AMITY SCHOOL OF COMMUNICATION

Programme Structure and Curriculum
Under
Choice Based Credit System
MA (PR & Events)
2017

AMITY UNIVERSITY RAJASTHAN
JAIPUR

MA (PR & Events)

Semester I

Code	Course	Category	L	T	P/FW	Credit Units
MPE 101	**Introduction to Mass Communication**	CC	3	-	-	3
MPE 102	**Public Relations**	CC	3	1	-	4
MPE 103	**Event Planning and Concepts**	CC	3	-	2	4
MPE 104	**Layout and Design**	CC	3	-	2	4
MPE 105	**Fundamentals of Communication Research.**	CC	3	-	-	3
BCS 111	**Communication Skills – II**	VA	1	-	-	1
BSS 111	**Behavioral Science - I**	VA	1	-	-	1
FLN 111 FLG 111 FLS 111 FLJ 111 FLC 111	**Foreign Language - I French German Spanish Japanese Chinese**	VA	2	-	-	2
	Open Elective I	OE				3
MPE 106	**Media Management**	DE	3	1	-	4
MPE 107	**Basic Photography**	DE	2	1	-	3
Total Credits						29

MA (PR & Events)
Semester II

Code	Course	Category	L	T	P/FW	Credit Units
MPE 201	**Advanced Public Relations**	CC	2	-	2	3
MPE 202	**Event Logistics**	CC	2	-	2	3
MPE 203	**Client Servicing & Account Planning**	CC	3	-	-	3
MPE 204	**Media Productions & Set Design**	CC	2	-	2	3
MPE 205	**Industrial Marketing**	CC	3	-	-	3
MPE 206	**Mass Media Industry**	CC	3	-	-	3
MPE 207	**Global Marketing Communication**	CC	2	-	2	3
MPE 208	**Advance Photography**	DE	2	1	2	4
BCS 211	**Communication Skills – II**	VA	1	-	-	1
BSS 211	**Behavioral Science – II**	VA	1	-	-	1
FLN 211 FLG 211 FLS 211 FLC 211	**Foreign Language – 2 French II German II Spanish II Chinese II**	VA	2	-	-	2
	Open Elective II	OE				3
Total						32

Semester III

Code	Course	Category	L	T	P/F W	Credit Units
MPE 301	**Event Budgeting**	CC	2	1	-	3
MPE 302	**Corporate Communication**	CC	2	-	2	3
MPE 303	**Media Planning & Buying**	CC	3	-	-	3
MPE 304	**Managing Competitive Events**	CC	2	-	2	3
MPE 305	**Event Coverage and Packaging**	CC	2	-	2	3
MPE 306	**Summer Project**	CC	-	-	-	4
BCS 311	**Communication Skills - III**	VA	1	-	-	1
BSS 311	**Behavioral Science - III**	VA	1	-	-	1
FLN 311 FLG 311 FLS 311 FLC 311	**Foreign Language French III German III Spanish III Chinese III**	VA	2	-	-	2
	Open Elective III	OE				3
MPE 307	**Social Media**	DE	2	1	2	4
MPE 308	**Anchoring & Presentation**		-	-	-	
Total						30

Semester IV

Code	Course	Category	L	T	P/FW	Credit Units
MPE 401	New Venture Creation in PR & Events	CC	2	-	2	3
MPE 402	Marketing of Services	CC	3	-	-	3
MPE 403	Digital Marketing	DE	2	-	2	3
MPE 404	NTCC (Internship)	CC	-	-	-	11
BCS 411	Communication Skills – III	VA	1	-	-	1
BSS 411	Behavioral Science – III	VA	1	-	-	1
FLN 411 FLG 411 FLS 411 FLC 411	Foreign Language French III German III Spanish III Chinese III	VA	2	-	-	2
Total						24

INTRODUCTION TO MASS COMMUNICATION

Course Code	L	T	P/FW	Credit
MPE 101	3		-	3

Course Objective:

Mass Media, as a practice, has developed immensely. There has been a corresponding change in the way the role of mass communication has been understood. This course aims at introducing students to the basic concepts, tools and role of communication. Communication models and their theories will also be discussed during the course.

Course Contents:

Module I: Introduction to Communication
Process and elements of communication
Types of communication: written, oral, non verbal
Levels of communication: individual, group, organizational, mass communication, international and inter-cultural
Functions of communication
7 Cs of effective communication
Barriers to effective communication

Module II: Tools of Communication : Elements, Characteristics, Strength and Limitations
Traditional Media
Print Media
Radio
Television
New Media

Module III: Visual Communication
Meaning of Visual Communication
Visual Technologies
Definition and types of images
Elements of Design
Principles of design
Role of visuals in communication.

Module IV: Models of Communication
Aristotle Model
Harold Lasswell Model
Shannon and Weaver model
Charles Osgood Model
Westley Maclean's Model
Newcomb Model
Dance Model
George Gerbner Model

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	**10**	**5**	**15**	**70**

Text & References:

- **Rosengren Erik Karl (2000) Communication: An Introduction, Sage Publications: London.**
- **Kumar Keval J (2007) (3rd edn), Mass Communication in India, Jaico Publications: Delhi.**
- **Stone Gerald, Singletray, Michael & Richmond P. Virgina (2003) Clarifying Communication Theories: a Hands-On Approach, Surjeet Publications: Delhi**
- **Baran J Stanley & Davis K Dennis(2002) (2nd edn) Mass Communication Theory: Foundations, Ferment, and Future, Thomason Asia Pte Ltd: Singapore**
- **Dr. Andal N. (2005) Communication Theories and Models, Himalaya Publishing House: Bangalore**
- **Denis Mc Quail (2005) (5th edn) Mc Quail's Mass Communication Theory, Vistaar Publications: New Delhi**
- **Vir Bala Aggarwal & V S Gupta (2002) Handbook of Journalism & Mass Communication, Concept Publication Company: New Delhi.**

PUBLIC RELATIONS

Course Code	L	T	P/FW	Credit
MPE 107	3	1	-	4

Course Objective:

The Course provides an introduction to the principles, concepts, objectives, role and functions of Public Relations. The Course would also explain the professional skills needed to become successful in the field. The contents provide information on the various techniques of PR Writing for the purpose of internal and external communications, issue of company statements, press releases and crisis management. The students will also learn about the various tools being used by PR professionals to build company image.

Course Contents:
Module 1: Basic Concepts
Meaning & Definition of Public Relations
Role & Functions of Public Relations
Need for PR in Crisis Management
Crisis Management: Meaning and the various stages

Module 2: Guidelines for Effective PR Writing
Press releases
Press Kits/ Media Kits: Meaning, significance and making a Press Kit
Factsheets
Backgrounders
Company Profile
Annual Report

Module 3: PR Tools & Strategies
Press Conference
Press Tours
Press Briefings
PR Campaign: Meaning and Definitions of PR Campaign
Role & Functions of PR Campaign
Multi-media PR Campaigns
Planning a PR Campaign
PR Planning Tools
Budgeting
Media Planning
Implementation of PR Campaign
Evaluation of PR Campaign

Module 4: PR & Media Relations
Changing Media Scenario & its Growth & Expansion
Classification of media
Meaning of Media Relations
Principles of good Media Relations & Understanding the Media
Managing Media Events and Facility Visit

Examination Scheme:

Components	P & A	A	CT	EE
Weightage (%)	**10**	**5**	**15**	**70**

Text & References:

- **Sachdeva, I.S. (2009). Public Relations: Principles and Practices, Oxford University Press, New Delhi**
- **Narasimha Reddi , C.V. (2010). Effective Public Relations and Media Strategy, PHI Learning Private Limited, New Delhi**
- **Jethwaney, J. & Sarkar, N.N. (2012). Public Relations Management, Sterling Publishers Pvt. Ltd, New Delhi**
- **Moore, H. F & Kalupa, F.B.(1985). Public Relations: Principles, Cases & Problems, Surjeet Publications, Delhi**
- **Cutli, S. M. & Centre, A. H. (1990). Effective Public Relations, Prentice Hall**
- **Mehta, D.S. (1968). Handbook of Public Relation in India , Allied Publishers, New Delhi**

EVENT PLANNING AND CONCEPT

Course Code	L	T	P/FW	Credit
MPE 103	3	-	2	4

Course Objectives:
- This course is designed to provide an introduction to the principles of event management
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- The student will learn how to provide a categorization for events and identify the key characteristics of events in order to understand the business of events.
- The course will provide knowledge of event planning process.
- The student will understand event marketing techniques.

