



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College
of Arts, Science & Commerce
(Autonomous College)

Affiliated to
UNIVERSITY OF MUMBAI

Program: BA in Multimedia and Mass Communication
Program Code: RJAUBAMMC

Department of 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.)

Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College of Arts, Science & Commerce
BAMMC Syllabus

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.
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

COMPUTER LITERACY - I	RJAUSEC101	Unit I: Computer Fundamentals Employability in media industry Skills Development
COMPUTER LITERACY - I	RJAUSEC101	Unit II: MS Word Employability in media industry Skills Development
COMPUTER LITERACY - I	RJAUSEC101	Unit III: MS Powerpoint Employability in media industry Skills 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

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		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
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 its 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
COMPUTER LITERACY - II	RJAUSEC201	Unit I: MS Excel Employability in media industry Skills Development
COMPUTER LITERACY - II	RJAUSEC201	Unit II: MS Excel Advanced Employability in media industry Skills Development
COMPUTER LITERACY - II	RJAUSEC201	Unit III: Google account and workspace

		Employability in media industry Skills Development
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
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
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
INTRODUCTION TO MARKETING ESSENTIALS	RJAUBAMMCDSE1	Unit IV Marketing Strategy – I: Product and Price Marketing Employability in the field of advertising. Skill development The learners will gain practical understanding on how to design marketing strategies.

INTRODUCTION TO MARKETING ESSENTIALS	RJAUBAMMCDSE1	<p>Unit V Marketing Strategy – II: Place and Promotion</p> <p>Employability in the field of advertising. Skill development The learners will gain practical understanding on how to design marketing strategies.</p>
GLOBALIZATION AND CULTURE	RJAUBAMMCDSE2	<p>Unit I: Introduction to Art and visual language Employability in the media industry Skill development</p> <p>These units give an understanding of different dimensions of visual language which assists in the media industry.</p>
GLOBALIZATION AND CULTURE	RJAUBAMMCDSE2	<p>Unit VII: Globalization and Resistance</p> <p>Employability in the media industry Study of globalization will enhance insight and knowledge for practical application in the workplace.</p>
GLOBALIZATION AND CULTURE	RJAUBAMMCDSE2	<p>Unit VIII: Globalization and Identity</p> <p>Employability in the media industry Study of globalization will enhance insight and knowledge for practical application in the workplace.</p>
ELEMENTS OF VISUAL REPRESENTATION	RJAUBAMMCDSE3	<p>Unit II: Composition and Space Employability in the media industry Skill development</p> <p>Enable the learners to develop skills to engage audiences with the help of visuals.</p>
ELEMENTS OF VISUAL REPRESENTATION	RJAUBAMMCDSE3	<p>Unit IV: Scale and Proportion Employability in the media industry Skill development</p> <p>Learners develop creative thinking skills and enable learners to build critical skills such as design thinking and creating visual identities for brands and products.</p>
ELEMENTS OF VISUAL REPRESENTATION	RJAUBAMMCDSE3	<p>Unit VI: Visual Harmony and Balance as a Rule Employability in the media industry Skill development</p> <p>Enable the learners to develop skills to engage audiences with the help of visuals.</p>

ELEMENTS OF VISUAL REPRESENTATION	RJAUBAMMCDSE3	Unit VII: Color combination, Value and Texture Employability in the media industry Skill development Enable the learners to develop skills to engage audiences with the help of visuals.
ELEMENTS OF VISUAL REPRESENTATION	RJAUBAMMCDSE3	Unit VIII: Visual Analysis Employability in the field of media industry Entrepreneurship and freelancing Skill development
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
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
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

GRAPHICS AND ANIMATION DEVELOPMENT	RJAUBAMMCDSE01	Unit I: Fundamentals of Graphics Designing and its application areas, GIMP Software Installation, Introduction to Toolbox, Advanced Tools and options Assignment Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
GRAPHICS AND ANIMATION DEVELOPMENT	RJAUBAMMCDSE01	Unit II: Image editing and enhancement, Overview of Filters, Advanced Filters Assignment Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
GRAPHICS AND ANIMATION DEVELOPMENT	RJAUBAMMCDSE01	Unit III: Black and White to Color Image Conversion, Layers and Layer Properties, Layer Effects, Text Effects Assignment Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
GRAPHICS AND ANIMATION DEVELOPMENT	RJAUBAMMCDSE01	Unit IV: Paths and Channels, Publishing for the web, image composition, button creation Assignment Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
GRAPHICS AND ANIMATION DEVELOPMENT	RJAUBAMMCDSE01	Unit V: Overview of Animation techniques, Blender Software Installation, Overview of IDE (Integrated Development Environment), Architectural Modeling Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
GRAPHICS AND ANIMATION DEVELOPMENT	RJAUBAMMCDSE01	Unit VI: Architectural Modeling and Character Modeling, Modeling assignment Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
GRAPHICS AND ANIMATION DEVELOPMENT	RJAUBAMMCDSE01	Unit VII: Rigging, Rendering and Publishing Assignment Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software
GRAPHICS AND ANIMATION DEVELOPMENT	RJAUBAMMCDSE01	Unit VIII: Google SketchUp Installation, Overview of working environment, 3D Modeling Assignment Employability in the field of media industry Entrepreneurship and freelancing Skill development: Skills of relevant software

INTRODUCTION TO MODERN INDIAN DRAMA	RJAUBAMMCDSE02	Unit I- VIII All topics focus on skill development, shall impart insights into the various themes, underlying social debates as storylines of Drama and Theater Employability in media industry The learners can gain employment as Critics in the theater industry. Learners can be playwrights, dialog writers
NEGOTIATION AND CONFLICT MANAGEMENT	RJAUBAMMCDSE03	Unit I: Negotiation in Day to Day Life Employability in the industry Entrepreneurship and freelancing Skill development
NEGOTIATION AND CONFLICT MANAGEMENT	RJAUBAMMCDSE03	Unit II: Negotiation in Professional Settings Employability in the industry Entrepreneurship and freelancing Skill development
NEGOTIATION AND CONFLICT MANAGEMENT	RJAUBAMMCDSE03	Unit III: Negotiation in Legal Setting & Politics Employability in the industry Entrepreneurship and freelancing Skill development
NEGOTIATION AND CONFLICT MANAGEMENT	RJAUBAMMCDSE03	Unit IV: Negotiation for Leaders & Public Administrator Employability in the industry Entrepreneurship and freelancing Skill development
NEGOTIATION AND CONFLICT MANAGEMENT	RJAUBAMMCDSE03	Unit V: Conflict and Negotiation Employability in the industry Entrepreneurship and freelancing Skill development
NEGOTIATION AND CONFLICT MANAGEMENT	RJAUBAMMCDSE03	Unit VI: Distributive and Integrative Bargaining, Cross-Cultural Perspectives of Negotiation Employability in the industry Entrepreneurship and freelancing Skill development
SEMESTER V- TYBAMMC ADVERTISING		
COPYWRITING	RJAUBAMMCAD501	Unit I: Introduction to Copywriting Skill development: Skills of writing persuasive ad copies
COPYWRITING	RJAUBAMMCAD501	Unit II: Writing for Advertising Skill development- creative thinking skills and writing persuasive ad copies Employability in the field of media industry
COPYWRITING	RJAUBAMMCAD501	Unit III: Current Advertising Campaigns Skill Development- ideate creative advertising campaigns

COPYWRITING	RJAUBAMMCAD501	Unit IV: Media and Audiences Entrepreneurship and freelancing
COPYWRITING	RJAUBAMMCAD501	Unit V: Unit Copies, Appeals, Execution, Styles And Evaluation Employability in the field of advertising
ADVERTISING AND MARKETING RESEARCH	RJAUBAMMCAD502	Unit I: Fundamentals of research Employability in the field of marketing Developing entrepreneurship acumen Skill Development- develop the techniques and skills necessary for research.
ADVERTISING AND MARKETING RESEARCH	RJAUBAMMCAD502	Unit II: Research design Employability in the field of marketing Developing entrepreneurship acumen Skill Development- techniques and skills required for advertising & marketing for research.
ADVERTISING AND MARKETING RESEARCH	RJAUBAMMCAD502	Unit III: Preparing Questionnaire Skill Development- skills required for conducting research and collect data
ADVERTISING AND MARKETING RESEARCH	RJAUBAMMCAD502	Unit IV: Sampling Employability in the field of marketing Developing entrepreneurship acumen Skill Development- develop the techniques and skills necessary for research.
ADVERTISING AND MARKETING RESEARCH	RJAUBAMMCAD502	Unit V: Preparing Data Sheet And Data Process Employability in the field of marketing Developing entrepreneurship acumen required to start one's own company. Skill Development- develop the techniques and skills necessary for conducting research.
ADVERTISING AND MARKETING RESEARCH	RJAUBAMMCAD502	Unit VI: Data Analysis Employability in the field of marketing Developing entrepreneurship acumen required to start one's own company. Skill Development- develop the techniques and skills necessary for research.
BRAND BUILDING	RJAUBAMMCAD503	Unit I: Importance of Branding, Process, Difference between a Brand & Product Process of branding and Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Developing entrepreneurship acumen
BRAND BUILDING	RJAUBAMMCAD503	Unit II: Branding Strategies: Brand Product Matrix, Multi Product Branding, Brand Building Blocks, Brand Hierarchy Employability in the field of advertising
BRAND BUILDING	RJAUBAMMCAD503	Unit III: Brand Building Through Imperative , Global And Corporate Image Skill Development-acquire skills to reposition a brand and analyze the consumer. Employability in the field of advertising
AGENCY MANAGEMENT	RJAUBAMMCAD504	Unit I: Stages In Client Agency Relationship, How Do Agencies Gain/Lose Clients Employability in the field of advertising Entrepreneurship acumen in establishing business.

AGENCY MANAGEMENT	RJAUBAMMCAD504	Unit II: Study and analyze current advertising campaigns of the best advertising agencies for the clients Employability in the field of advertising
AGENCY MANAGEMENT	RJAUBAMMCAD504	Unit III: Setting up an agency, Functions, need and importance, Entrepreneurship acumen
AGENCY MANAGEMENT	RJAUBAMMCAD504	Unit IV: Business plan for setting up an agency, Marketing plan of the client Skill development- technical skills required to perform audits and customer briefs
AGENCY MANAGEMENT	RJAUBAMMCAD504	Unit V: Traditional Response Hierarchy Models: AIDA, Various methods of agency remuneration, request for proposal, speculative pitches, pitch process Employability in the field of advertising
DIRECT MARKETING & E-COMMERCE	RJAUBAMMCAD505	Unit I: Introduction to Direct Marketing , Integrated Marketing Communication & Customer Relationship Management Employability in the field of marketing Entrepreneurship Skill development- Acquire skills to maintain customer relationship
DIRECT MARKETING & E-COMMERCE	RJAUBAMMCAD505	Unit II: Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory Employability in the field of marketing Entrepreneurship Skill development- developing technical skills to test and analyze database management
DIRECT MARKETING & E-COMMERCE	RJAUBAMMCAD505	Unit III: Introduction to E-commerce, E-business , Building up a Website Employability in the field of marketing Developing entrepreneurship acumen Skill development- skills required build website
DIRECT MARKETING & E-COMMERCE	RJAUBAMMCAD505	Unit IV: Payment, Security in E-Commerce , Integration of Direct Marketing & E-Commerce Through Social Media Employability in the field of advertising Developing entrepreneurship acumen Skill development- technical skills
CONSUMER BEHAVIOUR	RJAUBAMMCAD506	Unit I: Consumer behaviour in a dynamic & digital world, Persuasive appeals in advertising, Changing trends in Consumer Behaviour Employability in the field of media planning and buying Skill development- skills required to design effective advertisements and marketing campaigns
CONSUMER BEHAVIOUR	RJAUBAMMCAD506	Unit II, III, IV: Relevance And theories of Consumer Behaviour, Relevance of various external and internal factors affecting Consumer Behaviour Employability in the field of advertising Developing entrepreneurship acumen Skill development: developing skills to understand the changing attitude and analyze various factors of consumer behaviour

CONSUMER BEHAVIOUR	RJAUBAMMCAD506	Unit V: Process of decision making, Models of decision making Employability
SEMESTER V- TYBAMMC JOURNALISM		
REPORTING	RJAUBAMMCJR501	Unit I: Principle of writing news, , Citizen Journalism Entrepreneurship acumen Skill development:
REPORTING	RJAUBAMMCJR501	Unit II: How do reporters gather news?, sources: Primary and Secondary Skill development: skill required to gather and identify types of news for reporting
REPORTING	RJAUBAMMCJR501	Unit III: Beat System, Types of Beats, What are the requirements of various beats? Employability in the field of journalism
REPORTING	RJAUBAMMCJR501	Unit IV: Precautions and responsibilities and do's and don'ts of reporters while covering disaster news Skill development: ability to develop understanding of responsibilities while covering news for reporting
INVESTIGATIVE JOURNALISM	RJAUBAMMCJR502	Unit I: Opportunities in Investigative Journalism Employability in the field of journalism Developing entrepreneurship acumen
INVESTIGATIVE JOURNALISM	RJAUBAMMCJR502	Unit II: Data Collection: Sources Developing entrepreneurship acumen Skill Development: technical skills required to gather data
INVESTIGATIVE JOURNALISM	RJAUBAMMCJR502	Unit III: Designing the story: Finding and writing your story Developing entrepreneurship acumen Skill Development: technical skills to design story
INVESTIGATIVE JOURNALISM	RJAUBAMMCJR502	Unit IV: Data protection and security: Security of sources and data Employability in the field of journalism Skill Development: technical skills required to comprehend and analyse key aspects of investigative journalism despite limited resources.
INVESTIGATIVE JOURNALISM	RJAUBAMMCJR502	Unit V: Final Story: Generation of the story Skill Development: skills needed to conduct investigative research in an ethical manner and write excellent investigative stories for the media.
WRITING & EDITING SKILLS	RJAUBAMMCJR503	Unit I: Tools and techniques of editing Skill Development: technical skills required for editing
WRITING & EDITING SKILLS	RJAUBAMMCJR503	Unit II: Crisp Writing Developing entrepreneurship acumen Skill Development: gain skills and practices of writing for and about the media
WRITING & EDITING SKILLS	RJAUBAMMCJR503	Unit III: Resume writing: telling your story Employability in the field of media Developing entrepreneurship acumen Skill Development: develop skills and practices of writing for and about the media

WRITING & EDITING SKILLS	RJAUBAMMCJR503	Unit IV: Feature writing Employability in the field of media Developing entrepreneurship acumen Skill Development: develop skills and practices in various types writing for media
WRITING & EDITING SKILLS	RJAUBAMMCJR503	Unit V: Interviews Employability in the field of media Developing entrepreneurship acumen Skill Development: essential verbal communication skills required for taking interviews.
GLOBAL MEDIA & CONFLICT RESOLUTION	RJAUBAMMCJR504	Unit I: Evolution of Global Media Employability in the field of media Developing entrepreneurship acumen Skill Development: Understanding global flows in various segments of journalism
GLOBAL MEDIA & CONFLICT RESOLUTION	RJAUBAMMCJR504	Unit II: Media Profiles, issues and analysis Skill Development: Skills required to analyse media profiles and issues in different environments.
GLOBAL MEDIA & CONFLICT RESOLUTION	RJAUBAMMCJR504	Unit III: Media Profiles, issues and analysis Skill Development: essential skills required to analyse media profiles and issues in different environments.
GLOBAL MEDIA & CONFLICT RESOLUTION	RJAUBAMMCJR504	Unit IV: Conflict Resolution Employability in the field of media Developing entrepreneurship acumen Skill Development: understanding of the nature of the regional and global news in reporting thereby allowing them to diversify in the field of journalism.
GLOBAL MEDIA & CONFLICT RESOLUTION	RJAUBAMMCJR504	Unit V: Media Information Literacy Employability in the field of media Developing entrepreneurship acumen Skill Development: Skills required to understand media communication landscape
BUSINESS & FINANCIAL JOURNALISM	RJAUBAMMCJR505	Unit I: Business and Financial Journalist Employability in the field of media Developing entrepreneurship acumen Skill Development: understanding the importance of business and financial news skills necessary to be business and financial journalists.
BUSINESS & FINANCIAL JOURNALISM	RJAUBAMMCJR505	Unit II: Reporting of Major Indian Scams Employability in the field of media Developing entrepreneurship acumen Skill Development: develop the skills in reporting of various scams
BUSINESS & FINANCIAL JOURNALISM	RJAUBAMMCJR505	Unit III: Beats and Audiences in Business and Financial Journalism in India Employability in the field of media Developing entrepreneurship acumen Skill Development: develop the skills in reporting and writing basic and complex business and financial stories in different beats and also hone the skills to convert Business news releases into Business and financial reports.

BUSINESS & FINANCIAL JOURNALISM	RJAUBAMMCJR505	Unit IV: Financial Markets and Institutions Employability in the field of media Developing entrepreneurship acumen Skill Development: skills required to analyse financial markets and institutions
NEWS MEDIA MANAGEMENT	RJAUBAMMCJR506	Unit I: Making News: Truth, Ideology and News work, Structure of Newspaper Agency, News media as business enterprise: Proprietary concerns, Types of ownership Employability in the field of journalism
NEWS MEDIA MANAGEMENT	RJAUBAMMCJR506	Unit II: Organizational Structure Developing entrepreneurship acumen
NEWS MEDIA MANAGEMENT	RJAUBAMMCJR506	Unit III: Resource and supply chain, and marketing techniques Skill Development: techniques required to perform marketing functions
NEWS MEDIA MANAGEMENT	RJAUBAMMCJR506	Unit IV: The role of advertising Employability in the field of media
SEMESTER VI- TYBAMMC ADVERTISING		
DIGITAL MEDIA	RJAUBAMMCAD601	Unit I: Introduction to Digital Media Entrepreneurship acumen Skill development: fundamentals of web development and content creation for various digital mediums.
DIGITAL MEDIA	RJAUBAMMCAD601	Unit II: Search Engine Optimisation (SEO) Employability in working of the digital world Entrepreneurship acumen Skill development: content creation for various digital mediums.
DIGITAL MEDIA	RJAUBAMMCAD601	Unit III: Search Engine Marketing (SEM) Employability in working of the digital world Entrepreneurship acumen Skill development: content creation for various digital mediums.
DIGITAL MEDIA	RJAUBAMMCAD601	Unit IV: Social Media Marketing (SMM) Employability in working of the digital world Entrepreneurship acumen Skill development: equip learners SMM skills
DIGITAL MEDIA	RJAUBAMMCAD601	Unit V: Email Marketing Employability in working of the digital world Entrepreneurship acumen Skill development: content creation for various digital mediums.
DIGITAL MEDIA	RJAUBAMMCAD601	Unit VI: Web Analytics Employability in working of the digital world Entrepreneurship acumen Skill development: technical skills required to measure web analytics
DIGITAL MEDIA	RJAUBAMMCAD601	Unit VII: Affiliate Marketing And Programmatic Marketing Employability in working of the digital world Entrepreneurship acumen Skill development: equip learners with a marketable set of knowledge about the workings of the digital world
DIGITAL MEDIA	RJAUBAMMCAD601	Unit VIII: Content Writing

		Employability in working of the digital world Entrepreneurship acumen Skill development: content writing for various digital mediums.
DIGITAL MEDIA	RJAUBAMMCAD601	Unit IX: Cyber Laws Employability in the field of digital media
ADVERTISING DESIGN	RJAUBAMMCAD602	Unit I: Introduction: Advertising Design = Communication Design Skill development: essential skills required to visualise and design their own ad campaigns
ADVERTISING DESIGN	RJAUBAMMCAD602	Unit II: Design Basics: Language of Visuals Skill development: building skills required to understand the language of visuals to design campaign
ADVERTISING DESIGN	RJAUBAMMCAD602	Unit III: Layout: The Blueprint Skill development: building skills required design their own ad campaigns
ADVERTISING DESIGN	RJAUBAMMCAD602	Unit IV: Planning A Campaign: Working On Final Project Entrepreneurship acumen Employability in the field of media Skill development: building skills required to visualise and design their own ad campaigns
ADVERTISING DESIGN	RJAUBAMMCAD602	Unit V: Execution: On System Work (Faculty To Guide & Instruct) Employability in the field of media Skill development: requisite knowledge of planning and executing an ad campaign.
ADVERTISING IN CONTEMPORARY SOCIETY	RJAUBAMMCAD603	Unit I: Effects of Liberalisation On Economy/Business/Employment/Advertising Employability in the field of media
ADVERTISING IN CONTEMPORARY SOCIETY	RJAUBAMMCAD603	Unit II: Effects of Advertising On Women, Children, Old People, Youth, Effect of advertising on market and economy. Entrepreneurship acumen
ADVERTISING IN CONTEMPORARY SOCIETY	RJAUBAMMCAD603	Unit III: B to B Advertising, Consumer/Retail/Industrial/Finance Advertising, Internet advertising and digital advertising: Upcoming different ways in new media. Entrepreneurship acumen
ADVERTISING IN CONTEMPORARY SOCIETY	RJAUBAMMCAD603	Unit IV: Analysis of Advertising Environment of India & Other Foreign Countries Skill development: Students will also be equipped with the skills to analyse the environment of advertising in India and other foreign countries.
ADVERTISING IN CONTEMPORARY SOCIETY	RJAUBAMMCAD603	Unit V: Social Marketing: Need For Social Marketing, Various Subjects Skill development: skills required in developing content for social marketing campaigns and demonstrate their expertise in writing on different platforms.
MEDIA PLANNING & BUYING	RJAUBAMMCAD604	Unit II: Stages In Client Agency Relationship, How Do Agencies Gain/Loose Clients Employability in advertising agencies
MEDIA PLANNING & BUYING	RJAUBAMMCAD604	Unit I: The function of Media planning in advertising, Role of Media planner

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		Employability in the field of media
MEDIA PLANNING & BUYING	RJAUBAMMCAD604	Unit II: Negotiation Skills In Media Buying Employability in the field of media Developing Entrepreneurship Acumen Skill Development: develop negotiation skills to buy media mix
MEDIA PLANNING & BUYING	RJAUBAMMCAD604	Unit III: Challenges in Media planning, Media Brief, Media Audit Employability in the field of media Developing Entrepreneurship Acumen Skill Development: skills necessary for preparing media briefs, conducting media audits
MEDIA PLANNING & BUYING	RJAUBAMMCAD604	Unit IV: Media Mix Employability in the field of media Developing Entrepreneurship Acumen
MEDIA PLANNING & BUYING	RJAUBAMMCAD604	Unit V: Media Measurement Entrepreneurship Acumen Skill Development: Technical skills required for media measurement
MEDIA PLANNING & BUYING	RJAUBAMMCAD604	Unit VII: Selecting Suitable media Options (Advantages & Disadvantages) Entrepreneurship Acumen Skill Development: skills required to understand procedures, requirements, and techniques of media planning and buying.
MEDIA PLANNING & BUYING	RJAUBAMMCAD604	Unit VIII: Media Buying Entrepreneurship Acumen Skill Development: techniques of media planning and buying.
MEDIA PLANNING & BUYING	RJAUBAMMCAD604	Unit IX: Communication Mix Employability in the field of media Developing Entrepreneurship Acumen Skill Development: develop the techniques and communication skills necessary for preparing a suitable media mix etc.
MEDIA PLANNING & BUYING	RJAUBAMMCAD604	Unit X: Digital Media Buying Employability in the field of media Developing Entrepreneurship Acumen Skill Development: skills and techniques required for digital media buying.
ADVERTISING & SALES PROMOTION	RJAUBAMMCAD605	Unit I: Introduction to Sales promotion: Nature and importance of sales promotion, Role of promotion in the marketing mix, Theories in sales promotion Employability in the field of media
ADVERTISING & SALES PROMOTION	RJAUBAMMCAD605	Unit II: Methods of Sales Promotion: Methods of consumer/Trade/Sale force oriented sales promotion Developing Entrepreneurship Acumen
ADVERTISING & SALES PROMOTION	RJAUBAMMCAD605	Unit III: Study & Analyse Sales Promotion Campaign of The Major Brands Employability in the field of media
ADVERTISING & SALES PROMOTION	RJAUBAMMCAD605	Unit IV: Effects, Steps And Coordination of Sales Promotion Skill development: skills required to design a sales promotion campaign, evaluate methods and coordinate sales promotion and advertising.

RETAILING & MERCHANDISING	RJAUBAMMCAD606	Unit I: Identifying and understanding retail customers, Types of retailers Developing Entrepreneurship Acumen
RETAILING & MERCHANDISING	RJAUBAMMCAD606	Unit II: Managing communication for a retail store offering, Methods of communication Skill development: skills required to communicate in retail management
RETAILING & MERCHANDISING	RJAUBAMMCAD606	Unit III: Introduction to the world of retailing, Meaning of merchandising, major areas of merchandise management, role and responsibilities of merchandisers. Employability in the field of media
RETAILING & MERCHANDISING	RJAUBAMMCAD606	Unit IV: Visual & Online Merchandising, Trends and innovation Skill development: skills required to learn about the trends of information technology tools.
SEMESTER VI- TYBAMMC JOURNALISM		
DIGITAL MEDIA	RJAUBAMMCJR601	Unit I: Introduction to Digital Media Entrepreneurship acumen Skill development: fundamentals of web development and content creation for various digital mediums.
DIGITAL MEDIA	RJAUBAMMCJR601	Unit II: Search Engine Optimisation (SEO) Employability in working of the digital world Entrepreneurship acumen Skill development: content creation for various digital mediums.
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DIGITAL MEDIA	RJAUBAMMCJR601	Unit VI: Web Analytics Employability in working of the digital world Entrepreneurship acumen Skill development: technical skills required to measure web analytics
DIGITAL MEDIA	RJAUBAMMCJR601	Unit VII: Affiliate Marketing And Programmatic Marketing Employability in working of the digital world Entrepreneurship acumen Skill development: equip learners with a marketable set of knowledge about the workings of the digital world
DIGITAL MEDIA	RJAUBAMMCJR601	Unit VIII: Content Writing Employability in working of the digital world Entrepreneurship acumen

		Skill development: content writing for various digital mediums.
DIGITAL MEDIA	RJAUBAMMCJR601	Unit IX: Cyber Laws Employability in the field of digital media
NEWSPAPER & MAGAZINE MAKING	RJAUBAMMCJR602	Unit I: Design and Layout Basics Skill development: equip learners with the understanding of the process of content collection to the final print ready layout, including the news weightage as well as article relevancy and the visual treatment to the text block.
NEWSPAPER & MAGAZINE MAKING	RJAUBAMMCJR602	Unit II: Editing and Terminology Skill development: equip learners with the understanding of the process of print media production.
NEWSPAPER & MAGAZINE MAKING	RJAUBAMMCJR602	Unit III: Typography and Visual Aids Employability acumen Skill development: Technical skills required to visualise treatment to the text block.
NEWSPAPER & MAGAZINE MAKING	RJAUBAMMCJR602	Unit IV: Working on Project Quark or InDesign Employability acumen Skill development: Technical skills to use various softwares
NEWSPAPER & MAGAZINE MAKING	RJAUBAMMCJR602	Unit V: Planning and Production of Magazine Developing Entrepreneurship Acumen
CONTEMPORARY ISSUES	RJAUBAMMCJR603	Unit I: Social Movements and Progress for society Employability acumen Developing Entrepreneurship Acumen
CONTEMPORARY ISSUES	RJAUBAMMCJR603	Unit II: Economic Growth and development Employability acumen Developing Entrepreneurship Acumen
CONTEMPORARY ISSUES	RJAUBAMMCJR603	Unit III: Politics and society Employability acumen Developing Entrepreneurship Acumen
CONTEMPORARY ISSUES	RJAUBAMMCJR603	Unit IV: Social Welfare schemes by the Government of India Employability acumen Developing Entrepreneurship Acumen
LIFESTYLE JOURNALISM	RJAUBAMMCJR604	Unit I: Lifestyle Journalism Employability in field of journalism Entrepreneurship acumen Skill development: practical skills and conceptual understanding of how this form of journalism
LIFESTYLE JOURNALISM	RJAUBAMMCJR604	Unit II: Writing Style- Words, Picture, Story and Editing Skill development: writing and editing skills for lifestyle
LIFESTYLE JOURNALISM	RJAUBAMMCJR604	Unit III: Types of Lifestyle Writing Employability in field of journalism Entrepreneurship acumen Skill development: techniques for writing lifestyle journalism
LIFESTYLE JOURNALISM	RJAUBAMMCJR604	Unit IV: Fashion Influencers Entrepreneurship acumen

LIFESTYLE JOURNALISM	RJAUBAMMCJR604	Unit V: Social Media Employability in field of journalism Entrepreneurship acumen
MAGAZINE JOURNALISM	RJAUBAMMCJR605	Unit I: Current Trends of magazines in India Employability in field of journalism Entrepreneurship acumen
MAGAZINE JOURNALISM	RJAUBAMMCJR605	Unit II: Genres of Magazines Employability in field of journalism Entrepreneurship acumen
MAGAZINE JOURNALISM	RJAUBAMMCJR605	Unit III: Organizational Structure Employability in field of journalism Entrepreneurship acumen
MAGAZINE JOURNALISM	RJAUBAMMCJR605	Unit IV: Cover Story Skill development: techniques for writing magazine journalism
MAGAZINE JOURNALISM	RJAUBAMMCJR605	Unit V: Types of Articles Skill development: techniques for writing various types of articles in magazine journalism
MAGAZINE JOURNALISM	RJAUBAMMCJR605	Unit VI: Magazine Design Skill development: technical skills required to design a magazine
TELEVISION JOURNALISM	RJAUBAMMCJR606	Unit I: History and Development of TV Journalism Employability in field of journalism
TELEVISION JOURNALISM	RJAUBAMMCJR606	Unit II: Television formats: Content and presentation Entrepreneurship acumen Skill development: formats for writing content and technical skills for presentations
TELEVISION JOURNALISM	RJAUBAMMCJR606	Unit III: Developing skills Skill development: gain understanding of the technique of narration and storytelling in this medium.
TELEVISION JOURNALISM	RJAUBAMMCJR606	Unit IV: Current and Emerging Trends in Television Journalism Employability in field of journalism Entrepreneurship acumen
TELEVISION JOURNALISM	RJAUBAMMCJR606	Unit V: Evolution, Organization, Policies and Programming of News Service Employability in field of journalism Entrepreneurship acumen