

University of Mumbai



No. AAMS_UGS /ICC/2023-24/40

Mumbai – 400 032.

25th July, 2023.

To
The Principal,
Mithibai Motiram Kundnani College of
Commerce & Economics,
Adv.Nari Gursahani Road,
T.P.S. III
Bandra (W),
Mumbai – 400 050.

Sub :- B.Voc (Media, Communication and Journalism).

Ref :- RB/MU-2023/CR-495/Edn-5/ 944 , dated 12th July, 2023.

Sir / Madam,

I am to invite your attention to the Ordinances, Regulations and Syllabus relating to the B.Voc (Media, Communication and Journalism) and to inform you that the resolution passed by the Board of Deans at its meeting held on **30th January, 2023 vide** item No. 8.1 (N) have been accepted by the Academic Council at its online meeting held on **6th April, 2023 vide** item No.8.19 (N) and subsequently approved by the Management Council at its meeting held on **27th April, 2023 vide** item No. 11 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance **6875 & 6876** Regulations **9701 to 9704** and the syllabus of **B.Voc. (Media, Communication and Journalism) (Sem I to VI) (CBCS)** has been introduced as the said course has been sanctioned by the U.G.C., New Delhi, under NSQF and the same have been brought into force with effect from the academic year **2020-21**, accordingly. (The said circular is available on the University's website www.mu.ac.in).

MUMBAI – 400 032

25th July, 2023


(Prof. Sunil Bhirud)
I/c. REGISTRAR

A.C/8.19 (N)/06/04/2023.

M.C/11/27/04/2023.

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Department of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy for information and necessary action :-

1. The Deputy Registrar, College Affiliations & Development Department (CAD),
2. College Teachers Approval Unit (CTA),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA)
5. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
6. The Deputy Registrar, Executive Authorities Section (EA)
He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
7. The Deputy Registrar, PRO, Fort, (Publication Section),
8. The Deputy Registrar, Special Cell,
9. The Deputy Registrar, Fort Administration Department (FAD) Record Section,
10. The Deputy Registrar, Vidyanagari Administration Department (VAD),

Copy for information :-

1. The Director, Dept. of Information and Communication Technology (DICT), Vidyanagari,
He is requested to upload the Circular University Website
2. The Director of Department of Student Development (DSD),
3. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,
4. All Deputy Registrar, Examination House,
5. The Deputy Registrars, Finance & Accounts Section,
6. The Assistant Registrar, Administrative sub-Campus Thane,
7. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,
8. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,
9. P.A to Hon'ble Vice-Chancellor,
10. P.A to Pro-Vice-Chancellor,
11. P.A to Registrar,
12. P.A to All Deans of all Faculties,
13. P.A to Finance & Account Officers, (F & A.O),
14. P.A to Director, Board of Examinations and Evaluation,
15. P.A to Director, Innovation, Incubation and Linkages,
16. P.A to Director, Department of Lifelong Learning and Extension (DLLE),
17. The Receptionist,
18. The Telephone Operator,

Copy with compliments for information to :-

19. The Secretary, MUASA
20. The Secretary, BUCTU.

University of Mumbai



Syllabus for B.Voc.(Media Communication & Journalism)
Semester – (I to VI)
(Choice Based Credit System)

(Introduced from the academic year 2020-21)

University of Mumbai



Syllabus for Approval

Sr. No.	Heading	Particulars
1	O: <u>6875</u> Title of Course	B.Voc.(Media Communication & Journalism)
2	O: <u>6876</u> Eligibility	HSC Pass
3	R: <u>9701</u> Duration of Course	03 years
4	R: <u>9702</u> Intake Capacity	50
5	R: <u>9703</u> Scheme of Examination	CBCS
6	R: <u>9704</u> Standards of Passing	40%
7	No. of years/Semesters: 03 years	Sem – I to Sem - VI
8	Level:	UG
9	Pattern:	Semester
10	Status:	New
11	To be implemented from Academic Year :	2020-21

Signature:

PROF. CA. KISHORE S. PESHORI
Principal of the College

PRINCIPAL

SMT. MMK COLLEGE OF COM. & ECO.
BANDRA (WEST), MUMBAI - 400050

Signature:

Faculty of Dean



Preamble

- 1) Introduction
- 2) Aims and Objectives
- 3) Learning Outcomes
- 4) Any other point (if any)

Syllabus- (B.Voc. Media Communication & Journalism)

 Signature:

Principal of the College

PROF. CA. KISHORE S. PESHORI

PRINCIPAL
SMT. MMK COLLEGE OF COM. & ECO.
BANDRA (WEST), MUMBAI - 400050

Signature:


Faculty of Dean

SEMESTER – I

Paper Name – Business Economics

Semester:	I	Component	General Education
Paper Name:	<i>Business Economics – I</i>	Paper Code:	GEN-111
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Preamble

The syllabus of Business Economics offers theoretical and analytical skills to the students so that they will analyse and interpret data for effective decision making in the corporate world or be able to pursue higher studies at the Master's level in Business Economics, Economics and Management. In the rapidly changing globalised market scenario, the need was felt to equip students with the capability to handle consumer, economic, and financial aspects and other techniques to understand the dynamic of economics as well the business world.

Semester I – Syllabus – [GEN 111]

Module	Content/Topic/Description	Lectures
I	Introduction to Business Economics: Scope and Importance of Business Economics Basic tools used in Economics - Principle Opportunity Cost - Incremental and Marginal Concepts – Basic economic relations – functions, equations – Total, Average and Marginal relations – Marginal analysis in decision making – Market forces and Equilibrium – Basics of market demand, market supply and equilibrium price – shifts in the demand and supply curves and equilibrium	15
II	Demand Analysis: Demand Function – Nature of demand curve under different markets – Elasticity of Demand – Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional) Demand Forecasting – Meaning and significance – methods of demand forecasting – survey and statistical methods of demand forecasting	15
III	Theory of Production: Production Function – short run production function – Isoquants – Properties of Isoquants – Isocost Line – Producer Equilibrium – Law of Variable Proportions – Long run production function and Laws of Returns to Scale – Expansion path – Economies and Diseconomies of Scale – Internal and External – Scope	15

	Economies	
IV	Theory of Cost: Cost concepts – accounting cost and economic cost, implicit and explicit cost, social and private cost, historical cost and replacement cost, sunk cost and incremental cost -fixed and variable cost total, average and marginal cost - Cost Output Relationship in the Short Run Extension of cost analysis – Long Run Average Cost Curve – Planning Curve – L Shaped LAC Curve – Cost reduction through Learning curve	15

Section II – References – [GEN 111]

No.	Description
1	Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2	Hirchey .M., Managerial Economics, Thomson South western (2003)
3	Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4	Frank R.H, Bernanke.B.S.,Principles of Economics (Tata McGraw Hill (ed.3)
5	Gregory Mankiw., Principles of Economics, Thomson South western (2002)
6	Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
7	Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)
8	Browning, EK. & Zupan, “Microeconomic Theory and Applications”, Wiley
9	Mankiw G N, “Principles of Economics”, John Wiley & Sons
10	Pindyck R S. & Rubinfeld D L, “Microeconomics”, PHI
11	Samuelson & Nordhaus,” Microeconomics”, Megraw-hill
12	Varian H. R, “Intermediate Microeconomics”, W. W. Norton & Company

Semester:	I	Component	General Education
Paper Name:	<i>Environmental Studies – I</i>	Paper Code:	GEN-112
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester I – Syllabus – [GEN 112]

Module	Content/Topic/Description	Lectures
I	Environment and Ecosystem: Environment: Meaning, definition, scope and its components; concept of an ecosystem: definition, Characteristics, components and types, functioning and structure; Food Chain and Food Web- Ecological Pyramids - Man and environment relationship; Importance and scope of Environmental Studies.	13
II	Natural Resources and Sustainable Development: Meaning and definitions; Classification and types of resources, factors influencing resource; Resource conservation- meaning and methods- 1 and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development	13
III	Populations and Emerging Issues of Development: Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India; Human population and environment- Environment and Human Health – Human Development Index – The World Happiness Index	13
IV	Urbanisation and Environment: Concept of Urbanisation– Problems of migration and urban environment changing land use, crowding and stress on urban resources, degradation of air and water, loss of soil cover impact on biodiversity, Urban heat islands – Emerging Smart Cities and safe cities in India - Sustainable Cities	13
V	Reading of Thematic Maps and Map Filling: Reading of Thematic Maps(4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth and Flow map, Pictograms - Only reading and interpretation. Map Filling: (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. Concept and Calculation of Ecological Footprint	8

