analytical skills
CURRENT AFFAIRS	RJAUBAMMC105	Unit VI: Maharashtra Issues Employability in the media industry
CURRENT AFFAIRS	RJAUBAMMC105	Unit V: Technology Employability in the media industry Entrepreneurship acumen
HISTORY OF MEDIA	RJAUBAMMC106	Unit I: Introduction- Evolution of Press in India Skills Development
HISTORY OF MEDIA	RJAUBAMMC106	Unit II: Language Press n India Employability in media industry Entrepreneurship
HISTORY OF MEDIA	RJAUBAMMC106	Unit III: Documentaries & Films Employability in media industry Entrepreneurship Skills Development
HISTORY OF MEDIA	RJAUBAMMC106	Unit IV: Broadcasting (Radio and Television in India) Employability in media industry Skills Development

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
SEMESTER II- FYBAMMC		
EFFECTIVE COMMUNICATION - II	RJAUBAMMC201	Unit I: Introduction to Communication- Report Writing, Organizational Writing, Writing for Publicity Material Employability in media industry Entrepreneurship Skills Development- writing and editing skills
EFFECTIVE COMMUNICATION - II	RJAUBAMMC201	Unit II: Reading (English, Marathi or Hindi)- Newspaper and Magazine Editing Skills, Writing abstracts, synopsis writing, précis writing Employability in media industry Skills Development- writing and editing skills
EFFECTIVE COMMUNICATION - II	RJAUBAMMC201	Unit III: Thinking and Listening Skills- Paraphrasing, summarization skills Skills Development
EFFECTIVE COMMUNICATION - II	RJAUBAMMC201	Unit IV: Introduction of Translation & Views of Translation- Interpretation of Technical Data Entrepreneurship acumen
FOUNDATION COURSE- II	RJAUBAMMC202	Unit I: Globalization and the Indian society Employability in media industry
FOUNDATION COURSE- II	RJAUBAMMC202	Unit II: Human Rights Entrepreneurship guidance in terms of rights of individuals and articles of constitution
FOUNDATION COURSE- II	RJAUBAMMC202	Unit IV: Understanding stress and conflict Skill development: Interpersonal skills
FOUNDATION COURSE- II	RJAUBAMMC202	Unit V: Managing stress and conflicts in contemporary society Skill development: Interpersonal skills
CONTENT WRITING	RJAUBAMMC203	Unit I: Foundation- Vocabulary building, Essentials of good writing Skill development: professional writing skills
CONTENT WRITING	RJAUBAMMC203	Unit II: Editing Skills Skill development: professional editing skills
CONTENT WRITING	RJAUBAMMC203	Unit III: Writing Tips and Techniques- Writing for television news, Social media posts, Caption writing and Headlines Employability in the media industry
CONTENT WRITING	RJAUBAMMC203	Unit V: Writing For The Web- Writing For Print/Social Media, Ad Campaigns Entrepreneurship and freelancing
INTRODUCTION TO ADVERTISING	RJAUBAMMC204	Unit I: Introduction to Advertising Entrepreneurship
INTRODUCTION TO ADVERTISING	RJAUBAMMC204	Unit II: Integrated marketing communication and tools Skill Development: creative skills in developing their own ad creatives and plan campaign

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
INTRODUCTION TO ADVERTISING	RJAUBAMMC204	Unit III: Creativity in advertising Skill Development: creative skills in developing their own ad creatives and plan campaign
INTRODUCTION TO ADVERTISING	RJAUBAMMC204	Unit IV: Types of advertising agency, department, careers and latest trends in advertising Employability
INTRODUCTION TO JOURNALISM	RJAUBAMMC205	Unit I: History of Journalism in India- New Media, Web 2.0, Independent and semi-independent citizen journalism. Employability in the field of journalism and new media Entrepreneurship
INTRODUCTION TO JOURNALISM	RJAUBAMMC205	Unit II: News and is process- Process of news, Beat Reporting, Inverted Pyramid style of writing, How to write leads in a story? Employability in the field of journalism Entrepreneurship Skills Development- writing and editing skills
INTRODUCTION TO JOURNALISM	RJAUBAMMC205	Unit III: Principles and format- Fundamentals of Writing Features, Articles and Editorials Skills Development- journalistic writing skills
INTRODUCTION TO JOURNALISM	RJAUBAMMC205	Unit IV: Career in journalism- Jobs in journalism, Covering an event, Mobile Journalism Employability in the field of journalism Skills Development
MEDIA GENDER & CULTURE	RJAUBAMMC206	Unit I: Theories Related To Cultural Studies Skill development- critical thinking skills
MEDIA GENDER & CULTURE	RJAUBAMMC206	Unit III: Role of Media In Social Construction of Gender, Gender Equality and Media Employability in media industry
SEMESTER III- SYBAMMC		
ELECTRONIC MEDIA -I	RJAUBAMMC301	Unit II: Introduction to Sound for both TV and Radio Employability in media industry Skill development: Technical skills
ELECTRONIC MEDIA -I	RJAUBAMMC301	Unit III: Introduction to Formats (Fiction and nonfiction) Employability in media industry Entrepreneurship: Producing films
ELECTRONIC MEDIA -I	RJAUBAMMC301	Unit IV: Different Roles and contributions in the society Entrepreneurship
CORPORATE COMMUNICATION AND PUBLIC RELATIONS	RJAUBAMMC302	Unit I: Foundation of Corporate Communication Employability in media industry Entrepreneurship
CORPORATE COMMUNICATION AND PUBLIC RELATIONS	RJAUBAMMC302	Unit II: Understanding Public Relations Employability in media industry Skill development: Skills need to handle crisis management

