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Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC with 3.01 CGPA of 4.0 Scale)
(NIRF-2021 Ranked 19 in University Category & 34 in Overall Category)

No.: PMEB/AC-10/758(1)/2019-20

Date: 08-11-2021

NOTIFICATION

Sub.: Introduction of **B.B.A.(Communication and Media Management)** course under Specialized Programmes from the academic year 2021-22-reg.

- Ref.: 1. Decision of the BOS Meeting held on 19-07-2021.
2. Decision of the Special Faculty of Commerce meeting held on 22-09-2021.
3. Decision of the Academic Council meeting held on 07-10-2021.

The Board of Studies in **B.B.A.(Communication and Media Management) (UG)** at its meeting held on 19-07-2021 has recommended to introduce **B.B.A.(Communication and Media Management)** course in University of Mysore under specialized/specified programs. The Regulations, Syllabus and Scheme of Examinations are approved from the academic year 2021-22.

The Special Faculty of Commerce and the Academic Council at their meetings held on 22-09-2021 and 07-10-2021 respectively, have also approved the above said proposal and the same is hereby notified.

The Regulations, Syllabus and Scheme of Examinations of **B.B.A.(Communication and Media Management)** course is uploaded in University website. The contents may be downloaded from the University website www.uni-mysore.ac.in.

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DOS in Commerce, Manasagangotri, Mysuru.
3. Prof. C.K. Puttaswamy, Chairperson, BOS in B.B.A.(Communication and Media Management) (UG), DOS in Journalism & Mass Communication, Manasagangotri, 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 Special Officer to Hon'ble Vice-Chancellor, University of Mysore, Mysuru.
7. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
8. Office Copy.

REGISTRAR
REGISTRAR

University of Mysore
MYSURU - 570 005
12/11/2021

**Proposed CBCS Regulations for 3-Year Semester Course Leading
To
BBA (Communication and Media Management)**

Regulations – 2021

1. These regulations are applicable to students taking admission to I semester BBA - Communication and Media Management from the academic year 2021-22.
2. The duration of the course shall be 3 years consisting of 06 semesters.
3. Each semester shall extend over a minimum period of Sixteen weeks teaching duration.

NAME OF THE COURSE AND DURATION OF THE COURSE:

BBA (Communication and Media Management)

- A. The duration of the BBA course shall be of 03 years of 6 semesters.
- b. A candidate shall complete his/her degree within 06 academic years from the date of admission to the course.

ELIGIBILITY FOR ADMISSION:

Students who have passed Pre-University Examination (10+2) or equivalent examination in any discipline are eligible for admission.

ADMISSION PROCEDURE:

At the time of admission all documents in original in support of the claims made in the application have to be produced. All decisions taken by the University of Mysore, Mysore with regard to the course and any other matter not mentioned here are final and the candidates are bound to abide by them.

SCHEME OF INSTRUCTIONS:

1. In the first four semesters, there shall be 6 subjects each from Core and Foundation Courses.
2. In the last two semesters, there shall be 6 subjects each from Core, Foundation courses.
3. For each subject, there shall be lecture classes, tutorials/practical.
4. The credits for each subject vary between 3 and 5 per subject per week as prescribed in the curriculum.

Credit Matrix:

Credits Distribution	Total Credits
4 Papers X 2 Credits	8
8 Papers X 3 Credits	24
11 Papers X 4 Credits	44
14 Papers X 5 Credits	70
Total (37 Papers)	146

SCHEME OF EXAMINATION AND EVALUATION

There shall be university examination at the end of each semester for maximum marks of 80 for Theory examination and the Internal Assessment will be for 20 marks.

All papers of this course except papers that are common to all other graduate courses of the University of Mysore, shall be set/valued/reviewed by BOE of Management for a maximum of 80 marks. The pattern of question paper will be as follows:

Part- A: Answer any two out of four questions. $2*15=30$

Part- B: Answer any three out of five questions. $3*10=30$

Part- C: Answer any four out of six questions. $4*05=20$

TOTAL **80**

Evaluation of each subject is divided into internal assessment (IA) and end term examination with marks allocated as shown in the table. Internal assessment will be carried out in two stages: One, after the eight weeks of instructions designated as C1, the second, after sixteen weeks of instruction designated as C2.

In each semester, students shall carry out field/factory visits and collect data (primary/secondary) on an activity pertaining to the subject in consultation with the concerned teacher called Activity Based Field Report (ABFR). The ABFR shall be submitted before the sixteenth week of the semester to the concerned teacher, who in turn will evaluate and submit the marks list along with C1 and C2 marks.

The end of term examination designated as C3 will be held between eighteenth and twentieth week of the semester. IA marks will be awarded on the basis of continuous assessment that include announced and surprise tests, term papers / seminars / quizzes / case discussions, viva, and practical.

The breakup of marks will be as follows:

a.C1 (Covering the first half of the syllabus)	10 Marks
b.C2 (Covering the second half of the syllabus)	
And Activity Based Field Report (5+5)	10 Marks
c.C3 (Covering entire syllabus)	80 Marks
Total	100 Marks

Term end examination (C3) will be of 3 hours duration for each subject-

Course Type	C1	C2 (Including ABFR)	C3		Total
	Marks	Marks	Marks	Duration (Hrs)	
DSC	10	10	80	3	100
SEC	10	10	80	3	100
Project Work	10	10	80	3	100
AECC	10	10	80	3	100

Continuous Assessment will be carried out in two stages: One, after eight weeks of instructions designated as C1, C2 is the preparation of Activity Based Field Report. In each semester, students shall carry out field/factory visits and collect data (primary/secondary) on an activity pertaining to the subject in consultation with the concerned teacher called Activity Based Field Report (ABFR). The ABFR shall be submitted before the sixteenth week of the semester to the concerned teacher, who in turn will evaluate and submit the marks list along with C1 and C2 marks. The end of term examination designated as C3.

Continuous assessment may be through Activity Based Field Report, announced and surprise tests, term papers / seminars / quizzes / case discussions, viva, and practical.

The breakup of marks will be as follows:

- a. C1 (Covering the first half of the syllabus) -10 Marks
- b. C2 (Covering the Second half of the syllabus & ABFR) -10 Marks
- c. C3 (Covering Entire Syllabus) -80 Marks

Total =100 Marks

EVALUATION OF PROJECT REPORT:

Evaluation of Project Report is for 100 marks divided into three components.

- | | |
|--|----------|
| a) C1 (Finalization & Preparation of Synopsis) - | 30 Marks |
| b) C2 (Submission of detailed work dairy) - | 30 Marks |
| c) C3 (Final Project Report) - | 40 Marks |

ATTENDANCE:

- Each semester shall be taken as a unit for the purpose of calculating attendance and a student shall be considered to have put in the required attendance for that semester if the candidate has attended not less than 75% of the number of working days (lectures during each semester)
- A candidate who does not satisfy the requirement of attendance shall not be eligible to take the examination of the concerned semester.
- A candidate who fails to satisfy the requirement of attendance in a semester shall re-join the same semester by obtaining prior permission from the University

MEDIUM OF INSTRUCTION:

The medium of instruction shall be English.

APPEARANCE FOR THE EXAMINATION:

A candidate shall apply for all the papers of a semester when he appears for examination of each semester for the first time.

BOARD OF EXAMINERS, VALUATION:

- There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the University.
- There will be single valuation for all the papers.

DECLARATION OF RESULT:

- Minimum for a pass in each paper shall be 35%, and for all the papers in the semester average shall be 40%. However, a candidate has to score minimum of 35% of theory component of semester end examination i.e. 28 marks out of 80 marks.

- There shall be no minimum marks for C1 and C2.
- Classification of successful candidates and Gradation of results shall be as per the University regulations as shown below

Letter grade	Grade point
O (Outstanding)	10
A+(Excellent)	9
A (Very Good)	8
B+(Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

PROVISION FOR REPEATERS:

- A candidate is allowed to carry all the previous un-cleared paper/s to the subsequent semester/s.
- The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.

PROVISION FOR RE-ADMISSION:

- Such of those candidates who have discontinued the course/failed to take admission to the next semester, shall get admitted to the concerned semester in the immediate next academic year only. This provision is available to a student only two times in the entire duration of the course.
- Any other issue not envisaged above shall be resolved by the Vice Chancellor in consultation with the appropriate bodies of the University which shall be final and binding.
- Wherever the regulation is silent, the provisions of University regulations shall be applicable

Syllabus of BBA (Communication and Media Management)

Sl. No.	Subject	Courses	Hrs/Week	Credits	L:T:P
* I Semester					
1.1	English – 1	AECC	4	3	2:1:0
1.2	Kannada/Hindi/French	AECC	4	3	2:1:0
1.3	Financial Statement Analysis	DSC-1	4	5	4:1:0
1.4	Introduction to Media Management	DSC-2	4	4	4:0:0
1.5	Communication Management	DSC-3	4	4	4:0:0
1.6	Environmental Studies	AECC	3	3	3:0:0
			Total	22	
* II Semester					
2.1	English – 2	AECC	4	3	2:1:0
2.2	Kannada/Hindi/French	AECC	4	3	2:1:0
2.3	Folklore and visual Communication	DSC-4	4	4	3:1:0
2.4	Marketing Management	DSC-5	4	5	4:1:0
2.5	Organizational Behaviour	DSC-6	4	4	4:0:0
2.6	Constitution of India	AECC	3	3	3:0:0
2.7	Physical Education	AECC	3	2	2:0:0
			Total	24	
* III Semester					
3.1	Business Communication-I	AECC	4	3	2:1:0
3.2	Kannada/Hindi/French	AECC	4	3	2:1:0
3.3	Media Planning	DSC-7	4	4	4:0:0
3.4	Story Boarding	DSC-8	4	5	4:1:0
3.5	Digital Marketing	DSC-9	4	5	4:1:0
3.6	Disaster Management	AECC	4	2	2:1:0
			Total	22	
* IV Semester					
4.1	Business Communication-II	AECC	4	3	2:1:0
4.2	Kannada/Hindi/French	AECC	4	3	2:1:0
4.3	Integrated Marketing Communication	DSC-10	4	5	4:1:0
4.4	Public Relation Management	DSC-11	4	4	4:0:0
4.5	International Business	DSC-12	4	4	4:0:0
4.6	Management Accounting	DSC-13	4	5	4:1:0
			Total	24	

V Semester					
5.1	Commercial Law	DSC-14	4	4	4:0:0
5.2	Media Research	DSC-15	4	5	4:1:0
5.3	Graphic Designing	DSC-16	4	5	4:1:0
5.4	Retail Marketing	DSC-17	4	4	4:0:0
5.5	Consumer Behaviour	DSC-18	4	5	4:1:0
5.6	Media Law and Ethics	DSC-19	4	5	4:1:0
			Total	28	
VI Semester					
6.1	Entrepreneurship Development	DSC-20	4	4	4:0:0
6.2	Persuasion and Negotiation	DSC-21	4	5	4:1:0
6.3	Writing for Media	DSC-22	4	5	4:1:0
6.4	International Business	DSC-23	4	4	4:0:0
6.5	Quantitative Tools and Techniques	DSC-24	4	5	4:1:0
6.6	Project	SEC-1	5	5	1:0:4
			Total	28	
			Total	148	

*Any one of the languages from Kannada/Hindi/French

DSC = Discipline Specific Course

SEC = Skill Enhancement Courses

AECC = Ability Enhancement Compulsory Courses

Instructions:

1. In the fifth and sixth semester the candidate should choose the papers from the elective group.
2. In the fifth and sixth semester the choice will be offered for a minimum strength of 20 students.
3. The project report shall be in the elective group chosen.
4. Project Report Guidance
 - Project Reports are to be prepared on problem/issues related to business or industry or functioning organizations under the guidance of senior teacher.
 - Guiding ten students in project work will be considered equivalent to teaching three credits course.