Paper Name – Environmental Studies



10

Semester:	I	Component	General Education
Paper Name:	<i>Business Communication – I</i>	Paper Code:	GEN-113
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester I – Syllabus – [GEN 113]

Module	Content/Topic/Description	Lectures
I	Theory of Communication: Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world, Impact of technological advancements on Communication Channels and Objectives of Communication: Channels – Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given) Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing	20
II	Obstacles to Communication in Business World: Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers Listening: Importance of Listening Skills, Cultivating good Listening Skills Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility	15
Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual		

	business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour	
	Business Correspondence: Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi Block Principles of Effective Letter Writing, Principles of effective Email Writing Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation]	10
	Language and Writing Skills: Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc. [Interpretation of technical data, Composition on a given situation, a short informal report etc.] Activities: ♣ Listening Comprehension ♣ Remedial Teaching ♣ Speaking Skills: Presenting a News Item, Dialogue and Speeches ♣ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. ♣ Reading Comprehension: Analysis of texts from the fields of Commerce and Management	15

12

SEMESTER – II

Paper Name – Business Economics

Semester:	II	Component	General Education
Paper Name:	<i>Business Economics – II</i>	Paper Code:	GEN-211
Credits:	4	Academic	Total: 60 Hours
		Hours:	1 period: 60 Minutes
Evaluation	Continuous	Evaluation	CIE – 25 Marks
System:		Type:	EXE – 75 Marks
			Total – 100 Marks

Semester II – Syllabus – [GEN 211]

Module	Content/Topic/Description	Lectures
I	Market Structure – I: Introduction to Market Structure – Classification of Markets – Principles of Profit maximisation – Producer Surplus Perfect competition – Features – Short-run and Long-Run equilibrium of a firm – Short-run and Long-Run equilibrium of Industry maximisation and the competitive firm's supply curve – Short run and long run equilibrium of a firm and of industry Monopoly – Features – Sources of monopoly power – Short-run and Long-run equilibrium of a firm under Monopoly	20
II	Market Structure – II: Monopolistic competition: Competitive and Monopolistic elements of monopolistic competition- equilibrium of firm under monopolistic competitions, monopolistic verses perfect competition, excess capacity and inefficiency Oligopolistic Market: Key attributes of oligopoly- Collusive and non-collusive oligopoly market – Price rigidity – Cartels and price leadership – Introduction to Cournot; Stackelberg's model and Bertrand model;	15
III	Pricing Methods: Cost oriented pricing methods: cost –plus (full cost) / mark-up pricing – marginal cost pricing – Multiple product pricing – Transfer pricing Discriminating Pricing – Meaning – Conditions – Types – Degrees – Equilibrium of Discriminating Monopolist – Dumping – Types – International Price Discrimination	15
IV	Capital Projects and Budgeting: Project planning – Features and Significance – Capital Budgeting – Meaning and importance – Steps in capital budgeting – Techniques of Investment appraisal Methods to Evaluate Capital Projects – Payback period method – Net	10



Section II – References – [GEN 211]

No.	Description
1	Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2	Hirchey .M., Managerial Economics, Thomson South western (2003)
3	Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4	Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
5	Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
6	Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
7	Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,
8	Arthur O Sullivan and Steven M.S, “Microeconomics- Principles, Applications and Tools”, Pearson
9	Joseph E.S and Carl E.W, “Principles of Microeconomics”, W.W. Norton & Company 17
10	Lipsey & Chrystal, “Economics” Oxford University Press.
11	Robert E. Hall and Dr. Marc L, “Microeconomics- Principles and applications”, Cengage Learning

Paper Name – Environmental Studies

Semester:	II	Component	General Education
Paper Name:	<i>Environmental Studies</i>	Paper Code:	GEN-212
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester II – Syllabus – [GEN 212]

Module	Content/Topic/Description	Lectures
I	Solid Waste Management for Sustainable Society: Classification of solid wastes – Types and Sources of Solid Waste ; Effects of Solid Waste Pollution- Health hazards, Environmental Impacts; Solid Waste Management – solid waste management in Mumbai- Schemes and initiatives run by MCGM – role of citizens in waste management in Mumbai	13
II	Agriculture and Industrial Development: Environmental Problems Associated with Agriculture: Loss of Productivity, Degradation ,desertification - Uneven Food Production – Hunger, Malnutrition and Food Security – Sustainable Agricultural practices Environmental Problems Associated with Industries – pollution -Global warming, Ozone Layer Depletion , Acid rain, - Sustainable Industrial practices – Green Business and Green Consumerism, Corporate Social Responsibility	13
III	Tourism and Environment: Tourism: Meaning, Nature, Scope and importance –Typology of tourism classification; Tourism potentials in India and challenges before India; New Tourism Policy of India; Consequences of tourism : Positive and Negative Impacts on Economy, Culture and environment- Ecotourism	13
IV	Environmental Movements and Management: Environmental movements in India: Save Narmada Movement, Chipko Movement, Appiko Movement, Save Western Ghat and Save Jaitapur; Environmental Management: Concept, need and relevance; Concept of ISO 14000 and 16000; Concept of Carbon Bank and Carbon Credit. EIA - Environment Protection Acts – Concept and components of Geospatial TechnologyApplications of GST in Environmental Management.	13
V	Map Filling: Map filling of Konkan and Mumbai (Environmentally significant features and GST centers) using point, line and polygon segment. Concept and Calculation of Environmental Performance Index (EPI)	8

Section II – References – [GEN 212]

No.	Description
1	Singh, Savindra, 2011 : Environmental Geography, PrayagPustakBhavan,Allahabad, India
2	Gautam Alka, 2009 : Environmental Geography, ShardaPustakBhavan, Allahabad,India
3	Odum E.P. (1971) : Fundamentals of Ecology,W.B. Saunders, Philadelphia
4	Botkin D.B. & Keller E.A.,1995 : Environmental Science, John Wiley & Sons, New York
5	McKinney M.L. &Schoch R.M.,1998 : Environmental Science, Jones & Bartlett
6	Publishers, London • Allaby M. 2002 : Basics of Environmental Sciences, Routledge, London
7	Detwyler T.R., 1971: Man's Impact on Environment, McGraw- Hill, New York
8	Rao K.L. 1975 : India's Water Wealth, Orient Longman Ltd. New Delhi
9	Ahirrao W.R. & others, ParyavaranVijnan (Marathi), NiraliPrakashan, Pune

Paper Name – Business Communication

Semester:	II	Component	General Education
Paper Name:	<i>Business Communication</i>	Paper Code:	GEN-213
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester II – Syllabus – [GEN 213]

Module	Content/Topic/Description	Lectures
I	Presentation Skills: Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation	10
II	Group Communication: Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	15
III	Business Correspondence: Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail: Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [<i>Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness However students should not be tested on the theory.</i>]	15
IV	Language and Writing Skills: Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	10
Tutorials	Presentations, Group Discussion, Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension: Analysis of texts from the field of Literature [Suggested Books for Book Reviews: Books from the fields of	10



Management, Finance, and Literature Like – Sun Tzu :The Art of War, Eliyahu M. Goldratt : The Goal , Eliyahu M Goldratt: It's Not Luck , Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, John Christen: Fish, Chetan Bhagat One Night At A Call Center, Chetan Bhagat My Three Mistakes , Arindam Choudhary: Count Your Chickens Before They Hatch ,Stephen Covey :Seven Habits of Successful People, George Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire] [N.B.: The above list is only indicative and not prescriptive .]