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
CORPORATE COMMUNICATION AND PUBLIC RELATIONS	RJAUBAMMC302	Unit III: Corporate Communication and Public Relations range of functions Employability in media industry
CORPORATE COMMUNICATION AND PUBLIC RELATIONS	RJAUBAMMC302	Unit IV: Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations Skill development: Skills required in making press release, blogs and article marketing
MEDIA STUDIES	RJAUBAMMC303	Unit III: Cultural Perspectives Employability in media industry
MEDIA STUDIES	RJAUBAMMC303	Unit II: Media Theories Skill Development: Skill to develop the understanding of theories in media
INTRODUCTION TO PHOTOGRAPHY	RJAUBAMMC304	Unit I: Camera: The Storyteller Employability in media industry Entrepreneurship and freelancing Skill development: technical skills its practical application for creating effective and creative photographs.
INTRODUCTION TO PHOTOGRAPHY	RJAUBAMMC304	Unit II: Lens: Imaging device Entrepreneurship and freelancing Skill development: technical skills required to click a picture.
INTRODUCTION TO PHOTOGRAPHY	RJAUBAMMC304	Unit III: Light: Parameters of Light- The essential raw material Employability in the field of photography Entrepreneurship and freelancing Skill development: technical skill required for direction and lighting
INTRODUCTION TO PHOTOGRAPHY	RJAUBAMMC304	Unit IV: Composition: Art of Seeing, Way of portraying a subject Employability in the media industry Entrepreneurship and freelancing Skill development: Skill to develop art of seeing
INTRODUCTION TO PHOTOGRAPHY	RJAUBAMMC304	Unit V: The New Media and media convergence Entrepreneurship Skill development
FILM COMMUNICATION - I	RJAUBAMMC305	Unit I: History Skill development
FILM COMMUNICATION - I	RJAUBAMMC305	Unit III: The Early Cinema Employability in the field of film industry Entrepreneurship and freelancing
COMPUTERS AND MULTIMEDIA -I	RJAUBAMMC306	Unit I: Photoshop: Pixel based Image editing Software Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills that help increase employability

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
COMPUTERS AND MULTIMEDIA -I	RJAUBAMMC306	Unit II: CorelDraw: Vector based Drawing software Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
COMPUTERS AND MULTIMEDIA -I	RJAUBAMMC306	Unit III: QuarkXPress/ InDesign: Layout Software Employability in the field of media industry Entrepreneurship and freelancing Skill development
COMPUTERS AND MULTIMEDIA -I	RJAUBAMMC306	Unit IV: Premiere Pro: Audio-visual: Video editing software Employability in the field of media industry Entrepreneurship and freelancing Skill development: Technical skill required to edit audio and video
COMPUTERS AND MULTIMEDIA -I	RJAUBAMMC306	Unit V: Sound Forge/Sound Booth: Sound Editing Software Employability in the field of media industry Entrepreneurship and freelancing Skill development: Technical skill required to understand the basics of sound
SEMESTER IV- SYBAMMC		
ELECTRONIC MEDIA -II	RJAUBAMMC401	Unit III: News and other non-fiction formats Employability in the field of media industry Skill development: Skills required to work on multimedia platforms
ELECTRONIC MEDIA -II	RJAUBAMMC401	Unit IV: Writing for Broadcast Media-(Radio and Television) Employability in the field of media industry Entrepreneurship and freelancing Skill development
ELECTRONIC MEDIA -II	RJAUBAMMC401	Unit V: Current and Emerging Trends in Electronic Media Entrepreneurship and freelancing Skill development
WRITING AND EDITING FOR MEDIA	RJAUBAMMC402	Employability in media industry
WRITING AND EDITING FOR MEDIA	RJAUBAMMC402	Unit II: Radio & Television Employability in broadcast media
WRITING AND EDITING FOR MEDIA	RJAUBAMMC402	Unit III: Digital Media Entrepreneurship and freelancing
WRITING AND EDITING FOR MEDIA	RJAUBAMMC402	Unit IV: Editing Skill development: Professional writing skill
MEDIA LAW AND ETHICS	RJAUBAMMC403	Unit I: Constitution and Media Entrepreneurship
MEDIA LAW AND ETHICS	RJAUBAMMC403	Unit II: Regulatory bodies Employability in media industry

