

Master of Fine Arts - Applied Arts

Programme Code: MFA

Duration – 2 Years Full Time

**Programme Structure
and
Curriculum & Scheme of Examination**

2019

**AMITY UNIVERSITY RAJASTHAN
JAIPUR**

PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

Amity School of Liberal Arts
Master of Fine Arts - Applied Arts

<i>Credits PG (2 years/ 4 semesters)</i>				<i>UG</i>			
<i>Semester</i>	Core Course <i>CC</i>	Domain Electives <i>DE</i>	Value Added Course <i>VA</i>	Open Electives <i>OE</i>	Non-Teaching Credit Courses (NTCC)	<i>(Anandam)</i>	<i>Total</i>
<i>I</i>	<i>13</i>	<i>9</i>	<i>4</i>	<i>-</i>	<i>4</i>	<i>2</i>	<i>32</i>
<i>II</i>	<i>13</i>	<i>9</i>	<i>4</i>	<i>3</i>	<i>4</i>	<i>2</i>	<i>35</i>
<i>III</i>	<i>13</i>	<i>9</i>	<i>4</i>	<i>3</i>	<i>10</i>	<i>2</i>	<i>41</i>
<i>IV</i>	<i>13</i>	<i>9</i>	<i>-</i>	<i>-</i>	<i>4</i>	<i>-</i>	<i>26</i>
<i>Total</i>	<i>52</i>	<i>36</i>	<i>12</i>	<i>6</i>	<i>22</i>	<i>6</i>	<i>134</i>

<i>Core</i>	<i>CC</i>
<i>Domain Electives</i>	<i>DE</i>
<i>Value Added Course</i>	<i>VA</i>
<i>Open Electives</i>	<i>OE</i>
<i>Non- Teaching Credit Courses</i>	<i>NTCC</i>

Master of Fine Arts - Applied Arts

PROGRAMME STRUCTURE

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MFA101	Advertising & Marketing Research - I	2	2	-	4
BCS 111	Communication Skills - I	1	-	-	1
BSS 111	Behavioural Science I (Self Development and Interpersonal Skills)	1	-	-	1
FLN 111 FLG 111 FLS 111 FLC 111	Language / Foreign Language - I French German Spanish Chinese	2	-	-	2
MFA 102	Visualization - I	2	4	6	9
MFA 103 Or MFA 104 Or MFA 105	Graphic Designing - I TV Graphics - I Illustration - I	2	4	6	9
MFA 106	Report & Viva (Applied Arts) - I	-	-	-	4
AND 001	Anandam-I	0	0	0	2
	TOTAL				32

SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MFA 201	Advertising & Marketing Research - II	2	2	-	4
BCS 211	Communication Skills - II	1	-	-	1
BSS 211	Behavioural Science – II (Problem Solving and Creative Thinking)	1	-	-	1
FLN 211 FLG 211 FLS 211 FLC 211	Language / Foreign Language - II French German Spanish Chinese	2	-	-	2
MFA 202	Visualization - II	2	4	6	9
MFA 203 Or MFA 204 Or MFA 205	Graphic Designing - II TV Graphics - II Illustration - II	2	4	6	9
MFA 206	Report & Viva (Applied Arts) - II	-	-	-	4
	Open Elective -1	-	-	-	3
AND 002	Anandam-II	0	0	0	2
	TOTAL				35

THIRD SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MFA 301	Advertising & Business Organization - I	2	2	-	4
BCS 311	Communication Skills - III	1	-	-	1
BSS 311	Behavioural Science – III III (Leading Through Teams)	1	-	-	1
FLN 311 FLG 311 FLS 311 FLC 311	Language / Foreign Language - III French German Spanish Chinese	2	-	-	2
MFA 302	Visualization - III	2	4	6	9
MFA 303 MFA 304 MFA 305	Graphic Designing - III Or TV Graphics - III Or Illustration - III	2	4	6	9
MFA 306	Dissertation & Viva (Applied Arts) - I	-	-	-	4
MFA 307	Practical Training (Evaluation)	-	-	-	6
	Open Elective -1	-	-	-	3
AND 003	Anandam-III	0	0	0	2
	TOTAL				41

FOURTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MFA 401	Advertising & Business Organization - II	2	2	-	4
MFA 402	Visualization - IV	2	4	6	9
MFA 403 MFA 404 MFA 405	Graphic Designing - IV Or TV Graphics - IV Or Illustration - IV	2	4	6	9
MFA 406	Dissertation & Viva (Applied Arts) - II	-	-	-	4
	TOTAL				26

Curriculum & Scheme of Examination

ADVERTISING AND MARKETING RESEARCH - I

Course Code: MFA 101

Credit Units: 04

Course Objective:

The programme of post graduate studies in advanced Advertising and Marketing, currents trends, Importance of research in Product, market and marketing, branding and packaging. Adverting concepts, advertising and Media functions.

Course Contents:

Module I

Market and Marketing Concepts
Key concepts in marketing
Role of Marketing in Business.
Market Segmentation

Module II: Marketing Communication- An overview

Marketing communication
Marketing communication mix
Factors Affecting the Marketing communication mix
Marketing Communication Process

Module III: Role of Advertising as Communication

The Communication Model
Advertising as Communication
Advertising role in shaping or Mirroring the society

Module IV: Advertising and Media

Basic Media strategy
Television as an advertising medium.
The contemporary radio Industry
The newspaper and advertising
Advertising and consumer magazines – magazines as National advertising medium
Transit advertising

Module V: Marketing Research

The Role of Research in Marketing
Marketing research Process
Ethics in Market research

Text & References:

- Innovation in Marketing, T, Levit.
- Environment of Marketing Behaviour, Halloway and Hawrock.
- Advertising Hand Book, D. V. Gandhi
- Modern Advertising, Hepner
- Economic of Advertising, B. Chiplin
- International Handbook of Advertising
- Advertising Procedure, Kleppner's.
- Advertising Management, Donald R. Cooper, PamelaS. Schindler

COMMUNICATION SKILLS – I

Course Code: BCS 111

Credit Units: 01

Course Objective:

The Course is designed to give an overview of the four broad categories of English Communication thereby enhance the learners' communicative competence.

Course Contents:

Module I: Fundamentals of Communication

Role and purpose of communication 7 C's of communication

Barriers to effective communication

Forms of Communication: one-to-one, informal and formal

Module II: Oral Communication

Effective Listening: Principles and Barriers

Effective Speaking: Pronunciation and Accent

Module III: Building Advanced Vocabulary

Word Formation; Synonyms; Antonyms; Eponyms; Homonyms, Homophones & Homographs

One word Substitution; Phrasal Verbs, Idiomatic Expressions & Proverbs;

Foreign words in English

Module IV: Written Communication

Coherence and structure

Precise Writing

Writing Paragraphs & Essays

Examination Scheme:

Components	CT	A	Group Presentation	Group Discussion	End Term Written Exam
Weightage (%)	10	05	15	10	60

Text & References:

- Jones, Working in English, 1st ed. Cambridge, CUP 2001
- Raman Prakash Business Communication, 2nd ed. Delhi OUP 2006
- Comfort, Jermy Speaking Effectively, Jermy, et.al, Cambridge, CUP, 1994
- Soft skills for everyone, Jeff Butterfield, Cengage Learning. 2011

BEHAVIOURAL SCIENCE - I

(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)

Course Code: BSS 111

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:
Self and the process of self exploration
Learning strategies for development of a healthy self esteem
Importance of attitudes and their effect on work behaviour
Effective management of emotions and building interpersonal competence.

Course Contents:

Module I: Understanding Self

Formation of self concept
Dimension of Self
Components of self
Self Competency

Module II: Self-Esteem: Sense of Worth

Meaning and Nature of Self Esteem
Characteristics of High and Low Self Esteem
Importance & need of Self Esteem
Self Esteem at work
Steps to enhance Self Esteem

Module III: Emotional Intelligence: Brain Power

Introduction to EI
Difference between IQ, EQ and SQ
Relevance of EI at workplace
Self assessment, analysis and action plan

Module IV: Managing Emotions and Building Interpersonal Competence

Need and importance of Emotions
Healthy and Unhealthy expression of emotions
Anger: Conceptualization and Cycle
Developing emotional and interpersonal competence
Self assessment, analysis and action plan

Module V: Leading Through Positive Attitude

Understanding Attitudes
Formation of Attitudes
Types of Attitudes
Effects of Attitude on
Behaviour
Perception
Motivation
Stress
Adjustment
Time Management
Effective Performance
Building Positive Attitude

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	IWT (CT)	JFS	A	End Term Written Exam
Weightage (%)	10	10	15	05	60

SAP: Social Awareness Programmes; IWT: Internal Written Test; JFS: Journal Success; A: Attendance

Text & References:

- Towers, Marc: Self Esteem, 1st Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book Company.
- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1st Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1st Edition, Harmony Books
- Chatterjee Debashish, Leading Consciously: 1998 1st Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books
- Goleman, Daniel: Working with E.I., 1998 Edition, Bantam Books.

FRENCH - I

Course Code: FLN 111

Credit Units: 02

Course Objective:

To familiarize the students with the French language

- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

Course Contents:

Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Objectif 1, 2

Only grammar of Unité 3: objectif 3, 4 and 5

Contenu lexical : Unité 1 : Découvrir la langue française : (oral et écrit)

1. se présenter, présenter quelqu'un, faire la connaissance des autres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

Unité 2: Faire connaissance

1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses preferences
3. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

Unité 3: Organiser son temps

1. dire la date et l'heure

Contenu grammatical:

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ce que, où, quand, comment, quel(s), quelle(s)
Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futur proche

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- le livre à suivre: Campus: Tome 1

GERMAN - I

Course Code: FLG 111

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Introduction

Self introduction: heissen, kommen, wohnen, lernen, arbeiten, trinken, etc.

All personal pronouns in relation to the verbs taught so far.

Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!),

Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!,

Es geht!, nicht so gut!, so la la!, miserabel!

Module II: Interviewspiel

To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview – game for self introduction.

Module III: Phonetics

Sound system of the language with special stress on Diphthongs

Module IV: Countries, nationalities and their languages

To make the students acquainted with the most widely used country names, their nationalities and the language spoken in that country.

Module V: Articles

The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

Module VI: Professions

To acquaint the students with professions in both the genders with the help of the verb “sein”.

Module VII: Pronouns

Simple possessive pronouns, the use of my, your, etc.

The family members, family Tree with the help of the verb “to have”

Module VIII: Colours

All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

Module IX: Numbers and calculations – verb “kosten”

The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.

“Wie viel kostet das?”

Module X: Revision list of Question pronouns

W – Questions like who, what, where, when, which, how, how many, how much, etc.

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch

- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmoe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – I

Course Code: FLS 111

Credit Units: 02

Course Objective:

To enable students acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary

Course Contents:

Module I

A brief history of Spain, Latin America, the language, the culture...and the relevance of Spanish language in today's global context.

Introduction to alphabets

Module II

Introduction to 'Saludos' (How to greet each other. How to present / introduce each other).

Goodbyes (despedidas)

The verb llamarse and practice of it.

Module III

Concept of Gender and Number

Months of the years, days of the week, seasons. Introduction to numbers 1-100, Colors, Revision of numbers and introduction to ordinal numbers.

Module IV

Introduction to SER and ESTAR (both of which mean To Be).Revision of 'Saludos' and 'Llamarse'. Some adjectives, nationalities, professions, physical/geographical location, the fact that spanish adjectives have to agree with gender and number of their nouns. Exercises highlighting usage of Ser and Estar.

Module V

Time, demonstrative pronoun (Este/esta, Aquel/aquella etc)

Module VI

Introduction to some key AR /ER/IR ending regular verbs.

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

CHINESE – I

Course Code: FLC 111

Credit Units: 02

Course Objective:

There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Show pictures, dialogue and retell.

Getting to know each other.

Practicing chart with Initials and Finals. (CHART – The Chinese Phonetic Alphabet Called “Hanyu Pinyin” in Mandarin Chinese.)

Practicing of Tones as it is a tonal language.

Changes in 3rd tone and Neutral Tone.

Module II

Greetings

Let me Introduce

The modal particle “ne”.

Use of Please ‘qing’ – sit, have tea etc.

A brief self introduction – Ni hao ma? Zaijian!

Use of “bu” negative.

Module III

Attributives showing possession

How is your Health? Thank you

Where are you from?

A few Professions like – Engineer, Businessman, Doctor, Teacher, Worker.

Are you busy with your work?

May I know your name?

Module IV

Use of “How many” – People in your family?

Use of “zhe” and “na”.

Use of interrogative particle “shenme”, “shui”, “ma” and “na”.

How to make interrogative sentences ending with “ma”.

Structural particle “de”.

Use of “Nin” when and where to use and with whom. Use of guixing.

Use of verb “zuo” and how to make sentences with it.

Module V

Family structure and Relations.

Use of “you” – “mei you”.

Measure words

Days and Weekdays.

Numbers.

Maps, different languages and Countries.

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- “Elementary Chinese Reader Part I” Lesson 1-10

VISUALIZATION - I

Course Code: MFA 102

Credit Units: 09

Course Objective:

Additionally for MFA students, to develop further an ability to pursue independent research and articulate ideas in writing through a sound understanding of a range of historical, theoretical and philosophical approaches to art and an understanding of the relevance of these to their work

Course Contents:

Module I

Introduction to Visualization

Module II

Execution of ONE advertising campaigns on consumer's Institutional (Services), related with any of the appropriate medias including Print, Television, Transit etc. and in various techniques available.

Module III

Photography module:

- a) Product Shoot
- b) Models shoot
- c) Creative photography

These shoots are to be utilized in the campaign making process by the students.

Module IV

Advanced learning of Corel draw and Photoshop software.

Text & References:

- The Art of Human Illustration, Nick Meglin.
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs.
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

GRAPHIC DESIGNING - I

Course Code: MFA 103

Credit Units: 09

Course Objective:

Graphic designing is a creative field of work which involves imagination in communicating with users. It deals with working with object, shape, text, images etc. It is used to create corporate identity. Brochures, advertisements, print media, product, packaging and icons etc. The objective of this course is to make the students professionals and fully equipped with the software. So that the software's become just a more tool for them to execute the finished artworks.

Software's introduced:

Adobe Illustrator: Adobe Photoshop, Corel

Course Contents:

Module I

To edit photographs, create artistic imagery

Module II

To create illustrations, logos

Module III

Product window display for interactive media

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin.
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B. Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

TV GRAPHICS - I

Course Code: MFA 104

Credit Units: 09

Course Objective:

The design for programmes, station identifies signs, symbols, commercial advertisement, trade marks and short films etc.

Course Contents:

Module I

Stations identify signs, symbols, commercial advertisement, trade marks and short films etc.

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin.
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B. Meggs
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

ILLUSTRATION - I

Course Code: MFA 105

Credit Units: 09

Course Objective:

Advance studies in illustration for graphic expression.

Course Contents:

Module I

Forming of individual style in illustration and cartooning.

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin.
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B. Meggs.
- Graphic Arts Manual, Irving E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

REPORT AND VIVA (APPLIED ARTS) - I

Course Code: MFA 106

Credit Units: 04

Course Objective:

To inculcate a research approach

To develop an analytical skill

To develop a systematic approach of survey/research

Course Contents:

Module I

Prepare a report on any topic relevant to the Applied Art with a critical views and evidences to justify the views

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60

SECOND-II SEMESTER

ADVERTISING AND MARKETING RESEARCH - II

Course Code: MFA 201

Credit Units: 04

Course Objective:

A program that focuses on the creation, execution, transmission, and evaluation of commercial messages in various media intended to promote and sell products, services, and brands; and that prepares individuals to function as advertising assistants, technicians, and managers. It focuses on the various advertising and marketing communication methods.

Course Contents:

Module I: Function and role of Advertising agency

The agency
How agencies developed
The traditional agency organization
The full- service agencies
Client- agency relationship
Other advertising services

Module II: Personal selling

Types of personal selling
Personal Selling Process
Personal selling and marketing communication mix
Advertising and Personal selling

Module III: Consumer Buying Behavior

How does consumer behavior work
Cultural and social influences on consumer decisions
Psychological influences on consumer decisions
Behavioral influences on consumer decisions
The consumer decision process

Module IV: Public Relations

Public Opinion
Reputation: Goodwill and Trust
Comparing PR and Advertising
Public Relation Tools:

Text & References:

- Innovation in Marketing, T, Levit.
- Environment of Marketing Behaviour, Halloway and Hawrock.
- Advertising Hand Book, D. V. Gandhi
- Modern Advertising, Hepner
- Economic of Advertising, B. Chiplin
- International Handbook of Advertising
- Advertising Procedure, Kleppner's.
- Advertising Management, Donald R. Cooper, PamelaS. Schindler

COMMUNICATION SKILLS - II

Course Code: BCS 211

Credit Units: 01

Course Objective:

To enrich the understanding of English language and communication, structure, style, usage, and vocabulary for global business purposes.

Course Contents:

Module I: Job Correspondence

Job Applications
Resume & CV
Follow Up Letter

Module II: Dynamics of Group Discussion

Methodology
Guidelines

Module III: Speaking for Employment

Types of Interview (Technical & HR Rounds)
Fundamentals of Facing Interviews
Question Answer on Various Dimensions

Examination Scheme:

Components	CT	A	Group Presentation	Group Discussion	End Term Written Exam
Weightage (%)	10	05	15	10	60

Text & References:

- Jones, Working in English, 1st ed. Cambridge, CUP 2001
- Raman Prakash Business Communication, 2nd ed. Delhi OUP 2006
- Comfort , Jermy Speaking Effectively, Jermy, et.al, Cambridge, CUP, 1994
- Soft skills for Everyone, Jeff Butterfield, Cengage Learning. 2011

BEHAVIOURAL SCIENCE - II

(Problem Solving and Creative Thinking)

Course Code: BSS 211

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:
Process of Behavioural communication
Aspects of interpersonal communication and relationship
Management of individual differences as important dimension of IPR

Course Contents:

Module I: Behavioural Communication

Scope of Behavioural Communication
Process – Personal, Impersonal and Interpersonal Communication
Guidelines for developing Human Communication skills
Relevance of Behavioural Communication in relationship management

Module II: Managing Individual Differences in Relationships

Principles
Types of issues
Approaches
Understanding and importance of self disclosure
Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

Elements of satisfying relationships
Conforming and Disconfirming Communication
Culturally Relevant Communication
Guideline for Creating and Sustaining Healthy Climate

Module IV: Interpersonal Communication

Imperatives for Interpersonal Communication
Models – Linear, Interaction and Transaction
Patterns – Complementary, Symmetrical and Parallel
Types – Self and Other Oriented
Steps to improve Interpersonal Communication

Module V: Interpersonal Relationship Development

Relationship circle – Peer/ Colleague, Superior and Subordinate
Initiating and establishing IPR
Escalating, maintaining and terminating IPR
Direct and indirect strategies of terminating relationship
Model of ending relationship

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	IWT (CT)	JFS	A	End Term Written Exam
Weightage (%)	10	10	15	05	60

SAP: Social Awareness Programmes; IWT: Internal Written Test; JFS: Journal Success; A: Attendance

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassell
- Harvard Business School, Effective Communication: United States of America

Beebe, Beebe and Redmond; *Interpersonal Communication*, 1996; Allyn and Bacon Publishers.

FRENCH - II

Course Code: FLN 211

Credit Units: 02

Course Objective:

- To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.
- To make them learn the basic rules of French Grammar.

Course Contents:

Module A : pp.38 – 47 : Unité 3 : Objectif 3, 4, 5, 6

Module B: pp. 47 to 75 Unité 4, 5

Contenu lexical:

Unité 3 : Organiser son temps

1. donner/demander des informations sur un emploi du temps, un horaire
SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour ...
 - i) prendre un rendez-vous/ accepter et confirmer/ annuler
 - ii) inviter/accepter/refuser
3. Faire un programme d'activités
imaginer une conversation téléphonique/un dialogue
Propositions- interroger, répondre

Unité 4: Découvrir son environnement

1. situer un lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité 5 : s'informer

1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

Contenu grammatical:

1. Adjectifs démonstratifs
2. Adjectifs possessifs/exprimer la possession à l'aide de :
 - i. « de » ii. A+nom/pronom disjoint
3. Conjugaison pronominale – négative, interrogative -
construction à l'infinitif
4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il
faut... »/ «il ne faut pas... »
5. passé composé
6. Questions directes/indirectes

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN – II

Course Code: FLG 211

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Grammar to consolidate the language base learnt in Semester I

Course Contents:

Module I: Everything about Time and Time periods

Time and times of the day.

Weekdays, months, seasons.

Adverbs of time and time related prepositions

Module II: Irregular verbs

Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lessen, schlafen, sprechen und ähnliche).

Module III: Separable verbs

To comprehend the change in meaning that the verbs undergo when used as such

Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension

Reading and deciphering railway schedules/school time table

Usage of separable verbs in the above context

Module V: Accusative case

Accusative case with the relevant articles

Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns

Nominative and accusative in comparison

Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions

Accusative prepositions with their use

Both theoretical and figurative use

Module VIII: Dialogues

Dialogue reading: 'In the market place'

'At the Hotel'

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – II

Course Code: FLS 211

Credit Units: 02

Course Objective:

To enable students acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense.

Course Contents:

Module I

Revision of earlier modules.

Module II

Some more AR/ER/IR verbs. Introduction to root changing and irregular AR/ER/IR ending verbs

Module III

More verbal phrases (eg, Dios Mio, Que lastima etc), adverbs (bueno/malo, muy, mucho, bastante, poco). Simple texts based on grammar and vocabulary done in earlier modules.

Module IV

Possessive pronouns

Module V

Writing/speaking essays like my friend, my house, my school/institution, myself...descriptions of people, objects etc, computer/internet related vocabulary

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- Español, En Directo I A
Español Sin Fronteras

CHINESE– II

Course Code: FLC 211

Credit Units: 02

Course Objective:

Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third tone, it mean horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills

Practice reading aloud

Observe Picture and answer the question.

Tone practice.

Practice using the language both by speaking and by taking notes.

Introduction of basic sentence patterns.

Measure words.

Glad to meet you.

Module II

Where do you live?

Learning different colors.

Tones of “bu”

Buying things and how muchit costs?

Dialogue on change of Money.

More sentence patterns on Days and Weekdays.

How to tell time. Saying the units of time in Chinese. Learning to say useful phrases like – 8:00, 11:25, 10:30 P.M. everyday, afternoon, evening, night, morning 3:58, one hour, to begin, to end etc.

Morning, Afternoon, Evening, Night.

Module III

Use of words of location like-li, wais hang, xia

Furniture – table, chair, bed, bookshelf,.. etc.

Description of room, house or hostel room.. eg what is placed where and how many things are there in it?

Review Lessons – Preview Lessons.

Expression ‘yao’, ‘xiang’ and ‘yaoshi’ (if).

Days of week, months in a year etc.

I am learning Chinese. Is Chinese difficult?

Module IV

Counting from 1-1000

Use of “chang-chang”.

Making an Inquiry – What time is it now? Where is the Post Office?

Days of the week. Months in a year.

Use of Preposition – “zai”, “gen”.

Use of interrogative pronoun – “duoshao” and “ji”.

“Whose”??? Sweater etc is it?

Different Games and going out for exercise in the morning.

Module V

The verb “qu”

Going to the library issuing a book from the library

Going to the cinema hall, buying tickets

Going to the post office, buying stamps

Going to the market to buy things.. etc

Going to the buy clothes Etc.

Hobby. I also like swimming.

Comprehension and answer questions based on it.

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- “Elementary Chinese Reader Part I” Lesson 11-20

VISUALIZATION - II

Course Code: MFA 202

Credit Units: 09

Course Objective:

MFA Program grounded in hands-on making, entrepreneurial strategies, and social and environmental engagement. The realization of work for a specific community or client, and entrepreneurship that connects making a living with making a difference.

Course Contents:

Module I: Social Campaign

Take any burning issue of today's world. It can be regarding exploitation, poverty, human rights, Industrialization, women related issues or any other. Conduct a comprehensive research into its prevalence, In the society- its origin, its extent, myths related to it, what measures are being taken to eradicate it, what more can be done etc.

Module II

Photography module for the application of social campaign effectively.

Module III

Design the social campaign for either magazine or newspaper according to the subject requirement.

Module IV

Introduction to Illustrator and Flash software.

Text & References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

GRAPHIC DESIGNING - II

Course Code: MFA 203

Credit Units: 09

Course Objective:

The focus of this course is on refining design work and preparation for the professional world. Projects focus on advanced issues of representation

Software's introduced:

Adobe Flash

Course Contents:

Module I

Use Adobe Photoshop and Adobe Illustrator to create Promotional campaign for print/broadcast media

Module II

Graphic design for web with software flash etc

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irving E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

TV GRAPHICS - II

Course Code: MFA 204

Credit Units: 09

Course Objective:

The design for programmes, station identifies signs, symbols, commercial advertisement, trade marks and short films etc.

Course Contents:

Module I

Station identify signs, symbols, commercial advertisement, trade marks and short films etc.

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

ILLUSTRATION - II

Course Code: MFA 205

Credit Units: 09

Course Objective:

Advance studies in illustration for graphic expression.

Course Contents:

Module I

Emphasis on forming of individual style in illustration and cartooning

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irving E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

REPORT AND VIVA (APPLIED ART) - II

Course Code: MFA 206

Credit Units: 04

Course Objective:

To inculcate a research approach

To develop an analytical skill

To develop a systematic approach of survey/research

Course Contents:

Module I

Prepare a report on any topic relevant to the Applied Art with a critical views and evidences to justify the views

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60

ADVERTISING AND BUSINESS ORGANIZATION - I

Course Code: MFA 301

Credit Units: 04

Course Objective:

The objective of this course for detailed study of advertising management, modern marketing concepts and consumer supremacy. Buying motives and habits. Promotion-sales promotion, Relations, beliefs, values and customs in advertising

Course Contents:

Module I: Advertising Management

Overview of Advertising Management
Advertising and IMC process
Advertising and Campaign Management
Advertising Goals

Module II: Sales and Promotions strategy

Trade Promotions
Consumer Promotions
Reasons behind Growing Importance of Sales Promotions.
Effectiveness of Sales Promotions.
Objective and Planning of sales and promotion.
Identifying Synergies between various types of promotions.
Understanding the impact of sales and promotion activities on channel members.

Module III: Direct Marketing

Pros and Cons of direct marketing
Direct Marketing and Direct response advertising
Tools of Direct Marketing: Direct Media, Direct Mail, Telemarketing, Mass media advertising.

Module IV: Developing the Marketing Planning Program

Price Decision
Distribution channel Decision
Developing Promotional Strategies
Push or Pull

Text & References:

- Innovation in Marketing, T, Levit.
 - Environment of Marketing Behaviour, Halloway and Hawrock.
 - Advertising Hand Book, D. V. Gandhi
 - Modern Advertising, Hepner
 - Economic of Advertising, B. Chiplin
 - International Handbook of Advertising
 - Advertising Procedure, Kleppner's.
- Advertising Management, Donald R. Cooper, PamelaS. Schindler

VISUALIZATION - III

Course Code: MFA 302

Credit Units: 09

Course Objective:

There will be students advanced understanding of design in relation to advertising. Students will do intensive exercises to understand design, market trends, target audience, consumer behavior. Each and every media will be explored. Learn new ways of thinking, processing and communicating ideas, emotions, and experiences through your discipline.

Course Contents:

Module I

Execution of ONE advertising Campaigns on consumer's product or Institutional (Services)
Related with any of the appropriate Medias including Print, Television, Transit etc. and in various techniques available.

Module II

Perform the simple exercises on the software's, they will explore flash and illustrator software's in there campaign making process.

Text & References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

GRAPHIC DESIGNING - III

Course Code: MFA 303

Credit Units: 09

Course Objective:

The focus of this course is to equip students with knowledge of designing campaign for media.

Software's introduced:

Adobe Flash

Course Contents:

Module I

Product and social advertisement for electronic media in the help of i.e adobe flash/Web design software.

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

TV GRAPHICS - III

Course Code: MFA 304

Credit Units: 09

Course Objective:

The design for programmes, station identify signs, symbols, commercial advertisements, trade marks and short films etc.

Course Contents:

Module I

The design for programmes, station identify signs, symbols, commercial advertisement, trade marks and short films etc.

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
 - Corporate Graphics, Mike Quon
 - A History of Graphic Design, Philip B Meggs,
 - Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

ILLUSTRATION - III

Course Code: MFA 305

Credit Units: 09

Course Objective:

Illustration for books meant for different age groups. Comprehensive illustration for book animation.

Course Contents:

Module I

Advance studies in illustration for graphic expression. Emphasis on forming of individual style in illustration, cartooning.

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

DISSERTATION AND VIVA (APPLIED ARTS) - I

Course Code: MFA 306

Credit Units: 04

Course Objective:

To develop an understanding of research methodology
To develop a writing skill
To develop a skill of documentation

Course Contents:

Module I

Produce a research document on any topic relevant to applied art field with a proper Justification behind the selection of the topic, define research sources, relevant evidences and with a critical comments.

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60

PRACTICAL TRAINING (Evaluation)

Course Code: MFA 307

Credit Units: 06

Course Objective:

To provide an opportunity to students to apply and relate the concepts and theoretical inputs from various contextual studies during MFA Program and familiarize the practical aspects of the same.

The objective of the course is to make the students aware of the practical aspects of functioning of Agency, while doing Internship/ training with Advertising Agency.

Assessment Scheme:

Continuous Evaluation: (based on Internship File and the observations of the faculty guide/ supervisor)	15%
Feedback from Company/ Organization:	25%
Final Evaluation: (Based on Internship Report, Viva/ Presentation)	60%
TOTAL	100

ADVERTISING AND BUSINESS ORGANIZATION - II

Course Code: MFA 401

Credit Units: 04

Course Objective:

The objective of this course includes instruction in International advertising, visual communication, advertising design and production methods, campaign methods and techniques, Advertising messages, related principles of creative process, and applicable technical and equipment skills

Course Contents:

Module I: The Effective Advertising Messages

The Art and Science of Creative Advertising

Creative thinking

The creative process: How to get an Idea

Creative Strategy: Message Objective, Head and Heart Strategies, Messages that drive perception, Message that touches emotions, Message that persuade.

Module II: Visual Communication

Visual Impact

Layout and Design

Print Production: Print Media Requirement, Art Production

Effective Web Design

Module III: International Advertising

Importance of international Markets

Role of International Advertising

Advantages and disadvantages of global Marketing and Advertising

Decision Areas in International Advertising

Module IV: Evaluating the Social, Ethical and Economic Aspect of Advertising

Social and Ethical Criticism of Advertising

Economic Effects of Advertising

Module V: Brand Management

Brands and their Significance: Attributes, Benefits, Values, Target User, Personality, Culture, Categories of Brands

Brand equity: Managing Brand Equity

Brand Loyalty: Brand Associations

International Branding Considerations

Text & References:

- Innovation in Marketing, T, Levit.
 - Environment of Marketing Behaviour, Halloway and Hawrock.
 - Advertising Hand Book, D. V. Gandhi
 - Modern Advertising, Hepner
 - Economic of Advertising, B. Chiplin
 - International Handbook of Advertising
 - Advertising Procedure, Kleppner's.
- Advertising Management, Donald R. Cooper, Pamela S. Schindler

VISUALIZATION - IV

Course Code: MFA 402

Credit Units: 09

Course Objective:

Encouraging a cross-disciplinary studio environment in which the workshop is a lab to collaboratively explore design and making processes, the Program welcomes students from a wide range of creative backgrounds to make original work with an applied purpose. Applied art transform ideas into symbols to convey specific messages for and in the public.

Course Contents:

Module I: Preparation of a project and presentation

This subject focuses on defining, researching and producing a project work with a formal structure for research and exploration in deciding upon any one topic chosen by the students. These projects are formally presented by all MFA students reflecting on their time and experience within the Program.

Text & References:

- The Art of Human Illustration, Nick Meglin,
 - Corporate Graphics, Mike Quon
 - A History of Graphic Design, Philip B Meggs,
 - Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

GRAPHIC DESIGNING - IV

Course Code: MFA 403

Credit Units: 09

Course Objective:

Understanding of graphic designing for campaign for media & develop skill for portfolio presentation.

Course Contents:

Module I

Conceptual campaign for any brand/social issue

Module II

Portfolio Development and presentation

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

TV GRAPHICS - IV

Course Code: MFA 404

Credit Units: 09

Course Objective:

The design for programmes, station identify signs, symbols, commercial advertisements, trade marks and short films etc.

Course Contents:

Module I

The design for programmes, station identify signs, symbols, commercial advertisement, trade marks and short films etc.

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
 - Corporate Graphics, Mike Quon
 - A History of Graphic Design, Philip B Meggs,
 - Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

ILLUSTRATION - IV

Course Code: MFA 405

Credit Units: 09

Course Objective:

Illustration for books meant for different age groups. Comprehensive illustration for book animation.

Course Contents:

Module I

Advance studies in illustration for graphic expression. Emphasis on forming of individual style in illustration, cartooning.

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
 - Corporate Graphics, Mike Quon
 - A History of Graphic Design, Philip B Meggs,
 - Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

DISSERTATION AND VIVA (APPLIED ARTS) – II

Course Code: MFA 406

Credit Units: 04

Course Objective:

To develop an understanding of research methodology

To develop a writing skill

To develop a skill of documentation

Course Contents:

Module I

Produce a research document on any topic relevant to applied art field and define the relevancy of the chosen topic in current social / economic / Political scenario along with Literature review, Case study and Research findings

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60