Section II – References – [GEN 213]

No.	Description
1	Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice , New Delhi.
2	36.M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill
3	Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
4	Majumdar, P.K. (1992) Commentary on the Consumer protection Act, Prentice, New Delhi.
5	McQuail, Denis (1975), Communication, Longman.
6	Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
7	41. Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company
8	Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.
9	Montagu, A and Matson , Floyd (1979) The Human Connection, McGraw Hill, New York.
10	• Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.
11	Parry, John (1968) The Psychology of Human Communication.
12	Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.
13	Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd.
14	Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc. 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
15	Sadri Sorab, Sinha Arun and Bonnerjee peter (1998) Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited
16	Shekhar, R.C (1997) Ethical Choices in Business Response Books
17	Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
18	53. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo

SEMESTER I
SYLLABUS FOR SCRIPT RESEARCHER
Paper 1 (SKILL – 111) and Paper 2 (SKILL 112)

Semester I

Objectives of the course

- To introduce the basics of script research
- To introduce the various concepts
- To introduce the basics of script drafting
- To introduce health & safety measures

Unit no	Topics to be covered	No of Lectures
Unit 1: The objective of this module is to introduce the concepts under the subject	A) Brief understanding of different mediums – feature film, short film, serialized tv series, miniseries, documentary. B) Evaluate viewer engagement with the content. C) Explore the concepts a. Target audience and its impact on the concept (e.g.: language, pacing, maturity of themes etc.) b. Relevancy of the theme / script c. Environmental – cultural, social or political – issues D) Identify, research and understand key elements • premise • setting • genre • central themes • primary mood/tone • broad character arcs • major narrative/plot points • structure • light and sound • taglines • loglines • pitches • one-page synopsis • exposés E) Basic principles of story-telling and character psychology F) Elements of the concept, including premise, setting, genre, central themes, mood, tone, character arcs, narrative, structure etc.	60
Unit 2 The objective of this module is to understand script research	A) Basics of scriptwriting and story structure B) Nature and scope of research in scriptwriting - the genre and timelines for story delivery and budget within which the script would need to be delivered C) Research methodology in Script writing D) Script-writing norms and guidelines including style, format, structure and length applicable to different industries, audiences, genres, regions, language and cultures E) The context of the script with reference to other similar existing work elements of the story outline including the story plot, structure, theme, setting, character profiles, key turning points in the story F) Word processing software and screenwriting, formatting software like Final Draft, Movie Magic and Celtx, Unicode G) 3-act structure, plot point, Blake Snyder's beat sheet (save the cat) and hero's journey A) Construct a story and develop a script for different types of productions B) The essentials of scriptwriting including characters, characterization, plotting, structure and dramaturgy C) Script-writing norms and guidelines including style, format, structure and length applicable to different industries, audiences, genres, regions, language and cultures D) Elements of the story outline including the story plot, structure, theme	80



Unit 3:		60
Writing & assisting in scripts		
	E) Drafting scripts	

	F) Setting, character profiles, key turning points in the story	
Unit 4 Health & safety provisions	A) Organisation's norms and policies relating to health and safety government norms and policies regarding health and safety and related emergency procedures B) Limits of authority while dealing with risks/ hazards C) The importance of maintaining high standards of health and safety at a workplace D) Different types of health and safety hazards at a workplace E) Safe working practices for own job role F) Evacuation procedures and other arrangements for handling risks	30
Unit 5 Laws relating to the field	A) Introduction to laws relating to health & safety provisions - trade union act, intellectual property rights, indecent representation of women's act B) Case laws to be discussed	40
	Total Academic Hours	270

SEMESTER II
ADVANCE SCRIPT RESEARCH

Unit-1	A) The Nature of Storytelling and Genres B) Basic Terms and Structures, elements of story, characters and characterization, themes, motifs, moods C) The Mechanics of a Screenplay, Visual Storytelling and Setting.	50
Unit -2	A) Historical development of the storyboard and Visual Storyboards B) Fundamentals of the Shot, difference between scenes and shots, C) Visualizing scene in terms of framing, angles and movement D) Illustrate camera and character movement, dialogue, camera indication, storyboard panels, live action and animation storyboards.	50
Unit -3	A) Screenplay Structures B) Dialogue - how much is too much? Writing dialogue & Understanding tone, pitch delivery, C) Screenwriting and script development D) Shooting script, shot list, and overhead diagram E) Camera and character movement F) Psychological impact of camera angles, framing, and movement, Composition, shot arrangement, light and composition.	50
Unit-4	A) Composition, Basic rules of continuity, Perspective: one-point, two-point, and three-point perspective, bird's-eye, worm's-eye, high-angle, and low angle views B) Combining shots, noncontiguous shots: montage and jump cut C) Drawing the Human Form, line of action in figure drawing, Drawing the figure in motion.	50
Unit-5	A. Develop characters and location visually B. Create one-character sketch and thumbnails C. Write shooting script, create shot lists from selected movie, draw human figure; static and action	30
Unit 6	A) Case laws relating to IPR B) Cine- workers and Cinema Theatre Workers (Regulation of Employment) Act, 1981 C) Information technology act 2000 D) Piracy	30
	Total Academic Hours	270

Paper 3 (SKILL – 211) and Paper 4 (SKILL 212)

Objectives: to teach students the skills of script writing, structure of screenplay and storyboard.

Unit No. Topics to be covered

No of
lectures



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

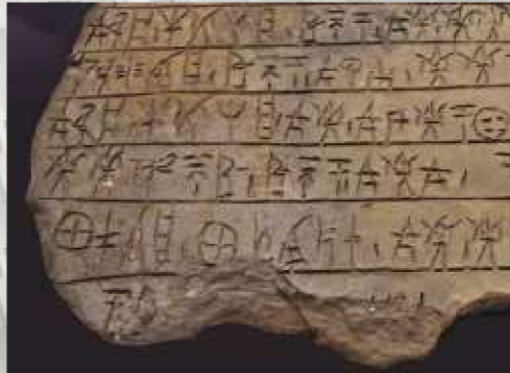
What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are Performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:

Media &
Entertainment Skills
Council

E-mail:
mesc@ficci.com



Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack..... P.2
3. OS Units.....P.2
4. Glossary of Key TermsP.3
5. Annexure: Nomenclature for QP & OS...P.5

Introduction

Qualifications Pack- Script Researcher

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television, Animation, Gaming, Advertising

OCCUPATION: Screen / Script writing

REFERENCE ID: MES/Q3003

ALIGNED TO: NCO-2015/2641.0602

Script Researcher in the Media & Entertainment Industry is also known as a Story Researcher/ Developer

Brief Job Description: Individuals at this job need to provide research material to the scriptwriter and carry out research/ develop story outlines to identify possible scripts/ stories

Personal Attributes: This job requires the individual to research the script subject (with its premise and other elements) as per the brief given by the scriptwriter or the production house. The individual is required to gather information and insights from a variety of sources for potential stories. The individual must possess the ability to accord dramatic interpretations to real life events, so as to formulate a fictional story outline consistent with reality. The individual should be well-versed with script construction, to be able to gauge the audio-video potential of the research material and its placement within the screenplay structure.

Job Data	Qualifications Pack Code	MES/Q3003		
	Job Role			
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment		08/11/2014
	Sub-sector	Film, Television, Animation, Gaming, Advertising	Last reviewed on	26/11/2018
	Occupation	Screen/Script writing	Next review date	20/06/2021
	NSQC Clearance on	22/08/2019		

	Script Researcher
Role Description	Research and develop story outlines
NSQF	5
Minimum Educational Qualifications	
Maximum Educational Qualifications	Post Graduate
Training (Suggested)	Course in Script-writing/Creative-writing
Experience	3-5 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: MES/N3001 (Understand and detail the concept) MES/N3002 (Undertake research for scripts) MES/N3005 (Assist in drafting scripts) MES/N0104 (Maintain workplace health and safety) Optional: N.A
Performance Criteria	As described in the relevant OS units