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
MEDIA LAW AND ETHICS	RJAUBAMMC403	Unit III: Media Laws Employability in media industry Entrepreneurship
MEDIA LAW AND ETHICS	RJAUBAMMC403	Unit IV: Media Laws Employability in media industry
MEDIA LAW AND ETHICS	RJAUBAMMC403	Unit V: Media Ethics and Social Responsibility Entrepreneurship Skill development
MASS MEDIA RESEARCH	RJAUBAMMC404	Unit I: Research In Media Skill development: skills to conduct research
MASS MEDIA RESEARCH	RJAUBAMMC404	Unit II: Integrated marketing communication and tools Skill development: technical skills to understand tools
MASS MEDIA RESEARCH	RJAUBAMMC404	Unit III: Data Collection Skill development: technical skills required for data collection
MASS MEDIA RESEARCH	RJAUBAMMC404	Unit IV: Analysis Developing entrepreneurship acumen
MASS MEDIA RESEARCH	RJAUBAMMC404	Unit V: Application Of Research Employability in the field of media and research industry Entrepreneurship
MASS MEDIA RESEARCH	RJAUBAMMC404	Unit VI: The Semiotics of the Mass Media Employability in the field of media and research industry
FILM COMMUNICATION - II	RJAUBAMMC405	Unit IV: Film Making Employability in the film and media industry Skill development: Skills in making films
FILM COMMUNICATION - II	RJAUBAMMC405	Unit V: Film Culture Entrepreneurship
COMPUTERS AND MULTIMEDIA -II	RJAUBAMMC406	Unit I: Photoshop: Advanced Image Editing Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
COMPUTERS AND MULTIMEDIA -II	RJAUBAMMC406	Unit II: Adobe Illustrator: Vector based Drawing software Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
COMPUTERS AND MULTIMEDIA -II	RJAUBAMMC406	Unit III: InDesign: Layout Software Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
COMPUTERS AND MULTIMEDIA -II	RJAUBAMMC406	Unit IV: Premiere Pro: Audio-visual: Advanced application Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
COMPUTERS AND MULTIMEDIA -II	RJAUBAMMC406	Unit V: Adobe Dreamweaver: Web designing software Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
SEMESTER V- TYBMM ADVERTISING		
ADVERTISING IN CONTEMPORARY SOCIETY	RJAUBMMAD501	Unit II: Effects of Liberalisation On Economy/ Business/ Employment/ Advertising Employability in the advertising field
ADVERTISING IN CONTEMPORARY SOCIETY	RJAUBMMAD501	Unit IV: Social Marketing: Need For Social Marketing, Various Subjects Skill development- content development skills for social marketing campaigns and development of writing skills on different platforms
ADVERTISING IN CONTEMPORARY SOCIETY	RJAUBMMAD501	Unit V: Effects of Advertising On Society. Developing entrepreneurship acumen
ADVERTISING IN CONTEMPORARY SOCIETY	RJAUBMMAD501	Unit VI: B to B Advertising, Consumer/Retail/Industrial/Finance Advertising Entrepreneurship acumen
COPYWRITING	RJAUBMMAD502	Unit I: Introduction to Copywriting Skill Development- writing persuasive ad copies
COPYWRITING	RJAUBMMAD502	Unit II: Creative Thinking Skill Development- creative thinking skills and writing persuasive ad copies
COPYWRITING	RJAUBMMAD502	Unit III: Idea Generation Techniques Skill Development- writing persuasive ad copies
COPYWRITING	RJAUBMMAD502	Unit IV: Trans Creativity Skill Development- creative thinking skills and writing persuasive ad copies
COPYWRITING	RJAUBMMAD502	Unit V: Briefs Skill Development- writing persuasive ad copies
COPYWRITING	RJAUBMMAD502	Unit VI: Writing persuasive copy Employability in the field of advertising Skill Development- writing persuasive ad copies
COPYWRITING	RJAUBMMAD502	Unit VII: Writing copy various Media Employability in the field of advertising Skill Development- writing persuasive ad copies
COPYWRITING	RJAUBMMAD502	Unit VIII: Writing copy for various audiences Employability in the field of advertising Skill Development- writing persuasive ad copies
COPYWRITING	RJAUBMMAD502	Unit IX: How to write copy for ads Employability in the field of advertising Skill Development- writing persuasive ad copies
COPYWRITING	RJAUBMMAD502	Unit X: Various types of Advertising appeals and execution styles Employability in the field of advertising Skill Development- writing persuasive ad copies

