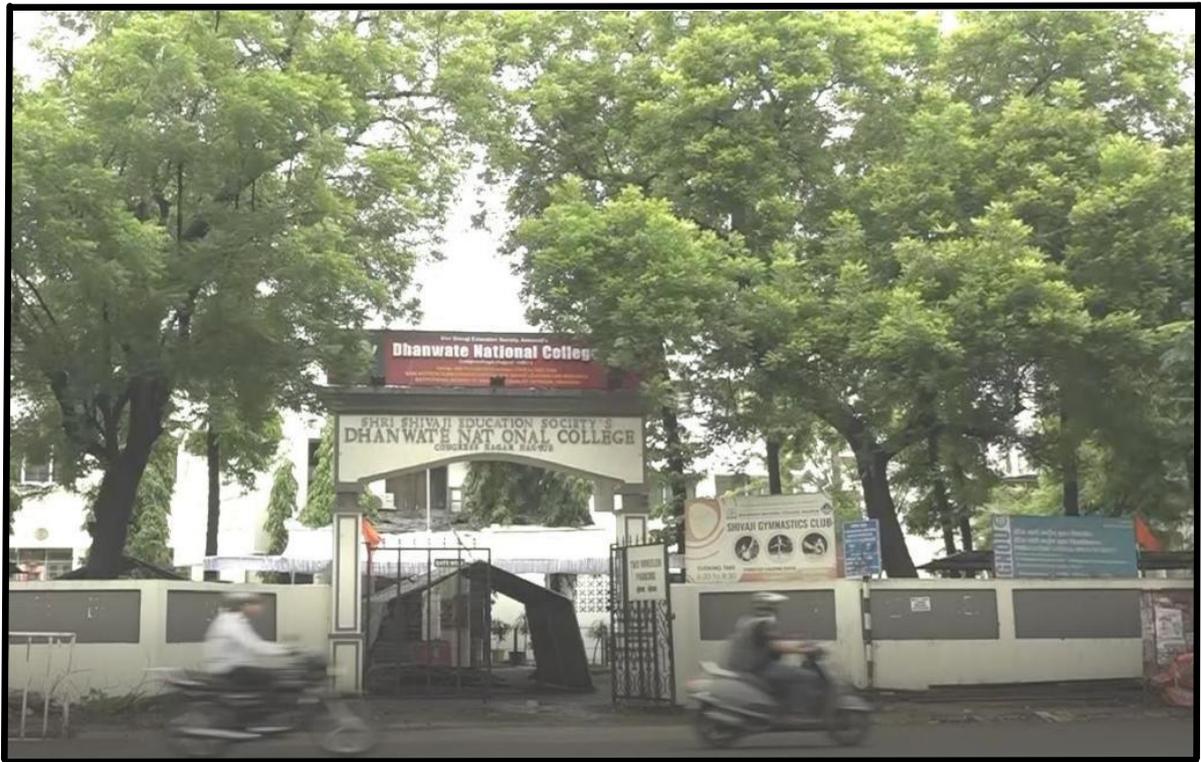Shri Shivaji Education Society, Amravati's

Dhanwate National College

Congress Nagar, Nagpur

Established in 1935

College with Potential for Excellence status by UGC,New Delhi
PM-USHA 3.00 Grant for College Strengthening
Re-Accredited 'B+' Grade, CGPA 2.53 by NAAC, Banglore
Centre of Higher Learning and Research
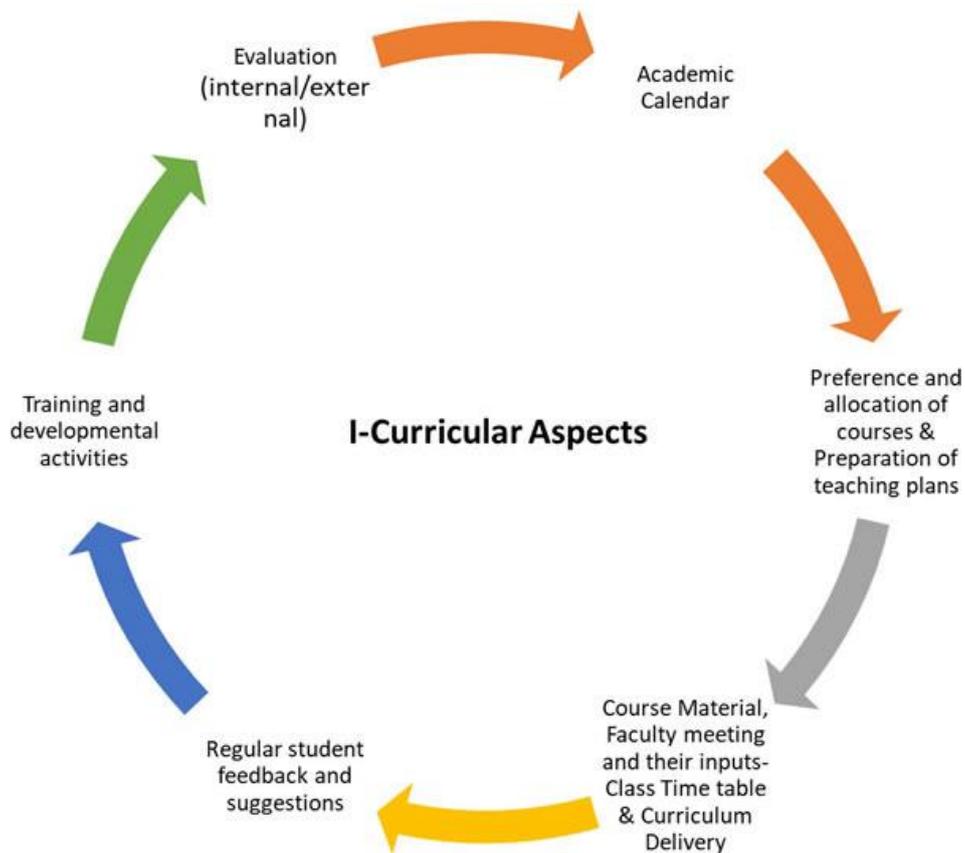**Institutional Member of APQN, Shanghai**

4th Cycle

Assessment & Accreditation by NAAC

AQAR 2023-2024

I-Curricular Aspects

Evaluation (internal/external) → Academic Calendar → Preference and allocation of courses & Preparation of teaching plans → Course Material, Faculty meeting and their inputs- Class Time table & Curriculum Delivery → Regular student feedback and suggestions → Training and developmental activities → Evaluation (internal/external)

1.3 - Curriculum Enrichment

1.3.2 - Number of courses that include experiential learning through project work/field work/internship during the year

No./DNC /_ **248/2023-2024**

Date : **26/12/2023**

Self Declaration

This is to certify that, the information, report true copies of the supporting documents, numerical data and weblinks furnished in this file are verified by IQAC and the head of the institution and found correct.

Hence this certificate is issued.

Dr. K. D. Meghe
IQAC Coordinator

Dr. O. S. Deshmukh
Principal

1.3.2 - Number of courses that include experiential learning through project work/field work/internship during the year

RASTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY NAGPUR

SYLLABUS

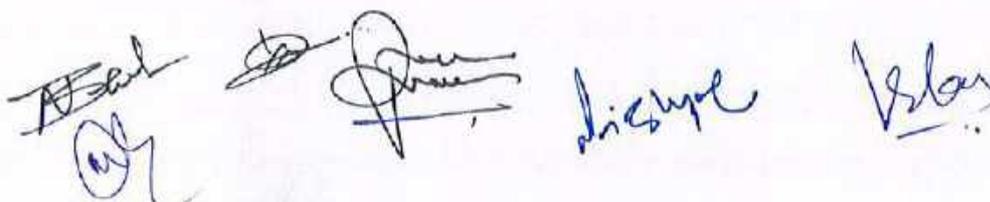## FACULTY OF INTERDISCIPLINARY STUDIES

BACHELOR OF ARTS

(MASS COMMUNICATION)

With Choice Based Credit System

2022 - 2023

B.A. (Mass Communication)

Course structure with effect from 2022-23 onwards

SEMESTER I

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Subjects										
1	I	EC-101	4		4	4	80	20	100	40
2	II	FMC-102	4		4	4	80	20	100	40
3	III	HM-103	4		4	4	80	20	100	40
Elective Subjects (Select any two from Four)										
4	IV	CA-104	4		4	4	80	20	100	40
5	V	VC-105	4		4	4	80	20	100	40
6	VI	WES-106	4		4	4	80	20	100	40
7	VII	FC-107	4		4	4	80	20	100	40
Practical										
8	Practical	P-108		12	12	2	100		100	40
			20	12	32	22	500	100	600	240

Paper Code EC-101= Effective communication –I, FMC-102 = Fundamentals of Mass Communication, HM-103 = History of Media, CA-104 = Current Affairs, VC-105 = Visual Communication, WES-106 = Writing and Editing Skills, FC-107 = Foundation Course I, P-108 = Practical

SEMESTER II

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Subjects										
1	I	EC-201	4		4	4	80	20	100	40
2	II	IJ-202	4		4	4	80	20	100	40
3	III	IA-203	4		4	4	80	20	100	40
Elective Subjects (Select any two from Four)										
4	IV	MGC-204	4		4	4	80	20	100	40
5	V	CW-205	4		4	4	80	20	100	40
6	VI	FWWSJ-206	4		4	4	80	20	100	40
7	VII	FC-207	4		4	4	80	20	100	40
Practical										
6	Practical	P-208		12	12	2	100		100	40
			20	12	32	22	500	100	600	240

Paper Code EC-201= Effective communication –II, IJ-202 = Introduction to Journalism, IA-203 = Introduction to Advertising, MGC-204 = Media, Gender and Culture, CW-205 = Content Writing, FWWSJ-206 = Features and Writing for Social Justice, FC-207 = Foundation Course II, P-208 = Practical

SEMESTER III

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Subjects										
1	I	EM-301	4		4	4	80	20	100	40
2	II	CCPR-302	4		4	4	80	20	100	40
3	III	MS-303	4		4	4	80	20	100	40
Elective Subjects (Select **any two** from Four)										
4	IV	IP-304	4		4	4	80	20	100	40
5	V	FC-305	4		4	4	80	20	100	40
6	VI	CM-306	4		4	4	80	20	100	40
7	VII	WEM-307	4		4	4	80	20	100	40
Practical										
8	Practical	P-308		12	12	2	100		100	40
			20	12	32	22	500	100	600	240

Paper Code EM-301 = Electronic Media, CCPR-302 = Corporate Communication and Public Relation, MS-303 = Media Studies, IP-304, Introduction to Photography, FC-305 = Film Communication-I, CM-306 = Computers and Multimedia, WEM-307 = Writing and Editing for Media, P-308 = Practical

The core courses are compulsory. Student may choose any two from the electives.

SEMESTER IV

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Subjects										
1	I	EM-401	4		4	4	80	20	100	40
2	II	MMR-402	4		4	4	80	20	100	40
3	III	MLE-403	4		4	4	80	20	100	40
Elective Subjects (Select **any two** from Four)										
4	III	FC-404	4		4	4	80	20	100	40
5	IV	CM-405	4		4	4	80	20	100	40
6	V	EC-406	4		4	4	80	20	100	40
7	VI	TJ-407	4		4	4	80	20	100	40
Practical										
8	Practical	P-408		12	12	2	100		100	50
			20	12	32	22	500	100	600	250

Paper Code EM-401 = Electronic Media-II, MMR-402 = Mass Media Research, MLE-403 = Media Laws and Ethics, FC-404 = Film Communication-II, CM-405 = Computers and Multimedia-II, EC-406 = Environmental Communication, TJ-407 = Television Journalism, P-407 = Practical.

The core courses are compulsory. Student may choose any two from the electives.

SEMESTER V

S.N	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Subjects										
1	I	R-501	4		4	4	80	20	100	40
2	II	CW-502	4		4	4	80	20	100	40
3	III	MJNM-503	4		4	4	80	20	100	40
Elective Subjects (Select any two from Four)										
4	IV	BFJ-504	4		4	4	80	20	100	40
5	V	BB-505	4		4	4	80	20	100	40
6	VI	SMM-506	4		4	4	80	20	100	40
7	VII	FNFC-507	4		4	4	80	20	100	40
Practical										
8	Practical	P-508		12	12	2	100		100	40
			20	12	32	22	500	100	600	240

Paper Code   R-501=Reporting, CW-502= Copy Writing, MJNM-503 = Mobile Journalism and New Media, BFJ-504 = Business and Financial Journalism, BB-505 = Brand Building, SMM-506 = Social Media Marketing, FNFC-507 = Fake News and Fact Checking, P-507 = Practical

The core courses are compulsory. Student may choose any two from the electives.