Qualifications Pack for Script Researcher

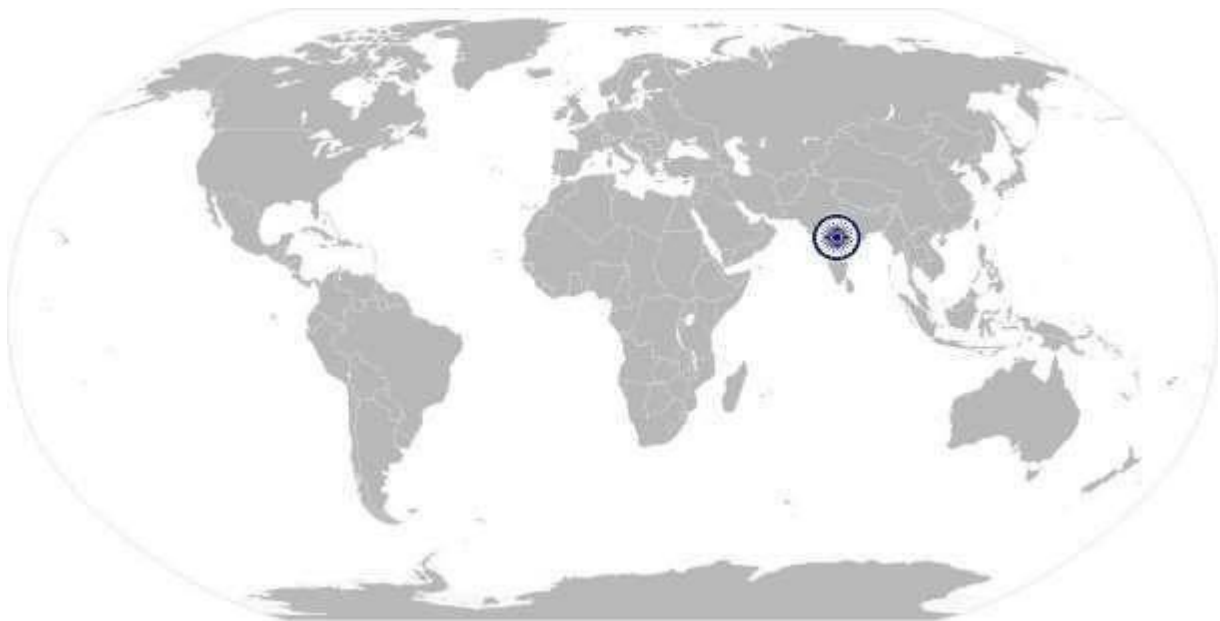


Keywords /Terms	Description
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Continuity	Continuity represents the seamless transition from one shot to another
Copyright Laws	A legal framework linked to intellectual property and the rights given to creators of original products/ concepts
Screenplay	Screenplay is the script coupled with key characteristics of the scene and directions for acting
Script	Script is a structured narrative of a story
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Target Audience	Group of people at whom content/ advertising is aimed. A target audience is typically defined by age, gender, economic classification, geography and any other relevant parameters (e.g. Females, aged 25-40, average monthly household income INR 25,000-50,000, from Hindi speaking states in North India)
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack(QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Unit Code	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be

	helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills / Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NSQF	National Skill Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework



National Occupational Standard





Overview

This unit is about understanding and detailing the concept

MES/N3001

Understand and detail the concept

National Occupational Standard

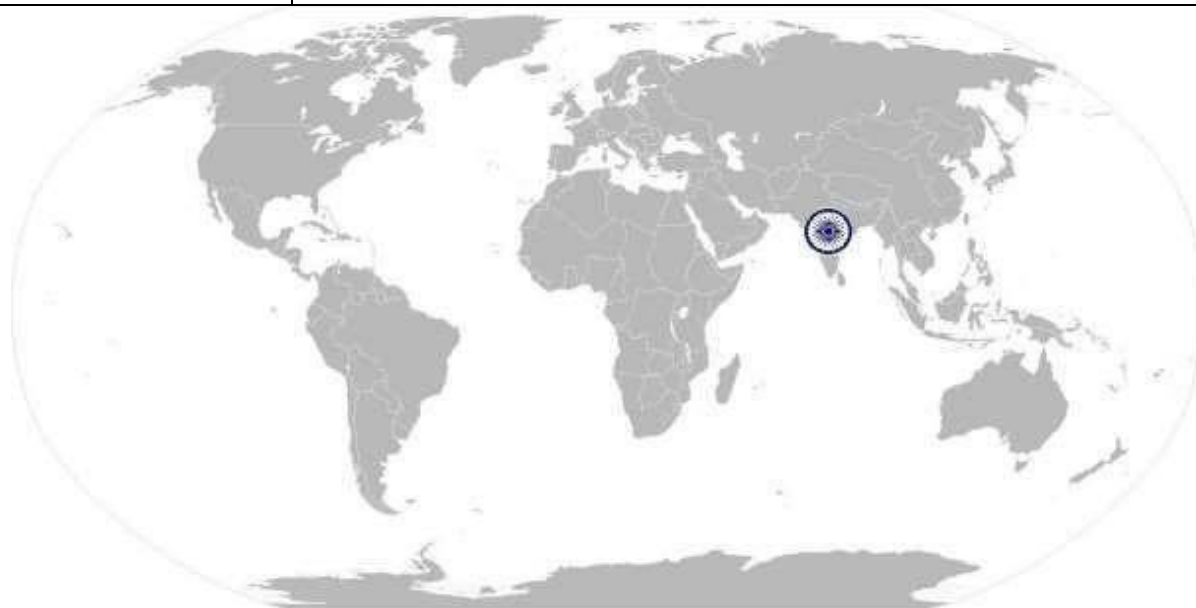
Unit Code	MES/N3001
Unit Title (Task)	Understand and detail the concept
Description	This OS unit is about understanding and detailing the concept
Scope	This unit/task covers the following: - Understanding the concept - Detailing out the concept Note: - Concepts may be developed by the individual him/herself or communicated by Directors/Producers, production houses, clients etc. Therefore, understanding of the concept may be an internal or external process. - Detailing out the concept is likely to be a requirement for Scriptwriters, but may be an informal process/optional for Script Editors or Script Researchers.
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the concept	To be competent, the user/individual on the job must be able to: PC1. understand the artistic and communication goals of the concept, which may be self-created, provided in a brief or arrived at via discussions with relevant personnel (Director, Executive Producer etc.) PC2. be aware of the intended medium (eg: feature film, short film, serialized tv series, miniseries, documentary), and evaluate how this affects viewer engagement with the concept PC3. be aware of the intended target audience, and evaluate how this affects the concept (eg: language, pacing, maturity of themes etc.) PC4. be aware of any relevant cultural, social or political issues that need to be taken into account PC5. identify, research and understand key elements of the concept, including: - premise - setting - genre - central themes - primary mood/tonal - broad character arcs - major narrative/plot points - structure - light and sound
Detailing out the concept	PC6. outline key elements of the concept, along with additional notes, critiques and development ideas in various formats, which may include: - taglines - loglines - pitches - one-page synopsis - exposés

MES/N3001

	• running diary/annotations • storyboards
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. the objective/outcomes of the production (e.g. audience engagement with commercial success in view for feature films, public service, information dissemination and spreading awareness etc.)
B Knowledge	The user/individual on the job needs to know and understand: KB1. how to assess concepts and their artistic and communication goals KB2. how to extract and interpret relevant information regarding the concept's vision from concept briefs KB3. how to discuss and understand relevant information regarding the concept's vision from relevant personnel (Director, Executive Producer etc.) KB4. the effect of different mediums (eg: feature film, short film, serialized tv series, miniseries, documentary) on viewer engagement KB5. the culture and literary capacity of the target audience and how the concept intends to engage them KB6. the basic principles of story-telling and character psychology KB7. elements of the concept, including premise, setting, genre, central themes, mood, tone, character arcs, narrative, structure etc. KB8. the norms and practices of concepts and concept development followed by different production houses KB9. the basic principles of concept detailing, and how to use timing, pacing, characterization and the teasing of compelling ideas effectively KB10. how to specify details of a concept in various formats (eg: taglines, loglines, pitches, synopsis, exposes etc.) and the different objectives of each KB11. how to research and tap into the sources for procuring information/ background material that will enhance understanding of the concept KB12. how to work on word processing software and scriptwriting, formatting software like Final Draft, Movie Magic and Celtx KB13. how to type in regional languages using Unicode KB14. applicable copyright norms and intellectual property rights
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills The user/individual on the job needs to know and understand how to: SA1. how to specify a concept using taglines, loglines, synopsis, exposes, storyboards and understand the differing purposes for each SA2. detail out concepts complying with norms and guidelines specific to the industry/genre/region/language/culture SA3. use correct grammar, spelling, punctuation and phonetics for the language in which the concept is being developed