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
COPYWRITING	RJAUBMMAD502	Unit XI: Evaluation of an Ad Campaign Entrepreneurship
BRAND BUILDING	RJAUBMMAD503	Unit I: Importance of Branding, Process And Difference between A Brand & Product Entrepreneurship
BRAND BUILDING	RJAUBMMAD503	Unit VI: Branding Strategies: Brand Product Matrix, Multi Product Branding, Brand Building Blocks, Brand Hierarchy Employability in the field of advertising
BRAND BUILDING	RJAUBMMAD503	Unit VII: Brand repositioning Strategies, Making The brand Contemporary Employability in the field of advertising
BRAND BUILDING	RJAUBMMAD503	Unit VIII: Steps In Creating Brand Equity, Brand Loyalty Pyramid, Brand Association, Brand Awareness Skill development
BRAND BUILDING	RJAUBMMAD503	Unit IX: Brand Equity Ten, Y & R(BAV) Skill development
CONSUMER BEHAVIOUR	RJAUBMMAD504	Unit I: Introduction to Consumer Behaviour Employability in the field of advertising Skill development- critical thinking skills
CONSUMER BEHAVIOUR	RJAUBMMAD504	Unit II: Consumer Behaviour & Marketing Employability in the field of advertising Entrepreneurship Skill development- critical thinking skills
CONSUMER BEHAVIOUR	RJAUBMMAD504	Unit III: Relevance of Perception & Learning in Consumer Behaviour Employability in the field of marketing Entrepreneurship Skill development- critical thinking skills
CONSUMER BEHAVIOUR	RJAUBMMAD504	Unit IV: Psychological Determinants & Consumer Behaviour Employability in the field of marketing Entrepreneurship Skill development- critical thinking skills
CONSUMER BEHAVIOUR	RJAUBMMAD504	Unit V: Social & Cultural aspects of Marketing & its impact on Consumer Behaviour Employability in the field of marketing Developing entrepreneurship acumen Skill development- critical thinking skills
CONSUMER BEHAVIOUR	RJAUBMMAD504	Unit VI: Consumer Decision Making Employability in the field of advertising Developing entrepreneurship acumen Skill development- critical thinking skills
MEDIA PLANNING AND BUYING	RJAUBMMAD505	Unit I: Introduction to Media Planning and Selection- The function of Media planning in advertising, Role of Media planner, Challenges in Media planning, Media Brief, Media Audit Employability in the field of media planning and buying Skill development- analytical skills, negotiation skills, critical thinking

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
		skills
MEDIA PLANNING AND BUYING	RJAUBMMAD505	Unit II: Sources of media research Employability in the field of marketing
MEDIA PLANNING AND BUYING	RJAUBMMAD505	Unit III: Media planning process Employability Developing entrepreneurship acumen
MEDIA PLANNING AND BUYING	RJAUBMMAD505	Unit IV: Criterion for selecting media vehicles Employability in the field of media planning and buying Entrepreneurship Skill development- analytical skills, negotiation skills, critical thinking skills
MEDIA PLANNING AND BUYING	RJAUBMMAD505	Unit V: Selecting suitable Media options and Media Buying Employability in the field of media planning and buying Skill development- analytical skills, critical thinking skills
MEDIA PLANNING AND BUYING	RJAUBMMAD505	Unit VI: Communication Mix Employability in the field of media planning and buying
MEDIA PLANNING AND BUYING	RJAUBMMAD505	Unit VII: Negotiation skills in Media Buying Employability in the field of media planning and buying Skill development- analytical skills, negotiation skills
MEDIA PLANNING AND BUYING	RJAUBMMAD505	Unit VIII: Digital Media Planning Employability Developing entrepreneurship acumen
MEDIA PLANNING AND BUYING	RJAUBMMAD505	Unit IX: Digital Media Buying Employability Developing entrepreneurship acumen
AD DESIGN	RJAUBMMAD506	Unit I: Introduction to agency departments & role of each department Entrepreneurship acumen
AD DESIGN	RJAUBMMAD506	Unit II: Understanding Design: Design as a language of emotions/communication Skills Development: building skills required to visualize and design their own ad campaigns
AD DESIGN	RJAUBMMAD506	Unit III: Introduction to negative space & its use Skills Development: Designing skills
AD DESIGN	RJAUBMMAD506	Unit IV: Introduction to optical illusions Skills Development: building skills required to visualize and design their own ad campaigns
AD DESIGN	RJAUBMMAD506	Unit V: Introduction to word expression Skills Development: Creativity and designing skills
AD DESIGN	RJAUBMMAD506	Unit VI: Logo unit Skills Development: Creativity and designing skills
AD DESIGN	RJAUBMMAD506	Unit VII: Introduction to layout Skills Development: building skills required to visualize and design their own ad campaigns
AD DESIGN	RJAUBMMAD506	Unit VIII: Use of picture (visual) as means to select target audience