Course Contents/Syllabus:
Module I

Introduction to Event Management

- Descriptors/Topics
- Conceptual foundations of events;
- Major characteristics;
- Role and importance of event management
- Five C's of event designing: Conceptualization, Costing, Canvassing, Customization, Carrying out;
- Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society;
- Types of Events: sporting, entertainment, arts and cultural, promotional events, meetings, exhibitions, fairs and festivals, civic events, retail events, fundraising events and miscellaneous.
- Size of Events: Mega events, Regional events, Major events, Minor events.
- Relationship between-Events, Advertising, and PR

Module II

Event Planning

- Descriptors/Topics
- Concept and Design
- Laws of event planning: Timing, Space and Tempo
- SWOT Analysis
- Developing and Implementing the Event Plan
- Event Budgeting: Income categories, Expenses: Overhead expenses; Variable expenses, cutting costs, event cash flow.
- Event Leadership styles: Democratic style, autocratic style, laissez fare style.
- Event Coordination: Executing the plan
- Event design: Sounds aping, Visual cues, Blending, mixing and matching.

- Event Technology: Technical Resources, Audio and Video Basics

Module III

Event Marketing

- Nature of event marketing
- Process of event marketing
- Marketing mix
- Advertising, Public Relations, Promotions and Sponsorships
- Online Marketing
- Sustainable Event Management

Module IV

Event Evaluation

- Measuring performance
- Critical Evaluation from event organizer's point of view
- Critical Evaluation from client's point of view
- Critical Evaluation from sponsors point of view
- Final Evaluation sheet preparation after event

Assessment/ Examination Scheme:

Continuous Assessment/Internal Assessment					End Term Examination
Components	Attendance	Class Test	Project	Case study	
Weightage (%)	5	10	10	5	70

Text Reading:

- Allen, Judy, 'Event Planning: The Ulimate Guide', Canadian Cataloguing in Publication Data, Canada
- Shone, Anton; Parry Bryn, 'Successful Event Management- A practical Handbook', Cengage Learning, New Delhi
- Gaur, Sanjaya Singh & Saggere,S.V, 'Event Marketing and Management', Vikas Publishing House, New Delhi

LAYOUT AND DESIGNING

Course Code	L	T	P/FW	Credit
MPE 104	3	-	2	4

Course Objective:
The student will study the design of advertising layout graphics taking into consideration the choice of positioning, color images and text.

Course Contents:

Module I:
Design – Introduction, Definition, Uses, History
Layout – Introduction, Application
Basics of art, graphic design and typography
Elements and principles of design and layout

Module II:
Role of Visual Arts in Advertising
Design as communication
Design and Layout for various media
Problems and Challenges in Digital Media

Module III:
Print and web (Analog and Digital)
Introduction to Software
Layout tools and techniques
Advanced Graphic Designing
Designing Media contents – Logo, Magazine, Newspaper, Advertisement, Poster, Cards.
Module IV:
Design in advertising and Public Relation practices
Research in design and layout
Professionalism in designing
Evaluation
Student need to produce a lab journal during the course.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Prints best typography
- David E Carter, Book of Logos
- Rachel Ballon, Blue print for screen writing

FUNDAMENTALS OF COMMUNICATION RESEARCH

Course Code	L	T	P/FW	Credit
MPE 105	3	-		3

Course Objectives:

Qualitative research is a multi methods approach to the study of social interactions in natural settings. It involves the collection and analysis of empirical information from multiple sources such as first-person accounts, life histories, visual records, semi-structured and open-ended interviews, informal and formal observations, biographical and autobiographical materials, among others. Through triangulation of methods, the researcher attempts to make sense of, or interpret, phenomena in terms of the meanings people bring to them.

This course will focus on the styles of research, analysis, associated with qualitative research. Students will:

- **Define qualitative inquiry and relate it to its theoretical and philosophical bases**
- **Determine the conditions and questions for which a qualitative study is most appropriate**
- **Design and conduct a qualitative study**
- **Design and conduct preliminary data analysis-creating field notes, developing categories, and designing data displays.**
- **Present preliminary results in oral and written form.**

Sections of the research project will be prepared, presented, and evaluated throughout the course.

Course Contents:
Module I: Introduction to Research

Meaning & Importance of Research
5W's of Research: Why, Which , What, Where & Who.
Types of Research: Basic & Applied Research
Ethical Issues in Research: Issues related to participants, issues related to the researcher
Issues regarding the sponsoring organization.
Different ways of starting a research process: a question or a hypothesis.

Module II : Research Process

Four Stages of Research
Preliminary research: location, people, allocation of resources, deadlines, requirements, literature review, planning the research design, and understanding the variables, and timeline.
Data recording: primary and secondary data, techniques of collecting data, recording instruments, and coding devices.
Data analysis and organization: writing choices, forms of writing (report, proposal, dissertation), formats and conventions of writing, technological tools
Presentation of final outcomes: knowing the conventional formats

Module III: Research Methods

Main models of research: deductive & inductive, qualitative & quantitative approach
Understanding Ethnography and how it utilizes the following research methods
Focusing on Qualitative Methods: its uses, features, advantages and disadvantages

Interview: Different types (individual, couple, and group), forms (structured, semi-structured, and unstructured), mediums (TV, Radio, and Print)
Observation: direct observation, auto-observation, and participant-observation
Content analysis
Focus Group
Case Study
Longitudinal Study

Module IV: Research Report

Abstract
Research Proposal
Summary
Stages of Writing : First draft, second draft, final draft and Proof Reading .

Module V: Research Project

Each student will undertake a Qualitative research project individually.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	20	5	15	60

Text & References:

- **Thomas R. Lindlof& Bryan C. Taylor (2002) (2ndedn.) Qualitative Communication research methods, Sage Publications: London.**
- **Kimberly A. Neuendorf (2005) (1stedn.) The Content Analysis Guidebook, Sage Publications: London.**
- **Roger D. Wimmer and Joseph R. Dominick (2005) (8 edn.)Mass Media Research, Wadsworth Publishing: London.**
- **White, Patrick (2009) Developing research questions: a guide for social scientists, Palgrave Macmillian: Basingstoke.**
- **Alasuutari, Perttiand Bickman, Leonard (2008) The SAGE handbook of social research methods, edited by Julia Brannen, Sage: London.**
- **Kothari, C. R (1990) Research Methodology: Methods and Techniques: WishwaPrakashan: New Delhi.**

FOREIGN LANGUAGE
CHINESE

Semester I   Course Code: 148   Credit Units : 02

Aim: The Aims of Chinese language course at AUR is to equip students with the basic knowledge & skills in Chinese language so as to enable them to interact with Chinese speaking people and efficiently work in the Chinese environment and also to build a solid foundation for further studies in the language.

Course Objectives:

On the completion of first semester the students will be able to:

- Understand the nature and characteristics of Chinese language.
- Read Chinese Pinyin and Chinese Characters.
- Write Chinese Characters and sentences related to greetings & personal information.
- Speak Chinese dialogues related to greetings & personal information.
- Listen and understand simple Chinese words and dialogues of the text.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use; approx 70 Characters including 50 characters of HSK level -I.
- Understand China as a powerful nation.

COURSE CONTENT
1.   **Introduction to Chinese Language**
2.   **Introduction to the Sound System , Initials and Finals**
3.   **Table of sounds of Beijing Dialect**
4.   **Tones**
5.   **Writing System & Basic Strokes of Chinese Character**
6.   **Rules of Stroke-Order of Chinese Character,**
7.   **Expression of Greetings & Good wishes**
8.   **Farewell**
9.   **Asking & telling Personal Information : Name & Age**
10.   **Personal Information : Residence**
11.   **Personal Information : Family Members**
12.   **Listening Skill & Practice**
13.   **Conversation based on dialogues**
14.   **China; an emerging world power (In English)**

VOCABULARY CONTENT
Vocabulary will have approx 70 Characters including 50 characters of HSK-I level.
1. Vocab related to greetings & farewell; 你，好，再见。。。
2。Vocab related to personal information; 名字，年纪，家，住，爸爸。。

GRAMMATICAL CONTENT

1. **Introduction to the sound system, initials and finals, sound table & tones.**
2. **Basic strokes of Chinese Character & stroke- order.**
3. **Conjunction 和.**
4. **Word order in Chinese sentence.**
5. **Adjective Predicate sentence.**
6. **是sentence type (1).**
7. **Interrogative sentence with 吗.**
8. **Attributive & structural particle 的.**

EXAMINATION SCHEME

Total: 100 marks
Internal Evaluation: 30 Marks
Components of the Internal Evaluation:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	**Mid Term**	**10 Marks**	**As per Academic Calender of AUR**	**Writing**
2	**Viva + Language Lab**	**10 +5 Marks**	**Before end sem**	**Listening& speaking**
3	**Attendance (Based on Amizone)**	**05 Marks**	**Before end sem**	
	Total	**30 Marks**		

End Term Evaluation: 70 marks
Written Exam: 70 Marks

Ser No	Evaluation Parts	Weight-age	Component	Skill Evaluated
1.	**Section A**	**28 marks**	**Grammar**	
2.	**Section B**	**24 marks**	**Comprehension & translation**	**Reading**
3.	**Section C**	**18 marks**	**Composition**	**Writing**
	Total	70 marks		

Text Books & References
1. **Learn Chinese with me book-I (Major Text book), People's Education Press**
2. **Chinese Reader (HSK Based) book-I (suggested reading)**
3. **Elementary Chinese Reader Book-I (suggested reading)**

Foreign Language
French

Semester 1   Course Code: 144   Credit units: 02

Course Objective:
After successful completion of the course, students will be able to express simple vocabulary in oral and writing French language.
Familiarize the students of French Language with:
1. **addressing someone**
2. **to present oneself and someone else**
3. **formal and informal addressal to others**
4. **work place**

Course Contents:

Unit 1: Pg: 9-24

A. <u>Lexical:</u>
- Transparent words
- Formulas of politeness: Hello, please, thank you etc.
- salutations, excuses
- Numbers from 0 to 99.
- Adjectives of nationalities
- alphabets
- professions
- activities of the enterprises
- Personal details like phone number, address etc.