Understand and detail the concept

	Reading Skills
	The user/individual on the job needs to know and understand how to: SA4. read and understand any concept briefs, notes or other information on the concept SA5. research the profile and characteristics of the target audience, genre, region and culture to better understand the concept's objectives SA6. research key elements of the concept to improve understanding, as appropriate
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA7. discuss the goals and creative vision of the concept with the Producer/ Director/ Client, as required
B. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. ensure that understanding of the concept is at a sufficient level for further tasks, and that this is achieved within timelines
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB2. identify any problems with successful execution of the task and resolve them in consultation with the producer and director





MES/N3001

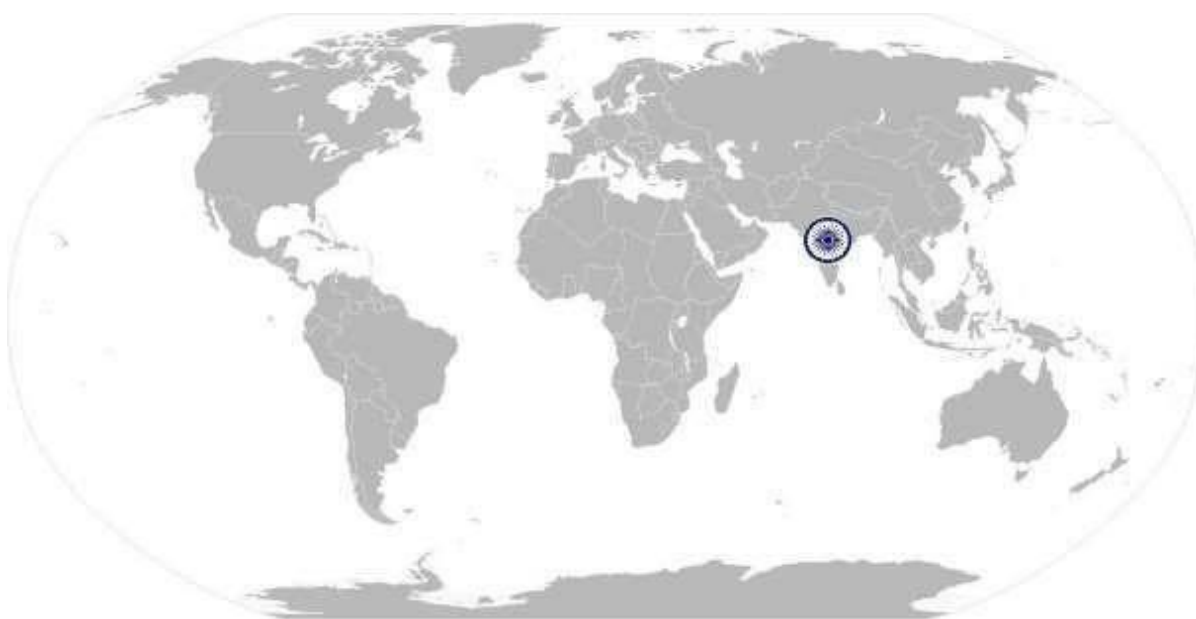
Understand and detail the concept

MES/N3001

Understand and detail the concept

NOS Version Control

NOS Code	MES/N3001		
Credits(NSQF)	TBD	Version number	1.0
Sector	Entertainment	Drafted on	08/11/2014
Sub-sector	Film, Television, Animation, Gaming, Advertising	Last reviewed on	26/11/2018
Occupation	Screen/Script writing	Next review date	20/06/2021

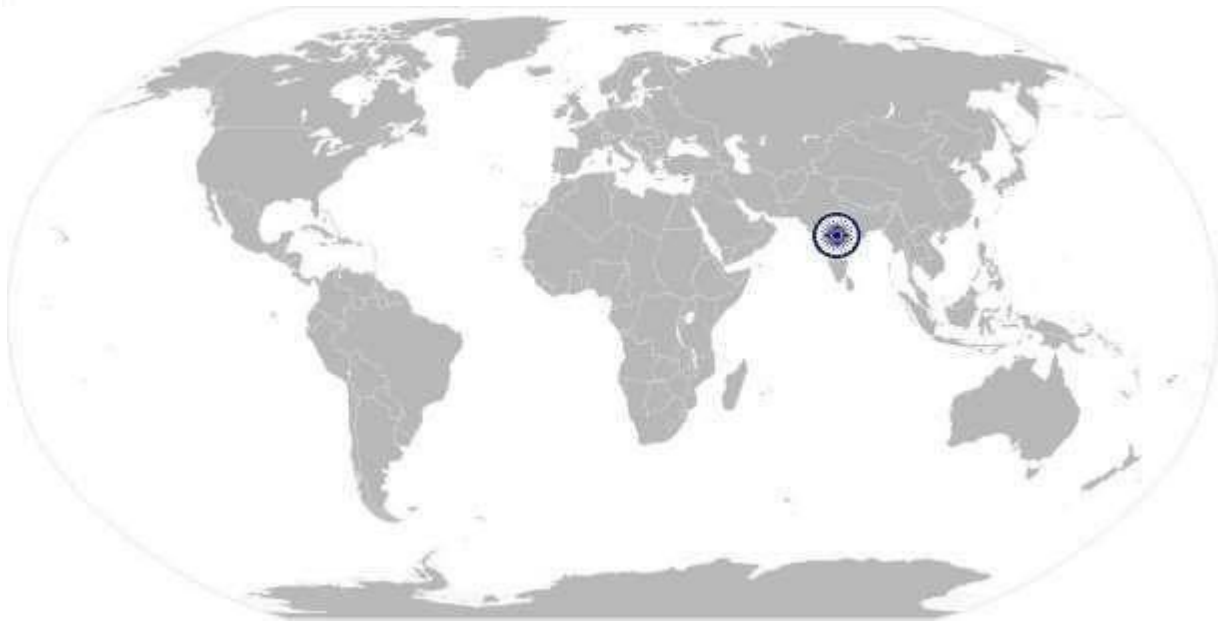




MES/N3002

Undertake research for scripts

National Occupational Standard



Overview

This unit is about researching material that can be used as inputs for script- writing