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
		Skills Development: building skills required to visualize and design their own ad campaigns
AD DESIGN	RJAUBMMAD506	Unit IX: Introduction to Typography Skills Development: building skills required to visualized and design their own ad campaigns
AD DESIGN	RJAUBMMAD506	Unit X: Layout Skills Development: creative skills required to visualize and design their own ad campaigns
AD DESIGN	RJAUBMMAD506	Unit XI: Introduction to Art direction for different media Skills Development: creative and building skills required to visualize and design their own ad campaigns
AD DESIGN	RJAUBMMAD506	Unit XII: Campaign planning Employability in the field of advertising
SEMESTER V- TYBMM JOURNALISM		
REPORTING	RJAUBMMJR501	Unit I: Basics of News Unit IV: Sports Reporting Employability in the field of journalism
REPORTING	RJAUBMMJR501	Unit II: City/Civic Reporting Entrepreneurship and freelancing
REPORTING	RJAUBMMJR501	Unit IV: Sports Reporting Employability in the field of journalism
REPORTING	RJAUBMMJR501	Unit V: Conflict Reporting Skill development: Written skills to develop a news story
REPORTING	RJAUBMMJR501	Unit VI: Crime Reporting Skill development: Developing skills to write effectively
EDITING	RJAUBMMJR502	Unit I: Editing: concept, process and significance Employability in the field of journalism
EDITING	RJAUBMMJR502	Unit II: Editorial structure of newspaper/magazines/ news agencies /radio and TV Employability in the field of journalism Developing entrepreneurship acumen
EDITING	RJAUBMMJR502	Unit III: Editing Process Employability in the field of journalism Developing entrepreneurship acumen Skill Development- Editing skills
EDITING	RJAUBMMJR502	Unit IV: Basics of radio news editing Employability in the field of journalism Developing entrepreneurship acumen Skill Development- Editing skills
EDITING	RJAUBMMJR502	Unit V: Basics of TV News editing Employability in the field of journalism Entrepreneurship Skill Development- Editing skills
EDITING	RJAUBMMJR502	Unit VI: Photojournalism

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
		Employability in the field of journalism Developing entrepreneurship acumen Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit III: Writing a feature Employability in the field of journalism Developing entrepreneurship acumen Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit IV: Aspects of features and outlines Employability in the field of journalism Entrepreneurship Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit VI: Art of interviewing Employability in the field of journalism Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit VII: Special techniques needed for different types of interviews Employability in the field of journalism Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit VIII: Writing reviews Employability in the field of journalism Developing entrepreneurship acumen Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit IX: Obituary Employability in the field of journalism Developing entrepreneurship acumen Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit X: Columns Employability in the field of journalism Developing entrepreneurship acumen Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit XI: Editorial page Employability in the field of journalism Developing entrepreneurship acumen Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit XII: Travel writing Employability in the field of journalism Developing entrepreneurship acumen Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit XIII: Profile Employability in the field of journalism Developing entrepreneurship acumen Skill Development
FEATURES AND OPINION	RJAUBMMJR503	Unit XIV: Snippets Employability in the field of journalism Developing entrepreneurship acumen Skill Development