I SEM

BBA (Communication and Media Management)

1.1. English – 1 (3 Credits) (2:1:0)

1.2. Kannada/Hindi/French (3 Credits) (2:1:0)

1.3. Financial Statement Analysis (5 Credits) (4:1:0)

Unit 1: Introduction to Financial Analysis: Reporting environment. Nature and purpose of financial accounting. Accruals. Fair Value accounting.

Unit 2: Analysis of Financial Decisions. Liabilities. Leases. Postretirement benefits. Off-balance sheet financing. Accounting for contingencies and commitments.

Unit 3: Analysis of Investment Decisions. Current assets. Inventories. Long-term assets. Depreciation. Intangible assets. Intercorporate investment.

Unit 4: Analysis of Operating Decisions. Income measurement. Nonrecurring items, Revenues recognition. Deferred charges. Income taxes.

Unit 5: Profitability Analysis. Importance of return on invested capital. Accounting drivers of performance. Reclassification of financial information. Return decomposition.

Unit 6: Returns and Liquidity. Leverage and suppliers. Financial position and profitability. Forecasting. Quality of Financial Information. Earnings management. Conservative and aggressive accounting practices. Industry specific manipulations.

Reference Books:

1. Financial Statement Analysis by K. R. Subramanyam and John Wild, 10e, 2009. McGraw Hill Education
2. Custom edition Financial Reporting and Analysis, compiled by P. Platikanova and G. Bartllori.

1.4. Introduction to Media Management (4 Credits)

(4:0:0)

Unit 1: Management: Functions & Principles - Management – Definition & Nature, Principles and Need for Management, Management Functions

Unit 2: Media Management - Media Management: Definition & Concept, Principles & Significance of Media Management, Media as an industry & profession

Unit 3: History and development of Media, Types of media, Organizational Patterns of a Print Media, Types of newspaper ownership pattern in India, Functions.

Unit 4: Regulation and Self-Regulation. Preventing Legal problems, General areas of legal concern. Self-regulation of and by media.

Unit 5: Market analysis and Market Research – Steps in Market analysis, Analyzing the markets. Types of research and research questions. Types of applied media.

Unit 6: Definition of Journalism, Nature, Scope and Purpose of Journalism, Duties and Responsibilities of Journalists, Indian News Agencies.

Reference Books:

1. Media Management by B. K Chaturvedi, 1st edition, Global Vision Publishing House, December 2009.
2. Chiranjeevi, A., Electronic Media Management, Authors Press, 2000.

1.5. Communication Management (4 Credits)**(4:0:0)**

Unit 1: Origin and growth of communication- Different types of communication: Verbal and non verbal, Scope, Elements of Communication and Process of Communication.

Unit 2: Communication- Its importance for society- Meaning and education — Feedback

Unit 3: Barriers to Communication and overcoming it– Functions of Communication.

Unit 4: Interpersonal communication- Features of Interpersonal Communication- Indian perspective- Mahatma Gandhi as a Communicator- Group Communication.

Unit 5: Communication & Media: Definition, meaning & concept. Era of speech and language – Era of written Communication- Social significance of Printed words- Advent of Newspapers.

Unit 6: Mass communication- Its reach, social implications- features- definitions- How it differs from Interpersonal Communication limitations.

Reference Books:

1. Fundamentals of Communication Systems – John G. Proakis and Masoud Salehi.
2. Communication Systems – Simon Haykins.
3. Digital Communications: Fundamentals and Applications – Bernard Sklar.
4. Modern Digital and Analog Communication Systems – B.P Lathi & Zhi Ding.

1.6. Environmental Studies (3 Credits)**(2:0:0)**

II SEM BBA

2.1. English – 2 (3 Credits) (2:1:0)

2.2. Kannada/Hindi/French (3 Credits) (2:1:0)

2.3. Folklore and visual Communication (4 Credits) (3:1:0)

Unit 1: Understanding Folk Media and Oral Tradition. Folk media: Concepts, Definitions, Evolution Functions and Significance. Elements, Various Forms and Process.

Unit 2: Application of Folk Media in Product, Services and Social Communication. Case Studies (Successful Advertising Campaigns which have used Folk Media)

Unit 3: Visual Communication: Concepts and Process. Visual Literacy, Perception and Persuasion. Psychological and Emotional Aspects of Colour, Shapes and Forms. Use of Visuals across Media, Visual Manipulation and Ethics.

Unit 4: Art and Design- Concept and Role of Graphics in Communication. Advertising. Components of Graphics and their Function – Typography and Visuals. Layout and Various Stages of Layout.

Unit 5: Design Appreciation based on Design Principle. Colour Theory and its logical use in Design. Design Applications –Advertising, Direct Printed. Pieces, Poster, Magazine and Digital Outdoor, Packaging Designs, Corporate Identity/ House Colours.

Unit 6: Designing for Digital Canvas. Introduction to User Interface – Theories and Best Practices. Understanding Popular Digital Devices – Adaptive UI Web/Mobile Content Design – Definitions and Processes.

Reference Books:

1. Albert Book And Dennes Schie: Fundamentals of Copy & Layout (USA: National Text Book Company, 1997)
2. Barr William Mo: Culture and the Ad (Western Press, 1994)
3. Bhatia Arun: Visual Communication (India: Rajat Publishing, 2005)

2.4. Marketing Management (4 Credits)

(3:1:0)

Unit 1: Introduction to Marketing Management; Nature, scope & importance, Core concepts of marketing. Different types of Marketing orientations/Philosophies; Marketing Environment; Factors affecting Marketing Environment; Understanding Consumers & Industrial Market

Unit 2: Marketing Mix- Marketing Mix: 4 P Model for Product, Marketing Strategies; Market Segmentation: Factors for segmentation, Importance; Market Targeting: Need & Importance; Market Positioning, Targeting vs Positioning; Understanding Consumer & Competition.

Unit 3: Product and Pricing; Product, Product Class and Categories, Product Mix, Elements of Product mix; Product Life Cycle, Strategies of Different stages of PLC; Brands : USP, EVP New Product Development; Nature of Pricing, Factors affecting Pricing & steps in Price Determination; Pricing Strategies & Techniques.

Unit 4: Distribution (Place) and Promotion; Importance & function of distribution channels Channel Design Selection; Channel Members & their management; Promotion Mix & its Elements, Sales Promotion; Conflict Management in distribution, causes & cures.

Unit 5: Service Marketing - Significance and Types; Recent Terms in Marketing, 7 P model for service.

Unit 6: Rural Marketing & Types of Marketing concepts; Application of Marketing; Marketing Information System & Marketing Research International & Global Marketing.

Reference Books:

1. Kotler, P. (1994). Marketing Management Analysis, Planning, Implementation & Control. New Delhi: Prentice Hall of India.
2. Marketing Management by B S Raman.

2.5 Organizational Behaviour (4 Credits)

(4:0:0)

Unit 1: Introduction to Management, Functions, Levels of management, Contributions of C K Prahalad. Organisational Behaviour: Introduction, definition, historical development, fundamental principles of OB, contributing disciplines, approaches, challenges and opportunities.

Unit 2: Foundations of Individual Behaviour-Individual behavior: Foundations of individual behavior. Ability: Intellectual abilities, Physical ability, the role of disabilities.

Unit 3: Personality Meaning, formation, determinants, traits of personality, personality attributes influencing OB. Attitude: Formation, components of attitudes, relation between attitude and Behavior, Learning, its concepts and theories.

Unit 4: Perception and Emotions-Perception: Process of perception, factors influencing perception, link between perception and individual decision making. Emotions: Affect, mood and emotion and their significance, basic emotions, emotional intelligence, self-awareness, self management, social awareness, relationship management.

Unit 5: Motivation and Leadership-Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories. Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories-Fiedler's model, SLT, transactional and transformation leadership.

Unit 6: Group Behaviour-Definition, types, formation of groups, building effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution. Power and politics: Basis of power, effectiveness of power tactics.

Reference Books:

1. Organization Behaviour by Praveen Kumar M, Sapna Book House, 1st edition, 2020.
2. Organisational Behavior, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, 14th Edition, Pearson.

2.6. Constitution of India (3 Credits) (3:0:0)

2.7. Physical Education (2 Credits) (2:0:0)

III Sem BBA

3.1. Business Communication – I (3 Credits) (2:1:0)

3.2. Kannada/Hindi/French (3 Credits) (2:1:0)

3.3. Media Planning (4 Credits) (3:1:0)

Unit 1: An Overview of Indian Media Scenario - Defining Media Planning - The shift of Media Planning function from - Advertising Agencies to independent Buying - Agencies – The Ramifications. Major Media Buying Agencies and Agency Affiliations - Sources of Media Information: Population Census, Annual Economic Survey, India-Year Book, INFA Year Book, Audit Bureau of Circulation, Indian Newspaper Society (INS) - Handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, Data on Market Share.

Unit 2: Media Characteristics - Media Brief - Marketing Information Checklist - Marketing Problem – Objectives Product Category Information Geography/Location Seasonality/Timing Target Audience.

Unit 3: Media Planning and its Application - Defining Media Objectives, Target Audience - Objectives, Distribution Objectives, Media Terms, Problems associated with media planning, Media Weight Theories -Various Models of Media Planning : Bill Harvey’s - Expansion Model, Recency Model and Other Models.

Unit 4: Understanding Media Objectives, Strategy, Scheduling - Strategy and Media Plan Setting Media Objectives: Determining Media Objectives, Budget Constraints, Creative Constraints, Reach and Frequency, Choosing the Right Media/Media Options and Evaluation Techniques, Determining Media Values, Qualitative Value of Media, Ad Positions within Media, Evaluating and Selecting Media Vehicles Developing Media Strategy.

Unit 5: Budgeting and Evaluation Plan - Budgeting : Setting and Allocating the Budget, Different Methods of Setting Budget-Competitive Spending, Objective and Task, Expenditure per Rate, Factors Affecting the Size of the Budget Presentation of Media Plan to a Client and Evaluation of Media Plan Media Matrix and Measurability and Payment Methods.

Unit 6: Digital Media Planning - Concepts and Process -Understanding Google AdWords – Choosing Keywords, Optimization Social Media Ad Planning – Understanding Paid Ad Platforms, and Monitoring Real time Campaign Optimization.

Reference Books:

1. Barban Arnold: Media Planning, USA, NTC Business Book, 1997.
2. Barton Et Al: Essentials of media planning, USA NTC Business Book, 1993.
3. Bara Joel & Dixit Veena: Mass Media in India 1998-99, New Delhi, Publication Division 1999.
4. Coyne Richard: Turning of Place: Sociable S\pace and Perspective Digital Media (UK: MIT Press, 2010).
5. Dominick Joseph R: The Dynamics of Mass Communication: Media in Digital Age (US: McGraw Hill Companies, 2007).

3.4. Story Boarding (5 Credits)

(4:1:0)

Unit 1: Basics of Story Board: Understanding the Concept and Story Development: Introduction to Principles of Drawing, Scripting & Story boarding for animation: Creation and Development. Storyboard – Definition, Importance of storyboarding, Storyboard formats, Composition rules – Concept of panels and its usages, Camera angles and shots, visual continuity, Hook-ups, OL & UL, Props, transitions.

Unit 2: Types of Story Board Hours: 18 Introduction of Story Board and Types of Story Board. Scripting & Story boarding for animation. Creation and Development.

Unit 3: Techniques of Shots & Cameras Hours: 18 Applying Angles and Shots: Understanding different camera angles and shots and applying in your own group project. Camera Panning techniques, Zoom-in & Zoom-out, Cut - shot, Dissolve transform, trick shot, hook-up shot etc. Using standard symbols in story-board to depict the camera angles, zooming options etc. Creating your own animatics.

Unit 4: Introduction to Character Design & Props Hours: 18 Props Design: Create your own cartoon character and its relative props. Understanding the Character Bible: size relation chart and their respective props etc.

Unit 5: Workflow of 2D Hours: 18 Understanding the 2D Animation Workflow: Understanding the entire pre-production process involved in 2D Animation. Story-boarding to Animatics – Camera panning techniques.

Unit 6: Visualise the Characters, Location and story props, Create a story-board for their own characters, dialogues, Experiment different types of story-board, Creation of Animatic - Scanning storyboard panels and synchronizing it with the sound tracks.

Reference Books:

1. How to Draw Animation- Learn the Art of Animation from Character Design to Storyboards and Layouts: Christopher Hart.
2. The Art of the Storyboard - Storyboarding for Film, TV, and Animation: John Hart.
3. Prepare to Board! Creating Story and Characters for Animation Features and Shorts, 2nd Edition by Nancy Beiman (2012).
4. Cartooning: Character Design (HT291) (How to Draw & Paint) Paperback – April 1, 2006 by Editors Of Walter Foster (Editor), Sherm Cohen (Illustrator).

3.5. Digital Marketing (5 Credits)

(4:1:0)

Unit 1: Introduction to Digital Marketing. Introduction, Objectives, Definition of Digital marketing. Nature and Scope of Digital marketing, Digital marketing concept, Digital marketing environment, Digital economic and non digital economic.

Unit 2: Operations of Digital Marketing - Digital Marketing- Techniques, Objective and Needs. Product pricing - Techniques of packing. Online-payment mechanism – E-payment Legal and Ethical Issues in Digital Marketing - Social Media Tools in Digital Marketing.

Unit 3: SEO and its applications, website, purposes, characteristics and appeal.

Unit 4: Fundamental of E-CRM. Evolution, Meaning and Definition of E-CRM, Benefits of E-CRM - Objectives of E-CRM , Feature of E-CRM - Importance of E-CRM - Difference b/w CRM and E-CRM - E-CRM through customer Analysis.

Unit 5: Technology & Structure of E-CRM - Applications in E-CRM - Customer Databases and Information Systems - Challenges involved in formulating and implementing e-CRM strategies - E-CRM Structure and Planning - Five engines of E-CRM, E-CRM for personalized services. E-CRM Implementation - Implementation of an E-CRM System - Evolution of E-Customer and E-Marketing, Difference between e-customer & e-marketing - Different levels of E-CRM - Areas of E-CRM, Steps to build a successful E-CRM - E-CRM in Banking Sector.

Unit 6: Digital Marketing budgeting – Resource planning – Cost estimating – Cost budgeting – Cost control.

Reference Books:

1. Digital Marketing by Vandana Ahuja, Oxford University Press.
2. Anderson Kristin L., Kerr J. Carol , Customer Relationship Management, 2001, by McGraw-Hill Education.

3.6. Disaster Management (2 Credits)

(2:1:0)

IV Sem BBA

4.1. Business Communication – II (3 Credits) (2:1:0)

4.2. Kannada/Hindi/French (3 Credits) (2:1:0)

4.3. Integrated Marketing Communication (5 Credits) (4:1:0)

Unit 1: An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication v/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour.

Unit 2: Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model.

Unit 3: Planning for Marketing Communication (Marcom): Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives.

Unit 4: Budgeting in Integrated marketing - Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.

Unit 5: Developing the Integrated Marketing Communication Programme: Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles. Media planning and selection decisions-steps involved and information needed for media planning.

Unit 6: Measuring Effectiveness and control of Promotional Programmes: Meaning and importance of measuring communication effectiveness, The testing process, measuring the effectiveness of other promotional tools and IMC. The ethical, social, and legal aspects of advertising and promotion-, Social Communication Different legislative and self regulatory codes controlling advertising and promotions in India viz. advertising councils code, print media codes, broadcasting media codes and regulations governing sales promotion, packaging, direct marketing and internet marketing.

Reference Books:

1. George Belch, Michael Belch & Keyoor Purani, Advertising & Promotion- An Integrated Marketing Communications Perspective TATA McGraw Hill.
2. Terence A. Shimp Pub. Advertising & Promotion: An IMC approach Cengage Learning.
3. Kenneth Clow and Donald Baack, Integrated Advertising, Promotion, and marketing Communication, Pearson.
4. Jaishri Jethwaney & Shruti Jain Advertising Management, Oxford.

4.4 Brand Management (5 Credits)**(4:1:0)**

Unit 1: The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential), Difference between product and brand, What can be branded, Importance of branding to company and customers, challenges and opportunities of branding, Strategic brand management.

Unit-2 – Customer based brand equity and its model.

Unit -3- Brand awareness, brand positioning, POP and POD, brand image, brand value, and brand mantra.

Unit -4- Criteria for choosing brand elements, different types of brand elements, leveraging secondary brand associations.

Unit -5- Brand architecture, portfolios and brand extension.

Unit-6- Global branding, barriers to global branding.

Reference Books:

1. Strategic brand management, Kevin Lane Keller.
2. Brand management-The Indian context, YLR Murthy.
3. Compendium Brand Management, Chunnawalla.

4.5. Commercial Law (4 Credits)

(4:0:0)

Unit 1: Contract – Definition – Essentials – Types – Offer – Acceptance - Rules – Consideration - Rules and Exceptions.

Unit 2: Contractual Capacity – Minor’s Agreement – Free Consent – Essentials. Discharge of Contract – Modes – Remedies, Contract of Indemnity - Guarantee - Bailment and Pledge - Contract of Agency - Essentials - Rights and liabilities.

Unit 3: Intellectual Property Rights - Meaning – Provisions – Importance – Types of IPR.

Unit 4: Basics of Companies act, Competition Protection Act, 2002- Objectives, Anti Competition Agreement, Prevention and Abuse of Dominant Position, Competition Commission of India.

Unit 5: Compromises, Arrangements and Amalgamations – Mergers, Amalgamations and takeovers, Powers of tribunal and Power of Central Government.

Unit 6: Cyber Law – Meaning – Types of Crimes – Offence and Punishment.

Reference Books:

1. A. K. Sen and I. K. Mitra, Commercial and Industrial Law, 9th ed., 1970.
2. C. Dutt, The Indian Contract Act, 4th ed. by B.C. Mitra, 1969.
3. Avtar Singh, Law of Sale of Goods & Hire Purchase, 5th ed., Eastern Book Co., Lucknow, 2002.
4. Avtar Singh, Negotiable Instruments, 4th ed., Eastern Book Co., Lucknow, 2005.

4.6. Management Accounting (5 Credits)

(4:0:0)

Unit 1: Management Accounting: Meaning and Definitions, Nature, Scope and Objectives of Management Accounting, Difference between Cost and Management Accounting and Management Accounting and Financial Accounting. Limitations of Management Accounting.

Unit 2: Marginal Costing: Basic concepts and Definitions, assumptions contribution, P/V ratio. BEP, margin of safety. Make or buy decisions, graphical analysis. Unit 3-Relevant Costs: Meaning, Distinction between Incremental Cost and Opportunity Cost. Simple problems on relevant cost in decision making.

Unit 3: Relevant Costs: Meaning, Distinction between Incremental Cost and Opportunity Cost. Simple problems on relevant cost in decision making

Unit 4: Analysis of Financial Statements: Meaning, tools of financial statements-(Common size, comparative, Trend analysis, Ratio analysis). Profitability Ratio- G/P, N/P, Operating Ratio, EPS, Turnover Ratio, Debtors Turnover ratio, Creditors Turnover ratio, Stocks Turnover ratio, working Capital Turnover ratio, Fixed Assets turnover ratio. Financial ratio- Current ratio, Liquid ratio, Debt-equity ratio, Proprietary ratio, (problems on above ratio only).

Unit 5: Budgetary control: Definitions- Budget, Budgetary control, objectives, Basic concepts, key factors. Types of Budgets, problems on Flexible Budget, Cash Budget and Sales Budget.

Unit 6: Standard Costing: Meaning, Definition, Difference between standard costing and budgetary control, Advantages and limitations, Variance analysis. Simple problems on material and labour variances.

Reference Books:

1. Accounting for Management by S N Maheshwari, 4th edition, Vikas publication.
2. Management Accounting by Piillai, Bhagavathi, S. Chand and Co. Ltd, Ramanagar, New Delhi.

V Sem BBA

5.1. Public Relation Management (4 Credits)

(4:0:0)

Unit 1: Principle of public relations: Nature, Role, Functions and definitions – Popular misconceptions Image Projection – Primacy of performance over Communication- Ethics in Public Relations.

Unit 2: Growth and history of public relations: Vox Populi, Vox Dei- Transition from ‘Public be damned’ to ‘Public be informed’- the Indian scene.

Unit 3: Public relations process: - Organizing a Campaign – RACE formulae – PR as a Marketing tool – PR tool for PSU and Private sector – Product and Service Specific Campaign.

Unit 4: Publicity, its characteristics, differences with other IMCs.

Unit-5- Corporate advertising- elements, issues associated.

Unit 6: Public opinion: - Factors in Opinion Formation- Importance of public opinion for Public Relations- Public in Public Relations- Opinion Leaders, Qualities of a public relations professional, Laws of Public opinion and Governors of Opinion change.

Reference Books:

1. Ogilvy David, Ogilvy on Advertising, Prion; New edition edition (2014).
2. Krug Steve, Don't Make Me Think! A Common Sense Approach to Web Usability, New Riders; 1 edition (2000).
3. Tiwary Avinash, Know online advertising, 2006.

5.2. Media Marketing Research (5 Credits)

(4:1:0)

Unit 1: Meaning, definition and nature of research, Importance of media research, Area of Media Research, Planning to research.

Unit 2: Hypothesis and variables. Research design and its types, Sampling – meaning, types and problems. Survey research, experimental and field research.

Unit 3: Sources of data – primary and secondary source. Questionnaire and schedules. Observation – participatory and non-participatory. Interview method.

Unit 4: Case study in Content analysis. Graphic and diagrammatic representation of data. Tabulation and classification of data. Data analysis, interpretation.

Unit 5: Elementary statistics – mean, median and mode. Inferential statistics – correlation and regression. Indexing, citation and bibliography. Research report writing.

Unit 6: Introduction to Semiology – Semiotic approach to construction of meaning, Barthes primary and secondary level significance, Semiotic analysis.

Reference Books:

1. Research methodology by C.R Kothari.
2. Social Research and Statistics by R.N. Mukherjee, Vivek Prakashan, Delhi.
3. Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi.

5.3. Graphic Designing (5 Credits)

(4:1:0)

Unit 1: Organized structure – Graphic design, Purpose for graphic design, graphic design objectives. Graphic design processes.

Unit 2: Origin of Graphic design - History of graphic design. Step by step modern graphic design. Research based design.

Unit 3: Aesthetic principles – Aesthetic proportion principles, fine arts, information aesthetics, Harmony principles, Dichotomy.

Unit 4: Aesthetic theories – beauty theories, Philosophy of beauty. Philosophy of art, Aesthetics and usability. Aesthetic experience in instructional design. Colour theories

Unit 5: Typography – Design of characters, typefaces, Size of type, stylistic variation of type, typeface personalities, selection of typefaces, some common typefaces, paper and ink, Harmony in typography harmony in colour.

Unit 6: Information graphics – Graphics, objectives time for production, everyday graphics, instructing, informing, and tempting to buy, Text, pictures and background.

Reference Books:

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.

5.4. Retail Marketing (4 Credits)

(4:0:0)

Unit 1: Retailing: Nature, Scope and opportunities, Types of retailers: merchandise retailers, non-store retail formats, service retailing; types of ownership, functions of retailers; FDI and retailing in India.

Unit 2: Customer Buying Behavior: types of buying decisions, buying process, social factors influencing buying decisions in retailing.

Unit 3: Retail Market Strategy: definitions, retail planning process, financial strategy, location strategy, human resource strategy, retail MIS.

Unit 4: Retail Mix Strategies: buying merchandise, pricing, retail communication mix, multi-channel retailing.

Unit 5: Managing the store, store layout and design, space planning, merchandise presentation techniques, store ambience, customer service

Unit 6: Emerging trends in retailing, Changing nature of retailing, Organized retailing, Modern retail formats, challenges faced by retail sector

Reference Books:

1. Retail Marketing management by David Gilbert.
2. Swapna Pradhan Tata McGraw Hill education.
3. Lamba A, 'Retail marketing', Tata McGraw Hill education.

5.5. Consumer Behaviour (5 Credits)

(4:1:0)

Unit 1: Introduction and concept: Introduction market strategy and consumer behaviour, Market Analysis, consumer decision process, difference between Customer and consumer, consumer protection act.

Unit 2: Culture and consumer behaviour: - Meaning of culture, Characteristics of culture, function of culture. types of culture, Cross-cultural consumer analysis: cross cultural marketing objectives, Basic areas for cross-cultural marketing, problem in cross cultural marketing.

Unit 3: Motivation and consumer behaviour: - Introduction, motives and motivation, positive or negative motivation, Consumer motives:- personal ,social motives, Involvement:-types of involvement, measuring involvement, values , values and attitudes, means and end chain model.

Unit 4: Perception and consumer behavior: Introduction, of groups, advantages and disadvantage of groups, reference group, types of reference group, social class and consumer behavior- Introduction social class categorization, social class life style and buying behavior, social class and market segmentation, social factors, social class and consumer behavior.

Unit 5: Determinants of Consumer behaviour, Determining consumer buying Behaviour:- Consumer purchase decision, types of decision, types of decision behaviour, buying stage and situational influence, models of consumer behaviour Economic model, learning model, sociological model, Howard Sheth model of buying.

Unit 6: Attitude and consumer behaviour:- Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, Model of attitude- Tricomponent attitude model, multi attribute attitude model, Consumer decision making process:- Introduction, levels of consumer decision ,consumer information processing model, Hierarchy of effects model.

Reference Books:

1. Consumer behaviour by Leon Schiffman and Leslie Kanuk.
2. Consumer behavior by Zubin Sethna and Jim Blythe.
3. Consumer behavior: Buying, Having and Being by Michael Solomon.
4. Living Brands: How Biology & Neuroscience Shape Consumer's behaviour and brand desirability.

5.6. Media Laws and Ethics (5 Credits)

(4:1:0)

Unit 1: Press Freedom and Law - Constitution and freedom of speech and expression. Contempt of court Official secrets act 1923. Right to information. Right to privacy

Unit 2: Media Laws - 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.

Unit 3: Copy Right Act 1957. Prasar Bharti Act 1990. Cable TV network regulation Act 1995. Information technology Act 2000.

Unit 4: Media Councils and Committees - Press commissions, Media council/ Press Council, Working Journalist Act, Autonomy of public broadcasting.

Unit 5: Media Codes and Ethics - Ethics: Meaning & definition, Advertising Council of India. Parliamentary privileges: article 105, 193 and 361A of constitution. Guidelines for parliamentary coverage. AIR code for election coverage.

Unit 6: Measures against digital piracy; Social Media and OTT self-regulation.

Reference books:

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

VI Sem BBA

6.1. Entrepreneurship Development (4 Credits)

(4:0:0)

Unit 1: 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.

Unit 2: Entrepreneurship development program: 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.

Unit 3: Introduction to Small Scale Industry in India: Definition, Steps for setting up small industry, Contribution to Indian Economy.

Unit 4: Introduction to Start-up - 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.

Unit 5: Institutional Support to entrepreneurs: 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).

Unit 6: Project feasibility report and Industry Review Report: 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.

Reference Books:

1. 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).

6.2. Persuasion and Negotiation (5 Credits)

(4:1:0)

Unit 1: Persuade and negotiate – Definition and meaning, clarifying the topic, negotiating, persuading, differences and similarities among related concepts, argument, flight, conflict, meditation, arbitration, influence and manipulation.

Unit 2: Negotiation strategies – Types, Models of negotiation and effective communication – normative and descriptive theories, Mathematical microeconomic approach: the analytical model.

Unit 3: Approaches to communication - Communication theory approach: the discursive model. General psychological approach: the motivational model. Cognitive approach.

Unit 4: Assessment and control – Negotiation context, Negotiation process, preparation, execution, Follow up, Negotiation competence. Impression and thoughts of the other party during the persuasion process, Emotional and neuropsychological effects.

Unit 5: Successful Negotiation management – Identifying proficient negotiators, measuring and assessing skills and potential, effectiveness and prediction, Development through training and coaching, strategic negotiation management: Aligning needs and reality.

Unit 6: Practical Cases from business, industry and consulting – Negotiating and convincing leadership and projects, Negotiating and convincing in marketing and sales, Negotiating and convincing with selling your own idea.

Reference Books:

1. Negotiation and Persuasion, the science and art of winning cooperative partners by Macro Behrmann, Hogrefe publication, 2016.

6.3. Writing for Media (5 Credits)

(4:1:0)

Unit 1: Essentials of Good Writing - Art of Writing, Kinds of Media Writing: Inform, Describe & Persuade, The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment.

Unit 2: Writing for Print Media - Basic principles of writing for print. Elements and Importance of News writing. Steps & elements of writing: editorial, features & review.

Unit 3: Writing for Electronic & Social Media - 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.

Unit 4: 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.

Unit 5: Newsroom Operations: Organizational structure of an editorial department. Reporting section, qualities and responsibilities of a sub-editor, Functions of an editor.

Unit 6: Editorials – Editorial page versus news page, Definition of editorials. Middles in journalism. Features and types of editorials.

Reference Books:

1. 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.

6.4. International Business (4 Credits)

(4:0:0)

Unit 1: Introduction-Globalisation – Meaning and implications - Globalisation of markets and production – The emerging global economy - Drivers of Globalisation. Modes and entry strategies of international business – arguments for and against – trends in international trade. Differences between domestic and international business.

Unit 2: International Business Environment-Cultural aspects, values and norms, social structure, religious and ethical systems, language, education, implications of cultural differences on business. International business environment, Political and legal factors, political systems, legal systems, International business environment, Economic factors, the determinants of economic development. Tariffs, subsidies, local content requirements, administrative policies, anti dumping policies, political and economic arguments for intervention, Development of the world trading system.

Unit 3: WTO and Regional Integrations-GATT, the Uruguay round of negotiations. WTO, genesis and functions, the future of WTO. Regional Integrations, Trading Blocks, nature and

levels of integration, arguments for and against regional integration, Trading blocks, European Union, ASEAN, APEC, NAFTA, SAARC.

Unit 4: Multinational Corporations, Organisation, design and structures, head quarters and subsidiary relations in multinational corporations.

Unit 5: Foreign Exchange Market-Functions, nature of foreign exchange market, the trading mechanism, exchange rate determination, balance of trade, stability of exchange rate, currency convertibility.

Unit 6: International Monetary System, Funding facilities and strategies of IMF and World Bank, Expatriation and Repatriation, Ethical dimensions in International Business.

Reference Books:

1. John D. Daniels Lee H Radebaugh, International Business: Environments and Operations Addison Wesley.
2. Justin Paul – International Business – Prentice Hall of India.
3. Oded Shenkar Yadong Luo: International Business – John Wiley and Co.

6.5. Quantitative Tools and Techniques (5 Credits)

(4:1:0)

Unit 1: Indices –Meaning - Law of Indices and their application for simplification.

Logarithms – Laws of Logarithms – Common Logarithms – Application of Logarithms for simplification.

Unit 2: Progressions – Meaning of sequence and series – Types of Progression – Arithmetic Progression and Geometric Progression – General terms and sum of ‘n’ terms of Arithmetic Progression and Geometric Progression – Business applications – Problems on Arithmetic and Geometric Progression.

Unit 3: Ratio Proportions and Percentages and their application to business, Permutations – Factorial notations – Linear and circular Permutations. Combinations – Business applications – problems on Permutations and Combinations.

Unit 4: Commercial Arithmetic –Simple interest and Compound interest- Bills discounting concepts, Bankers discount, true discount, Bankers gain and present value of bill.

Unit 5: Matrices and determinants – Meaning, Definition and types of matrices – Matrix operations and properties. Determinants – Determinants of a square Matrix – Solutions of linear equations by using Cramer’s Rule.

Unit 6: Data analytics, characteristics and dimensions of Data analytics. Data Science: Getting value out of Big Data, Foundations of Big data systems and programming.

Reference Books:

1. Quantitative Techniques by B H Suresh and G H Mahadevswamy.
2. Data Analytics made accessible by Anil Maheshwari, 2014.

6.6. Project (5 Credits)

(1:0:4)

Evaluation of Project Report is divided into three components.

- a) C1 (Finalization & Preparation of Synopsis)
- b) C2 (Submission of detailed work dairy)
- c) C3 (Final Project Report)