NOS

National Occupational Standards



MES/N3002

Undertake research for scripts

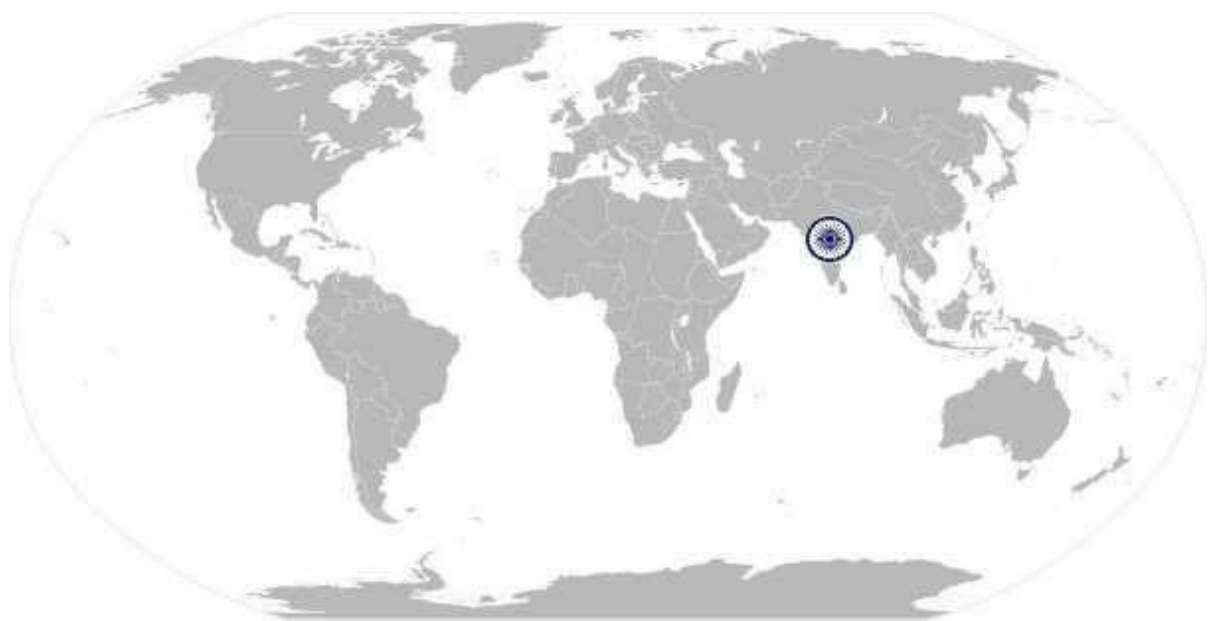
	KB8. applicable copyright norms and intellectual property rights KB9. the sources for procuring information/ background material and research KB10. applicable health and safety guidelines
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. develop and draft appropriate research briefs to assist in the script writing process SA2. use correct grammar, spelling, punctuation and phonetics for the language in which the script is being developed
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. conduct extensive research across a variety of print and media resources to develop a range of possibilities for the script SA4. research the profile and characteristics of the target audience, industry, genre, region and culture SA5. research and confirm factual information used for the storyline to ensure it is accurate and supports the concept
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA6. understand the overall production concept and story concept from the Director and Producer SA7. present, discuss and solicit feedback on the story outlines from the Director and Producer
B. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. plan and prioritize work according to the requirements and agreed timelines
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB2. identify any problems with successful execution of the task and resolve them in consultation with the producer and director
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB3. envision the impact of the script on the production budget, requirements and process

Undertake research for scripts

MES/N3002

NOS Version Control

NOS Code	MES/N3002		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment Film, Television,	Drafted on	08/11/2014
Sub-sector	Animation, Gaming, Advertising	Last reviewed on	26/11/2018
Occupation	Screen/Script writing	Next review date	20/06/2021



MES/N3005

Assist in drafting scripts

National Occupational Standard





Overview

This unit is about assisting in the drafting of scripts, checking materials for accuracy and suggesting amendments if appropriate



MES/N3005

Assist in drafting scripts

Unit Code	MES/N3005
Unit Title (Task)	Assist in drafting scripts
Description	This OS unit is about assisting in the drafting of scripts, checking materials for accuracy and suggesting amendments if appropriate
Scope	This unit/task covers the following: - Writing drafts and checking the accuracy of final materials for accuracy Note: - This task is context-dependent and elements of it may be performed by the Script Editor or Scriptwriter him/herself
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Writing drafts and checking the accuracy of final materials for accuracy	To be competent, the user/individual on the job must be able to: PC1. liaise with the scriptwriter to understand requirements in the script drafting process PC2. prepare a story outline covering aspects such as story plot, structure, theme, setting, character profiles and key turning points, as appropriate PC3. ensure that written contributions and drafts are factually accurate and employ the correct language PC4. understand and explain clearly potential issues (legal, ethical or regulatory) that can arise in the written form, and how to develop scripts that avoid those errors PC5. offer information and advice constructively, and in enough time to allow any changes to the script within deadlines
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. the scriptwriter's requirements about the nature, goals and scope of the script KA2. the genre and timelines for story delivery and budget within which the script would need to be delivered KA3. common legal, ethical and regulatory considerations KA4. regulations and policies of the organization relating to script writing
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. how to construct a story and develop a script for different types of productions KB2. the essentials of scriptwriting including characters, characterization, plotting, structure and dramaturgy KB3. script-writing norms and guidelines including style, format, structure and length applicable to different industries, audiences, genres, regions, language and cultures KB4. the context of the script with reference to other similar existing work KB5. elements of the story outline including the story plot, structure, theme,



MES/N3005

Assist in drafting scripts

	setting, character profiles, key turning points in the story KB6. how to work on word processing software and screenwriting, formatting software like Final Draft, Movie Magic and Celtx KB7. how to type in regional language using Unicode KB8. narrative templates like the 3-act structure, plot point, Blake Snyder's beat sheet (save the cat) and hero's journey KB9. applicable copyright norms and intellectual property rights KB10. the sources for procuring information/ background material and research KB11. applicable health and safety guidelines
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA1. develop and draft story outlines complying with norms and guidelines specific to the industry/genre/region/language/culture
	SA2. use correct grammar, spelling, punctuation and phonetics for the language in which the script is being developed
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA3. confirm factual information used for the storyline to ensure it is accurate and supports the concept
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA4. understand the overall production concept and story concept from the concept brief, Scriptwriter, or Producer
	SA5. present, discuss and solicit feedback on the story outlines from the Scriptwriter or Script Editor
B. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to:
	SB1. plan and prioritize work according to the requirements and agreed timelines
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB2. identify any problems with successful execution of the task and resolve them in consultation with the producer and director
	Analytical Thinking
	The user/individual on the job needs to know and understand how to:
	SB3. envision the impact of the script on the production budget, requirements and process



Assist in drafting scripts

MES/N3005

NOS Version Control

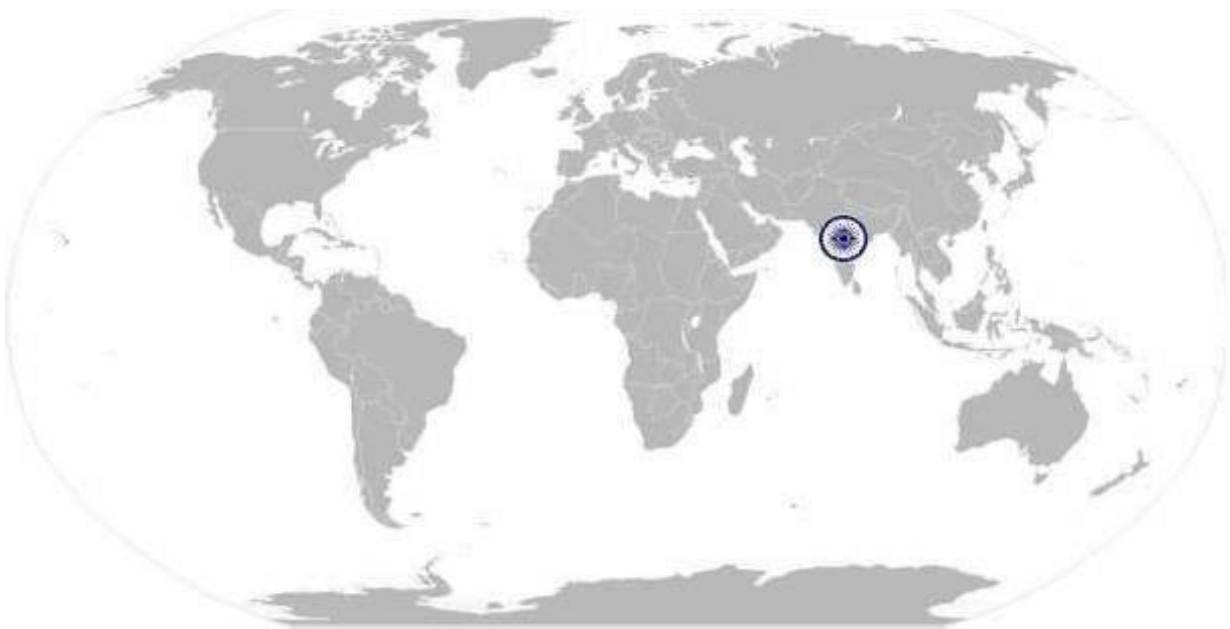
NOS Code	MES/N3005		
Credits(NSQF)	TBD	Version number	1.0
Sector		Drafted on	08/11/2014
Sub-sector	Film, Television, Animation, Gaming, Advertising	Last reviewed on	26/11/2018
Occupation	Screen/Script writing	Next review date	20/06/2021



MES/N0104

Maintain workplace health and safety

National Occupational Standard



Overview

This unit is about contributing towards maintaining a healthy, safe and secure working environment