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
JOURNALISM & PUBLIC OPINION	RJAUBMMJR504	Unit II: Media theories and their understanding of Public Opinion Employability in the field of journalism
JOURNALISM & PUBLIC OPINION	RJAUBMMJR504	Unit III: Media and political opinion Developing entrepreneurship acumen
JOURNALISM & PUBLIC OPINION	RJAUBMMJR504	Unit IV: Media shaping opinion with respect to Government policies Employability in the field of journalism
JOURNALISM & PUBLIC OPINION	RJAUBMMJR504	Unit V: Role of media in shaping public opinion during conflicts Skill development: Critical thinking and analytical skills
JOURNALISM & PUBLIC OPINION	RJAUBMMJR504	Unit VI: How public opinion can translate into public participation Skill development: Critical thinking and analytical skills
JOURNALISM & PUBLIC OPINION	RJAUBMMJR504	Unit VII: War on international terrorism Skill development: Critical thinking and analytical skills
JOURNALISM & PUBLIC OPINION	RJAUBMMJR504	Unit IX: Portrayal of women issues in media Developing entrepreneurship acumen
JOURNALISM & PUBLIC OPINION	RJAUBMMJR504	Unit X: Media coverage of marginalized sections of society Developing entrepreneurship acumen
INDIAN REGIONAL JOURNALISM	RJAUBMMJR505	Unit I: Regional Journalism -An overview Employability in the field of journalism, national and regional
INDIAN REGIONAL JOURNALISM	RJAUBMMJR505	Unit II: Hindi Press Skill development: analytical skills
INDIAN REGIONAL JOURNALISM	RJAUBMMJR505	Unit III: Marathi Press Skill development: analytical skills
INDIAN REGIONAL JOURNALISM	RJAUBMMJR505	Unit IV: Bengali Press Skill development: analytical skills
INDIAN REGIONAL JOURNALISM	RJAUBMMJR505	Unit V: Urdu Skill development: analytical skills
INDIAN REGIONAL JOURNALISM	RJAUBMMJR505	Unit VI: Malayalam Press Skill development: analytical skills
INDIAN REGIONAL JOURNALISM	RJAUBMMJR505	Unit VIII: Telugu Skill development: analytical skills
INDIAN REGIONAL JOURNALISM	RJAUBMMJR505	Unit X: Regional television channels Developing entrepreneurship acumen
INDIAN REGIONAL JOURNALISM	RJAUBMMJR505	Unit XI: Profile of the legends. Developing entrepreneurship acumen
INDIAN REGIONAL JOURNALISM	RJAUBMMJR505	Unit XII: Increasing ownership and dominance of families with political connections over regional newspapers Developing entrepreneurship acumen
NMM- NEWSPAPER & MAGAZINE MAKING	RJAUBMMJR506	Unit I: Why & How we read? Skill Development: Analytical and designing skills

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
NMM- NEWSPAPER & MAGAZINE MAKING	RJAUBMMJR506	Unit II: Analyzing the newspaper from layout point of view Skill Development: Analytical and designing skills
NMM- NEWSPAPER & MAGAZINE MAKING	RJAUBMMJR506	Unit III: Grid structure Skill Development: Analytical and designing skills
NMM- NEWSPAPER & MAGAZINE MAKING	RJAUBMMJR506	Unit IV: Comparison between various newspaper layouts/distinguishing factors Skill Development: Analytical and designing skills
NMM- NEWSPAPER & MAGAZINE MAKING	RJAUBMMJR506	Unit V: Types of Newspapers Skill Development: Analytical and designing skills
NMM- NEWSPAPER & MAGAZINE MAKING	RJAUBMMJR506	Unit VI: Introduction to Typography Employability in the field of publishing on varied platforms Skill Development: Analytical and designing skills
NMM- NEWSPAPER & MAGAZINE MAKING	RJAUBMMJR506	Unit VII: Introduction to QuarkXPress Employability in the field of publishing on varied platforms Skill Development: Analytical and designing skills
NMM- NEWSPAPER & MAGAZINE MAKING	RJAUBMMJR506	Unit VIII: Introduction to Graphic Principles Skill Development: Analytical and designing skills
SEMESTER VI- TYBMM ADVERTISING		
ADVERTISING AND MARKETING RESEARCH	RJAUBMMAD601	Unit I: Fundamentals of research Employability in the field of Marketing research Skill development: Analytical and research skills
ADVERTISING AND MARKETING RESEARCH	RJAUBMMAD601	Unit II: Hypothesis, Employability in the field of Marketing research
ADVERTISING AND MARKETING RESEARCH	RJAUBMMAD601	Unit III: Research design Employability in the field of Marketing research
ADVERTISING AND MARKETING RESEARCH	RJAUBMMAD601	Unit IV: Sampling Employability in the field of Marketing research Skill development: Analytical and research skills
ADVERTISING AND MARKETING	RJAUBMMAD601	Unit V: Data collection Skill development: Analytical and research skills

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
RESEARCH		
ADVERTISING AND MARKETING RESEARCH	RJAUBMMAD601	Unit VI: Projective Techniques Entrepreneurship acumen
ADVERTISING AND MARKETING RESEARCH	RJAUBMMAD601	Unit VII: Report Writing Employability in the field of Marketing research Entrepreneurship acumen Skill development: Analytical and research skills
ADVERTISING AND MARKETING RESEARCH	RJAUBMMAD601	Unit VIII: Advertising and Marketing Research Employability in the field of Marketing research Entrepreneurship acumen Skill development: Analytical and research skills
LEGAL ENVIRONMENT AND ETHICS	RJAUBMMAD602	Unit I: Introduction to legal environment Employability in the field of media
LEGAL ENVIRONMENT AND ETHICS	RJAUBMMAD602	Unit II: Government policies and cyber law Developing Entrepreneurship Acumen
LEGAL ENVIRONMENT AND ETHICS	RJAUBMMAD602	Unit III: Laws pertaining to media Employability in the field of media
LEGAL ENVIRONMENT AND ETHICS	RJAUBMMAD602	Unit IV: Ethics in Advertising Skill development- critical thinking skills, legal acumen
LEGAL ENVIRONMENT AND ETHICS	RJAUBMMAD602	Unit V: Bodies helping to maintain code of ethics in media Skill development- critical thinking skills, legal acumen
LEGAL ENVIRONMENT AND ETHICS	RJAUBMMAD602	Unit VI: Unfair trade practices and competition act bill Developing Entrepreneurship Acumen
LEGAL ENVIRONMENT AND ETHICS	RJAUBMMAD602	Unit VIII: Advertising and society Employability in the field of media
LEGAL ENVIRONMENT AND ETHICS	RJAUBMMAD602	Unit IX: Critique of Advertising Developing Entrepreneurship Acumen
FINANCIAL MANAGEMENT	RJAUBMMAD603	Unit I: Introduction to Financial Management Employability in the various fields of media industry Entrepreneurship acumen Skill development: analytical skills, strategic decision making skills and problem solving skills
FINANCIAL MANAGEMENT	RJAUBMMAD603	Unit II: Financial Planning & Budgets Employability in the various fields of media industry Skill development: analytical skills, strategic decision making skills and problem solving skills

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
FINANCIAL MANAGEMENT	RJAUBMMAD603	Unit III: Working Capital Estimation and Management Employability in the various fields of media industry Entrepreneurship acumen Skill development: analytical skills, strategic decision making skills and problem solving skills
AGENCY MANAGEMENT	RJAUBMMAD604	Unit I: Different Types of Advertising Agencies Entrepreneurship acumen in analyzing media content production processes, as well as ways to establish their own business / gig-start
AGENCY MANAGEMENT	RJAUBMMAD604	Unit II: Stages In Client Agency Relationship, How Do Agencies Gain/Loose Clients Employability in advertising agencies
AGENCY MANAGEMENT	RJAUBMMAD604	Unit IV: Guideline To Create Advertising Campaign Employability in advertising agencies
AGENCY MANAGEMENT	RJAUBMMAD604	Unit V: Converting Storyboard To TVC, Editing & Post Production Entrepreneurship acumen in analyzing media content production processes, as well as ways to establish their own business / gig-start
AGENCY MANAGEMENT	RJAUBMMAD604	Unit VI: Marketing Brief/Audit, Marketing Objectives, DAGMAR Model Skill development: analytical and technical skills needed to conduct audits and client briefs
AGENCY MANAGEMENT	RJAUBMMAD604	Unit VIII: Stages In Setting Up A New Agency Entrepreneurship acumen in analyzing media content production processes, as well as ways to establish their own business / gig-start
AGENCY MANAGEMENT	RJAUBMMAD604	Unit IX: Pitching Process, Ways To Gain Clients Employability in advertising agencies
THE PRINCIPLES & PRACTICES OF DIRECT MARKETING	RJAUBMMAD605	Unit I: Introduction To Direct Marketing. Employability in the field of marketing
THE PRINCIPLES & PRACTICES OF DIRECT MARKETING	RJAUBMMAD605	Unit II: Basics of Direct and Interactive Marketing Developing Entrepreneurship Acumen
THE PRINCIPLES & PRACTICES OF DIRECT MARKETING	RJAUBMMAD605	Unit III: Customer Relationship Management Skill development: analytical and decision making skills
THE PRINCIPLES & PRACTICES OF DIRECT MARKETING	RJAUBMMAD605	Unit IV: Database Management - Research/Analysis and Testing, Direct Marketing Strategies, Direct Marketing Research and Testing, Direct Marketing Analysis. Employability in the field of marketing Developing Entrepreneurship Acumen
THE PRINCIPLES & PRACTICES OF DIRECT	RJAUBMMAD605	Unit V: Direct Marketing As An Integral Part Of Integrated Marketing Communication Skill development: analytical and decision making skills

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
MARKETING		
THE PRINCIPLES & PRACTICES OF DIRECT MARKETING	RJAUBMMAD605	Unit VI: Future Of Direct Marketing Scenario Employability in the field of marketing
THE PRINCIPLES & PRACTICES OF DIRECT MARKETING	RJAUBMMAD605	Unit VII: Direct Marketing Case Study Skill development: analytical and decision making skills
CONTEMPORARY ISSUES	RJAUBMMAD606	Unit I: Ecology and its related concerns Employability in the field of media Developing Entrepreneurship Acumen Skill Development: Internal Assessment of this subject involves making a short documentary film on any current challenge or concern that the learners feel they are facing as citizens or a cause they can support. The film should include interviews too. The learners are able to develop their skills of research, scripting, interviewing and editing.
CONTEMPORARY ISSUES	RJAUBMMAD606	Unit II: Human Rights Employability in the field of media Skill Development: Internal Assessment of this subject involves making a short documentary film on any current challenge or concern that the learners feel they are facing as citizens or a cause they can support. The film should include interviews too. The learners are able to develop their skills of research, scripting, interviewing and editing.
CONTEMPORARY ISSUES	RJAUBMMAD606	Unit III: Legislative measures with reference to India Employability in the field of media Developing Entrepreneurship Acumen Skill Development: Internal Assessment of this subject involves making a short documentary film on any current challenge or concern that the learners feel they are facing as citizens or a cause they can support. The film should include interviews too. The learners are able to develop their skills of research, scripting, interviewing and editing.
CONTEMPORARY ISSUES	RJAUBMMAD606	Unit IV: Political concerns and challenges Employability in the field of media Developing Entrepreneurship Acumen Skill Development: Internal Assessment of this subject involves making a short documentary film on any current challenge or concern that the learners feel they are facing as citizens or a cause they can support. The film should include interviews too. The learners are able to develop their skills of research, scripting, interviewing and editing.
CONTEMPORARY ISSUES	RJAUBMMAD606	Unit V: Economic development and challenges Employability in the field of media

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
		Developing Entrepreneurship Acumen Skill Development: Internal Assessment of this subject involves making a short documentary film on any current challenge or concern that the learners feel they are facing as citizens or a cause they can support. The film should include interviews too. The learners are able to develop their skills of research, scripting, interviewing and editing.
CONTEMPORARY ISSUES	RJAUBMMAD606	Unit VI: Social development and challenges Employability in the field of media Developing Entrepreneurship Acumen Skill Development: Internal Assessment of this subject involves making a short documentary film on any current challenge or concern that the learners feel they are facing as citizens or a cause they can support. The film should include interviews too. The learners are able to develop their skills of research, scripting, interviewing and editing.
DIGITAL MEDIA	RJAUBMMAD607	Unit I: Introduction to Digital Media Employability - marketable set of knowledge about the workings of the digital world Skill Development- creative and design skills such as fundamentals of web development and content creation for various digital mediums
DIGITAL MEDIA	RJAUBMMAD607	Unit II: Search Engine Optimization(SEO) Employability - marketable set of knowledge about the workings of the digital world
DIGITAL MEDIA	RJAUBMMAD607	Unit III: Social Media Employability - marketable set of knowledge about the workings of the digital world
DIGITAL MEDIA	RJAUBMMAD607	Unit IV: Tools & Trends Employability - marketable set of knowledge about the workings of the digital world
DIGITAL MEDIA	RJAUBMMAD607	Unit V: Features of a Website Skill Development- creative and design skills such as fundamentals of web development and content creation for various digital mediums
DIGITAL MEDIA	RJAUBMMAD607	Unit VI: Content Writing Skill Development- creative and design skills such as fundamentals of web development and content creation for various digital mediums
DIGITAL MEDIA	RJAUBMMAD607	Unit VII: New Challenges Developing Entrepreneurship Acumen
DIGITAL MEDIA	RJAUBMMAD607	Unit VIII: Cyber Laws

Course Name	Course Code	Unit No. And topics focusing on Employability/Entrepreneurship /Skill development
		Developing Entrepreneurship Acumen and legal knowledge to support running of a business.