SEMESTER VI

S.N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Subjects										
1	I	DM-601	4		4	4	80	20	100	40
2	II	AD-602	4		4	4	80	20	100	40
3	III	PTJ-603	4		4	4	80	20	100	40
Elective Subjects (Select any two from Four)										
4	IV	CR-604	4		4	4	80	20	100	40
5	V	BM-605	4		4	4	80	20	100	40
6	VI	RMA-606	4		4	4	80	20	100	40
7	VII	DAFM-607	4		4	4	80	20	100	40
Practical										
8	Practical	P-608		12	12	2	100		100	40
			20	12	32	22	500	100	600	240

Paper Code DM-601 = Digital media, AD-602 = Advertising Design, PTJ-603 = Photo and Travel Journalism, CR-604 = Crime Reporting, BM-605 = Brand Management, RMA-606 = Rural Marketing and Advertising, DAFM-607, Documentary and Ad Film Making, P-608 = Practical.

The core courses are compulsory. Student may choose any two from the electives.

4

RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

Absorption Scheme for BA Mass Communication 2022-23 onwards

The students of the course immediately preceding the course under this direction shall be given a chance to appear for three more consecutive examinations according to old syllabus and regulations under Direction 06 of 2015. However, students who had taken admission in the session 2022-23 shall be governed by a new syllabus and course structure provided that : The candidate passed in First Year BAMC In yearly pattern would be eligible for Third Semester. The candidate passed in Second Year BAMC in yearly pattern would be eligible for Fifth Semester.

Multiple Exit Scheme for BA Mass Communication

If student leaves the course after passing all subjects of Semester I examination he/she shall be awarded **Certificate in Mass Communication (CMC)** whereas on leaving the course after passing all subjects of Semester I and Semester II examination he/she shall be awarded **Advance Certificate in Journalism and Mass Communication (ACJMC)**. If the student leaves the course after passing all subjects of Semester I, Semester II and Semester III examination he/she shall be awarded **Diploma in Media Studies (DMS)**, whereas on leaving the course after passing all subjects of Semester I, Semester II, Semester III and Semester IV examination he/she shall be awarded **Advance Diploma in Mass Communication (ADMC)**. If the student leaves the course after passing all subjects of Semester I, Semester II, semester III, Semester IV and Semester V examination he/she shall be awarded **Advance Diploma in Journalism and Mass Communication (ADJMC)**.

GradingSystem:

The marks secured by a student from maximum 100 will be converted into a letter grade. The gradepoints are the numerical equivalent of letter grade assigned to a student in the 07 points scale asgivenbelow in Table 01,

Table 01

Range of Marks obtained out of 100 or Equivalent Fraction	Letter Grade	Grade Point	Description
90-100	A+	10	Outstanding
70-89	A	9	Excellent
60-69	B+	8	VeryGood
50-59	B	7	Good
45-49	C+	6	Fair
40-44	C	5	Average
Lessthan 40	F	0	DroppedorFail

Calculation of Semester Grade Point Average (SGPA):

a. Performance in a semester will be expressed as Semester Grade Point Average (SGPA).

b. Cumulative performance of all the semesters together will reflect performance in the whole programme and it will be known as Cumulative Grade Point Average (CGPA). This CGPA is the real indicator of a student's performance.

The formula for calculation of SGPA and CGPA is given below:

01 The marks will be allotted in all examinations which will include college assessment marks and the total marks for each Theory/Practical shall be converted into Grades as

5
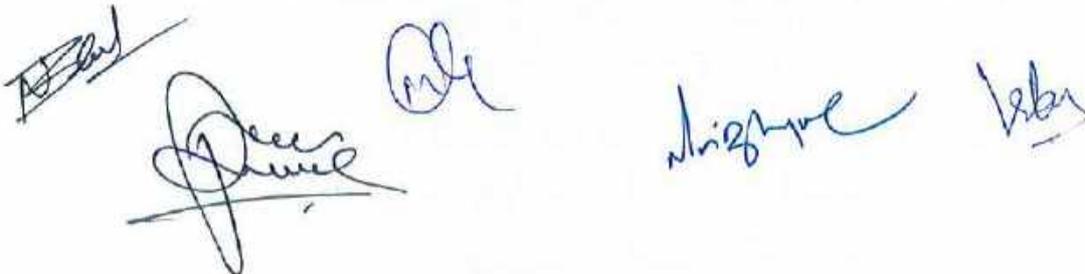
per Table No.1

02 SGPA shall be calculated based on Grade Points corresponding to percentage of marks as given in **Table No. 01** and the Credits allotted to respective Theory / Practical shown in thescheme for respective semester.

03 SGPA shall be computed for every semester as per formulae (1) and CGPA shall be computed only in VI semester.

$$SGPA = \frac{C1 \times G1 + C2 \times G2 + \cdots Cn \times Gn}{C1 + C2 + \cdots + Cn} \qquad (1)$$

Where:

C= Credit of individual Theory / Practical

G = Corresponding Grade Point obtained in the respective Theory /Practical. n = Number of subject heads in a given semester

04 The CGPA shall be calculated based on SGPA of I to IV semester taken together as performulae (2)

$$CGPA = \frac{(SGPA)_I \times (Cr)_I + (SGPA)_{II} \times (Cr)_{II} + SGPA)_{III} \times (Cr)_{III} + (SGPA)_{IV} \times (Cr)_{IV} + (SGPA)_V \times (Cr)_V + (SGPA)_{VI} \times (Cr)_{VI}}{(Cr)_I + (Cr)_{II} + (Cr)_{IIi} + (Cr)_{IV}} \qquad (2)$$

Where:

(SGPA) I = SGPA of I Semester (Cr) I = Total Credits for I Semester

(SGPA) II = SGPA of II Semester (Cr) II = Total Credits for II Semester

(SGPA) III = SGPA of III Semester (Cr) III = Total Credits for III Semester (SGPA)

IV = SGPA of IV Semester (Cr) IV = Total Credits for IV Semester

(SGPA) V = SGPA of V Semester (Cr) V = Total Credits for V Semester

(SGPA) VI = SGPA of VI Semester (Cr) VI = Total Credits for VI Semester

SGPA = Semester Grade Point Average

CGPA = Cumulative Grade Point Average

i. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in thetranscripts.

ii. CGPA equal to 8.25 and above shall be considered as equivalent to First Class with distinction and CGPA equal to 6.75 or more but less than 8.25shall be considered as First Class and soon as mentioned in table 02.

iii. The cumulative grade point average will be calculated as the average of the SGPA of the four semesters, as shown above.

Table 02

CGPA	Division
8.25 or more	First Class with distinction
6.75 or more but less than 8.25	First Class
6.25 or more but less than 6.75	Higher second Class
5.75 or more but less than 6.25	Second Class
Less than 5.75	Dropped or Fail

Equivalent percentage calculation shall be based on the following formula:

Equivalent % = (CGPA − 0.75) × 10

3	Production	**Pre-Production** : Engaging technical team & equipments. Acquiring shooting permissions. Production : On locale and studio shooting. Technology involved. **Post Production** : Editing (Technique & Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re- recording and Mixing, DI and Subtitling. Making final master& telecast copy.	15
4	**AD Film Making**		20
	1.Ad Film Making	Writing a selling concept. Budgeting. Preparing Storyboard (Using different formats of making) Agency/Client approval.	
	2.Pre to Post Production	Finalization of Cast and Crew. Set erection/Location, Scheduling, Shooting. Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording & Mixing, DI & Subtitling. Making final master & telecast copy.	
Total Lectures			48

INTERNALS
(The objective of internals is to help the students practice the practicalities of making Documentary& Ad films.)   **20MARKS**

Practical   **100 Marks**

1. Specialized Research Project Report on Print Media/Electronic Media/ Public Relation/ Advertising/ New Media.   (60 Marks)
   Viva Voce   (40 Marks)

Bachelor of Commerce (Computer Appliation) (OB & CBCS) Examination

Scheme of Examination for Bachelor of Commerce with Computer Application (BCCA) Outcome Based & Choice Based Credit System (OB & CBCS) from Academic Session 2022-23

As Approved by the Academic Council vide Item No. 23 in its meeting held on 8th July 2022

1. **Details of eligibility for BCCA semester 1 examination**

A) For the BCCA 1st Semester, Examinee shall have Passed the 12th Standard Examination of the Maharashtra State Board of Secondary and Higher Secondary Education/CBSE/ICSE, with English at Higher or Lower level and any Modern Indian Language at higher or lower level with any combination of optional subjects;

OR

B) XII Standard Examination of Maharashtra State Board of Secondary and Higher Secondary Education in Vocational Stream with one language only; OR any other examination recognized as equivalent thereto; in such subjects and with such standards of attainments as may be prescribed Minimum Competition vocation course (MCVC).

OR

C) Any other Equivalent Examination of any State in (10+2) pattern with any combination of subjects.

2. **Teaching and Examination Scheme**

Course Nomenclature:

CC – Core course

AE – Ability Enhancement Courses

SE – Skill Enhancement Course

DSE – Discipline Specific Electives

GE – Generic Elective

ODL – Open and Distance Learning

Bachelor of Computer Application (BCCA)
BCCA – Semester I

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH) *	Max. Marks (IM)	Total Marks	Min. Passing Marks		
1	1AE1	English and Business Communication – I	1T1	5	80	20	100	40	100	4
2	1CC2	MS Office (IT)	1T2	5	80	20	100	40	100	4
3	1CC3	Fundamentals of Computers	1T3	5	80	20	100	40	100	4
4	1GE4	Professional Ethics & Human Values OR	1T4	5	80	20	100	40	100	4

		Personal Wellbeing								
Practical										
5	1CC5	Tally I (ERP 9)	1P5	9	100	-	100	40	100	4
		Total		29	420	80	500	200	500	20

Notes:

    i.   Duration of one Theory period is 48 minutes and Practical period is 48 x 2 = 96 minutes.

    ii.   TH = Theory, PR = Practical, IA = Internal Assessment.

    iii.   Minimum passing marks shall be 40 including internal assessment & University theory papers put together.

    iv.   The practical shall be treated as a separate passing head.

    v.   Record should be prepared for Practical. Both Components should be included in Practical Record.

    vi.   The candidate has to pass theory papers and Practical Paper separately.

    vii.   One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.

    viii.   Viz. Theory - 48 Minutes * 5 = 240 Minutes = 4 Hours i.e. 4 Credits

    ix.   Practical - 48 Minutes * 10 = 480 Minutes = 8 Hours i.e. 4 Credits.

    x.   Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.

BCCA – Semester - II

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks	Min. Passing Marks		
1	2AE1	English and Business Communication – II	2T1	5	80	20	100	40	100	4
2	2CC2	Principles of Business Management	2T2	5	80	20	100	40	100	4
3	2CC3	Data Base Management System	2T3	5	80	20	100	40	100	4
4	2SE4	E-Commerce and Web Designing	2T4	5	80	20	100	40	100	4
Practical										
5	2CC5	Tally II (ERP 9)	2P5	9	100	-	100	40	100	4
		Total		29	420	80	500	200	500	20

Notes:

i.   Duration of one Theory period is 48 minutes and Practical period is 48 x 2 = 96 minutes.
ii.   TH = Theory, PR = Practical, IA = Internal Assessment.
iii. Minimum passing marks shall be 40 including internal assessment & University theory papers put together.
iv.   The practical shall be treated as a separate passing head.
v.   Record should be prepared for Practical. Both Components should be included in Practical Record.
vi.   The candidate has to pass theory papers and Practical Paper separately.
vii. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
viii. Viz. Theory - 48 Minutes * 5 = 240 Minutes = 4 Hours i.e. 4 Credits
ix.   Practical - 48 Minutes * 10 = 480 Minutes = 8 Hours i.e. 4 Credits.
x.   Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.