NOS

National Occupational Standards



Maintain workplace health and safety

MES/N0104

Unit Code	MES/N0104
Unit Title (Task)	Maintain workplace health and safety
Description	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
Scope	This unit/task covers the following: - understanding the health, safety and security risks prevalent at the workplace - knowing the people responsible for health and safety and the resources available - identifying and reporting risks - complying with procedures in the event of an emergency
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the health, safety and security risks prevalent in the workplace	To be competent, the user/individual on the job must be able to: PC1. maintain one's posture and position to minimize fatigue and any risk of injury PC2. maintain first aid kit and keep oneself updated on the first aid procedures PC3. identify and document potential risks like sitting postures while using computer, eye fatigues and other hazards at the workplace PC4. accurately maintain accident reports PC5. report health and safety risks/ hazards to the concerned personnel PC6. participate in organization's health and safety knowledge sessions and drills
Knowing the people responsible for health and safety and the resources available	PC7. identify the people responsible for health and safety at the workplace, including those to contact in case of an emergency PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms
Identifying and reporting risks	PC9. identify aspects of your workplace that could cause potential risk to own and others health and safety PC10. ensure own personal health and safety, and that of others at the workplace through precautionary measures PC11. identify and recommend opportunities for improving health, safety, and security to the designated person PC12. report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected



NOS

National Occupational Standards





MES/N0104

Maintain workplace health and safety

Complying with procedures in the event of an emergency	PC13. follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard PC14. identify and correct risks like illness, accidents, fires or any other natural calamity; safely and within the limits of individual's authority
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. organisation's norms and policies relating to health and safety KA2. government norms and policies regarding health and safety and related emergency procedures KA3. limits of authority while dealing with risks/ hazards KA4. the importance of maintaining high standards of health and safety at a workplace
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. the different types of health and safety hazards at a workplace KB2. safe working practices for own job role KB3. evacuation procedures and other arrangements for handling risks KB4. names and contact numbers of people responsible for health and safety at a workplace KB5. how to summon medical assistance and the emergency services, where necessary KB6. vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. write and provide feedback regarding health and safety to the concerned people SA2. write and highlight potential risks or report a hazard to the concerned people
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read instructions, policies, procedures and norms relating to health and safety
Oral Communication (Listening and Speaking skills)	



NOS

National Occupational Standards



MES/N0104

Maintain workplace health and safety

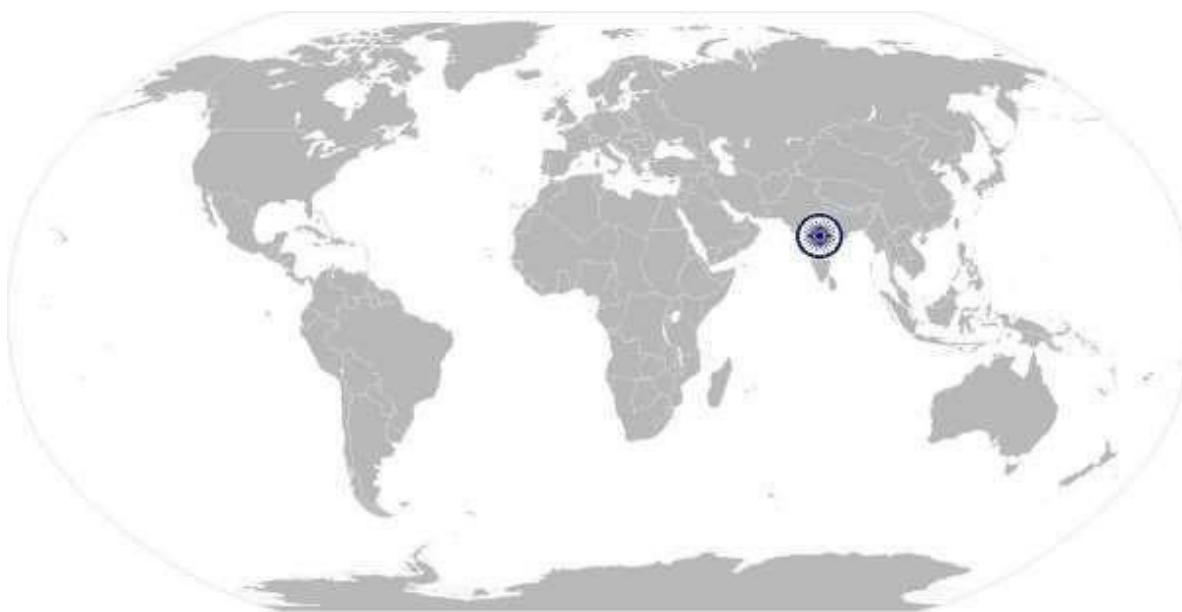
	The user/individual on the job needs to know and understand how to: SA4. highlight potential risks and report hazards to the designated people SA5. listen and communicate information with all concerned or affected
B. Professional Skills	Decision making
	The user/individual on the job needs to know and understand how to: SB1. make decisions on a suitable course of action or plan
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB3. build and maintain positive and effective relationships with colleagues and customers
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4. apply problem solving approaches in different situations
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5. analyze data and activities
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB6. understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority SB7. apply balanced judgements in different situations

MES/N0104

Maintain workplace health and safety

NOS Version Control

NOS Code	MES/N0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment Film, Television,	Drafted on	08/11/2014
Sub-sector	Animation, Gaming, Advertising	Last reviewed on	26/11/2018
Occupation	Screen/Script writing	Next review date	20/06/2021



Annexure

Nomenclature for QP and NOS

Qualifications Pack

9 characters
MES/ Q 0101

MES denotes the Media and Entertainment Sector

QP number (2 numbers)

Q denoting Qualifications Pack

Occupation (2 numbers)

Occupational Standard

An example of NOS with 'N'

9 characters
MES / N 0101

MES denotes the Media and Entertainment Sector

OS number (2 numbers)

N denoting National Occupational Standard

Occupation (2 numbers)

[Back to top...](#)

Qualifications Pack for Script Researcher

The following acronyms/codes have been used in the nomenclature above:

	Range of Occupation numbers
	2
	3
Gaming	
Digital	
OOH / Advertising	
Creative & Performing Art	

	9
Event Management	

Sequence	Description	Example
Three letters		
	/	/
	Whether QP or NOS	Q
	Screen/Script writing	30
Next two numbers	QP nu	

Qualifications Pack for Script Researcher





CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Script Researcher

Qualification Pack: MES/Q0303

Sector Skill Council: Media and Entertainment Skills Council

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS			Marks Allocation		
Total Marks : 500					
Assessment outcomes	Assessment criteria for outcomes	marks		Theory	Practical
1. MES/N3001 Understand and detail the concept	a goals of the concept, which may be self-created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc.)	100	15	10	5
	PC2.Be aware of the medium (e.g.: feature film, short film, serialized TV series, miniseries, documentary), and evaluate how this affects viewer engagement with the concept		20	10	10
	PC3.Be aware of the intended target audience, and evaluate how this affects the concept (e.g.: language, pacing, maturity of themes etc.)		15	10	5
	Be aware of any cultural, or political issues that need to be taken into account		15	5	10

	PC5. Identify, key elements of the concept, including: Premise Setting Genre Central themes Primary mood/ tone Broad character arcs Major narrative / plot points Structure Light and sound		15	5	10
--	---	--	----	---	----