B. <u>Grammar:</u>
- Definite and indefinite articles
- Masculine, feminine and plural of nouns
- Subject pronouns : I, You, He, She etc. (je, tu, il, elle, vous etc.)
- verbs: To be, to have, to speak, to live, to call oneself, to do, to know, to sell
- masculine and feminine of the nationalities
- It's me and it's you
- This is/ It is + Profession
- Who is this? What is this?
- Complement of noun with « of » example : the house of Ram
- Interrogative word which/what "Quel"

Examination Scheme

Total; 100 Marks

- **Internal evaluation** : 30 Marks

- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	**Mid Term**	**10 Marks**	**As per Academic Calender of AUR**	
2	**Viva + Language Lab**	**10 +5 Marks**	**As and When scheduled by Faculty, ASL**	
3	**Attendance**	**05 Marks**		
	Total	**30 Marks**		

End Term Evaluation: 70 Marks

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	**Comprehension+ Vocabulary**	**Composition**

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

http://apprendre.tv5monde.com/

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Foreign Language
German

Semester 1   Course Code: 145   Credit units : 02

Course Objective:
After successful completion of the course, students will be able to express simple vocabulary in oral and writing German language.

After successful completion of this semester, students will be able to:
- greeting formally and informally.
- self introduction
- countings from 1 To 100
- make simple sentences using present tense
- spelling names.
- describing objects with articles in the classroom

Course Contents:
Vocabulary**:**
- Personal information like age, name etc.
- Alphabets
- Greetings: Good morning, good afternoon, good evening,
- parting good bye Etc.
- describing objects with articles in the classroom

Grammar**:**
- Personal Pronouns
- Use of verbs >**to be**< and >**to have**< in simple present tense
- Use of regular verbs like to live, to go, to learn etc.
- Using definite and indefinite article in German in nominative case
- Interrogative pronouns > **who, what, where, where from, where to<**
- talk about gender, numbers and articles.
- Singular and plural
- Basic Phonetics: Consonants and Vowels

Examination Scheme
Total; 100 Marks
- **Internal evaluation** : 30 Marks
- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	**Mid Term**	**10 Marks**	**As per Academic Calender of**	**Writing**

			AUR	
2	**Viva + Language Lab**	**10 +5 Marks**	**As and When scheduled by Faculty, ASL**	
3	**Attendance (Based on Amizone)**	**05 Marks**		
	Total	**30 Marks**		

End Term Evaluation: 70 Marks

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	**Comprehension+ Vocabulary**	**Composition**

Prescribed Text-Book: First 10 Lessons from Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977

References**:** Studio D A1 **by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013**

Tangram A1 **by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007**

Sprachtraining **A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013**

Dictionaries for reference: Studio D: Glossar **A1 - Deutsch – Englisch, Cornelsen, 2013**

http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

Foreign Language
Spanish

Semester 1   Course Code: 146   Credit units : 02

Course Objective:

After successful completion of the course, students will be able to express simple vocabulary in oral and writing. Students will be able to:

- Greet Formally and Informally

- Talk about gender, numbers and articles.

- Deal with basic Phonetics

- Introduce oneself and others

- Talk about Professions and nationalities

- Count from 1 To 20

- Get introduced to Hispanic Culture

Course Contents:

Vocabulary: Passport Form, personal information, age, Interrogative pronouns, Alphabets, to be able to spell names, surnames, Good morning, good afternoon, Good bye Etc. different professions, countries, nationalities, languages.

Grammar:
Subject pronouns
Use of verbs SER/ESTAR/TENER in simple present tense
Use of regular AR /ER/IR ending verbs.
Llamarse y dedicarse
Simple Negative senteses

Examination Scheme

Total; 100 Marks
- **Internal evaluation** : 30 Marks
- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	**Mid Term**	**10 Marks**	**As and When scheduled by Faculty, ASL**	**Writing**
2	**Viva + Language Lab**	**10 +5 Marks**	**As per Academic**	**Reading, Writing,**

			Calender of AUR	Listening, Speaking
3	**Attendance**	**05 Marks**		
	Total	**30 Marks**		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	**Comprehension**	**Composition**

Text & References:
Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005
Pasaporte Nivel (A1) by Matide Cerraloza Aragón, oscar Cerraloza Gilli, Begoña Llovet Barquero, Edelsa Group didascalia, S.A. 2005
Dictionaries for reference: Collins, www.wordreferences.com.
Essential materials are given in the form of photocopies.

MA (PR & Events)
Semester II

Code	Course	Category	L	T	P/FW	Credit Units
MPE 201	**Advanced Public Relations**	CC	2	-	2	3
MPE 202	**Event Logistics**	CC	2	-	2	3
MPE 203	**Client Servicing & Account Planning**	CC	3	-	-	3
MPE 204	**Media Production & Set Design**	CC	2	-	2	3
MPE 205	**Industrial Marketing**	CC	3	-	-	3
MPE 206	**Mass Media Industry**	CC	3	-	-	3
MPE 207	**Global Marketing Communication**	CC	2	-	2	3
BCS 211	**Communication Skills – II**	VA	1	-	-	1
BSS 211	**Behavioral Science – II**	VA	1	-	-	1
FLN 211 FLG 211 FLS 211 FLC 211	**Foreign Language – 2** **French II** **German II** **Spanish II** **Chinese II**	VA	2	-	-	2
	Open Elective II	OE				3
MPE208	Advanced Photography	DE	2	1	2	4
Total						**32**

SEMESTER II

ADVANCED PUBLIC RELATIONS

Course Code	L	T	P/FW	Credit
MPE 201	2	-	2	3

Course Objective:

The main objective of this course is to make students learn to think, write and speak like a PR professional. The course is designed in a manner to reinforce the basic concepts of effective public relations.

Course Contents:

Module I:
PR AGENCIES
Structure and Functions of PR Firms
In-house PR Department
PR Agency: Advantages and Disadvantages
Agency PR Services
Consultancy firms
Selection of PR Agency
PR Agency Client Relations
Scope of PR Agencies In India

Module II:
PUBLIC RELATIONS CAMPAIGNS
Role, importance and necessity of PR Campaigns
Campaign Planning
Objectives for a PR campaign
Target publics for a campaign
Message design: Writing PR messages
Media selection: Choosing the appropriate media
Action plans implementation and evaluation
Case Studies Of A Public Relations Campaign

Module III:
PUBLIC RELATIONS RESEARCH
Research in Public Relations
Types of research in public relations: Formal research – informal research – quantitative research – qualitative research – archival research – internet and world wide web search – survey method

– field observation – mail questionnaire – interviews – focus groups - telephone surveys – copy testing – Explorative method
Current PR Research Scenario In India And Problems – Case Histories In Research

Module IV:
GLOBAL PUBLIC RELATIONS
Concept of Global PR: Definition, Nature, Importance,
Role and scope in the Indian context
Difference between domestic and global PR
Global PR – Opportunities and challenges
Diplomacy and global PR – Ministry of External Affairs – External publicity division –

Module V:
EMERGING TRENDS IN PUBLIC RELATIONS
Social Forces and Public Relations Practice
Environment and Public Relations– A Strategic Approach to environmental public relations
Media proliferation and convergence
Approach to new media – Online Public Relations.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Dr. C.V. Narsimha Reddi, Effective Public Relations and Media Strategy, Prentice Hall of India Limited
- Philip Lesly, Handbook of Public Relations and Communication, Jayco Publishing House
- Clarke L. Caywood (Editor) The Handbook of Strategic Public Relations & Integrated Communications, McGraw Hill 1997
- Business Communication Today (Bovee); Pearson Education, Delhi, 2006
- Making PR Work (Sushil Bahl).
- Advertising and Public Relations (B. N. Ahuja and S.S. Chhabra).
- Lesly's Hand Book of PR and Communication (Edited by Philip Lesly).
- Public Relations: Principles, Cases, and Problems (More and Kalupa)
- The Practice of Public Relations (Fraser P. Seitel)

EVENT LOGISTICS

Course Code	L	T	P/FW	Credit
MPE 202	2	-	2	3

Course Objective:

The course is designed to relay better understanding the role, functions and relevance of event logistics in event management. The course provides students to understand how identifying and negotiating with the correct vendors is important and crucial.

Course Contents:

Module I:

Introduction to Event Logistics

Defining Logistics,
Role and Functions of Event Logistics,
Stages of Logistics, Planning of Logistics,
Event Checklist,
Role of Logistic with other Event Departments

Module II:

Event logistic Requirement
Identifying the nature of the event,
Identifying logistic requirement,
Logistic requirement, negotiations, different kinds of venue, venue selection, vendor selection and management,
Legal permissions and arrangements for different kinds of events,
Media selection and co-ordination

Module III:

Post Event Logistics
Vendor payments & settling of bills,
Post event deliverables,
Establishing deliverable levels-performance and standards,
Developing and defining plans for next event

Module IV:

Elements of Stage Craft
Principle elements of design,
Different kinds of stages, size and shape,
Logistic planning for different kinds of stage, shape and sizes,
Defining audio visual and lighting requirement

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Bhan Wakhlu, Savita, Managing Presentations
- Palmer's, Stage Management, Lighting and Sound
- Walters, Graham, Stage Lighting Step-By-Step
- Craig Wolf, R. And Oren Parker, W. , Scene Design And Stage Lighting
- Gaur, Sanjaya S. & Saggere, S.V., Event Marketing And Management
- Leonaed Hoyle Jr. H., Event Marketing;

CLIENT SERVICING AND ACCOUNT PLANNING

Course Code	L	T	P/FW	Credit
MPE 203	3	-	-	3

Course Objective:
To understand the concepts of client servicing and account planning in advertising and analyzing the insights in making an advertisement through research and to understand the creative process to manage agency and client relationship.

Course Contents:
Module I:
Introduction to Client servicing and Account Planning
Evolution of account planning
Client servicing and account planning- Definition, Importance,
Scope and Benefits in advertising
Planning models- BAV, Hierarchy of effect, FCB model
Relevance of planners and client servicing in new business pitching

Module II:
The Planning Process and Research
Planning process
Developing objectives
Quantitative research- Transforming information into insight
Qualitative research- Developing questionnaire

Module III:
Creative Process and Ideation
Developing a creative brief
Motivating creative department
Making effective presentations and multi-media storyboarding
Inspiring the developing message strategy

Module IV:
Agency and Client Management
Negotiations
Agency and client interface
Agency revenue generation process
Account planning and consumer

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Steel, J. (1998). Truth, Lies and Advertising. The Art of Account Planning. John Wiley and Sons
- Baskin, Merry. Earls; Mark.Mills; Dominic. (2003). Brand New Brand Thinking.Brought to Life by 11 Experts Who Do. Kogan Page
- Pettit; Raymond. (2012). Learning from Winners. How the ARF David Ogilvy Award Winners Use Market Research to Create Advertising Success. Psychology Press.
- Plessis; Erik Du. (2008).The Advertised Mind. Ground-Breaking Insights Into How Our Brains Respond to Advertising. Kogan Page.
- Bartle, J. (1980) Account planning: what does it mean and how does it affect the way an agency works? Admap April, 153–157.
- Gordon, W. (1999) Goodthinking. A Guide to Qualitative Research. Admap Publications, Henley-on-Thames.

MEDIA PRODUCTION AND SET DESIGN

Course Code	L	T	P/FW	Credit
MPE 204	2	-	2	3

Course Objective:

In this course the students will be introduced to the different audio-visual production techniques. This course is designed to make the students aware about the aesthetics involved in still & video camera. This course is designed to make students aware about the different editing techniques and how to create a final product.

Course Contents:
Module I:
Introduction to Audio-Visual Production
Different stages of production (Pre-Production, Production & Post-Production),
Multi Camera & Single Camera Set-ups,
Roles of Crew in Media Production (Producer, Director, Sound Designer, Art Director, etc),
Differences between recorded & live programmes.

Module II:
Camera Aesthetics
Elements of A Camera (View Finder, Lens, Iris, Shutter),
Functions of A DSLR, Lenses (Prime & Zoom Lens),
Camera Angles (Eye-Level, High Angle, Low Angle),
Camera Focus (Sharp Focus, Rack Focus, Depth of Field),
Camera Movement (Dolly, Track, Pan, Tilt, Etc),
Creating the Shots (One Shot, Two Shot, Over-The-Shoulder Shot, Etc),
Composition Techniques, White Balance & Color Temperature, Film Speed.

Module III:
Set Designing
Elements of Mise-en-scene,
Décor & Stagecraft, Stage Lighting,
Basics of Character Lighting,
Lighting: Types of lighting, Instruments,
Lighting Techniques, Creative lighting.

Module IV:
Sound & Editing Techniques
Process of Recording Sound- Basic Mics (Lapel, Handheld, Cordless),
Foley, On Location Mixer, Sound Recorder,
Voice-Over, Basic Transitions (Cut, Dissolve, Fade, Wipe, Etc),

Continuity & Non Continuity,
Linear & Non-Linear Editing,
Basics Of Editing (Final Cut Pro), Sound Editing.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

- Langford, Michael: *Basic Photography*, Focal Press. Latest Edition.
- Donald, Ralph and Spann, Thomas: *Fundamentals of Television Production*, Iowa State University Press. Latest Edition.
- Walters, Graham: *Stage Lighting Step by Step.* Latest Edition.
- Belavadi, Vasuki: *Video Production 2nd Edition*, Oxford University Press. Latest Edition.

MPE 205 INDUSTRIAL MARKETING

Course Code	L	T	P/FW	Credit
MPE 205	**3**	**-**	**-**	**3**

Course Objective:

In this course the students will be introduced to the recent developments and various trends of industrial marketing and they will be able to analyze the growth prospects and challenges in industrial marketing.

Course Contents:

Module I:
The Environment of Industrial Marketing
A Business marketing perspective
The Industrial Market: Perspective on the organization buyer.

Module II:
Organizational Buying Process
Dimensions of Organizational Buying
Organizational Buying Behavior

Module III:
Assessing Marketing Opportunities
Business Marketing Intelligences
Segmenting the organizational Market
Organizational Demand Analysis: Measuring Market Potential and Sales Forecasting.

Module IV:
Business Marketing Strategy
Business Marketing Planning: Strategic Perspective.
Managing the Business Product Line
Business Marketing Channels
Business Pricing Function
Advertising Sales Promotion and Personal Selling Function
Controlling Industrial Marketing Strategy

Module V:
Customer Relationship Management
Managing your customer service/sales profile
Choosing your CRM strategy
Tools for capturing customer information

Managing Relationships through conflict

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Anderson, Customer Relationship Management, Tata McGraw Hill.
- Daragh O Reilly and Julian J Gibas, Building Buyer Relationships, Macmillan India Ltd.
- Michael D Hutt and Speech T.V, Industrial Marketing Management, The Dryden Press.
- Robert Dwyer F., Business Marketing, McGraw Hill.
- Robert & Reeder, Edward G. Brierty and Betty H. Reeder, Industrial Marketing: Analysis Planning and control. Prentice Hall of India Ltd.

MASS MEDIA INDUSTRY

Course Code	L	T	P/FW	Credit
MPE 206	3	-	-	3

Course Objective:

In this course the students will be introduced to the political economy of media and they will be able to analyze the growth prospects and challenges in media industry.

Course Contents:
Module I:
Media Industry
Political Economy of Media
Media as part of 'Culture Industry'
Media organizations: Commercial Ownerships and Concentrated ownerships
Sources of Revenue
Government and regulation
Ownership restrictions
Content Regulation

Module II:
Contemporary Practices
Ownership patterns in Print and Broadcast Media
Ownership trends in Print and Broadcast Media
Mergers, Acquisitions and consolidations
Organizational structure of Media Industry
Journalists becoming managers
Fieldtrip to Media Industries

Module III:
Growth, Prospects and Challenges
Overview of Indian Media Market
Industry reports of Indian Media market
Indian Print Business: Problems and Prospects
Television Industry: Problems and Prospects
Radio Industry: Problems and Prospects
Indian Film Industry: Problems and Prospects
Indian Music Industry: Problems and Prospects
New Media Industry, Convergence & Technology
Regionalization of Indian Media
Case Studies of Indian Media Houses

Module IV:

Media and Globalization
Foreign equity in Indian media
The concept of global media
Global Media Giants
Critical analysis of media globalization

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- McChesney, Robert.,The political economy of media: Enduring issues, emerging challenges
- Chomsky, Naom, Herman., Manufacturing Consent: The political economy of Mass Media
- Khandekar Vanit Kohli., Indian Media Business, Sage
- Herrick, Dennis.H., Media management in the age of Giants
- Aggarwal, Veerbala., ass Communication in India
- Kumar Keval J., Mass Communication In India
- Industry reports of Media by FICCI-KPMG, CII etc
- Refer to website *The Hoot*

Global Marketing Communication

Course Code	L	T	P/FW	Credit
MPE 207	2	-	2	3

Course Objectives:

1. To learn how to apply concepts and practices of global marketing communication.
 2. To develop and manage campaigns supporting marketing objectives.
 3. To understand the application of marketing strategies and campaigns.

Module I
Nature & Overview of Global Marketing Communication
- An introductory perspective on global marketing
- Evaluating business sectors in the global marketplace
- The role of manufacturing in the global economy
- The rise of knowledge-based industries
- The service, transportation and government sectors
- The framework for evaluating market segments

Module II
Market Planning & Marketing research and strategy formulations in the ever-changing global Market

- The process of consumer behavior
- Analyzing needs, desires and costs of the target market
- Involvement and engagement in the consumer behavior process
- Connecting consumer research and consumer behavior
- Research methods in the digital/interactive era of empowered consumers
- Segmenting target audiences Readings
- Media Planning
- The media planning process
- The media situation in different Asia Pacific countries
- The international media
- Media research and research results
- Media planning for regional advertising
- Media trends in Asia Pacific countries

Module III
Integrated Global Marketing: Analyzing the brand and consumer marketplace

- Understanding brand strategy in the global environment
- MarCom objectives
- Selecting the best marketing mix options for the client and its target audience
- Advertising, an expanded perspective
- Public relations, the age of hype and interactivity
- Interactive, digital and social marketing
- Sales promotion
- Direct sales
- Viral marketing
- blog marketing

Module IV
Creative Development and Execution

- The creative process
- Creative aspects of standardization and differentiation
- National and regional appeal

Module V
Sales Promotional Mix

- Sales promotion
- Direct marketing
- Public relations
- Application of these tools in Asia Pacific countries

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Fill, C. Marketing and Communication, engagement, strategies and practice.4th ed. Prentice Hall. Harlow, England, 2006
- Sheth, J & Sharma Arun. International e marketing: opportunities and issues. International Marketing Review. Vol. 22, n.6, pp. 611 622, 2005.
- Protctor, T. & Kitchen, P. Communication in postmodern integrated marketing. Corporate Communication: an Internatio nal Journal. Vol. 7, n. 3, pp. 144 154, 2002.
- Holm, O. Integrated marketing communication: from tactics to strategy. Corporate Communications: An International Journal, vol. 11, n.1, pp. 23 33, 2006

DOMAIN ELECTIVES

ADVANCED PHOTOGRAPHY

Course Code	L	T	P/FW	Credit
MPE 209	2	1	2	4

Course Objective**:**

After being exposed to the basics of photography in the first semester, the students will learn the nuances of exposure control in a Professional Camera. They will be able to start maintaining their portfolios and will be required to make digital presentations and undertake practical assignments.

Course Contents:

Module I: Understanding Digital Photography
Digital Image Construction
Image Sensors (CCD and CMOS)
Formats of a Digital Image
Problems of digital photography

Module II**:** Exposure Control and Lighting
Aperture
Shutter
Depth of Field
One, two & three point lighting
Electronic flash & its synchronization

Module III: Advanced Composition and Image Editing
Working on the Subject (Proximity, Angles, Framing)
Tinting
Toning

Module IV: Advanced Photography Practicals
Practicing Outdoor and Indoor Photography
Projects: Developing Personal Digital Portfolio

Examination   Scheme:

Components	P	V	A	CT	EE
Weightage (%)	**20**	**10**	**5**	**15**	**50**

Text & References:
- Langford, Michael, Advanced Photography; Focal Press
- Wright, Terence, Photography Handbook
- Freeman,John, Practical Photography
- Matthew Bamberg, Digital Art Photography
- **David D. Busch, Digital Photography**

CHINESE

Semester - II   Course Code: 248   Credit Units: 02

Course Objectives:

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们, numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

COURSE CONTENT
1. **Personal information : hobbies & habits**
2. **Personal information : abilities**
3. **Expression of gratitude**
4. **Expression of apology**
5. **Numbers & currencies**
6. **Expression of time**
7. **Description of weather**
8. **Description of direction,**
9. **Listening of dialogues**
10. **Conversation based on dialogues**
11. **Chinese CBT package /video clipping**
12. **Sino-Indian relations (in English)**

VOCABULARY CONTENT
Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.
1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

GRAMMAR CONTENT

1. **Question of type (2) & (3)**
2. **有 sentence**
3. **Auxiliary verbs:要会能 可以**
3. **The sentence with a verb as its predicate.**
4. **们 a plural suffix**
5. **Numeration**
6. **Interrogative pronoun 多少**

7. **Counting Money**
8. **A numeral-measure word as the attributive**
9. **Time words: Time, month, day & date**
10. **The demonstrative pronoun as the attributive**
11. **The adverbial adjunct:**
12. **Words of location**

EXAMINATION SCHEME

Total: 100 marks

Internal Evaluation: 30 Marks

Components of the Internal Evaluation:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	**Mid Term**	**10 Marks**	**As per Academic Calender of AUR**	**Writing**
2	**Viva + Language Lab**	**10 +5 Marks**	**Before end sem**	**Listening& speaking**
3	**Attendance (Based on Amizone)**	**05 Marks**	**Before end sem**	
	Total	**30 Marks**		

End Term Evaluation: 70 marks

Written Exam: 70 Marks

Ser No	Evaluation Component	Weight	Component	Skill Evaluated
1.	**Section A**	**28 marks**	**Grammar**	
2.	**Section B**	**24 marks**	**Comprehension & translation**	**Reading**
3.	**Section C**	**18 marks**	**Composition**	**Writing**
	Total	70 marks		

Text books & References
1. **Learn Chinese with me book-I (Major Text book), People's Education Press**
2. **Elementary Chinese Reader Book-I (suggested reading)**
2. **Chinese Reader (HSK Based) book-I (suggested reading)**
3. **Practical Chinese Grammar for foreigners (suggested reading)**

FRENCH

Semester 2   Course Code: 244   Credit Units : 02

Course Objective:
To familiarize the students of French Language with:
     1. to identify the objects and to explain their usage.
     2. to do a purchasing in a market, to discuss the price etc.
     3. Comparison of the objects.

Course Contents

Unit 2: Pg: 26-40

    a. **Lexical:**
- Everyday small objects
- Numbers from 0 to 1000
- To ask the price of a thing
- Furniture of office
- Adjectives for describing the objects
- colours

    b. **Grammar:**
- Possessive adjectives
- for + infinitive form of the verb
- verb: to have
- negative : not/don't (ne-pas)
- question with « do »formation « est-ce que »?
- question with the "Si"
- prepositions of place
- There is, there are/is there? Are there?
- Placing of the adjectives
- There is a shortage of/Something is missing
- comparatives and superlatives
- tonic pronouns
- pronoun « on »

Examination Scheme
Total; 100 Marks
- **Internal evaluation** : 30 Marks

- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	**Mid Term**	**10 Marks**	**As and When scheduled by Faculty, ASL**	
2	**Viva + Language Lab**	**10 +5 Marks**	**As per Academic Calender of AUR**	
3	**Attendance**	**05 Marks**		
	Total	**30 Marks**		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	**Comprehension+ Vocabulary**	**Composition**

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Français.com (Débutant), livre de professeur

http://apprendre.tv5monde.com/

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

Supplementary Materials are given in form of photocopies

Semester 2   Course Code: 245   Credit Units : 02

Course Objective:
After successful completion of this semester, students will be able to:

- Recognizing geographical locations.
- Know famous places in Germany and Europe.
- To be able to form basic questions
- use of past participle of verb was/were and make sentences.
- able to conjugate irregular verbs
- use possessive article for the nominative case
- Use of adjectives in sentences.
- They can describe their house like number of bedroom, kitchen etc

Course Content:
Vocabulary

- Verb was/were
- Types of Houses and Apartments,
- State and cities
- directions like north, south etc.,
- Neighboring countries of Germany and their respective languages.
- Description of house: Bedroom, bathroom, kitchen etc.

Grammar:

- Interrogatives – what, which, why, how, who, when
- Yes - no question
- Introduction of irregular verbs
- Article in accusative (definite and indefinite)
- Possessive article

Examination Scheme

Total**; 100 Marks**

- **Internal evaluation** : 30 Marks
- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	**Mid Term**	**10 Marks**	**As and When scheduled by Faculty, ASL**	**Writing**
2	**Viva + Language Lab**	**10 +5 Marks**	**As per Academic Calender of AUR**	

3	Attendance	05 Marks		
	Total	30 Marks		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	**Reading Comprehension**	**Writing Composition**

Prescribed Text-Book:
Lesson 11 onwards from Deutsch als Fremdsprache -1A, IBH & Oxford, New Delhi, 1977
References**:** Studio D A1 **by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013**
Tangram A1 **by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007**
Sprachtraining **A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013**
Dictionaries for reference: Studio D: Glossar **A1 - Deutsch – Englisch, Cornelsen, 2013**
                    http://www.duden.de/woerterbuch
Materials are given in form of photocopies if felt to be necessary

SPANISH

Semester 2   Course Code: 246   Credit Units : 02

Course Objective:
- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.
- Adjectives to describe people
- To talk about locations and places.
- To be able to form basic questions
- Counting till 100
- To be able to speak about daily Routine

Course Content:
   Vocabulary:
   Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc. Interrogatives.
   Grammar:
   Use of SER/ESTAR/TENER/ HAY
   Difference between Estar and Hay
   Demonstrative pronouns
   Interrogatives – what, which, why, how, who, when
   Introduction of irregular verbs
   Possessive pronouns
                        Examination Scheme

   Total; 100 Marks
- **Internal evaluation** : 30 Marks
- **Following are the components of Internal Evaluation**.

Evaluation Scheme:

S. N.	Evaluation Component	Weightage %	Date of Evaluation	Skills Evaluated
1	**Mid Term**	**10 Marks**	**As and When scheduled by Faculty, ASL**	**Writing**
2	**Viva + Language Lab**	**10 +5 Marks**	**As per Academic Calender of AUR**	**Reading, Writing, Listening, Speaking**
3	**Attendance**	**05 Marks**		
	Total	**30 Marks**		

End Term Evaluation: 70 Marks

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Section A (28 Marks)	Section B (24 Marks)	Section C (18 Marks)
Grammar	**Comprehension**	**Composition**

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matide Cerraloza Aragón, oscar Cerraloza Gilli, Begoña Llovet Barquero, Edelsa Group didascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

EVENT BUDGETING

Course Code	L	T	P/FW	Credit
MPE 301	2	1	-	3

Course Objectives:
The objective of the course is to introduce and familiarize the students with various aspects of preparing an Event Budget in today's liberalized environment where mega projects have become the order of the day.
The specific objective would be to enhance the students' capability to understand the various factors that influence a Budget preparation
Students will be able to understand that planning is required in all aspects of life, is important in narrowing down to choosing the best alternative and taking a feasible/best call.

Student Learning Outcomes: Students who complete this program will be able
1. Practically applying and predict the outcome of a decision that is taken.
2. Understanding the various aspects to be kept in mind while developing a budget
3. Creating business plan and techno economic feasibility report.
4. Identifying and working with limited resources thus enhancing their planning and implementation skills
5. Evaluating and analyze the influence of Market and the relationship between Vendors and clients and how it can influence Event Budgeting

Course Contents/Syllabus:

Module I- Introduction
Concept of Budgeting
What is event Budgeting
Relevance of Event Budgeting
Stages of Budgeting
Resource Identification
Understanding Selling Cost and Buying Cost

Module II Factors Influencing Budgeting
Risk Rating
Influence of Sponsors & Financers
Skills Required for Negotiating the Best Price
Vendor Agency Relationship
Establishing the outcomes and deliverables
Market Position of the Company
Influence of the Nature of Events
Establishing Profitability
Effects of Outsourcing

Module III Marketing Trends

Role of Research
Relevance of Market Trends-International /Domestic
Feedback from the Market
Setting Pricing Objectives
Checklist of Pricing of Events

Module IV-Event Budget Planner
Role of Event Budget Planner
Budget Planning
Relevance of Client Agency relationship while Budget Planning
Understanding Tax Laws
Developing a Budget Plan
Techniques of budgeting (Affordability method, percentage of
sales/business method, competition driven method, objective and task
method)

Pedagogy for Course Delivery:
The course will be a combination of theoretical and practical teaching styles. Classroom interaction will have to be an integral part of the learning experience. The Course Instructor would also train the students on making Budget Sheet and teach them on how to work on various combinations along with a clear definition of deliverables.

Assessment/ Examination Scheme:

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination		
Components (Drop down)	Midterm test	Presentation/case presentation	Class participation	Attendance			
Weightage (%)	15	5	5*	5	70		
	Continuous Assessment/Internal Assessment				End Term Examination		
Components (Drop down)							
Weightage (%)	15%	5%	5%	5%		70%	

Text books:
- Event Management, Lynn Van Der Wagem (2008) Pearson Education

- Event Marketing and Management; Gaur, Sanjaya S. & Saggere, S.V. (2007) Vikas Publication

- Event Marketing, Hoyle Jr. Leonaed H. (2004) John Walter and Sons

- Histrich D Robert and Peters P Michal Shepard A Dean (2007) Entrepreneurship, McGraw Hill

- Holt H David, Entrepreneurship (2005) New Venture Creation, Patience –Hall

- Managing Presentations, Wakhlu, Savita Bhan (2002) Sage Publications

- Planning, performing and controlling, Angus, Robert B. (2005) Pearson Education

- Scene Design and Stage Lighting; Parker, W. Oren and Wolf, R. Craig (2005) Scholastic Library Publishing

- Stage Lighting Step-by-Step; Walters, Graham (2002) Betterway Books

CORPORATE COMMUNICATION

Course Code	L	T	P/FW	Credit
MPE 302	2	-	2	3

Course Objectives:
To introduce basic concepts of corporate communication
To establish relationship challenges between organization and their publics
To develop an understanding of how a corporate organization functions and how it uses its elements to create, develop and sustain its image.

Student Learning Outcomes:
Understanding the way, a corporate organization functions
Develop an analytical view on the different concepts followed by an organization to fulfill a set of objectives/goals
Provide an insight into the global aspects of crisis/risk management
Applying the concept of CC in relation to other communication domains
Application of understanding how important internal communication tools are.

Course Contents/Syllabus:

Module I: Introduction to Corporate Communication
History, Definition, Concept & need
Importance and functions of corporate communication
Elements of Corporate Communication- corporate image and identity,
corporate culture, Corporate philosophy, Corporate philanthropy, Corporate
Social Responsibility, Corporate Citizenship.
PR vs Corporate Communication
7C's of Corporate Communication

Module II: Corporate Planning and Strategy
Structure of a Corporate Communication Department
Qualities, Roles & Responsibilities of a Corporate Communicator
Presentation: – skills required for corporate advocacy and sales pitch
Corporate Communication plan and process: --
Using networking components for implementation of corporate branding &
promotions corporate events, seminars and promotional Campaigns
(celebrity shows), budgeting.

Module III - Managing publics
Techniques of managing Corporate Publics: -
Employee Relations, communicating policies and practices to employees,
Importance of induction process, Importance and effects of Developing
Employees (training & development for employees, relationship
management, employee retention)

Corporate Governance
Impact of "Transparency" on corporate communications practice

Module IV – Tools of Corporate Communication
Importance & Role of Corporate Communication tools
Company Profile in an organization – writing company profile
Brochures, Newsletter (types & contents), Memos, Notices
House Journal, Annual Reports – contents, Internet – E- Newsletters,
Memos, Notices
Direct marketing, network marketing
Lesioning and its importance
Corporate Communication through websites

Module V–Essentials of Corporate Communication
Image Management
Crisis Management – Planning for potential crisis
Disaster Management, Risk Management
Role of media in Corporate Communication – Media Relations
Role of Corporate communication in today's socio economic development
Corporate communication and its impact on Global society

Pedagogy for Course Delivery:
Classroom teaching
Tools like ppts to be used to give bullet points
Samples of tools of Corporate Communication shown to give an idea of what they are and how
their content is laid out.
Computer lab sessions for internet and social media examples
Case studies and relevant corporate examples to be used for better and clearer understanding
Special guest lecture by an industry expert

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	–	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	HA	C	V	70
Weightage (%)	10	15	-	-	70

Text Reading:

Argenti, Paul, A & Forman, Janis the power of Corporate Communication:

Paul A. Argenti , Corporate Communication

Nagendra V Chowdhary , Corporate Communication Concepts and Cases

Kogan Page. 1997Corporate Communication: Principle, Techniques and Strategies

Media Planning and Buying

Course Code	L	T	P/FW	Credit
MPE 303	3	-	-	3

Course Objectives:
To introduce concepts of Media planning and Buying
To understand various media used in advertising and their calculation
To prepare media plan and assess its implication
To understand the challenges and trends in Media planning and buying

Student Learning Outcomes:
(i)   Students will describe need for media planning in advertising
(ii)   Students will identify with the process of media planning
and buying
(iii) Student will select appropriate media for advertising
(iv) Students will develop effective media plan according to
objectives
(v) Student will calculate the media evaluation and predict
future trends

Course Content

Module I Media Planning Concept and Application

1   Media Planning Concepts
     Need for media planning in Advertising
     Media planning theories- Bill Harvey's Expansion
     model, Regency Model and other models
     Challenges and scope of media planning
     Media planning terminologies

Module II Media types and their evaluation

2   Source of Media Information- population census, INS,
     IRS, ABC, INFA, NRS, Data on market share
     Broadcast media- advantages and disadvantages
     TAM
     Print– Advantages and disadvantages
     Circulation and Readership evaluation
     Outdoor Media- Advantages and disadvantages
     Evaluation of OOH media
     Digital Media- Internet and Mobile
     Evaluation in Digital media
     Traditional media and Non-traditional Media

3	Module III The media plan and strategy
	Media brief
	Market Analysis
	Establishing Media objective
	Developing and Implementing media strategy
	Media mix and IMC approach
	Media plan
	Media Budgeting

4	Module IV Media Buying and negotiations
	Media buying structure, role and responsibilities
	Negotiations and strategies
	Execution and monitoring
	Evaluation
	Media audit
	Media planning at International level

Pedagogy for Course Delivery:
The course will be delivered with lectures involving case studies of various Asian and International brands. It will involve a guest speaker from industry highlighting their plan in brand's success and calculation in Media planning. Student will ideate a Media Plan and it will be evaluated.

Assessment / Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				
Components (Drop down)	CT	P	A	Case Study Analys
Weightage (%)	10	10	05	05

Text Reading:
Croteam, David; Hoynes,William D (2005). The Business of Media. Corporate Media and the Public Interest. SAGE Publications, Inc

Albarran, Alan B (2002). Media Economic (Understanding markets, Industries and Concepts). Wiley-Blackwell

Kelley Larry D,Jugenheimer Donald W, (2009).Advertising Media Planning: A Brand Management Approach. Phi Learning.

Jack Z. Sissors,Roger B. Baron, (2010). Advertising Media Planning, Tata Mcgraw Hill Education Private Limited.

Menon, Arpita; (2010). Media Planning and Buying.Tata Mcgraw Hill Education Private Limited.

Katz, Helen; (Jun 2010. The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying. Routledge.

Surmanek, Jim; (Jan 1996). Media Planning: A Practical Guide. Mcgraw-hill.

Sissors, Jack Z., Goodrich, William B. (1996). Media Planning Workbook, McGraw-Hill Humanities/Social Sciences/Langua.

Managing Competitive Events

Course Code	L	T	P/FW	Credit
MPE 304	2	-	2	3

Course Objectives:
The main objective of the course is to provide a fundamental understanding of the underlying dimensions of creating, measuring, analyzing and managing the marketing function of Competitive events. The course will help the students to become familiar with the concept of an entrepreneurial firm working from a marketing perspective.

Student Learning Outcomes:
- Describe, demonstrate evaluate and identify the relevance of Competitive Events
- Applying the principles of marketing research for new ideation and the strategies for it and how to enter the new markets
- Creating and developing their ability for leverage marketing effort to make optimum use of scarce resources.
- Implement a winning marketing strategy and create a USP about the Event by analyzing, evaluating and understanding the various techniques

Course Contents/Syllabus:

Module I: Introduction

What are the Characteristic of Competitive Events
Role of Competitive Events in Emerging Markets
Proactive orientation
Innovativeness
New Venture opportunity
Value Creation
Role of Various Elements of Event Management

Module II: Tools and Techniques in Marketing

Value of Market Research
Identifying Target Audience
Resource identification
Developing Business Strategy
Concept Development and Testing
Marketing Competitive Events
Branding through Competitive Events
Pricing strategies
Pricing from an international perspective.

Understanding the Scope of Emerging Markets
Expansion into New Markets-International and Domestic, Rural and Urban

Module III: Role and Function of Media

Different Kinds of Media
Identifying the correct media support
Role of activation in Competitive Events
Importance of PR
Role of electronic media and social media in advertising and promotion
Role of Celebrity
Risk management
Crisis Management

Module V: Managing Creativity and Innovation

Assessing Personal Creativity and Ability to Innovate
Enhancing Creative and Innovative Abilities
Entrepreneurial Tools for Creativity and Innovation—Exploring the Intersection, Developing and
Contributing to a Creative-Innovation Team
Evolving a Culture of Creativity and Innovation in Organizations

Pedagogy for Course Delivery:
The course will be a combination of theoretical and practical teaching styles. Classroom
interaction will have to be an integral part of the learning experience. Case studies will be
discussed and analyzed in class based on events like IPL and their marketing strategies. Industry
experts shall come and discuss their experiences with students. Students shall also create projects
based on their understanding of the subject.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%		70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid Term Test	Project	Case Study	Attendance	
Weight age (%)	10	10	5	5	70

Text books

•   Event Management, Lynn Van Der Wagem (2008) Pearson Education

- Event Marketing and Management; Gaur, Sanjaya S. & Saggere, S.V. (2007) Vikas Publication
- Event Marketing, Hoyle Jr. Leonaed H. (2004) John Walter and Sons
- Histrich D Robert and Peters P Michal Shepard A Dean (2007) Entrepreneurship, McGraw Hill
- Holt H David, Entrepreneurship (2005) New Venture Creation, Patience – Hall
- Managing Presentations, Wakhlu, Savita Bhan (2002) Sage Publications
- Planning, performing and controlling, Angus, Robert B. (2005) Pearson Education
- Scene Design and Stage Lighting; Parker, W. Oren and Wolf, R. Craig (2005) Scholastic Library Publishing
- Stage Lighting Step-by-Step; Walters, Graham (2002) Betterway Books

Journals
Emerald Emerging Market Case Studies, Emerald
Harvard Business Review
Emerging Markets Review Journal, Elsevier
International Journal of Globalization and Small Business, Interscience.

Event Coverage and Packaging

Course Code	L	T	P/FW	Credit
MPE 305	2	-	2	3

Course Objectives: The aim of the course is to train the mind in terms of usage of camera, around and basic coverage of any event and PR activities. With the advent of new technologies, it has become common of any event of any scale to be recorded either as documentation or as showcase. It is imperative for the students of event management and PR to know basics about the medium.

Student Learning Outcomes:
 (i) Students will identify the significance and use of light for event coverage.
(ii)Student will analyze and experiment with still photography for an event.
(iii)Students will discover different lighting and shooting techniques for event
     coverage

Course Contents/Syllabus:

Module I: Principles of light
Light
Natural and artificial Light
Elements of Light
Light Source and contrast
Direction of light
One, two & three-point lighting
Light Equipment and Techniques
Lighting Tips

Module II: Photography and Camera

Introduction to Photography
Applications of photography
Photography process – capturing, film processing and print processing
Camera – Structure and Mechanism
Types of Lenses
Angel of view
Aperture, Shutter speed, focal length, ISO

Module III: Cinematography
Difference between Film Camera and Digital SLR
Elements of a Camera (Introduction) – view finder, lens, iris, shutter, film chamber, light meter
Working of a video Camera
Types of Lenses

Color Temperature
White Balance and Gain
Film speed and its applicability in coverage
Aspect Ratio
Film Formats

Pedagogy for Course Delivery:
The classes will take an interactive approach. Each lecture will be followed discussion for a better and through understanding of the topics. The practical sessions and assignments will encourage the students to creatively experiment with their ideas.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0	100%

End Term Examination				
Components	CT	P	A	EE
Weightage (%)	10	15	5	70

Text & References:

Galer, M. (2000). Photography Foundations for Art and design. London: Focal Press.
Sturken,M. & Cartwright, L. (2001).Practices of Looking: An Introduction to Visual Culture. London: Oxford University   Press.
Hall, S. (1997). Representation: Cultural Representations and Signifying Practices. London: Open University Press/Sage Publications.
Barry, Ann M. (1997). Visual Intelligence: Perception, Image, and Manipulation in Visual Communication. New York: State University New York Press.
Berger, John. (1972). Ways of Seeing. London: Penguin and BBC.
Langford, Michael. (2008). Advanced Photography. London: Focal Press.
Wright, Terence. (2004). The Photography Handbook. London: Routledge.
Anchell, Steve. (2008). The Darkroom Cookbook. London: Focal Press.
Freeman, John. (1995). Practical Photography:How to Get the Best Picture Everytime. NewYork: Smithmark Publishers.
Hicks, Roger & Schultz, Frances. (2007). Still Life and Special Effects Photography. Hove, UK: RotoVision Publishers.

Hedgecoe, John. (1998). The art of color photography. London: Focal Press.
Bamberg, Matthew. (2006). Digital Art Photography for Dummies. New Jersey: John Willey & Sons.
Busch, David D. (2009). Digital Photography. USA: Course Technology PTR.

(Domain Elective)
SOCIAL MEDIA

Course code	L	T	P/FW	Credit
MPE 307	2	-	2	3

Course Objective:

Social media (such as Twitter, Facebook, blogging, etc.) are technologies that enable individuals to create, collaborate, and share messages with audiences of all sizes. For a communication professional handling social media is not as liberal as normal social media users. Students will explore the possibilities and limitations of social media and will have hands-on experience with several forms of social media technology. Those who complete this course will know how to use social media productively, and have a framework for understanding and evaluating new tools and platforms. This course provides students with an introduction to the history, theory, technology, and uses of social media.

Course Contents:

Module I: Internet and Society
Internet: History, Development, Uses in defense, education, governance.
Internet as part of culture
New media
Effects and Impact of Internet

Module II: Social Media
Social Media: Definition, Features, Elements, Uses and Functions.
Why study Social media?
Social media sites
Dynamics of Social media
Social Media – Personal and Professional Medium
Language of Social media
Digital Citizenship and communities

Module III: Social Media Marketing
Planning for social media marketing
Social media marketing segments
Digital consumers
Diffusion of innovation in a wired world
Safety and Security in Social Media
Cyber crimes
Social media and privacy/ethics

Module IV: Zones of Social Media

Fours zones of Social Media: Social Community, Social Publishing, Social Entertainment, Social Commerce
Social media measurement and metrics
Theories and approaches of Social Media: Amplification Hypothesis, Information Manipulation Theory, Sleeper Effect, Yale Attitude Change Approach

Module V: Economics of Social Media
New Media Economy
Social Media in Indian context
Social media for development

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	**10**	**15**	**5**	**70**

Text & References:

Articles by Jay Baer. (n.d.). Retrieved March 01, 2016, from
      http://www.jaybaer.com/press-room/
Harries, D. (2002). *The new media book***. London: BFI Pub.**
S., N. A., & Hendricks, J. A. (2012). *Social media: Usage and impact***. Lanham, MD:**
      Lexington Books.
Schell, B. H. (2007). *The Internet and society: A reference handbook***. Santa Barbara, CA:**
      ABC-CLIO.
Tuten, T. L., & Solomon, M. R. (2013). *Social media marketing***. Boston: Pearson.**

ANCHORING AND PRESENTATION

Course Code	L	T	P/FW	Credit
MPE 308	2	1	2	4

Course Objectives:
(i) To make the students deliver information in a professional manner
(ii)To make the students prepare anchor scripts of their own
(iii)To enable students handle situations of live
(iv)To understand the challenges and find solutions of working as a media professional

Student Learning Outcomes:
(i) Students will define an anchor become confident to appear before the camera.
(ii) Students will classify and will be able to anchor or host various types of programmes
(iii) Students will apply their skills to face any live or breaking situation
(iv) Students will identify the challenges and solutions of the TV industry

Course Contents/Syllabus:

Module I:
Descriptors/Topics
how to read
diction, pronunciation, style, grammar, voice modulation
Appearance.
Command over language

Module II
Writing skills
Understand what you say
Difference between a live and recorded programme anchoring
Challenges of a live bulletin

Module III

Descriptors/Topics
Anchoring for various formats: Business, Sports, Entertainment, Crime, Live Programming, News Programming
Anchoring Interviews: one to one, news journal, celebrity, political.
Reality shows: dance show, talent show, danger shows, award function
Entertainment shows: film review, celeb in TV, box office review, film gossips
Sports or business show match review, player review, post-match PC, match analyses, Sensex, nifty, real estate, shares
Documentary: on location, description of location, show.
News bulletin knowledge of daily news,
Talk shows: political, business, entertainment, current affairs

Pedagogy for Course Delivery: hands on experience.
Watching TV shows.
Explaining through TV shows.
Studio work.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	Presentation	HA	Attendance	
Weightage (%)	10	10	5	5	70

Text Reading:
The ABC of News Anchoring, By Richa Jain Kalra
The Broadcast Journalism Handbook: A Television News Survival Guide, By Robert Thompson, Cindy Malone
News casting in electronic media, by mohan sundara rajan
On Camera: how to report anchor and interview by Nancy Reardon
Power Performance: Multimedia Storytelling for Journalism and Public Relations by Tony Silvia, Terry Anzur
Presenting Magically: Transforming Your Stage Presence With Nlp by Tad James, David Shephard

Summer Project

Course Code	L	T	P/FW	Credit
MPE 306	-	-	-	4

-

Course Objectives:

Summer Project aims at imparting practical research approach to the theoretical knowledge which they have gained in previous semesters. Summer Project will be allocated to a faculty guide who will help the students in conducting research on assigned topic. The project will be assessed on several parameters by faculty guide and panel of examiners.

Student Learning Outcomes:
(i) Students will be able to simplify the process of research and carry out research methodology with their own intellectual skills.
(ii) Students will be able criticize the earlier conducted researches by other scholar and give a new approach to the same.
(iii) Students will be able to do comparative study of different researches on media and communication related topics.

DURATION: 5-6 WEEKS

GUIDELINES
The procedure for doing a Summer Project is as following:
Choosing a subject/topic for Summer Project
Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)
Online registration by the students
Allocation of faculty guides on Amizone by the Institution
Submission of Weekly Progress Report (WPR) to the respective faculty guide.
Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide.
Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
Editing and preparing the final paper with plagiarism report.
Submission of Final Report

1. Choosing a Subject/ topic for Summer Project
a) The subject chosen should not be too general.
b) The topic should be research oriented so that students can find sufficient materials.

2. Finalization and approval of topic of Summer Project by respective faculty guide on a proper format (Synopsis)

After selection of the topic for the Summer Project, students must fill a synopsis in the prescribed format by the University and get it duly approved by the faculty guide. The students can then start working on the Summer Project.

3. Online registration by the students
Once the topic is approved by the faculty guide, students must fill the form online on Amizone which will then be approved by the institution.

Allocation of faculty guides on Amizone by the Institution
Faculty guide will be allocated on Amizone. If there will be any discrepancy between the synopsis submitted to the faculty guide and form submitted online, then the Summer Project form will not be approved.

Submission of Weekly Progress Report (WPR) to the respective faculty guide
Submission of weekly progress report is mandatory as WPR will be one of the assessment criteria for internal evaluation. Weekly Progress Report has to submit in the prescribed format by the University.

Maintenance of Daily diary of work done by the student and submitting the same to the faculty guide
Students doing Summer Project are also required to maintain a daily diary of the work done during Summer Project. They are also required to contact the faculty guide and seek advices in case of any doubt.

Writing the first and second draft of the topic and getting the same duly approved by the faculty guide
You may follow the following structure:
Statement of purpose, limitations, and parameters of the writing
Main body (including your references and your ideas and points of agreement and disagreement)
Statement of summary, insights gained, further questions, and conclusion
Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.
Include only information/ details/ analyses that are relevant to your presumption or question. Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

Editing and preparing the final paper with plagiarism report
A. Check to see that quotations serve one of the following purposes:
I) Show evidence of what an author has said.
II) Avoid misrepresentation through restatement.
III) Save unnecessary writing when ideas have been well expressed by the original author.
B. Read the paper to ensure that the language is not awkward, and that it "flows" properly.
C. Check for proper spelling, phrasing and sentence construction.
D. Check for proper format for footnotes, quotes, and punctuation.
E. Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

Submission of Final Report

The most important aspect of the courses is the final report. Therefore, following must be ensured for producing quality report.
a) The student will start the project report as per the prescribed guidelines
b) The students will submit 1st draft of the report to the guide for guidance, followed by the submission second of draft of report after making necessary changes as suggested by the guide.
c) The final report shall be submitted after checking plagiarism through Turn tin or any other format subscribed by University. Copying material should not be more than 10% provided source is mentioned in the report along with proper acknowledgement and referencing as per plagiarism policy of the university.
d) Following will be submitted along with final report:
WPR
Summer Project Diary
Plagiarism Report
e) A student will be eligible to submit his report and final assessment provided he/she meets following conditions:
a. Online Registration for the Summer Project
b. Approval of Topic, Synopsis and Project Plan by the guide
c. 90 % of WPR were submitted
d. 80% of the WPR were satisfactory
e. Similarity index not more than 15 % as per Plagiarism Prevention Policy
REPORT LAYOUT
The report should contain the following components:
Title or Cover Page
The title page should contain the following information: University Logo at the top, Project Title; Student's Name; Roll No.; Course; Year; Supervisor's Name. Name of the university and the department at the bottom
Preface
A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished about the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project
Acknowledgement
Acknowledgment to any advisory or financial assistance received during work may be given.
Certificate (Project Guide)
A certificate from the project guide to be enclosed
Table of Contents
Titles and subtitles are to correspond exactly with those in the text.

Introduction
Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must whereas hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

Research Design

This section should aim at experimental designs, materials used. Methodology should be mentioned in detail including modifications if any.

Literature Review

This section should contain a detail list of related literatures reviewed by the project investigator while preparing
the project report.

Results and Discussion

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved during the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is necessary never write in "point" form.

Summary of Findings, conclusion and Recommendations

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

Future prospects

Appendices

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

References / Bibliography

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognized system.

Report Requirement

S.No.	CREDIT UNITS	Word length (excluding)	No. of Copies	Binding Type	Report Retention details
1	3 to 4 Credits	Up to 3,000 words	02 copies	Plastic Folder	Up to 1 month of declaration of result of semester by institution

Assessment/ Examination Scheme:

Internal Assessment: 30
External Evaluation: 70

INTERNAL ASSESSMENT

The breaks up (components and their weightage) of continuous internal assessment are given as under:

S. No.	Title	Marks (CIA = 30)
1	Timely Registration	02
2	Topics & Synopsis Approval	02
3	WPRs (No. of WPR Submitted) (Satisfactory WPR)	05
4	1st Draft on time	02
5	2nd Draft on time	02
6	Final Report (Plagiarism Report with <10% Plagiarism)	04
7	Final Report timely submission	03
8	Final Report Assessment	10

COMPONENTS OF FINAL ASSESSMENT

Sl. No.	Parameter	Weightage (Marks) (70)
1	Introduction and Statement of the Problem	8
2	Review of Literature	8
3	Methodology/methods/Approach	8
4	Data Collection, Analysis, Results findings/Outcomes and conclusions	16
5	Future scope and Limitations outlined	6
6	Quality of work and written expression	10
7	Presentation and Communications	8
8	Student Learning Outcomes	6