BCCA – Semester - III

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks	Min. Passing Marks		
1	3AE1	Environmental Studies & Community Engagement	3T1	5	80	20	100	40	100	4
2	3CC2	Business Studies	3T2	5	80	20	100	40	100	4
3	3AE3	CSS & Java Script	3T3	5	80	20	100	40	100	4
4	3GE4	Ethical Hacking **OR** Computer Network **OR** Content Writing & Analysis	3T4	5	80	20	100	40	100	4
Practical										
5	3CC5	CSS & Java Script and Statistical Techniques using Excel	3P5	9	100	-	100	40	100	4
		Total		29	420	80	500	200	500	20

Notes:

i.   Duration of one Theory period is 48 minutes and Practical period is 48 x 2 = 96 minutes.
ii.   TH = Theory, PR = Practical, IA = Internal Assessment.
iii. Minimum passing marks shall be 40 including internal assessment & University theory papers put together.
iv.   The practical shall be treated as a separate passing head.

v. Record should be prepared for Practical. Both Components should be included in Practical Record.
vi. The candidate has to pass theory papers and Practical Paper separately.
vii. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
viii. Viz. Theory - 48 Minutes * 5 = 240 Minutes = 4 Hours i.e. 4 Credits
ix. Practical - 48 Minutes * 10 = 480 Minutes = 8 Hours i.e. 4 Credits.
x. Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.

BCCA – Semester – IV

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks	Min. Passing Marks		
1	4CC1	Business Economics	4T1	5	80	20	100	40	100	4
2	4GE2	Business Law & Cyber Security OR Research Methodology	4T2	5	80	20	100	40	100	4
3	4DSE3	Cloud Computing OR AI & ML OR MIS	4T3	5	80	20	100	40	100	4
4	4SE4	PHP & MySQL	4T4	5	80	20	100	40	100	4
Practical										
5	4CC5	PHP & My SQL	4P5	9	100	-	100	40	100	4
		Total		29	420	80	500	200	500	20

Notes:

i. Duration of one Theory period is 48 minutes and Practical period is 48 x 2 = 96 minutes.
ii. TH = Theory, PR = Practical, IA = Internal Assessment.
iii. Minimum passing marks shall be 40 including internal assessment & University theory papers put together.
iv. The practical shall be treated as a separate passing head.
v. Record should be prepared for Practical. Both Components should be included in Practical Record.
vi. The candidate has to pass theory papers and Practical Paper separately.
vii. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
viii. Viz. Theory - 48 Minutes * 5 = 240 Minutes = 4 Hours i.e. 4 Credits
ix. Practical - 48 Minutes * 10 = 480 Minutes = 8 Hours i.e. 4 Credits.
x. Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.

BCCA – Semester – V

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks	Min. Passing Marks		
1	5CC1	Python	5T1	5	80	20	100	40	100	4
2	5AE2	Internet of Things	5T2	5	80	20	100	40	100	4
3	5DSE3	Big Data OR Block chain Technology OR Software Project Management	5T3	5	80	20	100	40	100	4
4	5CC4	Internship	5T4	5	00	00	100	40	100	4
Practical										
5	5CC5	Practical of Python & Data Visualization	5P5	9	100	-	100	40	100	4
		Total		29	340	60	500	200	500	20

Notes:

i.   Duration of one Theory period is 48 minutes and Practical period is 48 x 2 = 96 minutes.
ii. TH = Theory, PR = Practical, IA = Internal Assessment.
iii. Minimum passing marks shall be 40 including internal assessment & University theory papers put together.
iv. The practical shall be treated as a separate passing head.
v.   Record should be prepared for Practical. Both Components should be included in Practical Record.
vi. The candidate has to pass theory papers and Practical Paper separately.
vii. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
viii. Viz. Theory - 48 Minutes * 5 = 240 Minutes = 4 Hours i.e. 4 Credits
ix. Practical - 48 Minutes * 10 = 480 Minutes = 8 Hours i.e. 4 Credits.
x.   Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.

BCCA – Semester – VI

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks	Min. Passing Marks		
1	6SE 1	Web Technology and Multimedia	6T1	5	80	20	100	40	100	4

2	6SE 2	Entrepreneur-ship Skill Development	6T2	5	80	20	100	40	100	4
3	6GE 3	Digital Marketing OR Company law & Secretarial practices	6T3	5	80	20	100	40	100	4
4	6CC4	Project	6P4	10	00	00	200	80	200	8
				25	240	60	500	200	500	20

Notes:

i. Duration of one Theory period is 48 minutes and Practical period is 48 x 2 = 96 minutes.

ii. TH = Theory, PR = Practical, IA = Internal Assessment.

iii. Minimum passing marks shall be 40 including internal assessment & University theory papers put together.

iv. The practical shall be treated as a separate passing head.

v. Record should be prepared for Practical. Both Components should be included in Practical Record.

vi. The candidate has to pass theory papers and Practical Paper separately.

vii. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.

viii. Viz. Theory - 48 Minutes * 5 = 240 Minutes = 4 Hours i.e. 4 Credits

ix. Practical - 48 Minutes * 10 = 480 Minutes = 8 Hours i.e. 4 Credits.

Course Composition Matrix:

	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Courses
CC	3	3	2	2	3	2	15
AE	1	1	2	0	1	0	5
SE	0	1	0	1	0	2	4
DSE	0	0	0	1	1	0	2
GE	1	0	1	1	0	1	4
Total Credits per semester	20	20	20	20	20	20	
Total Credits	120						30

List of Core Courses, Ability Enhancement Courses, Skill Enhancement Courses, Discipline Specific Elective and Generic Electives

A) List of Core Courses*

Sr. No.	Compulsory Core Courses (CC) in each semester	Name of course
1	Compulsory Core Courses (Sem I)	MS Office (IT)
2	Compulsory Core Courses (Sem I)	Fundamentals of Computers
3	Compulsory Core Courses (Sem I)	Practical of Tally I & MS Office (IT)
4	Compulsory Core Courses (Sem II)	PBM
5	Compulsory Core Courses (Sem II)	DBMS
6	Compulsory Core Courses (Sem II)	Practical Tally II
7	Compulsory Core Courses (Sem III)	Business Studies

8	Compulsory Core Courses (Sem III)	Practical of CSS & Java Script and Statistical Techniques using Excel
9	Compulsory Core Courses (Sem IV)	Business Economics
10	Compulsory Core Courses (Sem IV)	Practical (PHP & My SQL)
11	Compulsory Core Courses (Sem V)	Python
12	Compulsory Core Courses (Sem V)	Internship of 120 Hrs.
13	Compulsory Core Courses (Sem V)	Practical of Python Data Visualization
14 &15	Compulsory Core Courses (Sem VI)	Project

B) List of Ability Enhancement Courses*

Sr. No.	Ability Enhancement (AE) course in each semester	Name of AE course
1	AE Ability Enhancement Courses (Sem I)	English and Business Communication - I
2	AE Ability Enhancement Courses (Sem II)	English and Business Communication - II
3	AE Ability Enhancement Courses (Sem III)	Environment Studies and Community Engagement
4		CSS & Java Script
5	AE Ability Enhancement Courses (Sem V)	Internet of Things

C) List of Skill Enhancement Courses*

Sr. No.	Skill Enhancement (SE) course in each semester	Name of SE course
1	Skill Enhancement Courses Sem II	E Commerce & Web Designing
2	Skill Enhancement Courses Sem IV	PHP & My SQL
3	Skill Enhancement Courses Sem VI	Entrepreneurship Skill Development
4	Skill Enhancement Courses Sem VI	Web Technology & Multimedia

D) List of DSE [Discipline Specific Electives]*

Sr. No.	Discipline Specific Elective (DSE) course in each semester	Name of DSE course
1	Discipline specific Elective Sem IV	Cloud computing OR AI & ML OR MIS
2	Discipline specific Elective Sem V	Big Data OR Block Chain Technology OR Software Project Management

E) List of Generic Elective Courses*

Sr. No.	Generic course in each semester	Name of generic course
1	Generic Elective Courses Semester I	Professional Ethics and Human Values OR Personal Wellbeing
2	Generic Elective Courses Semester III	Ethical Hacking

		OR
		Computer Network
		OR
		Content Writing & Analysis
3	Generic Elective Courses Semester IV	Business Law & Cyber Security
		OR
		Research Methodology
4	Generic Elective Courses Semester VI	Digital Marketing
		OR
		Company law & secretarial Practices

*Detailed curriculum contents of courses in 1st and 2nd Semester are mentioned in Appendix A.

If the student wishes to opt for any course, other than offered by the University, He / she can register for any other equivalent credit ODL (Open and Distance Learning) courses and submit the passing certificate.

3. **Assessment**

- The final total assessment of the candidates is made in terms of an internal assessment (Sessional) and an external assessment for each course/subject taken together.
- For each paper (other than Practical, Internship and Project), 20 marks will be internal assessment and 80 marks for semester end examination (external assessment) to be conducted at college level (Odd semesters examinations) and RTM Nagpur University level (Even semester examinations)

Internal Assessment

1a	Attendance of the student during a particular semester	05 marks
1b	An assignment based on curriculum to be assessed by the teacher concerned	05 marks
1c	Subject wise class test/learning activities conducted by the teacher concerned	10 marks
1	Internal assessment Total marks	20
2	Semester wise End Examination marks	80
	Total Marks Per Course	**100**

- There shall be no separate / extra allotment of workload to the concerned teacher. He/ She shall conduct the internal assessment activity during the regular teaching days / periods as a part of regular teaching activity.
- The internal marks will be communicated to the University at the end of each semester, but before the semester end examinations / as instructed by university. These marks will be considered for the declaration of the results.
- The record of internal marks, evaluation & result should be maintained for a period of one year by respective institute/college for verification by competent authority.
- The maximum and minimum marks which each subject carries in BCCA Semester - I, Semester - II, Semester – III, Semester – IV, Semester - V & Semester - VI Examination are as indicated in Paragraph 11. A, B, C, D, E & F respectively.

Internship/ Field Survey/ Research Projects and its evaluation

At the end of fourth semester, all students will have to undergo internship/ Field Survey/ Research Projects of 6-10weeks (Minimum 120 hours) with an industrial, business, service or social organization by taking a project study. The condition of successfully completing the program shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organizations as approved by the Director/ Principal/ Head / Faculty from time to time. Alternatively Director/ Principal/ Head / Faculty of the Department/ College/ Institute may allocate the sector/ industry/ company-specific project to the individual student. Each student will be required to

submit a project report to the Department/ College/ Institute for the work undertaken during this period within three weeks of commencement of the third semester for the purpose of evaluation in the third semester. The evaluation will be of 100 marks. The evaluation will be internal at college level. The detailed parameters for evaluation of Internship/ Field Survey/ Research projects will be provided by the colleges at the time of its assessment and evaluation.

Project and Evaluation of Project
Project Work shall carry 200 marks
Evaluation Pattern

Evaluation Type	Max. Marks
Project Report and Documentation Evaluation by External Examiner appointed by the University	100
Presentation and Open Defence Seminar (External Examiner)	50
Presentation and Open Defence Seminar (Internal Examiner)	50
Total	200

i. For Project work, a group of **Maximum 3 students can be formed**. The Guide/Supervisor has to be allotted by the Institute. The Guide/Supervisor shall act as an internal examiner for project Examination.

ii. The guide or the supervisor shall be appointed by the institute and should be full time approved faculty to BCCA/ MCM Programme or PhD supervisor in Business Management.

iii. **The External examiner shall be appointed from the list of full-time approved teaching faculty of the BCCA/MCM program by the University.**

iv. One copy of Project work (Printed or Typewritten) shall be submitted to the College/Department, at least **One Month** prior to the date of commencement of Semester-VI Examination for evaluation purpose. The College/Department shall retain the copy of Project Work and the list of 'Project Work Titles' shall be submitted to the University.

v. A Candidate shall submit with his/her project work, a certificate from the Supervisor to the effect-
    a. That the candidate has satisfactorily completed the Project work for not less than one session and
    b. That the Project work is the result of the candidates own work and is of sufficiently high standard to warrant its presentation for examination.

vi. Candidate shall submit his declaration that the Project is the result of his own research work and the same has not been previously submitted to any examination of this University or any other University. The Project shall be liable to be rejected and /or cancelled if found otherwise.

vii. The Project work shall be evaluated through seminar and open defence and Viva-voce at the College/ Department by internal and external examiners appointed by university before Semester VI examination.

viii. A student appearing for BCCA Semester VI Examination will have to pay additional fees as prescribed by the University from time to time.

4. Standard of Passing

The scope of the subject, percentage of passing in Theory and Project and Internal Assessment will be governed as per following rules:

(i) In order to pass the Bachelor of Business Administration (B.C.C.A.) 1st, 2nd, 3rd, 4th, 5th and 6th Semester Examinations, an examinee shall obtain not less than 40 % marks in each paper, that is to say combined in the written Examination conducted by the University and in internal assessment put together.

(ii) An examinee who is unsuccessful at the examination shall be eligible for admission to the subsequent examinations on payment of a fresh fee prescribed for the examination together with the conditions of the ordinance in force from time to time.

5. **Credit and Grade Point System:**

A) **Conversion of Marks to Grades and Calculations of SGPA (Grade Point Average) and CGPA (Cumulative Grade Point Average):** In the Credit and Grade Point System, the assessment of individual Courses in the concerned examinations will be on the basis of marks only, but the marks shall later be converted into Grades by some mechanism wherein the overall performance of the Learners can be reflected after considering the Credit Points for any given course. However, the overall evaluation shall be designated in terms of Grade. There are some abbreviations used here that need understanding of each and every parameter involved in grade computation and the evaluation mechanism. The abbreviations and formulae used are as follows: -

Abbreviations and Formulae Used

G: Grade

GP: Grade Points

C: Credits

CP: Credit Points

CG: Credits X Grades (Product of credits & Grades]

SGPA = ΣCG: Sum of Product of Credits & Grades points / ΣC: Sum of Credits points

SGPA: Semester Grade Point Average shall be calculated for individual semesters. (It is also designated as GPA)

CGPA: Cumulative Grade Point Average shall be calculated for the entire Programme by considering all the semesters taken together.

CGPA to Percentage (%) conversion formula: Percentage (%) = (CGPA) * 10

After calculating the SGPA for an individual semester and the CGPA for entire program, the value can be matched with the grade in the Grade Point table as per the ten (10) Points Grading System and expressed as a single designated GRADE such as O, A, B, C, D, P and F

Sr. No.	Letter Grade	Grade Points	Mark Range	Performance
1	O	10	Above 90 upto 100	Outstanding
2	A+	9	Above 80 upto 90	Excellent
3	A	8	Above 70 upto 80	Very Good
4	B+	7	Above 60 upto 70	Good
5	B	6	Above 50 upto 60	Above Average
6	C	5	Above 45 upto 50	Average
7	P	4	40 to 45	Pass
8	F	0	Below 40	Fail
9	AB	0	Absent	Fail

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

B) Division at the BCCA semester VI examination shall be declared on the basis of the aggregate marks at the BCCA semester I, semester II, semester III, semester IV, semester V and semester VI examination taken together and the CGPA will be calculated and notified.

C) The successful examinees at the BCCA semester VI examination shall be awarded division based on CGPA.

6. **Promotion to Higher Semester (A.T.K.T.):**
   The unsuccessful candidate of any semester examination shall be ALLOWED TO KEEP THE TERM [ATKT] in accordance with the following table: (Theory and Internal assessment of that theory subject shall be jointly considered as single passing head).

Admission to academic year	Candidate should have passed All courses of the following examination	Candidate should have filled the examination form and appeared for the following examinations	Candidate should have passed in Minimum 50% courses of the following examination
1st Semester	H.S.S.C/equivalent	-----	-----
2nd Semester	-----	1st Semester	-----
3rd Semester	-----	2nd Semester	50% courses of 1st and 2nd Semesters taken together
4th Semester	-----	3rd Semester	As Above
5th Semester	1st and 2nd Semesters	4th Semester	50% courses of 3rd and 4th Semesters taken together
6th Semester*	As Above	5th Semester	As Above

Note: (*) A candidate admitted to Final Semester can appear for Final Semester examination however the result of the Final Semester examination will be withheld unless the candidate clears all the lower examinations of the **BCCA Course.**

7. **Guideline of Project Work**
   Towards the end of the second year of study, a student will be examined in the course —Project Work

   Project Work may be done individually or in groups (Maximum 3 students) in case of bigger projects. However, if project is done in groups, each student must be given a responsibility for a distinct module and care should be taken to monitor the progress of individual student.

   The Project Work should be done using the tools covered in B.Com. [Computer Application] (BCCA).

   The Project Work should be of such a nature that it could prove useful or be relevant from the commercial / management domain.

   The project work will carry 200 marks.

   Project Work can be carried out in the Institute or outside with prior permission of the Institute.

   The external viva-voice examination for Project Work would be held as per the Examination Time Table of the Third year of study, by a panel of one external to be appointed by the University and one Internal Examiner (Project Guide/Supervisor).

   Types of Projects

   As majority of the students are expected to work out a project in some industry / research and development laboratories / educational institutions / software export companies, it is suggested that the project is to be chosen which should have some direct relevance in day-today activities of the candidates in his/her

institution. The Applications Areas of project – Financial / Marketing / Database Management System / Relational Database Management System / E-Commerce / Internet / Manufacturing / web Designing / Scientific / ERP etc using CSS Javascript, Advanced Xcel and Dashboard, PHP MySQL, Python, Data Visualisation, Java, Android Programing, Wordpress and DotNet Technologies.

*Project based on any application development platform/programming language which a student might have learnt in ODL is also allowed.

Project Proposal (Synopsis)

The project proposal should be prepared in consultation with the guide. The guide or the supervisor shall be appointed by the institute and should be full time approved faculty to BCCA/ MCM Programme or PhD supervisor in Business Management. The project proposal should clearly state the objectives and environment of the proposed project to be undertaken. It should have full details in the following form:

Format of Synopsis for Desktop Application

I. Title of the Project.
II. Objectives of the Project.
III. Project Category (DBMS / RDBMS / OOPS etc.).
IV. Tools / Platform and Languages to be used
V. Complete Structure of the System
VI. Numbers of Modules and its Description
VII. Modular Chart / System Chart
VIII. Data Structures or Tables
IX. Process Logic of each Module
X. Types of Report Generation
XI. References

Format of Synopsis for Web Application

I. Title of the Project.
II. Objectives of the Project.
III. Project Category (DBMS / RDBMS / OOPS etc.).
IV. Tools / Platform and Languages to be used.
V. Complete Structure of the System:
    a. Number of pages and links their short description.
    b. Use / Information of Pages.
    c. Feedback Form (if any).
VI. References.

Note: Synopsis should not be more than 3-4 pages.

Project Report Formulation
Front Page
College Certificate Page
Declaration Page
Acknowledgment Page
Project Profile
Index or Content Page.
a) *Contents ————————————.

Appendices
a) List Figures, Tables& Charts.

b) Approved copy of Synopsis.

Glossary
* Contents.

a) Introduction.

b) Objectives.

c) Preliminary System Analysis.

- Preliminary Investigation
- Present System in Use
- Flaws in Present System
- Need of New System
- Feasibility Study
- Project Category

d) Software Engineering Paradigm Applied

- Modules
- System / Modular Chart

e) Software & Hardware Requirement Specification.

f) Detailed System Analysis.

- Data Flow Diagram
- Numbers of Modules and Process Logic
- Data Structures and Tables
- Entity-Relationship Diagram

g) System Design

- Form Design
- Source Code
- Input screen & Output Screen

h) Testing &Validation Checks

i) System Security Measures

j) Implementation, Evaluation and Maintenance

k) Future Scope of the project.

l) Suggestion & Conclusion

m) Bibliography& References

Note: -

I.   A Student is expected to complete the Assignments based on Syllabus of Practical subjects and submit the same in the form of a files (assignment Record) at the end of Academic Session for the evaluation purpose.

II.   A student should submit internal assessment of each theory paper prescribed by the subject teacher.

III.   A Student is expected to deliver a seminar on any course curricular subject / latest trends in IT relevant subject per semester for internal assessment

8.   Provision for Multiple Exit and Multiple Entry

The BCCA program offered under this direction provides an opportunity to students for multiple exit from the program as per following conditions:

a.   A student can exit the program after successful completion of 1st and 2nd Semester courses and obtaining 40 credits. Such a student is eligible to be awarded 'Certificate in Commercial Computer Applications' by the University provided, the student has successfully completed at least one 'Skill Based Course'.

b.   A student can exit the program after successful completion of 1st, 2nd, 3rd and 4th Semester courses and obtaining 80 credits. Such a student is eligible to be awarded 'Diploma in Commercial Computer Applications' by the University provided, the student has successfully completed at least one 'Skill Based Course'.

c. A student who has completed the 3 years program and earned 120 credits will be considered eligible for award of 'Bachelor of Business Administration' degree by the University.

d. A student who wishes to exit the program before completion of 3 years is required to apply to the university through Principal.

e. A student who opted for exit from the program before completion of 3 years (a &b) above shall be eligible for admission to next year of the program in any subsequent academic session. However, if at the time of admission, if this scheme of examination is not in force, the student will have to complete the program according to the provisions made under the direction prevailing at the time of such admission.

9. Provision for Transfer of Credits

The BCCA program offered under this direction provides enhanced academic flexibility to students in terms of selecting the courses they want to learn. A student can opt for any course from any statutory/recognized University or any recognized online learning platform such as SWAYAM/NPTEL/EdX/Coursera in lieu of a course (except Core Course and Discipline Specific Electives) mentioned in this scheme of examination. The mechanism for transfer of credits earned through these courses to be adhered is mentioned here:

1. Any Core Course or Discipline Specific Elective mentioned in this scheme of examination cannot be opted out by a student.

2. A student can opt out any course other than Core Course/Discipline Specific Elective and earn equal number of credits by completing any ODL or Online course/s from any statutory/recognized University or any recognized online learning platform such as SWAYAM/NPTEL/EdX/Coursera.

3. If a student is willing to opt out any such course, he/she will have to mention this while submitting the examination form to the University for respective semester.

4. A certificate of completion of such an ODL/Online course shall be submitted by the student to the University through college before end term evaluation.

5. Such a certificate shall mandatorily have the number of credits, duration of the course and grades/marks obtained by the student and shall preferably have a QR code for verification.

6. The college shall submit the grades and marks obtained by the student to the University along with Internal Assessment marks for the concerned examination.

7. If a student has opted for an ODL/Online course in a particular semester and failed to submit the certificate within prescribed time, the student will be marked for 'Absent' for a particular course in that examination. Such a student will be required to fill in the examination form in the consecutive attempt and submit the passing certificate in order to get his/her corrected result.

10. Eligibility for award of Degree:

In order to become eligible for award of 'Bachelor of Commerce (Computer Application)' degree, a student has to fulfil the following conditions:

a. A student has to earn minimum 120 credits in not less than 3 years.

b. A student has to successfully complete (pass) all Core Courses and Discipline Specific Electives mentioned in this direction.

NOTE: This scheme of teaching and examination for Bachelor of Commerce (Computer Application) program shall be effective from the academic session 2022-23 and a comprehensive direction for other regulations in this connection shall be soon issued by the University.

RASTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

SYLLABUS

FACULTY OF INTERDISCIPLINARY STUDIES

MASTER OF ARTS

(MASS COMMUNICATION)

Choice Based Credit System (CBCS)

2023 - 2024

22

Regulations for M.A. (Mass Communication)
Choice Based Credit System

1. The Master of Arts in Mass Communication Choice Based Credit system programme shall be a full time programme of two academic years. The programme shall be constructed through "Semester System" and there shall be in all four semesters.

2. Subject to the compliance with the provisions of the Ordinance governing the course and any other ordinances in force from time to time an applicant for admission to :

   Master of Arts (Mass Communication) shall possess a Bachelor's degree (at under-graduate level in any stream) of any statutory university or any other degree recognized as equivalent thereto with minimum 45 % marks or equivalent grade, or a higher degree specialised in Mass Communication/ Journalism. A relaxation of 5% of marks, from 45 to 40% or an equivalent relaxation of grade, may be allowed for those belonging to S.C./S.T./O.B.C. (Non-Creamy Layer)/V.J.N.T ./S.B.C./differently abled and other categories of candidates as per the University Grants Commission 's Regulations , 2016. The eligibility Marks of 45% (or an equivalent grade in a point scale wherever grading system is followed) and the relaxation of 5% to the categories/class of candidates mentioned above are permissible only on the qualifying marks without including the grace mark procedure.

3. Admission:
   I.   The Admission to the programme shall be through an Entrance Test of 100 marks to be conducted by Department /Institution if the number of applicants on the last date of application exceeds the intake capacity or at the discretion of the Head of the Department/ Institution, or through a Centralised Admission Process as directed by the University.
   II.   The intake capacity for this programme should not exceed 30.
   III. The reservation policy of the university and Govt. of Maharashtra shall be applicable.
   IV.   The Entrance Test fee shall be Rs. 200/-
   V.   The fees for the tuition, examination, laboratory and other fees shall be as prescribed by the university from time to time.

4. Minimum Standard of Instructions
   There shall be minimum standard of instructions, as per U.G.C. guide lines and requirement of vocation-oriented programme of Mass Communication. The medium of instruction can be English, Marathi, Hindi and the examination paper shall be set in all three languages in a single question paper.

5. Examinations will be conducted for all Semesters twice in a year by the RTM Nagpur University as per the scheme of examination given in Appendix 1. The examination shall be at such places and on such dates as notified by the University.