	PC6. Outline key elements of the concept, along with additional notes, critiques and development ideas in various formats, which may include: Taglines, loglines pitches, synopsis		20	10	10
2. MES/N3002 (Undertake research for scripts)	PC1. Identify the research required by analyzing the concept, or by taking a clear brief from relevant personnel (scriptwriter, script editor, Director, Producers)	100	30	20	10
	PC2. Understand the basics of scriptwriting, story structure, character creation to be able to carry out appropriate research for the scriptwriting process		25	10	15
	PC3. Identify relevant sources of information, and conduct primary (interviews, discussions) or secondary (reports, courses) research		25	5	15
	PC4. Liaise periodically with relevant personnel (scriptwriter, script editor, Director, Producers) to provide updates on research and be made aware of any other research requirements, as appropriate		20	10	10
		Total	100	50	50
3. MES/N3005 (Assist in drafting scripts)	PC1. Liaise with the scriptwriter to understand requirements in the script drafting process	100	20	10	10
	PC2. Prepare a story outline covering aspects such as story plot, structure, theme, setting, character profiles and key turning points, as appropriate		20	10	10
	PC3. Understand and explain clearly potential legal, ethical or regulatory issues that can arise in the written form, and how to develop scripts that avoid those errors		20	10	10
	PC4. Understand and explain clearly potential legal, ethical or regulatory issues that can arise in the written form, and how to develop scripts that avoid those errors		20	10	10

	constructively, and in enough time to allow any changes to the script within deadlines		10	5	5
		Total	100	50	50
4. MES/N0104 (Maintain workplace health and safety)	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100		5	5
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures	100		5	5
	PC3. identify potential sitting postures while using computer, eye fatigues and other hazards at the workplace		5	3	2
	PC4. accurately maintain accident reports		5	3	2

	PC5. report health and safety risks/ hazards to concerned personnel		10	5	5
	PC6. participate in organization's health and safety knowledge sessions and drills		10	5	5
	PC7. identify the people, responsible for health and safety at the workplace, including those to contact in case of an emergency		10	5	5
	PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
	PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	3	2
	PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures		5	3	2
	PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	3
	PC12. report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected		5	2	3
	PC13. follow organisation's emergency procedures for accidents, fire or any other natural calamity in case of a hazard		5	2	3
	PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	3
		Total	100	50	50

The Scheme of Teaching and Examination is as under: BVOC
Media Communication and Journalism
SECOND YEAR – SUMMARY

Year -2 : SEMESTER – III								
Course	Title of the Course	Course Code	Cre3dits	Hours	Hrs./ Week	CIE	EXT	Total
General	Electronic Media I	GEN -311	3	45	4	25	75	100
General	Computer and Multimedia I	GEN -312	3	45	4	25	75	100
General	Film Communication I	GEN -313	3	45	4	25	75	100
General	Corporate Communication and Public relations	GEN -314	3	45	4	25	75	100
Skill	Digital Marketing Manager I	SKILL-311	14	210	4	-	200	200
Skill	Internship		4	60	-	--	-	100
		Total	30	450				700

Year -2 : SEMESTER – IV

Course	Title of the Course	Course Code	Credits	Hours	Hrs./ Week	CIE	EXT	Total
General	Electronic Media II	GEN - 411	3	45	4	25	75	100
General	Computer and Multimedia II	GEN - 412	3	45	4	25	75	100
General	Film Communication II	GEN - 413	3	45	4	25	75	100
General	Mass Media Research	GEN - 414	3	45	4	25	75	100
Skill	Digital Marketing Manager II	SKILL- 411	14	210	4	-	200	200
Skill	INTERNSHIP		4	60	-	-	-	100
		Total	30	450				700

SEM III**ELECTRONIC MEDIA**

Syllabus		
Sr. No.	Modules	Details
1	Introduction	
	A.	A Short History of Radio and TV in India and abroad
	B.	Introduction to Prasar Bharti
	C.	FM radio and community radio
	D.	Convergence trends
2	Introduction to Sound for both TV and Radio	
	A. Introduction to sound	1. Types of Sound: Natural, Ambient, Recorded 2. The Studio Setup 3. Types of recording- Tape Recording, Digital Recording 4. Outdoor Recording 5. Types of Microphones
	B. Introduction to Visuals	1. The Power and Influence of Visuals 2. The Video-camera: types of shots, camera positions, shot sequences, shot length 3. Lighting: The importance of lighting 4. Television setup: The TV studio 5. difference between Studio and on-location shoots
	C. Electronic News Gathering (ENG)	1. Single camera 2. Two men crew
	D. Electronic Field Production (EFP)	1. Single camera set up 2. Multi-camera set up 3. Live show production

3	Introduction to Formats (Fiction and non-fiction)		
	1. Introduction to Radio Formats	News - Documentary - Feature - Talk Show - Music shows - Radio Drama Radio interviews - Sports broadcasting	
	2. Introduction to Television formats	News - Documentary - Feature - Talk Shows - TV serials and soaps - Introduction to web series - Docudrama - Sports - Reality - Animation - Web series	
4	Different Roles and contributions in the society		
	A. Community Radio-role and importance		
	B. Contribution of All India Radio		
	C. The Satellite and Direct to Home challenge		
5	Introduction to Production process		
	1. Pre-Production	Script Storyboard Camera plot Lighting plot	
	2. Production	Camera angles Sequence Scene Shot Log keeping	
	3. Post-Production	Linear editing Non-linear editing Library shots Library sounds Dubbing	

SEM III COMPUTER AND MULTIMEDIA I

Modules		Details
1	Photoshop: Pixel based Image editing Software	
	1. Introduction to Photoshop	Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools
	2. Photoshop Workspace	The tools, Toolbox controls Property bar, Options bar, Floating palates
	3. Working with images	Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling
	4. Image Editing	Levels, Curves, Contrast adjustment, Colour adjustment Photo filters
	5. Working with Text	Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design
2	CorelDraw: Vector based Drawing software	
	1. Introduction to CorelDraw	Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats

	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C:
	3. Exploring tools	Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos
	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips
	5. Exporting in CorelDraw	Exporting, Types of export, Exporting for other software
3	Quark Xpress/ InDesign: Layout Software	
	1. Introduction to Quark Xpress	List the menus, List the tools, Benefits of using Quark, Application of Quark
	2. Text Edits in Quark	Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images
	3. Using palettes	Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark,
	4. Colour correction in quark	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication,
	5. Exporting files	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.
4	Premiere Pro: Audio-visual: Video editing software	
	1. Introduction to editing	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)
	2. Introduction to premiere	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)

	3. Understanding file formats	Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing
	4. Using colour grading	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing
	5. Exporting and rendering	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques
5	Sound Forge/Sound Booth: Sound Editing Software	
	1. Introduction to Digital Audio	Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate
	2. Concept of Dolby Digital	Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker
	3. Sound Recording	Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3
	4. Working with Sound	Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter
	5. Advanced Sound Processing	Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters

SEM III CORPORATE COMMUNICATION AND PUBLIC RELATIONS
--

Module		Details
1	Foundation of Corporate Communication	
	1. Introduction to Corporate Communication	Meaning , Need and Scope of Corporate Communication towards Indian Media Scenario
	2. Keys concept in Corporate Communication	<i>Corporate Identity</i> : Meaning and Features, <i>Corporate Image</i> : Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) <i>Corporate Reputation and Management</i> : Meaning, Advantages of Good Corporate Reputation.
	3. Ethics and Law in Corporate Communication	Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI.
2	Understanding Public Relations	
	1.Introduction and Growth of Public Relations- Indian Scenario	Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business, Tracing Growth of Public Relations, in India, Internal and External PR, Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations.
	2.Role of Public Relations in various sectors	Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.
	3.Theories and Tools of Public Relations	Grunting's (4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship.
3	Corporate Communication and Public Relation's range of functions	
	1.Media Relations	Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation

	2.Employee Communication	Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications
	3.Crisis Communication	Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc
4	Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations	
	1.Emerging trends, tools and technology	Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.
	2.New Media Tools	Website, Online press release, Article marketing, Online newsletters, Blogs
	3.Role of Social Media	Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E- Public Relations and its importance.

SEM IV
ELECTRONIC MEDIA II

Modules		Details
1	Evolution and growth of Radio and Television:	
	A. Evolution and growth of Radio:	• Satellite Radio – The Evolution and Growth • AIR and Community Radio- Developmental and Educational Role • Internet Radio and Private FM Channels broadcast on Internet.
	B. Evolution and growth of Television	• Evolution and growth of Private and Satellite channels: • Growth of Private International, National and Regional TV Networks and fierce. • Competition for ratings. • Satellite television broadcast- Television channels for niche audiences —entertainment, news, sports, science, health and life style. HDTV telecast • Proliferation of DTH services:
2	Regional channels:	
	A. Rise of regional channels and Importance of Regional Channels in India and Globally	
	B. