

No.: PMEB-1/Spl./09/2023-24

Date: 08-07-2024

NOTIFICATION

Sub.: Syllabus and Examination pattern of **B.B.A. (Hons.)(Communication and Media Management)** course under Specialized Programme from the academic year 2024-25-reg.

- Ref.: 1. Decision of the BOS Meeting held on 03-02-2024.
2. Decision of the Faculty of Commerce meeting held on 15-06-2024.
3. Decision of the Academic Council meeting held on 28-06-2024.

The Board of Studies in **B.B.A. (Communication and Media Management) (UG)** at its meeting held on 03-02-2024 has recommended the approval of the 3rd year Syllabus of **B.B.A. (Hons.) (Communication and Media Management)** course in University of Mysore under specialized/specified programs from the academic year 2024-25 as per NEP-2020.

The Faculty of Commerce and the Academic Council at their meetings held on 15-06-2024 and 28-06-2024 respectively, have also approved the above proposal and the same is hereby notified.

The 3rd year syllabus of **B.B.A. (Hons.) (Communication and Media Management)** course may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.


REGISTRAR
REGISTRAR

University of Mysore
MYSURU - 570 005

42
5/7

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, Dept. of Commerce, Hemagangotri, Hassan.
3. Prof. C.K. Puttaswamy, DoS in Journalism and Mass Communication, Manasagangothri, Mysuru.
4. The Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.

Commence

①



DEPARTMENT OF STUDIES IN JOURNALISM AND MASS COMMUNICATION

No. MG/CS/ /20 -20

MANASAGANGOTRI,
MYSORE-570 006

Dated: 03-02-2024

Prof.C K Puttaswamy
Professor
Chairman, BoS in BBA (CMM) (UG)

ಪಿ.ಎಂ.ಇ.ಬಿ. ಕಛೇರಿ
ಮೈ. ವಿ. ವಿ. ಮೈಸೂರು
ಇಂದ ಸಂ.....314.....
ದಿನಾಂಕ.....09/02/24.....

To
The Director, PMEB, University of Mysore

Dear Sir/Madam

Sub: Submitting proceedings of the BoS Meeting in connection with Specialized BBA
(Communication and Media Management) (UG) program.

Ref: Your letter No. PMEB-5/Spl.-31/2022-2023 dt 02-01-2024

With reference to the above, I am herewith submitting a copy of the proceeding of the meeting of the members of BoS in BBA (Communication and Media Management) along with the recommended list of courses and respective syllabi for your further needful action

Thanking you

Sincerely Your's

(Prof.C K Puttaswamy)

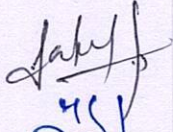

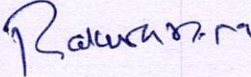
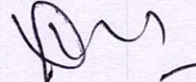
PMEB-5

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**Proceedings of the meeting of the members of the Board of Studies in BBA
(Communication and Media Management) held on 03-02-2024 at 10.30 AM at CRESTA
FIRST GRADE COLLEGE, Mysuru.**

Ref: 1. No. UA2/159(1)/2017-2018 dtd 18-03-2021
2. No. PMEB-5/SPL-31/2022-23 dt 12-01-2024

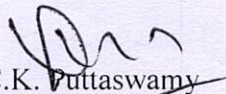
With references to the above cited, a meeting of the members of the Board of Studies in BBA (Hons.)(Communication and Media Management) has been conducted at CRESTA First Grade College, on Saturday the 03-02-2024 at 10.30 AM. The following members have attended the meeting.

| | | |
|-----------------------------|----------|--|
| 1. Sri M Praveen Kumar | Member | ABSENT |
| 2. Dr.P Lakshmi | Member |  |
| 3. Dr D Anupama Sundar | Member |  |
| 4. Dr. Rakesh H M | Member |  |
| 5. Dr. K.S. Chaitra Bocheer | Member | ABSENT |
| 6. Prof. C.K. Puttaswamy | Chairman |  |

The meeting was initiated with a welcome speech by Prof. C.K. Puttaswamy, Chairman of the board. The importance of the meeting was presented along with the agenda of framing the syllabus as per NEP 2020 Regulations for various courses to be offered as part of the existing specialized UG Program called BBA (Hons.)(Communication and Media Management). The draft of the restructured scheme, titles of the courses and the respective syllabi for only third year are placed before the members of the board for discussion and suggestions were sought.

After detailed presentation and discussion among the members, the following were resolved to be recommended.

1. This specialized BBA (Hons.)(Communication and Media Management) should also be offered under the common NEP 2020 regulations being followed by the University from time to time for the existing general (conventional) BBA (Hons.) program from the academic year 2022-23. The only difference is in the titles of various courses and their respective syllabi offered under DSC, DSE and SEC.
2. The overall number of credits to be earned by the students and the distributions of credits in each semester are exactly on par with the existing general BBA (Hons.) program of the University.
3. The list of the titles of the courses finalized along with respective syllabi for third year (5th and 6th Semester) of the program are attached in ANNEXURE – A: BBA (Hons.)(Communication and Media Management)
4. The board has resolved to follow the same list of examiners approved for general BBA program for this specialized program also.


Prof. C.K. Puttaswamy
CHAIRMAN

UNIVERSITY  OF MYSORE

No. UA2/159(1)/2017-2018

Dated: 18-03-2021

NOTIFICATION

Sub: Constitution of the Board of Studies in **BBA (Communication and Media Management) (UG)**

- Ref: Letter dated 01-03-2021 received from Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.

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Pursuant to the approval of the Hon'ble Vice-chancellor and pending approval of the University Syndicate the Board of Studies in **BBA (Communication and Media Management) (UG)** is constituted as per the Statutes framed under Section 33 (1) and (2) of the Karnataka State Universities Act 2000, with the following members for a period of **three years** from the date of this notification or until further orders, whichever is earlier.

| | | |
|----|---|----------|
| 1. | Prof.C.K.Puttaswamy Professor, DOS in Journalism and Mass Communication, Manasagangotri, Mysuru. | Chairman |
| 2. | Dr.H.M.Rakesh Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028 | Member |
| 3. | Sri.M.Praveen Kumar HOD - Management & Assistant Professor, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028 | Member |
| 4. | Dr.P.Lakshmi Associate Professor, Department of Business Administration Vidyavardhaka College of Engineering, P.B.No.206, Gokulam III Stage, Mysuru - 570 002 | Member |
| 5. | Dr.D.Anupama Sundar Associate Professor, JSS Centre for Management Studies, JSS S & T University, JSS TI Campus, Mysuru - 570 006 | Member |
| 6. | Dr.K.S.Chaitra Bocheer Associate Professor, Department of Management Studies, Bangalore Institute of Technology, K.R.Road, V.V. Pura, Bengaluru - 560 004 | Member |

[Signature]
REGISTRAR 20/3/2021
[Signature] *er*

To:

1. The Concerned Members.
2. Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028
3. The Dean, Faculty of Commerce, University of Mysore, Mysuru
4. The Registrar (Evaluation), University of Mysore, Mysuru.
5. The Finance Officer, University of Mysore, Mysuru.
6. The Director, PMEB, University of Mysore, Mysuru.
7. The Deputy Registrar/Assistant Registrar/Superintendent (Academic), AB, UOM, Mysuru.
8. P.A. to the Vice-Chancellor/Registrar/Registrar(Evaluation), UOM, Mysuru.
9. The Superintendent, Ph.D Section, Examination Branch, UOM, Mysuru.

ಸಂಖ್ಯೆ: ಪಿ.ಎಂ.ಇ.ಬಿ.-5/Spl.-31/2022-23

ದಿನಾಂಕ: 02.01.2024

ಇವರಿಗೆ;

ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರು/ಸದಸ್ಯರುಗಳು

Specialized Programme

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು

ಮಾನ್ಯರೆ,

ವಿಷಯ: ಅಧ್ಯಯನ ಮಂಡಳಿಯ ವಾರ್ಷಿಕ ಸಭೆಯನ್ನು ಏರ್ಪಡಿಸುವ ಬಗ್ಗೆ

* * * * *

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ Specialized Programme ಅಡಿಯಲ್ಲಿ ರಚಿತವಾಗಿರುವ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳು ವಾರ್ಷಿಕ ಸಭೆಗಳನ್ನು ದಿನಾಂಕ 30.01.2024ರೊಳಗೆ ಏರ್ಪಡಿಸಿ, Specialized Programmeನಡಿ ಮಾನ್ಯತೆ ಪಡೆದ ಕೋರ್ಸ್‌ಗಳ ಪಠ್ಯಕ್ರಮಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ತಮ್ಮ ಶಿಫಾರಸ್ಸುಗಳಿದ್ದಲ್ಲಿ, ಸದರಿ ಶಿಫಾರಸ್ಸುಗಳನ್ನು ಸಭೆಯ ನಡವಳಿ ಪತ್ರದೊಂದಿಗೆ ಈ ಕಛೇರಿಗೆ (ಪಿ.ಎಂ.ಇ.ಬಿ.) ಜರೂರಾಗಿ ಮುಂದಿನ ಕ್ರಮಕ್ಕಾಗಿ ಸಲ್ಲಿಸುವಂತೆ ತಿಳಿಸಲಾಗಿದೆ.

ವಾರ್ಷಿಕ ಸಭೆಯಲ್ಲಿ ಪಾಲಿಸಬೇಕಾದ ನಿಯಮಗಳು:

1. ಯು.ಜಿ.ಸಿ. ಮಾರ್ಗಸೂಚಿಯನ್ವಯ ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದಲ್ಲಿ ಬೋಧಿಸಲ್ಪಡುತ್ತಿರುವ ಎಲ್ಲಾ ವಿಷಯಗಳ ಪಠ್ಯಕ್ರಮವನ್ನು ಪ್ರತಿ 03 ವರ್ಷಗಳಿಗೊಮ್ಮೆ ಪರಿಷ್ಕರಿಸುವುದು.
2. ಕರ್ನಾಟಕ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾನಿಲಯಗಳ ಕಾಯ್ದೆ 59(2)ರನ್ವಯ ಯಾವುದೇ ಹೊಸ ಕೋರ್ಸ್‌ಗಳು/ಡಿಪ್ಲೊಮಾಗಳನ್ನು ಪ್ರಾರಂಭಿಸುವ ಮುನ್ನ ಸಂಬಂಧಪಟ್ಟ ಪ್ರಾಧಿಕಾರಗಳಿಂದ (ಉದಾ: NCTE, ICAR ಮುಂತಾದವು) ಅನುಮತಿಯನ್ನು ಕಡ್ಡಾಯವಾಗಿ ಪಡೆದುಕೊಳ್ಳಬೇಕಾಗಿರುತ್ತದೆ. ಈ ಅಂಶವನ್ನು ಗಮನಿಸುವುದು.
3. 2024-25ನೇ ಸಾಲಿನಿಂದ ಜಾರಿಗೊಳಿಸಬೇಕಾದ ಪಠ್ಯಕ್ರಮಗಳ ಬದಲಾವಣೆಗಳು ಏನಾದರೂ ಇದ್ದಲ್ಲಿ.
4. 2024-25ನೇ ಸಾಲಿನಿಂದ ಜಾರಿಗೊಳಿಸಬೇಕಾದ ಸ್ನಾತಕೋತ್ತರ/ಸ್ನಾತಕ ಪದವಿ/ ಡಿಪ್ಲೊಮಾ/ ಸರ್ಟಿಫಿಕೇಟ್ ಇತ್ಯಾದಿ ಹೊಸ ಶಿಕ್ಷಣಗಳ ಬಗ್ಗೆ ಶಿಫಾರಸ್ಸು ಇದ್ದಲ್ಲಿ ಹಾಗೂ ಕರ್ನಾಟಕ ರಾಜ್ಯ ಉನ್ನತ ಶಿಕ್ಷಣ ಪರಿಷತ್, ಬೆಂಗಳೂರುರವರು ಕಾಲಕಾಲಕ್ಕೆ ಪಠ್ಯಕ್ರಮಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ನೀಡುವ ನಿರ್ದೇಶನದಂತೆ ಕ್ರಮವಹಿಸುವುದು.
5. ಸಭೆಯ ಸೂಚಿಪತ್ರ ಮತ್ತು ಕಾರ್ಯಸೂಚಿ (Meeting Notice and Agenda) ಇತ್ಯಾದಿಗಳನ್ನು ಸಂಬಂಧಪಟ್ಟವರಿಗೆ Certificate of Posting/Courier ಮುಖಾಂತರ ಕಳುಹಿಸಿ, ಅಗತ್ಯ ಸ್ವೀಕೃತಿ ಪಡೆಯುವುದು. ಸಭೆಯ ಸೂಚಿಪತ್ರ ಮತ್ತು ಕಾರ್ಯಸೂಚಿಯ ಒಂದು ಪ್ರತಿಯನ್ನು ಈ ಕಛೇರಿಗೆ ಮಾಹಿತಿಗಾಗಿ ಕಳುಹಿಸಬಹುದಾಗಿದೆ.
6. ಸಭೆಯಲ್ಲಿ ತೆಗೆದುಕೊಂಡ ನಿರ್ಣಯಗಳನ್ನು ಒಳಗೊಂಡಂತೆ ದಾಖಲಿಸಿದ ನಡವಳಿಯನ್ನು ಸಿದ್ಧಪಡಿಸಿ, ಸಭೆಯಲ್ಲಿ ಹಾಜರಿರುವ ಎಲ್ಲಾ ಸದಸ್ಯರ ಸಹಿ ಪಡೆಯಬೇಕು. ಸಭೆಯಲ್ಲಿ ಹಾಜರಿದ್ದ ಮತ್ತು ಹಾಜರಿದ್ದ ಸದಸ್ಯರ ಹೆಸರುಗಳನ್ನು ನಡವಳಿಯಲ್ಲಿ ದಾಖಲಿಸಬೇಕು.

ಪು.ತಿ.ನೋ.

7. ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಲ್ಲಿ ನಡೆಯುವ ಪರೀಕ್ಷೆಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಸಿದ್ಧಪಡಿಸಲಾದ ಪರೀಕ್ಷಕರ ಪಟ್ಟಿಯನ್ನು (Panel of Examiners) ಕುಲಸಚಿವ(ಪರೀಕ್ಷಾಂಗ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು ಇವರಿಗೆ ಮೊಹರಾದ ಲಕೋಟಿಯಲ್ಲಿ ನೇರವಾಗಿ ಸಲ್ಲಿಸುವುದು.
8. ಅಧ್ಯಯನ ಮಂಡಳಿಗಳ ಶಿಫಾರಸ್ಸುಗಳನ್ನು ನಿಕಾಯಗಳ ಸಭೆಯ ಮುಂದೆ ಮಂಡಿಸಬೇಕಾಗಿರುವುದರಿಂದ, ಆದಷ್ಟು ಬೇಗ ನಡಾವಳಿಯನ್ನು ಕಳುಹಿಸುವುದು. ಒಂದು ವೇಳೆ ದಿನಾಂಕ 30.01.2024ರೊಳಗಾಗಿ ನಡವಳಿಯನ್ನು ಕಳುಹಿಸದಿದ್ದಲ್ಲಿ, ಸಂಬಂಧಪಟ್ಟ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರು ನೇರ ಹೊಣೆಗಾರರಾಗಿರುತ್ತಾರೆ ಮತ್ತು ಅಂತಹವರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯವು ಕೈಗೊಳ್ಳಬಹುದಾದ ಕ್ರಮಕ್ಕೆ ಬದ್ಧರಾಗಿರಬೇಕಾಗಿರುತ್ತದೆ. ಆದುದರಿಂದ ಸಕಾಲದಲ್ಲಿ ನಡಾವಳಿಯನ್ನು ಕಳುಹಿಸುವ ಮೂಲಕ ತಮ್ಮೆಲ್ಲರ ಸಹಕಾರವನ್ನು ಕೋರಲಾಗಿದೆ.

ವಿಶೇಷ ಸೂಚನೆ:

ಎಲ್ಲಾ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳ ಸಭೆಯನ್ನು ದಿನಾಂಕ 30.01.2024ರೊಳಗೆ ನಡೆಸಿ ವಿಶ್ವವಿದ್ಯಾನಿಲಯಕ್ಕೆ ಸಲ್ಲಿಸುವಂತೆ ಸೂಚಿಸಿರುವುದರಿಂದ ಯಾವುದೇ ಕಾರಣ ನೀಡದೆ ಸಭೆಯ ನಡಾವಳಿಯನ್ನು ನಿಗದಿತ ದಿನಾಂಕದೊಳಗೆ ಕಡ್ಡಾಯವಾಗಿ ಪಿ.ಎಂ.ಇ.ಬಿ. ವಿಭಾಗಕ್ಕೆ ಸಲ್ಲಿಸಲು ಸೂಚಿಸಿದೆ.

ನಿಮ್ಮ ನಂಬುಗೆಯ

ಕುಲಸಚಿವರು

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ಮೈಸೂರು-570 005

ಪ್ರತಿ:

- 1) Specialized Programme ಅಡಿಯಲ್ಲಿ ಮಾನ್ಯತೆ ಪಡೆದ ಸಂಸ್ಥೆಯ ನಿರ್ದೇಶಕರು/ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ.
- 2) ವಿಜ್ಞಾನ ಮತ್ತು ತಂತ್ರಜ್ಞಾನ, ಕಲಾ, ವಾಣಿಜ್ಯ, ಹಾಗೂ ಶಿಕ್ಷಣ ನಿಕಾಯದ ಡೀನರುಗಳಿಗೆ.
- 3) ಕುಲಸಚಿವರು(ಪರೀಕ್ಷಾಂಗ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
- 4) ಉಪಕುಲಸಚಿವರು(ಪ್ರಾಧಿಕಾರ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
- 5) ನಿರ್ದೇಶಕರು, ಐ.ಸಿ.ಡಿ., ಗಣಕವಿಜ್ಞಾನ ಅಧ್ಯಯನ ವಿಭಾಗ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು - ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ವೆಬ್‌ಸೈಟ್‌ನಲ್ಲಿ ಪ್ರಕಟಿಸಲು ಕೋರಿದೆ.
- 6) ಮಾನ್ಯ ಕುಲಪತಿಗಳು/ಕುಲಸಚಿವರು/ಕುಲಸಚಿವ (ಪರೀಕ್ಷಾಂಗ)ರವರ ಆಪ್ತ ಸಹಾಯಕರು, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
- 7) ಕಛೇರಿ ಪ್ರತಿ.

Annexure A - BBA (CMM) Scheme

NEP 2020 CURRICULUM
Proposed Syllabus for
Bachelor of Business Administration
(Communication and Media Management)

SCHEME OF TEACHING AND EVALUATION FOR BBA (Hons.) - CMM
SEMESTER – V

| Sl No. | Course Code | Title of the Course | Category of Course | Teaching Hours per Week (L+T+P) | SEE | CIE | Total Marks | Credits |
|----------------------|-------------|---|---------------------------------------|---------------------------------|------------|------------|-------------|-----------|
| 1. | BBA5.1 | Public Relation Management | DSC -13 | 4+0+0 | 60 | 40 | 100 | 4 |
| 2. | BBA5.2 | Media Law and Ethics | DSC-14 | 4+0+0 | 60 | 40 | 100 | 4 |
| 3. | BBA5.3 | Event Management | DSC-15 | 4+0+0 | 60 | 40 | 100 | 4 |
| 4. | BBA5.4 | Elective -1 (Graphic Designing) | DSE-1 | 3+0+0 | 60 | 40 | 100 | 3 |
| 5. | BBA5.5 | Elective-2 (Film Appreciation) | DSE-2 | 3+0+0 | 60 | 40 | 100 | 3 |
| 6. | BBA5.6 | A. Information Technology for Business (Excel and Technology) B. Digital Marketing | Vocational - 1 Anyone to be chosen | 3+0+2 | 60 | 40 | 100 | 4 |
| 7. | BBA5.7 | Cyber Security / Employability Skills | SEC – VB | 1+0+2 | 30 | 20 | 50 | 2 |
| SUB TOTAL (E) | | | | | 390 | 260 | 650 | 24 |

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 5.1

Name of the Course: Public Relation Management

| Course Credits | No. of hours per week | Total No. of Teaching hours |
|----------------|-----------------------|-----------------------------|
| 4 Credits | 4 hours | 56 hours |

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students' will be able to

- a) The importance of Public Relation
- b) Understand the different principles of Public Relation
- c) Use different tools to determine the public opinion
- d) Use creative method of campaigning
- e) Analyze the emerging trends in the field of Public Relation

Syllabus:

Hours

Module No.1: Introduction to Public Relations

10

Definition and concept. Nature and scope of Public Relations, Evaluation and growth of PR, PR in India, PR in marketing, advertising, publicity, propaganda, PR as a management function

Module No. 2: Principles of PR

12

Principles of PR, Types of publics – internal and external, laws and ethics in PR- PRSI and IPRA codes, PR in public and private sector, PR in central and state government sector, Functions and responsibilities of a PRO.

Module No.3: Public Relation Campaign

12

PR campaigns: - Organizing a Campaign – RACE formulae. Planning, execution and evaluation, PR in Crisis management, PR in disaster Management, Emerging trends in PR, and PR agencies in India.

Module No. 4: Public Relation Tools

12

PR tools- Press releases, Press conference, Press briefings, and Press tours, Interviews, meetings, seminars, exhibitions, bulletin boards, workshops. PR as a Marketing tool PR tool for PSU and Private sector – Product and Service Specific Campaign

Module 5: Public opinion

10

Importance of Public Opinion for Public Relations; Factors in Opinion Formation; Laws of Public Opinion and Governors of Opinion Change; Opinion Leaders; External Public and Internal Public in Public Relations; Qualities of a Public Relations professional

Skill Development Activities:

1. How do various public and corporate organisations use public relations?
2. Choose one government department and one private organisation and design a PR campaign for both.
3. Evaluate the challenges faced by brands during a promotional campaign. Address those challenges by creating a positive public opinion.

Books for Reference:

1. Public Relations – Seema Sharma
2. Handbook of journalism and mass communication - Vir Bala Aggarwal & V.S. Gupta
3. Handbook of Public Relation- R. K. Ravindram
4. Public Relations by D.S. Mehta 5. Public Relations by Jaishree Jethway

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 5.2

Name of the Course: Media Law and Ethics

| Course Credits | No. of hours per week | Total No. of Teaching hours |
|----------------|-----------------------|-----------------------------|
| 4 Credits | 4 hours | 56 hours |

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students' will be able to

- Understanding the important provisions of the Constitution of India
- Significance of press and media freedom
- Knowledge of various media laws passed by the governments of India
- Roles and responsibilities of a media professional
- Ethics to be followed in pursuit of a career in media industry

Syllabus:

Hours

Module No.1: Introduction to Press and Media Freedom

10

Introduction to the Constitution of India; Salient features of the Indian Constitution; Press Freedom and Law; Fundamental Rights and Duties; Freedom of Speech and Expression; Reasonable Restrictions

Module No. 2: Media and Press Laws

12

Contempt of Court; Official Secrets Act 1923; Right to Information Act 2005; Right to Privacy; Civil and Criminal Law of Defamation; Indian Penal Code 1860 (Section - 124A,153AB, 292,293); Criminal Procedure Code 1973 (Section-93,95,96, 108, 144, 196,327); Intellectual Property Rights; Copy Right Act 1957; Prasar Bharti Act 1990; Cable TV network regulation Act 1995; Information Technology Act 2000.

Module No.3: Regulations for the Media and Digital Media

12

Media Councils and Committees: Press Commissions; Press Council, Working Journalists Act 1958; Autonomy of Public Broadcasting; TRAI; BRAI and BCCC; Censor Board for Films Problem of Piracy; Negotiation Measures against Digital Piracy; Social Media and OTT Regulation; Self-regulation vs. Regulation by authority.

Module No. 4: Media Ethics

12

Meaning and Definition of Ethics; Significance and essential Media Ethics; Advertising Council of India; Parliamentary Privileges: Article 105, 193 and 361A of Indian Constitution; Guidelines for parliamentary coverage; All India Radio code for election coverage.

Module 5: Media Councils and Committees

10

Press commissions, Media council/ Press Council, Working Journalist Act, and Autonomy of public broadcasting.

Skill Development Activities:

1. Identify case studies where freedom of speech and expression was misused by the media and come up with resolution for those cases.
2. Visit media organisations and study the impact of defamation laws on objective reporting.
3. Analyse digital and social media content to check for violation of media laws.

Books for Reference:

1. The Constitution of India, P M Bakshi, Universal Law Publishing Co.
2. History of Press, Press Laws and Communications, BN Ahuja, Surjeet Publications.
3. Mass Media Laws and Regulations in India, Venkat Iyer (Edited), Bahri Sons.
4. Media Ethics, Barrie Macdonald and Michel Petheram, Continuum International Publishing Group.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 5.3

Name of the Course: Event Management

| Course Credits | No. of hours per week | Total No. of Teaching hours |
|----------------|-----------------------|-----------------------------|
| 4 Credits | 4 hours | 56 hours |

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students' will be able to

- Understand the process of organizing an event.
- Understand the importance of a checklist in organizing an event.
- Familiarize with organizing corporate events
- Obtain a sense of responsibility for the multidisciplinary nature of event management.
- Learn to promote the events.

| Syllabus: | Hours |
|---|--------------|
| Module No.1: Introduction to Event Management | 12 |
| Introduction to Event Management: Meaning , Scope, Types of Events (Corporate, Private, or Charity, Indoor Events, Outdoor Events , Celebrity Events) Tools For Event Planning & Management , MICE Events, Event Operations and Services (Setting Up, Parking , Maintenance, Ticketing , Food and Beverage, Logistics) . | |
| Module No. 2: Event Planning | 10 |
| Event Planning: Event Checklist, Hosting , Principles of Holding Event , Reserving Event Hall, Preparing and Designing ,The Schedule of Event Permissions, Policies , Government & Local Authorities , Phonographic , Performance License , Five Bridges Of Event Management , Characteristics of Successful Event Management | |
| Module No.3: Corporate Event Management | 12 |
| Corporate Event Organization : Preparing A Blueprint , Facilities Planning and Organizing Assigning Staff , Maintenance of Inventory For The Chemicals and Equipment's , Cleaning, Maintenance, Aesthetic Upkeep , Maintaining Back Areas, Public Areas and Surroundings, Floral Designing - Assigning The Responsibilities , Event Organizer Arrangements , Corporate Event Packages , Corporate Hospitality , Well- Being of the Patrons & Participants , Entailing The Entertainment In Corporate Events and Corporate Event Reporting . | |
| Module No. 4: Marketing of Events | 12 |
| Marketing for Events: Introduction, Importance, Public relation strategies, Brainstorming sessions, writing for public relation (Reviews). Tools of promotion: Media, Types of Media (Print, Electronic, Social Media Networks). Advertising, Promotional Aids (Invitation, Brochures, Leaflets) | |
| Module 5: Post Event Functions | 10 |
| Post event functions: Basic guidelines of Budgeting, Essence of margin, Break even Analysis, Cost-Benefit Analysis, Forecasting Techniques, SWOC Analysis. | |

Skill Development Activities:

1. Prepare a checklist for a birthday party.
2. Prepare a Budget for Organizing an Event.
3. Write a public relation letter for medical event
4. Prepare a break even analysis with imaginary figures for an event.
Any other activities, which are relevant to the course.

Books for Reference:

1. Mark Sonderm CSEP -Event entertainment and production: publishers; wiley and sons, Inc
2. Annestephen; Event management, HPH.
3. K. Venkatramana -Event Management - SHBP.
4. K Ramachandra and Allabaksh Principles of Event Management HPH
5. Rekha and Vibha Marketing management -VBH
6. Nihaasif Event management-VBH.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA5.4

Name of the Course: Graphic Designing

| Course Credits | No. of hours per week | Total No. of Teaching hours |
|----------------|-----------------------|-----------------------------|
| 3 Credits | 3 hours | 45 hours |

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students' will be able to

- a) Understand the basic principles of Graphic Designing
- b) Demonstrate different styles of Designing
- c) Learn the organized structure of the Graphic Designing
- d) Informed about different theories of Designing

Syllabus:

Hours

Module No.1: Introduction to Graphic Designing

10

Origin of Graphic design - History of graphic design. Step by step modern graphic design. Research based design.

Organized structure – Graphic design, Purpose for graphic design, graphic design objectives. Graphic design processes.

Module No. 2: Aesthetic principles

10

Aesthetic proportion principles, fine arts, information aesthetics, Harmony principles, Dichotomy.

Module No.3: Aesthetic theories

08

Aesthetic theories – beauty theories, Philosophy of beauty. Philosophy of art, Aesthetics and usability. Aesthetic experience in instructional design. Colour theories

Module No. 4: Typography

10

Typography – Design of characters, typefaces, Size of type, stylistic variation of type, typeface personalities, and selection of typefaces, some common typefaces, paper and ink, Harmony in typography harmony in colour.

Module 5: Information graphics

07

Information graphics – Graphics, objectives time for production, everyday graphics, instructing, informing, and tempting to buy, Text, pictures and background.

Skill Development Activities:

1. Visit any industry and list out the stages of its automation and artificial intelligence with as many details as possible.
2. List out the factors which are important while selecting a plant layout and draw a chart on Plant layout.
3. Describe the Functions of Quality Circles in an industry.
4. List out the Functions of Inventory Management in an organization.

Books for Reference:

1. Graphic Design, Revised edition 2015, by Rune Pattersson – Institute for infology.
2. CorelDraw X6 Simple steps Kogent Learning Solutions (2013), Dreamtech Press.
3. Photoshop CS6 in Simple steps Kogent Learning Solutions(2014). Dreamtech Publication.
4. Lisa, Bible & Dayley DaNae & Dayley, Brad. (2015) Adobe Photoshop CS6 Wiley India.
5. Romaniello, Stephen &Kloskowski Matt Wiley.(2005), Photoshop CS2, Dreamtech India, E-Resource

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA5.5

Name of the Course: Film Appreciation

| Course Credits | No. of hours per week | Total No. of Teaching hours |
|----------------|-----------------------|-----------------------------|
| 3 Credits | 3 hours | 45 hours |

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students' will be able to

- To be able to demonstrate a more-than-average level of proficiency in writing about film in a more informed manner
- To have some level of expertise in identifying film vocabulary, techniques of filmmaking, styles
- To show some ability to appreciate innovations in cinematography, multi linear narratives and other contemporary styles
- To appreciate the role of film as a powerful visual medium in shaping our personal and cultural identity
- To demonstrate some knowledge of film history and the process of film making

Syllabus:

Hours

Module No.1: Brief History of world cinema , Indian Cinema & Kannada Cinema

10

Movies and their Roles in Our Lives – Film : Looking for Meaning – Evaluating Films – Elements of a Film – From Theaters to OTT – Home Video Revolution – The Current Film Landscape

Module No. 2: Film Production Process:

08

Pre-production, production and post-production process. Roles in film making process-director, producer, editor etc, budgeting in film production. Understanding Cinematography, Screen writing basics

Module No.3: Digital Filmmaking:

10

Impact of technology on filmmaking
Rise of digital cinema
DIY filmmaking and online distribution

Module No. 4: FILM CRITICISM

10

What is a critic? Popular and Analytical Criticism – Levels of Meaning – Explicit and Implicit Content Approaches to Analysis and Interpretation Criticism : Weighing the Balance – Film Reviews

Module No. 5: Film and Society:

07

Representation in film (gender, race, ethnicity, etc.)

Social and political themes in cinema

Impact of films on cultural awareness

Skill Development Activities:

Books for Reference:

1. Arnheim, Rudolf. Film as Art. University of California Press, 1957. •
2. Bordwell, David and Kristin Thompson Film Art: An Introduction. Eleventh edition, New York: McGraw-Hill, 2016.
3. Braudy, Leo & Cohen, Marshall (Eds). Film Theory & Criticism: Introductory Readings. Oxford U.P, 2016.
4. Bywater, Tim and Thomas Sobchack. Introduction to Film Criticism. Major Critical Approaches to Narrative Film. Pearson Education, 2009. **Note: Latest edition of books may be used.**

SCHEME OF TEACHING AND EVALUATION FOR BBA (Hons.) - CMM

SEMESTER VI

| Sl No. | Course Code | Title of the Course | Category of Course | Teaching Hours per Week (L+T+P) | SEE | CIE | Total Marks | Credits |
|---------------|-------------|---|---------------------------------------|---------------------------------|-----|-----|-------------|---------|
| 8. | BBA6.1 | Entrepreneurship Development | DSC -13 | 4+0+0 | 60 | 40 | 100 | 4 |
| 9. | BBA6.2 | Writing for Media | DSC-14 | 4+0+0 | 60 | 40 | 100 | 4 |
| 10. | BBA6.3 | World Media Scenario | DSC-15 | 4+0+0 | 60 | 40 | 100 | 4 |
| 11. | BBA6.4 | Elective-1 (Magazine and Photojournalism) | DSE-1 | 3+0+0 | 60 | 40 | 100 | 3 |
| 12. | BBA6.5 | Elective-2 (Cyber Journalism) | DSE-2 | 3+0+0 | 60 | 40 | 100 | 3 |
| 13. | BBA6.6 | A. Goods and Services Tax B. ERP Application | Vocational - 2 Anyone to be chosen | 2+0+2 | 60 | 40 | 100 | 4 |
| 14. | BBA6.7 | Internship | SEC – VB | 4 Weeks | - | 50 | 50 | 2 |
| SUB TOTAL (F) | | | | | 360 | 290 | 650 | 24 |

Semester VI

| | | |
|---|-----------------------|-----------------------------|
| Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA6.1 Name of the Course: Entrepreneurship Development | | |
| Course Credits | No. of hours per week | Total No. of Teaching hours |
| 4 Credits | 4 hours | 56 hours |
| Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc., | | |
| Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> 1) Understand meaning and functions of an Entrepreneur. 2) Steps involved in setting up a startup company 3) Different institutions offering support to Entrepreneurs 4) Skill of submitting a feasibility report | | |
| Syllabus: | | Hours |
| Module No.1: Introduction to Entrepreneurship | | 12 |
| Features of entrepreneurship, entrepreneurship and enterprise. Entrepreneur – Meaning and definition, functions of an entrepreneur, types of entrepreneurs, qualities of a successful entrepreneurship, entrepreneur v/s professional manager, problems faced by women entrepreneurs. | | |
| Module No. 2: Entrepreneurship development program | | 10 |
| Meaning of entrepreneurship development program - need, objective, relevance and role of EDP. Phases of Entrepreneurship development programs. Problems in conducting EDP, suggestions to make EDP's successful. | | |
| Module No.3: Introduction to Start-up | | 12 |
| The start-up process – steps involved in establishing a business enterprise, selection of location, clearance, permits, licensing, registration, legal considerations and basic start-up problems Introduction to Start-up | | |
| Module No. 4: Institutional Support to Entrepreneurs | | 12 |
| Need for institutional support, financial assistance through – NSIC, SIDO, SSIB, SFCS, IDBI, IFCI and commercial banks. Non-financial assistance from Small Industries Service Institutes (SISI), District Industries Centre (DIC). Association of Women Entrepreneurs of Karnataka (AWAKE), Khadi and village industries commission (KVIC) | | |
| Module 5: Project feasibility report and Industry Review Report | | 10 |
| The purpose of this chapter is to inculcate in students a spirit of inquiry and research rigor to investigate the efforts that go into the working of industry at large and specific companies in detail, also to develop analytic skills through a comparative study. Apart from learning teamwork, students would be equipped to gather, filter relevant information and understand the dynamics of the respective industry | | |

Skill Development Activities:

1. Visit your friend who recently started a startup company and collect the information.
2. Invite a successful entrepreneur or industry expert to share their journey and insights.
3. Suggest two business ideas for your startup venture.
4. Introduce the Business Model Canvas as a tool for structuring business ideas.

Books for Reference:

- Desai, V. (2014). The Dynamics of Entrepreneurial Development and Management.
2. David, H. (2013). "Entrepreneurial Development" (5th edition).
 3. Gupta, C.B., & Srinivasan, N.D. (2012) Entrepreneurship Development.
 4. Khanka, S.S. (2006). Entrepreneurship Development,
 5. Kurakto, D.F. (2007). Entrepreneurship-Principles and practices (7th edition).
 6. Manimala, M.J. (2007). Entrepreneurship Theory at Crossroads.
 7. Robert D Hisrich, Mathew J. Manimala, Michael Peter, Dean A Shepherd. (2013).

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 6.2

Name of the Course: Writing for Media

| Course Credits | No. of hours per week | Total No. of Teaching hours |
|----------------|-----------------------|-----------------------------|
| 4 Credits | 4 hours | 56 hours |

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes:

- On successful completion of the course, the students' will be able to
- Essence of good writing skills.
- Writing for traditional media and social media.
- How to write editorial page.
- The need and importance of translation in journalism.

Syllabus:

Hours

Module No.1: Introduction to Writing for Media

12

Essentials of Good Writing - Art of Writing, Kinds of Media Writing: Inform, Describe & Persuade, The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment

Module No. 2: Writing for Print Media.

10

Writing for Print Media - Basic principles of writing for print. Elements and Importance of News writing. Steps & elements of writing: editorial features & review.

Module No.3: Writing for Electronic & Social Media

12

Basic principles of writing for electronic and social media: Radio, TV and social media platforms. Elements and Importance of News writing for Radio, TV and social media platforms. Steps & elements of writing for Radio, TV and social media platforms: editorial, features & review.

Module No. 4: Translation in Media

12

Translation in Media - Concept & Definition of Translation. Nature & Norms of Translation. Types of Translation - Word to Word Translation, Literal Translation, Summarised Translation The need and importance of Translation in Journalism. Guidelines for Translation

Module 5: Editorials

10

Editorials – Editorial page versus news page, Definition of editorials. Middles in journalism. Features and types of editorials.

Skill Development Activities:

1. Letters to Editor
2. Writing Headlines.
3. Picture Captions Writing.
4. Preparing script for radio talk.
5. Reading script for radio jingle.
6. Podcast.

Books for Reference:

- Communication: An introduction by Karl Erik Rosengren, 2000
2. Broadcast journalism: techniques of radio and television news by Andrew Boyd, 2005
 3. The media of mass communication by John Vivian, 2007.
 4. New media by Terry Flew, 2014.
 5. The myth of Media globalization by Kai Hafez; Alex Skinner, 2007..

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 6.3

Name of the Course: World Media Scenario

| Course Credits | No. of hours per week | Total No. of Teaching hours |
|----------------|-----------------------|-----------------------------|
| 4 Credits | 4 hours | 56 hours |

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes:

1. On successful completion of the course, the students' will be able to
2. Role of media at the international level.
3. How Media report affects political and economic situation of countries around the world.
4. World media scenario since World War II.

| Syllabus: | Hours |
|---|--------------|
| Module No.1: Introduction to World Media Scenario | 12 |
| New Communication Technology: Need and Cultural contexts, Role of International Media Agencies, Media Agencies in Developing Countries; New World Economic Order; New World Information and Communication Order | |
| Module No. 2: NAM Media | 10 |
| Regional Agencies; and Direct Broadcasting Systems, World Media scenario since the World War-II: The Cold War Days, Emergence of the Third World Countries, The Non Aligned block and its relevance | |
| Module No.3: Colonization of Communication | 12 |
| News syndicates and mammoth TV network, Integration between Information and Armament: Close encounters between information and armament, media and military | |
| Module No. 4: Use of media by power blocks | 12 |
| Use of media by power blocks, super powers, Bilateral, multi-lateral and regional information corporation, Non Aligned news pool, Struggle for News between developing and developed countries, Barriers to the flow of news, UN resolutions on Media related issues. | |
| Module 5: Global Media Management | 10 |
| Global media landscape, cross cultural communications, role of global media in influencing national and international politics, Market analysis and segmentation of audience on a global scale. | |

Skill Development Activities:

1. Discuss examples of successful multimedia stories that incorporate video, audio, images, and text. Writing Headlines.
2. Guide students through a brainstorming session to develop a compelling story idea within the assigned theme.
3. Equip each group with the necessary recording devices and send them to capture the footage for their multimedia stories.

Books for Reference :

1. Many Voices One World , UNESCO
2. Facts of Life , A Communication Challenge UNICEF , India – 1993
3. The Media & Modernity , John B Thompson , Polity Press , 1995
4. Globalization , Albrowm & King E
5. Technology & Communication Behaviour , Belmont C A Wadsworth.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 6.4

Name of the Course: Magazine and Photo Journalism

| Course Credits | No. of hours per week | Total No. of Teaching hours |
|----------------|-----------------------|-----------------------------|
| 3 Credits | 3 hours | 45 hours |

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course outcomes on successful completion of the course, the students' will be able to

1. Understand the history and evolution of magazine journalism.
2. Revenue generation through Advertisement and sales of publications.
3. Usage of camera.
4. The art of storytelling.

Syllabus:

Hours

Module No.1: Magazine Journalism

10

History , Nature, Scope and Types – How to start a magazine, the editorial concept, developing advertising support , building readership, marketing magazines, basic plan , finances. Art, layout and design – the cover page, back page and inside pages. Role of art designers.

Module No. 2: : Creating Revenue From Magazine Sales

10

The scope of magazine advertising sales, the dynamic trend in magazine advertising. Readership profiles of magazines ; planning content for magazines – articles ,features , columns , profiles , reviews and photographs. Freelancers and Magazines.

Module No.3: PHOTO JOURNALISM

10

Definition, Nature and Scope of Photo Journalism - History of Photography and Photo Journalism – Functions – Qualifications and Responsibilities of photo Journalists. News Photographers and News Value. Types of Sources. Freelancer, Photo Editing, Caption Writing, Photo Presentation.

Module No. 4: CAMERA

08

Component and Types of Camera , Types of Lens, Types of Films, Types of Filters – Importance of Light and Lighting Equipment – Camera accessories – Picture appreciation. Digital Camera – Digital Technology and its future – Photo Printing.

Module 5: STORY TELLING

07

Components of Storytelling, contextualization of photos, storytelling as business tool. Changing world based on narrative.

Skill Development Activities:

- 1.Design your college magazine.
- 2.Shoot a documentary of historical monuments using photos.
- 3.Visit your nearest book store and analyze the revenue and submit a report.

Books for Reference :

1. Creative Writing – Isbulla Zieher
2. Writing the modern magazine – Gunter Mex
3. Magazine Design – MacLean Rovrie
4. Freelancing – R K Murthy
5. Suddiyashte Alla – Niranjana Vanalli

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 6.5

Name of the Course: Cyber Journalism

| Course Credits | No. of hours per week | Total No. of Teaching hours |
|----------------|-----------------------|-----------------------------|
| 3 Credits | 3 hours | 45 hours |

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students' will be able to

- a) Importance of Cyber journalism.
- b) How to write articles for web media and its impacts.
- c) Cyber laws and protection of the original content.
- d) Plagiarism in digital media.

| Syllabus: | Hours |
|--|--------------|
| Module No.1: Cyber Space | 10 |
| Meaning; Information Super Highway; Internet and Information Revolution, Fundamentals of Cyber Media, Cyber Media v/s Print, TV, Radio, | |
| Module No. 2: : Cyber Journalism and Benefits | 10 |
| Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites, | |
| Module No.3: Writing for Web Media | 10 |
| Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories, Features and Articles on the Web, Interviewing on the Web, Why Print and Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trend. | |
| Module No. 4: Trends in Cyber Journalism | 08 |
| Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance. | |
| Module 5: Plagiarism in Digital Media | 07 |
| Understanding plagiarism in digital age, Impacts of plagiarism in the digital era., Different methods of effectively handling it. | |

Skill Development Activities:

1. Start online journal for your college
2. Write 2 blogs on your recent summer trip.
3. Analyse 2 web journals and submit your report.

Books for Reference:

1. The Information, James Gleick
2. Cyberspace Aur Media, Sudhir Pachauri
3. Fundamentals of Information Technology, Deepak Bharihoke
4. Multimedia Systems, Ramesh Agarwal & Bharat Bhushan Tiwari
5. IT in the new millennium, V D Dudeja
6. Electronic Media & the Internet, Y K D'souza
7. The Spy in the Coffee Machine, O'Hara and Shadbol