6. The theory and practical papers shall together add up to overall 22 credits per semester.

7. One credit course of theory will be of one clock hour per week of 25 marks running for 15 weeks and four credit course of theory will be of four clock hours per week of 100 marks running for 15 weeks.

8. One credit course of practical will consist of two clock hours of practical exercise of 25 marks running for 15 weeks and six credit course of practical will consist of 12 hours of practical exercise of 150 marks running for 15 weeks.

9. However, to suit functional convenience, the college/institution/department reserves the right to schedule more theory/ practical classes (hours) than the prescribed formula, in certain weeks.

10. The student shall get requisite credit from the concerned college/ department where he/ she is mutually permitted on terms mutually agreed to complete the same and be eligible to appear for the Semester End Examination conducted by the Department.

11. There will be four units in each theory paper.

12. There shall be combined minimum passing marks in each subject/ paper. That is, there shall not be separate minimum passing marks for theory examination and internal assessment components of the theory papers. The total marks for the term-end theory examination shall be 80% and for Internal Assessment the total marks shall be 20%, as per the scheme of teaching and examination and the syllabus.

13. For external candidates the internal marks shall be assigned in proportion to the marks scored by the candidate in the theory examination.

14. The minimum passing marks in each head of passing shall be 50%.

15. Without prejudice to other provisions of Ordinance No. 6 relating to the examination in general, provisions of Para 5, 8, 9, 10, 26, 21 and 32 of the said Ordinance shall apply to every student admitted to this degree.

16. The classification of the examinee successful at the semester end examinations and at the end of the final semester examination shall be as per the rules and regulations of Credit Based system.

17. The provisions of Direction No. 3 of 2007 for the award of grace marks for passing an examination, securing higher grade in subjects(s) as updated from time to time shall apply to the examination under this section.

18. The provisions of ordinance regarding improvement of grade/ division shall be applicable.

19. The names of the successful examinees passing the examination as a whole in the minimum prescribed period and obtaining prescribed number of places securing the grades equivalent to first and second division shall be arranged in order of merit as provided in ordinance no. 6 relating to examinations in general.

20. Examinees successful at the final examination shall, on payment of the prescribed fees, be entitled to the award of the degree in the prescribed form signed by the Vice-Chancellor.

21. The programme will be regulated by guidelines and regulations issued by the University from time to time.

22. Division at the MA in Mass Communication (CBCS) examination shall be declared on the basis of the aggregate marks of Semester I, II, III and IV examinations taken together and the CGPA will be calculated and notified. The successful examinees at the MA in Mass Communication Semester IV examination shall be awarded division on the basis of CGPA. The percentage of passing marks in each subject shall be as indicated in the Scheme of Examination (Appendix A).

23. For declaring the result, verification and revaluation the existing relevant ordinances are applicable.

24. The candidate may take all the examinations as per the provisions of ATKT simultaneously but his/ her result of final semester shall not be declared unless he/ she is declared successful at all lower examinations.

25. **Exit Option:** A student after successful completion of Semester I & II (44 credits) shall have the exit option. Those who exercise this option can exit the two-year course after one year (two semesters) and be awarded a Post Graduate Diploma in Mass Communication. This option will be available to those who have entered the PG programme after obtaining a Three Year degree.

26. **Absorption Scheme:**
    a. Students appearing in M.A. (Mass Communication) Semester – II to be held in Summer 2024 examination and all Ex and External students appeared earlier shall be given additional three chances i.e. winter examination of 2024 and summer and winter examinations of 2025. Those who fail to clear M.A. (Mass Communication) Semester – II examination during the above period shall have to opt for the present syllabus right from Semester – I.

    b. Students appearing in M.A.(Mass Communication) Semester – IV examination to be held in summer of 2024 and all Ex and External students shall be given three additional chances, i.e., winter 2024 and summer and winter examinations of 2025. Those who fail to clear the M.A. (Mass Communication) Semesters I, II, III and IV examinations as above shall have to opt for the present syllabus right from Semester – I.

27. The list of subjects and scheme of teaching and examination are as per Appendix-A.

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M.A. (Mass Communication)
Choice Based Credit System

Introduction

This syllabus is devised keeping in view the requirement of the Mass Media industry so as to make the knowledge and skills relevant and enhance the students' employability. It takes into account the recent developments in the areas of Mass Communication and Journalism.

The syllabus is divided into Core Papers and Elective (Optional) Papers. The Masters of Arts in Mass Communication Programme follows the Choice Based Credit System (CBCS) and embraces the requirements and guidelines of the National Education Policy (NEP) 2020. The Course is governed by Rules and Regulations for Credit and Semester System prescribed by Rashtrasant Tukadoji Maharaj Nagpur University.

List of Papers

Semester – I

Subject Code	Paper	Title of the Paper
Core Courses		
CC101	I	Principles of Mass Communication
CC102	II	Print Media (Reporting & Editing)
CC103	III	Electronic Media (Radio & Television)
Elective Courses		
ELE101	IV	Public Relations & Corporate Communication
ELE102		Social Media
ELE103		Open Elective from SWAYAM/ MOOCS/ NPTEL
P101	V	Practical

Semester – II

Subject Code	Paper	Title of the Paper
Core Courses		
CC201	I	Development Communication
CC202	II	Research Methodology
CC203	III	Media Management & Ethics
Elective Coursess		
ELE201	IV	Photojournalism
ELE202		Web Design
ELE203		Open Elective from SWAYAM/ MOOCS/ NPTEL
P201	V	Practical
OJT201	VI	On-the-Job Training/ Internship

Exit Option: A student after successful completion of Semester I & II (44 credits) shall have the exit option. Those who exercise this option can exit the two-year course after one year (two semesters) and be awarded a **Post Graduate Diploma in Mass Communication**. This option will be available to those who have entered the PG programme after obtaining a Three Year degree.

Semester – III

Subject Code	Paper	Title of the Paper
Core Courses		
CC301	I	Traditional Indian Communication
CC302	II	Advertising
CC303	III	Minor Project
Elective Courses		
ELE301		Media Laws
ELE302	IV	Script Writing for Radio and TV
ELE303		Open Elective from SWAYAM/ MOOCS/ NPTEL
P301	V	Practical

Semester – IV

Subject Code	Paper	Title of the Paper
Core Courses		
CC401	I	New Media Applications
CC402	II	International Communication
CC403	III	Environmental Communication
CC404	IV	Major Project
Elective Courses		
ELE401		Mobile Journalism
ELE402	V	Video Production
ELE403		Open Elective from SWAYAM/ MOOCS/ NPTEL

SCHEME OF TEACHING AND EXAMINATION
With effect from 2023-24

SEMESTER - I

S.N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Courses										
1	I	CC101	4	-	4	4	80	20	100	50
2	II	CC102	4	-	4	4	80	20	100	50
3	III	CC103	4	-	4	4	80	20	100	50
Elective Courses (Any One)										
4	IV	ELE101 ELE102 ELE103	4	-	4	4	80	20	100	50
Practical										
5	V	P101		12	12	6	120	30	150	75
TOTAL			16	12	28	22	440	110	550	275

Subject Code: CC = Core Course, ELE = Elective, 1 = Semester, 01/02/03 = Course Number.

CC101 = Principles of Mass Communication, CC102 = Print Media (Reporting & Editing), CC103 = Electronic Media (Radio & Television), ELE101 (Generic Elective) = Public Relations & Corporate Communication, ELE102(Generic Elective) = Social Media, ELE103 = Open Elective from SWAYAM/ MOOCS/ NPTEL, P101 = Practical. A Generic Elective Paper will be offered provided a minimum of ten students opt for it.

SEMESTER - II

S.N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Courses										
1	I	CC201	4	-	4	4	80	20	100	50
2	II	CC202	4	-	4	4	80	20	100	50
3	III	CC203	4	-	4	4	80	20	100	50
Elective Courses (Any One)										
4	IV	ELE201 ELE202 ELE203	4	-	4	4	80	20	100	50
Practical										
5	V	P201	-	1	1	2	40	10	50	25
On-the-Job Training/ Internship										
6	VI	OJT201	-	-	-	4	80	20	100	50
TOTAL			16	1	17	22	440	110	550	275

Subject Code: CC = Core Course, ELE = Elective, 2 = Semester, 01/02/03 = Course Number.

CC201= Development Communication, CC202 = Research Methodology, CC203 = Media Management & Ethics, ELE201(Generic Elective) = Photojournalism, ELE202 (Generic Elective) = Web Design, ELE203 = Open Elective from SWAYAM/ MOOCS/ NPTEL, P201 = Practical, OJT201 = On-the-Job Training/ Internship. A Generic Elective Paper will be offered provided a minimum of ten students opt for it.

SEMESTER - III

S.N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme		Total Marks	Min Marks
							Max Marks			
			Th	Pr	Total		External	Internal		
Core Courses										
1	I	CC301	4	-	4	4	80	20	100	50
2	II	CC302	4	-	4	4	80	20	100	50
3	III	CC303	4	-	4	4	80	20	100	50
Elective Courses										
4	IV	ELE301 ELE302 ELE303	4	-	4	4	80	20	100	50
Practical										
5	Pract	P301	-	12	12	6	120	30	150	75
TOTAL			16	12	28	22	440	110	550	275

Subject Code: CC = Core Course, ELE = Elective, 3 = Semester, 01/02/03 = Course Number.

CC301 = Traditional Indian Communication, CC302 = Advertising, CC303 = Minor Project, ELE301(Generic Elective) = Media Laws, ELE302(Generic Elective) = Script Writing for Radio & TV, ELE303 = Open Elective from SWAYAM/ MOOCS/ NPTEL, P301 = Practical. A Generic Elective Paper will be offered provided a minimum of ten students opt for it.

SEMESTER - IV

S.N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme		Total Marks	Min Marks
							Max Marks			
			Th	Pr	Total		External	Internal		
Core Courses										
1	I	CC401	4	-	4	4	80	20	100	50
2	II	CC402	4	-	4	4	80	20	100	50
3	III	CC403	4	-	4	4	80	20	100	50
4	IV	CC404	6	-	6	6	120	30	150	75
Elective Courses										
5	V	ELE401 ELE402 ELE403	4		4	4	80	20	100	50
TOTAL			22	-	22	22	440	110	550	275

Subject Code: CC = Core Course, ELE = Elective, 4 = Semester, 01/02/03/04 = Course Number.

CC401 = New Media Applications, CC402 = International Communication, CC403 = Environmental Communication, CC404 = Major Project, ELE401(Generic Elective) = Mobile Journalism, ELE402(Generic Elective) = Video Production, ELE403 = Open Elective from SWAYAM/ MOOCS/ NPTEL. A Generic Elective Paper will be offered provided a minimum of ten students opt for it.

M.A. (Mass Communication) Syllabus

Programme Objectives:

- To provide an opportunity to a diverse community of learners who are committed to media profession and social cause.
- To educate learners to be sensible media professionals who possess superior knowledge and skills.
- To prepare media learners to function as professional members of the responsible media industry in all professional settings.
- To help develop a sense of awareness, and to be sensible to the needs and aspirations of the society.
- To encourage professional involvement, activism, accountability and service.
- To inculcate intellectual skills, courage and integrity for the cause of the nation.
- To instill a commitment to continuous personal and professional development.

Relevance of the programme with Higher Educational Institution's (HEI's) Mission & Goals:

- Job/ Self-employment oriented programme.
- Updated curriculum as per market trends.
- Diversified areas of media (Print Media, Electronic Media, Public Relations, Advertising, New media and Social Media).
- Quality training impart through interactive learning module.
- Analytical and innovative learning resources.
- Interactive Pedagogy of teaching- learning.
- Flexible learning environment.
- Production Based learning.
- Rational Evaluation with constant Internal Assessment.
- Creation of professionals for society and nation building.

Expected Programme Outcomes

M.A. Mass Communication programme has been designed to prepare graduates for attaining the following programme outcomes:

- **PO1** - Students will learn to write, edit and design newspapers, shoot and anchor news bulletins and television programmes, make radio jingles, print and web advertisements, produce corporate films and documentaries, develop blogs, post tweets, make Facebook posts, create YouTube videos, etc.
- **PO2**- Students will be learn to work on the various software used in the Mass Communication and Journalism industry such as QuarkXPress, Final Cut Pro, Corel draw and Adobe Photoshop.
- **PO3** - The course prepares students for ten possible careers. These include Print Journalism, Photo Journalism, Radio Production, Television Production and Writing, Media Management, Social Media, Social Marketing, Development Communication, Advertising and Corporate Communication and Public Relations.

Pedagogy:

Participative learning, discussions, demonstrations, continuous assignments, productions, PPT presentation, Class Tests, Tutorials, Mentorship, Field Visits, Field Projects, Community Service, Guest Lectures of Prominent Persons, Internship in Media Houses, Interaction with Media Professionals, Practical exposure.

Relevance to NEP2020:

The syllabus has incorporated the major elements of the National Education Policy 2020 and the GRs issues by the Higher and Technical Education Department of the Government of Maharashtra in this regard. The paper of **Research Methodology** has been made mandatory in the 1st Year. **On-the-Job Training (Internship)** has been introduced between the 1st and 2nd Year. **Exit option** with PG Diploma has been given after the 1st Year. A paper on **Indian Knowledge Systems (IKS)** titled "Traditional Indian Communication" has been introduced. **Vocational subjects** include Print and Electronic Media, Advertising, Public Relations and Corporate Communications, Media Management, Mobile Journalism and Social Media. **Skill-based papers** include Photojournalism, Web Design, Script Writing for Radio and TV and Video Production. The students have also been given the option of **Open Elective** from SWAYAM, MOOCs and NPTEL platforms. **Minor and Major projects** in the 3rd and 4th semesters have also been introduced.

SEMESTER – III

Semester	III			Course Code	3P1	Type of Course	Core/ Elective
Course Name	SUMMER INTERNSHIP PROJECT (SPECIALIZATION BASED)						
Credits	6			Number of days:		45 to 60	
Detailed Course Objectives							
CO1	Student is able to **construct** the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.						
CO2	For his / her organization of internship, the student is able to **assess** its Strengths, Weaknesses, Opportunities and Threats (SWOT). Student is able to **determine** the challenges and future potential for his / her internship organization in particular and the sector in general.						
CO3	Student is able to **test** the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.						
CO4	Student is able to **apply** various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.						
CO5	Student is able to **analyze** the functioning of internship organization and **recommend** changes for improvement in processes.						
GENERAL RULES & GUIDELINES							

- At the end of second semester, all students will have to undergo summer training of 6-8 weeks with an industrial, business or service organization by taking up a Summer Internship Project (SIP).
- The condition of successfully completing the program shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organizations as approved by the Director/ Principal/ Head / Faculty from time to time.
- Alternatively Director/ Principal/ Head / Faculty of the Department/ College/ Institute may allocate the sector/ industry/ company specific project to the individual student.
- Each student will be required to give a presentation to the Department/ College/ Institute on the project undertaken during the SIP. The presentations should be scheduled within FOUR weeks of commencement of the third semester for the purpose of evaluation in the third semester. (Suggested Annexure II)
- Each student will be required to submit a project report as per format suggested in Annexure I to the Department/ College/ Institute for the work undertaken during this period within SIX weeks of commencement of the third semester for the purpose of evaluation in the third semester.
- Each student will be required to submit a feedback report from the SIP organisation as suggested in Annexure III to the Department/ College/ Institute.

- Evaluation of the SIP presentations shall be done jointly by one industry professional and one faculty member of the Department/ College/ Institute as per suggested criteria in Annexure IV.
- Evaluation of the SIP Report shall be done jointly by two faculty members of the Department/ College/ Institute as per suggested criteria in Annexure V.

EVALUATION SCHEME

- TOTAL MARKS FOR SIP = 100 MARKS (50 marks for presentation + 50 marks for the report).

ANNEXURE I – FORMAT FOR SUMMER PROJECT REPORT

- **Title Page:** including the project title, Student's name, name of the SIP organization, Name of the supervisor from SIP organisation, Name of the guide from Department/ College/ Institute and month and year of submission.
- **Certificate from the Department/ College/ Institute:** "This is to certify that the investigation described in this report titled **"Summer Project Report Title"** has been carried out by **Mr / Ms. Student's Name** during the summer internship project. The study was done in the organisation, **SIP Company Name**, in partial fulfilment of the requirement for the degree of Master of Business Administration of R. T. M. Nagpur University, Nagpur. This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged."
- **Certificate from the SIP organisation:** A copy of the certificate specifying that the student has successfully completed the summer project for the prescribed duration.
- **Acknowledgements page:** Acknowledging persons, organisations and other resources which were instrumental in completion of student's summer training.
- **Table of contents or index page**.
- **Part 1 (A) Company Profile:** Brief history, Management structure, Achievements, awards and latest developments, Products & Services offered, Performance & Market share, SWOT analysis.
- **Part 1 (B) Sector Overview:** Sector size and major players, Regulations and regulatory bodies, Sector's contribution to economy, Problems faced by the sector in general and the company in particular, Future potential of the sector.
- **Part 2 (A) Actual Work Done:** Week wise details of the work done including the details of any specific tasks or projects assigned by the company, Key learning week-wise, (If a specific project was allotted to you then you need to prepare the following: 1. Title of the project allotted, 2. Objectives of the project, 3. Research methodology adopted – Sampling method and sample size, data collection tools used, etc. 3. Analysis and interpretation of the data collected)
- **Part 2 (B) Findings and Suggestions.**

- **Part 2 (C) Conclusion.**
- **Appendices.**
- **Bibliography.**

- **Size of Report:** 25 to 35 pages
- **Paper Size:** A 4
- **Binding Types:** Paperback (Spiral)
- **No. of Copies:**TWO (One to be submitted to the Department/ College/ Institute for record & one to be returned back to the student after evaluation).
- **Font Type:** Times New Roman
- **Font Size:** Headings 14, Text 12
Line Spacing: Single spacing.

ANNEXURE II – FORMAT FOR SUMMER PROJECT PRESENTATION

- **Title Slide 1:** The project title, Student's name, name of the SIP organization, Name of the supervisor from SIP organisation, Name of the guide from Department/ College/ Institute.
- **Slide 2:** About the company - its products & services, Sector size and major players.
- **Slide 3:** Performance & Market share.
- **Slide 4:** Problems faced by the sector in general and the company in particular.
- **Slides 5 to 7:** Week wise details of the work done including the details of any specific tasks or projects assigned by the company.
- **Slide 8:** Key learning.
- **Slide 9:** Findings and Suggestions.
- **Slide 10:** Conclusion.

Each Student shall make a presentation for duration of maximum 10 minutes which shall be followed by a question and answer session of maximum 5 minutes.

ANNEXURE III – SIP ORGANISATION FEEDBACK

Feedback to be solicited from the SIP organisation to rate the student on a scale of 1-10 (1 being poor and 10 being excellent) for the below mentioned parameters:

1. KNOWLEDGE OF SUBJECT / DOMAIN AREA.
2. PUNCTUALITY.
3. ATTITUDE.

	4. COMMUNICATION SKILLS – ORAL.
	5. COMMUNICATION SKILLS – WRITTEN.
	6. ACCOMPLISHMENT OF THE ASSIGNED TASKS.
	7. CONFIDENCE LEVEL.
	8. GENERAL AWARENESS.
	9. GRASPING ABILITY.
	10. OVERALL PERSONALITY.

ANNEXURE IV – EVALUATION PERAMETERS FOR SIP PRESENTATION

Evaluation of the student's presentation to be done on a scale of 1-10 (1 being poor and 10 being excellent) for the below mentioned parameters:

1. COMPANY & SECTOR ANALYSIS.
2. ATTEMPT TO RELATE PRACTICAL WORK WITH THEORY.
3. KEY LEARNINGS AND RECOMMENDATIONS.
4. HANDLING QUESTIONS.
5. OVERALL QUALITY OF PRESENTATION.

ANNEXURE V – EVALUATION RUBRIC FOR SIP REPORT

Other Reference books and sources	1. International Human Resource Management, K. Aswathappa & Sadhna Dash, McGraw Hill Education; 2 edition, ISBN-13: 978-0071077941
	2. International Human Resource Management, Anne-Wil Harzing, Ashly Pinnington, SAGE Publications India Private Limited; Fourth edition, ISBN-13: 978-9386062895
	3. International Human Resource Management, Peter J. Dowling, Marion Festing , Allen D. Engle , Cengage Learning India Private Limited, ISBN-13: 978-9386668585
	4. International Human Resource Management, P.L. Rao, Excel Books, ISBN-13: 978-8174465962

Semester	IV		Course Code	4P5	Type of Course	Elective
Course Name	PROJECT WORK AND VIVA VOCE					
Credits	4		Number of hours:		40	
Detailed Course Objectives						
CO1	In a specialization domain of his / her choice, student manager will be able to choose an appropriate topic for study and will be able to clearly formulate & state a research problem					
CO2	For a selected research topic, student manager will be able to compile the relevant literature and frame hypotheses for research as applicable					
CO3	For a selected research topic, student manager will be able to plan a research design including the sampling, observational, statistical and operational designs if any					
CO4	For a selected research topic, student manager will be able to compile relevant data, interpret & analyze it and test the hypotheses wherever applicable					
CO5	Based on the analysis and interpretation of the data collected, student manager will be able to arrive at logical conclusions and propose suitable recommendations on the research problem					
CO6	Student manager will be able to create a logically coherent project report and will be able to defend his / her work in front of a panel of examiners					
Detailed Contents:				Reference Book, Publisher, Edition, Page		

	No.
Module 1	Revision and Review of Business Research Course (1T3) with practical/ application orientation	Business Research Methods – William G. Zikmund, 7th Edition, Cengage Learning, ISBN – 978-81-315-0029-3, Chapter 6&7
Module 2	Synopsis proposal formulation – Format, Tools and Techniques	http://intra.tesaf.unipd.it/pettenella/Corsi/ReaserchMethodology/ResearchSynopsisWriting.pdf

10 instructional hours may be engaged by a designated faculty members while 30 tutorial hours should be engaged by individual project supervisors/guides

Guidelines for Project Work and Viva Voce

1.   For Project work a batch of Maximum **TWENTY** students per guide /supervisor has to be allotted by the Institute. The Guide/Supervisor shall act as an internal examiner for project Examination.

2. The guide or the supervisor shall be appointed by the institute and should be teaching to MBA Programme with minimum qualifications as prescribed by AICTE for Assistant Professor. The guide / supervisor shall be responsible for conducting tutorials for allotted number of students under his/her guidance.

3.**ONE copy** of Project work (Printed and hardbound) shall be submitted to the College/Department at least one month before commencement of MBA Sem IV Examination for evaluation purpose. The college/Department shall retain the copy of Project Work for evaluation and the list of 'Project Work Titles' of all students shall be submitted to the University.

4. Following documents must be attached with the project report -

i.   A certificate from the Supervisor to the effect that the candidate has satisfactorily completed the Project work for not less than one session and that the Project work is the result of the candidates own work and is of sufficiently high standard to warrant its presentation for examination

ii.   A certificate obtained through anti-plagiarism software stating that the original content of the project work report is more than 80% must be attached at the beginning of the project report.

iii.   A declaration by the candidate that the Project is the result of his/her own research work and the same has not been previously submitted to any examination of this University or any other University. The Project shall be liable to be rejected and /or cancelled if found otherwise.

iv.   A pre-approved and duly signed synopsis should be attached at the end of the project report.

Rubric for evaluation of project report and viva voce

Rubric:ProjectSynopsis/ProposalEvaluation

	Excellent (16-20 Marks)	Good (11-15 Marks)	Average (6-10 Marks)	Poor (0-5 Marks)	Score
Synopsis: Identification of Problem Domain and Detailed analysis of Feasibility, Objectives and Methodology of Project Proposal	• Detailed and extensive explanation of the purpose and need of the project • Detailed and extensive explanation of the specifications and the limitations of the existing systems • All objectives of the proposed work are well defined; Steps to be followed to solve the defined problem are clearly specified	• Good explanation of the purpose and need of the project • Collects a great deal of information and good study of the existing systems; • Good justification to the objectives; Methodology to be followed is specified but detailing is not done	• Average explanation of the purpose and need of the project; • Moderate study of the existing systems; collects some basic information • Incomplete justification to the objectives proposed; Steps are mentioned but unclear; without justification to objectives	• Moderate explanation of • the purpose and need of the project • Explanation of the specifications and the limitations of the existing systems not very satisfactory; limited information • Only Some objectives of the proposed work are well defined; Steps to be followed to solve the defined problem are not specified properly	
Quality of Literature Review	• Information is gathered from multiple, research-based sources.	• Information is gathered from multiple sources.	• Information is gathered from a limited number of sources.	• Information is gathered from a single source.	
Project Report and References	• Project report is • according to the specified format • References and citations are appropriate and well mentioned	• Project report is according to the specified format • References and citations are appropriate but not mentioned well	• Project report is according to the specified format but some mistakes • In-sufficient references and citations	• Project report not prepared according to the specified format • References and citations are not appropriate	

Discussion and Conclusions	• Discussion and conclusions tie the problem statement, experiments, and results well to tell an overall story. • Future work clearly outlined.	• Some discussion and conclusions drawn, but missing some points in terms of linkage of results to problem statement	• Major components missing in the discussion. • Little attempt to tie together experiments and problem statement/claims	• Little discussion or conclusions drawn.	
Oral Presentation and viva voce	• Contents of presentations are appropriate and well delivered • Contents of presentations are appropriate and well delivered • Clear voice with good spoken language but less eye contact with audience • Comprehensive Q&A for all questions	• Contents of presentations are appropriate but not well delivered • Eye contact with only few people and unclear voice • Comprehensive Q&A for some questions	• Contents of presentations are appropriate but not well delivered • Eye contact with only few people and unclear voice • Average Q&A	• Contents of presentations are not appropriate and not well delivered • Poor eye contact with audience and unclear voice • Poor Q&A	

Semester	IV		Course Code	4S6	Type of Course	Elective
Course	EXIT SEMINAR AND OPEN DEFENCE					

Name	

Credits	4	Number of hours:	40

Detailed Course Objectives		

CO1	The student will be able to **apply** knowledge of management theories and practices to solve business problems
CO2	The student will **Foster** Analytical and Critical thinking abilities for data-based decision making
CO3	The student will **acquire** Ability to develop Value Based Leadership ability
CO4	The student will **develop** the Ability to understand, analyse and communicate global, economic, legal, and ethical areas of business
CO5	The student will **acquire** the Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Guidelines and Format for Exit Seminar and Open Defence

Exit Seminar is a culmination and presentation of all the learning that has happened in last 4 semesters of MBA program. The idea is to check the key learnings of a student manager and to map them with the program outcomes so as to assess the attainment of program outcomes. The Viva-Voce should be targeted at assessment of following POs.

MBA Program Outcomes:
1. Apply knowledge of management theories and practices to solve business problems
2. Foster Analytical and Critical thinking abilities for data-based decision making
3. Ability to develop Value Based Leadership ability
4. Ability to understand, analyse and communicate global, economic, legal, and ethical areas of business
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

This will also present the student portfolio evaluation i.e. a systematic and organized collection of a student's work that exhibits the direct evidence of a student's efforts, achievements and progress over a period of time including Theory Papers, SIP, Live Projects, MOOCs, etc.

Format for Presentation-

Presentation should include following-

1. Summary of Learnings from core courses across semesters
2. Summary of Learning from elective 1 courses

3.   Summary of Learning from elective 2 courses

4.   Summary of Learning from MOOCs

5.   Summary of Learning from Summer Internship Project

6.   Summary of Learning from Project Work

7.   Exhibition of student portfolio i.e. a systematic and organized collection of a student's work that exhibits the direct evidence of a student's efforts, achievements and progress over a period of time including Theory Papers, SIP, Live Projects, MOOCs, etc.

8.   Level of Attainment of PO1 with justification

9.   Level of Attainment of PO2 with justification

10.   Level of Attainment of PO3 with justification

11.   Level of Attainment of PO4 with justification

12.   Level of Attainment of PO5with justification

13.   Concluding Remark

Open Defence – The external examiner should ask questions to check the attainment of 5 POs

Evaluation of Exit Seminar:
- The individual presentation should ideally last for 15-20 minutes followed by Open Defence Question-Answer session (10-15 minutes).
- The External Examiner (appointed by the University) should evaluate Maximum 20 (Maximum 10 at One Institute) Exit Seminars.

Rubric for Evaluation- the external examiners based on exit seminar, presentation and open defence performance shall evaluate the student as Excellent (9-10 marks), Good (5-8 marks) or Average (0-4 marks) and mention the score in the rubric

Name of Institute:		
Name of Student:		
Roll No. :	Enrolment No.:	
Parameter [Excellent (9-10 marks), Good (5-8 marks) or Average (0-4 marks)**]**		**Score**
Learnings from core courses		

Learnings from elective 1 courses	
Learnings from elective 2 courses	
Learnings from SIP/ Project	
Assessment of Student Portfolio	
Attainment of PO1 (Apply knowledge of management theories and practices to solve business problems)	
Attainment of PO2 (Foster Analytical and Critical thinking abilities for data-based decision making)	
Attainment of PO3 (Ability to develop Value Based Leadership ability)	
Attainment of PO4 (Ability to understand, analyse and communicate global, economic, legal, and ethical areas of business)	
Attainment of PO5 (Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment)	
Name of Examiner:	**Signature of Examiner and Date:**

--* *_____

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY

DIRECTION NO. 43 OF 2016

DIRECTION GOVERNING THE EXAMINATION LEADING TO THE DEGREE OF
MASTER OF COMPUTER MANAGEMENT (MCM)
Choice Based Credit System (CBCS)

WHEREAS the Maharashtra Universities Act No. XXXV of 1994 has come into force with effect from 22nd July,1994.

<u>AND</u>

WHEREAS the amendment to the said Act came to be effected from 2016-2017.

<u>AND</u>

WHEREAS the Faculty of Commerce at its meeting held on 14.2.2012 have decided to update and upgrade the existing syllabus for the award of the degree of Master of Computer Management commensurate with the curricula existing in the various Universities in India and with a view to include the latest trends in the commerce stream as well as to design it to suit to the needs of the industries and corporate houses as provided under Section 38(a) of the Act.

<u>AND</u>

WHEREAS the Coordinator of the Faculty of Commerce concurred with the recommendations of the Special Task Committee in Computer Application in the Faculty of Commerce .

<u>AND</u>

WHEREAS the Special Task Committee in Computer Application in its meetings held on 24.2.2016 updated the existing syllabi and recommended some modifications in the scheme of examination for postgraduate courses,

<u>AND</u>

WHEREAS the Coordinator, Faculty of Commerce has consented to the changes in the syllabus and the scheme of examination for the award of Master of Computer Management Degree,

<u>AND</u>

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WHEREAS the Vice-Chancellor, Nagpur University, Nagpur approved the recommendations so made by the Special Task Committee in the Faculty of Commerce duly concurred by the Coordinator, Faculty of Commerce as required under Section 38 (a) of the Act .

<u>AND</u>

WHEREAS it is expedient to provide and Ordinance for the purpose of prescribing examinations leading to the degree of Master of Computer Management in the Faculty of Commerce and phasic repeal of Ordinance No. 21 of 1994 governing the existing course of Master of Computer Management.

<u>AND</u>

WHEREAS As per the Advice of the Vice Chancellor, Coordinator, Faculty of Commerce & Coordinator, Special Task Committee (Computer Application) in the meeting held on 4.1.2016 constituted sub-committee for syllabus restructuring of MCM with Semester pattern.

The Sub-committee submitted the Semester Draft Syllabus of MCM in meeting held on 24.2.2016.

Now, therefore, I, Dr. S. P. Kane, Vice-Chancellor, Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur in exercise of the powers vested in me under Section 14(8) of the Maharashtra University Act of 1994 do hereby issue the following direction:

This direction shall be called "DIRECTION REGARDING EXAMINATIONS LEADING TOTHE MASTER OF COMPUTER MANAGEMENT Choice Based Credit System (CBCS) IN THE FACULTY OF COMMERCE, RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR".

1. There shall be FOUR examinations leading to the degree of Master of Computer Management namely:

    Part-I

    (1) The Master of Computer Management (MCM) Semester - I Examination,

    (2) The Master of Computer Management (MCM) Semester - II Examination,

    Part-II

    (3) The Master of Computer Management (MCM) Semester - III Examination,

    (4) The Master of Computer Management (MCM) Semester - IV Examination,

2. The duration of the Degree Course under this shall be of two academic years. The MCM Semester - I Examination at the end of the first Semester and MCM Semester - II Examination at the end of the Second Semester in First Year and MCM Semester - III Examination at the end of the Semester - III and MCM Semester - IV Examination at the end of Semester - IV in Second Year.

3. The Examinations Specified in above paragraph (i.e., Paragraph – 2) above shall be held twice a year (Winter + Summer) at such places and on such dates as may be fixed by the University.

4. The details of the procedure for admission as well as eligibility for examination of:

    (A) An applicant of the **MCMSemester – I** Examination shall have :

        (i) Obtained a Bachelor degree of this University or an equivalent Bachelor Degree of any statutory University in any faculty.

        (ii) Prosecuted a regular course of study for not less than one Semester in any recognized institution or college affiliated to the R. T. M. Nagpur University where the course will be conducted.

    (B) An applicant of the **MCMSemester - II** Examination shall have :

        Appeared MCM Semester – I Examination of this University

    (C) An Applicant of MCM Semester - III Examination shall have passed MCM Semester - I and appeared in Semester - II Examination.

    OR

        Passed PGDCCA/Post B.Sc. Diploma in Computer Science & Application of Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

    (D) An applicant of MCM Semester - IV Examination shall have passed MCM Semester - I, Semester - II or equivalent Diploma and appeared in Semester - III Examination.

Admission to Semester	Candidate should have passed in following examinations	Candidate should have competed the term and filled examination form
Semester - I	Degree Examination	-
Semester - II	-	Semester – I
Semester - III	PGDCCA /PGDCS/ Semester-I	(Not applicable for PGDCCA/ PGDCS) Semester-II
Semester - IV	Semester-I & II	Semester - III

5. Without prejudice to the other provisions of Ordinance No. 6 relating to the Examinations in General, the provisions of Paragraphs 5, 7, 8, 10, 26 and 31 of the said Ordinance shall apply to every collegiate candidate.

6. The fees for the examination shall be as prescribed by the Management Council from time to time and whenever any change is made in the fees prescribed for any particular examination that shall be notified through a notification for information of the examinees concerned.

   With the issuance of this Direction, The Direction No 24 of 2012 (Credit based Semester Pattern) shall stand repealed.

                                                                    Sd/-
 Nagpur   **Dr. S. P. Kane**
Date :21.6.2016   Vice-Chancellor

7. **Teaching and Examination Scheme**

Master of Computer Management (MCM)

(A) MCM Part-I

Semester – I

Course Code	Subjects	Paper	Teaching Scheme per weeks (hr)	End Sem Examination	Min Marks	Internal Assessment	Min Marks	Credits
Theory								
1CMT1	Fundamental of Information Technology	I	4	80	40	20	10	4
1CMT2	Programming in C & OOPs Concept	II	4	80	40	20	10	4
1CMT3	Introduction to Operating Systems	III	4	80	40	20	10	4
1CMT4	Computerized Accounting (Tally ERP 9)	IV	4	80	40	20	10	4
Practical								
1CMP5	**Practical-I :**Programming in C & Operating Systems	P-I	8	100	50	Nil	Nil	4
1CMP6	**Practical-II :**Tally (ERP 9)& MS-Office	P-II	8	100	50	Nil	Nil	4
	Total		32	520				24

Notes:

1. Duration of one Theory/Practical period is 1 hour.
2. The candidate has to pass theory papers and practical paper separately.
3. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
4. Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.
5. The odd semester may be scheduled from July to December and even semester from January to June.

(B) MCM Part-I

Semester – II

Course Code	Subjects	Paper	Teaching Scheme per weeks (hr)	End Sem Examination	Min Marks	Internal Assessment	Min Marks	Credits
Theory								
2CMT1	Management Information Systems	I	4	80	40	20	10	4
2CMT2	Core Java	II	4	80	40	20	10	4
2CMT3	Quantity Techniques & Operation Research	III	4	80	40	20	10	4
2CMT4	E-Commerce and Web Designing	IV	4	80	40	20	10	4
Practical								
2CMP5	**Practical-I :**Core Java	P-I	8	100	50	Nil	Nil	4
2CMP6	**Practical-II :** HTML, JavaScript	P-II	8	100	50	Nil	Nil	4
	Total		32	520				24

Notes:

1. Duration of one theory/practical period is 1 hour.
2. The candidate has to pass theory papers and practical paper separately.
3. One credit is equivalent to one hour of teaching or two hours of practical Work per week.
4. Each semester will consist of 15 – 18 weeks of academic Work equivalent to 90 actual teaching days.
5. The odd semester may be scheduled from July to December and even semester from January to June.

(C) MCM Part-II

Semester – III

Course Code	Subjects	Paper	Teaching Scheme per weeks (hr)	End Sem Examination	Min Marks	Internal Assessment	Min Marks	Credits
Theory								
3CMT1	Advance Database Management System	I	4	80	40	20	10	4
3CMT2	Principles & Techniques of Management	II	4	80	40	20	10	4
3CMT3	**Electives :** (i) PHP & MySQL (ii) VB.Net (iii) C#.Net	III	4	80	40	20	10	4
3CMT4	**Compulsory Foundation** (i) Research Methodology	IV	4	80	40	20	10	4
Practical								
3CMP5	**Practical- I :**SQL & PL/SQL	P-I	8	100	50	Nil	Nil	4
3CMP6	**Practical-II :**Electives	P-II	8	100	50	Nil	Nil	4
	Total		32	520				24

Notes:

1. Duration of one theory/practical period is 1 hour.
2. The candidate has to pass theory papers and practical paper separately.
3. One credit is equivalent to one hour of teaching or two hours of practical work per week.
4. Each semester will consist of 15 – 18 weeks of academic work equivalent to 90 actual teaching days.
5. The odd semester may be scheduled from July to December and even semester from January to June.

(D) MCM Part-II

Semester – IV

Course Code	Subjects	Paper	Teaching Scheme per weeks (hr)	End Sem Examination	Min Marks	Internal Assessment	Min Marks	Credits
Theory								
4CMT1	ASP.Net	I	4	80	40	20	10	4
4CMT2	**Electives:** (i) Advance Java (ii) Android Programming (iii) Python	II	4	80	40	20	10	4
4CMT3	**Elective Foundation:** (i) Big Data &Hadoop (ii) Software Engineering (iii)Strategic Management	III	4	80	40	20	10	4
Practical								
4CMP4	**Practical-I:**ASP.Net	P-I	8	100	50	Nil	Nil	4
4CMP5	**Practical-II:**Electives	P-II	8	100	50	Nil	Nil	4
Project								
4CMP6	PROJECT	Project	8	100	50	-------	------	4
	Total		36	540				24

Notes:

1. Duration of one theory/practical period is 1 hour.
2. The candidate has to pass theory papers and practical paper separately.
3. One credit is equivalent to one hour of teaching or two hours of practical work per week.
4. Each semester will consist of 15 – 18 weeks of academic work equivalent to 90 actual teaching days.
5. The odd semester may be scheduled from July to December and even semester from January to June.

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY

DIRECTION NO. 23 OF 2012

FACULTY OF COMMERCE
COMPUTER APPLICATION BOS

DIRECTION GOVERNING THE EXAMINATION LEADING TO THE DEGREE OF

POST GRADUATE DIPLOMA IN COMPUTER COMMERCIAL APPLICATIONS (PGDCCA)

1. There shall be TWO examinations leading to the degree of Post Graduate Diploma in Computer Commercial Applications (PGDCCA) namely :

(1) the Post Graduate Diploma in Computer Commercial Applications (PGDCCA) Semester-I Examination,

(2) the Post Graduate Diploma in Computer Commercial Applications (PGDCCA) Semester-II Examination,

2. The duration of the Degree Course under this shall be of one academic year. The PGDCCA Semester-I Examination at the end of the first Semester and PGDCCA Semester-II Examination at the end of the Second Semester.

3. The Examinations Specified in paragraph 2 above shall be held twice a year (Winter+Summer) at such places and on such dates as may be fixed by the University.

4. The details of the procedure for admission as well as eligibility for examination of :

(A) An applicant of the **PGDCCA Semester – I** Examination shall have :

(i) Obtained a Bachelor degree of this University or an equivalent Bachelor Degree of any statutory University in any faculty

(ii) Prosecuted a regular course of study for not less than one Semester in any recognized institution or college affiliated to the Nagpur University where the course will be conducted.

(B) An applicant of the **PGDCCA Semester II** Examination shall have :

Appeared PGDCCA Semester– I Examination of this University

Admission to Semester	Candidate should have passed in following examinations	Candidate should have competed the term and filled examination form	Candidate should have passed at least 50% courses of following examinations
I Semester	Degree examination	-	-
II Semester	-	Semester – I	-

5. Without prejudice to the other provisions of Ordinance No. 6 relating to the Examinations in General, the provisions of Paragraphs 5, 7, 8, 10, 26 and 31 of the said Ordinance shall apply to every collegiate candidate.

6. The fees for the examination shall be as prescribed by the Management Council from time to time and whenever any change is made in the fees prescribed for any particular examination that shall be notified through a notification for information of the examinees concerned.

7.

Semester-I

Course Code	Subjects	Paper	Teaching Scheme per weeks (hr)	End Sem Examination	Min Marks	Internal Assessment	Min Marks	Credits
Theory								
1.	Information Technology	I	4	80	40	20	10	4
2.	Programming Skills	II	4	80	40	20	10	4
3.	Operating Systems Concepts & Software Package	III	4	80	40	20	10	4
4.	Computerized Accounting (Tally)	IV	4	80	40	20	10	4
Practical								
1.	Practical-I : Programming Skills	P-I	8	100	50	Nil	Nil	4
2.	Practical-II : Operating System & MS-Office	P-II	8	100	50	Nil	Nil	4
	Total		32	520		80		24

Semester-II

Course Code	Subjects	Paper	Teaching Scheme per weeks (hr)	End Sem Examination	Min Marks	Internal Assessment	Min Marks	Credits
Theory								
1.	Management Information Systems	I	4	80	40	20	10	4
2.	Visual Basic	II	4	80	40	20	10	4
3.	Principles and Practice of Management	III	4	80	40	20	10	4
4.	E-Commerce and Web Development	IV	4	80	40	20	10	4
Practical								
1.	Practical-I : Visual Basic	P-I	8	100	50	Nil	Nil	4
2.	Practical-II : Web Development	P-II	8	100	50	Nil	Nil	4
Project								
	Project	Proj	8	100	50			4
	Total		40	620		80		28

8. In order to pass the examination , an examinee shall obtain not less than 50 % marks in each of the theory papers and each of the practical and the project and Internal Assessment (Sessional) separately.

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9. (A) The scope of the subjects and pattern of examination shall be as
          indicated in syllabi.

    (B) The Medium of instructions and examinations shall be in ENGLISH only.

10. Applicant for PGDCCA Examination prosecuting regular course of study shall not
     be permitted to join any other course in this or any other University.

11.

ASSESSMENT

- The final total assessment of the candidates is made in terms of an Internal assessment (Sessional) and an external assessment for each course.

- For each paper, 20 marks will be based on internal assessment and 80 marks for semester end examination (external assessment), unless otherwise stated.

- The division of the 20 marks allotted to internal assessment of theory papers is on the basis of written test, seminars, presentations and attendance as determined by the teacher in respective subject and moderated by Head of the Institute/Principal.

- An unsuccessful examinee at any internal shall be eligible for reexamination on payment of fresh examination fee prescribed by the University as per the respective directions.

- The internal marks will be communicated to the University at the end of each semester, but before the semester end examinations. These marks will be considered for the declaration of the results.

- The record of internal marks, evaluation & result should be maintained for a period of one year by respective institute/college for verification by competent authority.

- The Maximum and Minimum marks which each subject carries in PGDCCA Semester-I and Semester-II Examination are as indicated in Appendices "A" and "B". respectively.

- A copy of Project work shall be submitted to college prior to commencement of Semester-II Examination for Evaluation by Internal and External Examiner appointed as per University rules.

- Candidate shall submit his/her declaration that the Project is a result of his/her own work and the same has not been preciously submitted to any examination of this University or any other University.

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- The Practical Examination of each Semester will be conducted by Internal and External Examiner appointed as per University rules.

- The old course students shall be absorbed as per the absorption scheme attached.

- If an examinee failed to pass the PGDCCA Degree within Three Successive Years from the date of his/her First Admission to particular programme he/she shall be declared as **"Not Fit for the Course" (NFC)** and he/she will not be allowed to appear further for any examination of the course.

STANDARD OF PASSING

a. Every candidate must secure 50% marks in each head of passing.

b. The passing marks for external examination will thus be 40 out of 80 and for internal examination 10 out of 20 and aggregate marks taking both together will be 50 marks.

c. There shall be no internal marks in Practical and Project Examination.

11.   (a)   There shall be no classification of examinees successful at the
PGDCCA Semester-I Examination whereas SGPA will be notified.

* Conversion of Marks to Grades and Calculations of SGPA (Grade Point Average) and CGPA (Cumulative Grade Point Average): In the Credit and Grade Point System, the assessment of individual Courses in the concerned examinations will be on the basis of marks only, but the marks shall later be converted into Grades by some mechanism wherein the overall performance of the Learners can be reflected after considering the Credit Points for any given course. However, the overall evaluation shall be designated in terms of Grade. There are some abbreviations used here that need understanding of each and every parameter involved in grade computation and the evaluation mechanism. The abbreviations and formulae used are as follows:-

Abbreviations and Formulae Used
G: Grade
GP: Grade Points
C: Credits
CP: Credit Points
CG: Credits X Grades (Product of credits & Grades)
SGPA = ΣCG: Sum of Product of Credits & Grades points / ΣC: Sum of Credits points
SGPA: Semester Grade Point Average shall be calculated for individual semesters. (It is also designated as GPA)
CGPA: Cumulative Grade Point Average shall be calculated for the entire Programme by considering all the semesters taken together.
After calculating the SGPA for an individual semester and the CGPA for entire programme, the value can be matched with the grade in the Grade Point table as per the Seven (07) Points Grading System and expressed as a single designated GRADE such as O, A, B, etc….

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Marks	Grade	Grade Points
85 and above	O	10
75 -84	A	9
65-74	B	8
60-64	C	7
55-59	D	6
50-54	E	5
00-49	F (Fail)	0

(b)   Division at the PGDCCA Semester-II Examination shall be declared on the basis of the aggregate marks at the PGDCCA Semester-I, PGDCCA Semester-II Examination taken together and the CGPA will be calculated and notified.

(c)   Successful examinees at the PGDCCA Semester-II Examination shall be awarded division based on CGPA as follows :

CGPA Range	Final Grade	Equivalent Class/ Division
5.0 to 5.49	E	Pass Class
5.5 to 5.99	D	Second Division
6.0 to 6.99	C	First Division
7.0 to 7.99	B	First Division with Distinction
8.0 to 8.99	A	First Division (Excellent)
9.0 to 10	O	First Division (Outstanding)

12. Successful examinees in the PGDCCA Semester Examination shall be awarded Distinction in each subject in which examinees obtain 75% or more marks in that subject at the respective Examination.

13. Unsuccessful examinees at the above examinations can be readmitted to the same examination on payment of a fresh fee and such other fees as may be prescribed.

14. Provisions of Direction 44 of 2001 relating to the award of Grace marks for passing an examination, securing higher division / class and for securing distinction in subject(s) and of Ordinance 10 relating to grant of Exemptions and Compartment vide Ordinance No. 45 of 1983 as amended up-to-date shall apply to the Examinations under this Direction.

15. Notwithstanding anything to the contrary in this Direction, no person shall be admitted to an examination under this Ordinance, if he/ she has already passed the same examination or an equivalent examination of any other University.

16. Examinees successful at PGDCCA Semester-I and Semester-II Examination shall on payment of the prescribed fees receive a Diploma in the prescribed form signed by the Vice-Chancellor.

17. This Scheme shall come into force from the academic session 2012-13

18. The Provisions of Ordinance No. 21 of 1994 governing the existing course for Post Graduate Diploma in Computer Commercial Application (PGDCCA) stand repealed phasically on implementation of this Scheme.

APPENDIX - A
PGDCCA
Semester-I

Course Code	Subjects	Paper	End Sem Examination	Min Marks	Internal Assessment	Min Marks
Theory						
1.	Information Technology	I	80	40	20	10
2.	Programming Skills	II	80	40	20	10
3.	Operating Systems Concepts & Software Package	III	80	40	20	10
4.	Computerized Accounting (Tally)	IV	80	40	20	10
Practical						
1.	Practical-I : Programming Skills	P-I	100	50	Nil	Nil
2.	Practical-II : Operating System & MS-Office	P-II	100	50	Nil	Nil
	Total		520		80	

Semester-II

Course Code	Subjects	Paper	End Sem Examination	Min Marks	Internal Assessment	Min Marks
Theory						
1.	Management Information Systems	I	80	40	20	10
2.	Visual Basic	II	80	40	20	10
3.	Principles and Practice of Management	III	80	40	20	10
4.	E-Commerce and Web Development	IV	80	40	20	10
Practical						
1.	Practical-I : Visual Basic	P-I	100	50	Nil	Nil
2.	Practical-II : Web Development	P-II	100	50	Nil	Nil
Project						
	Project	Proj	100	50		
	Total		620		80	

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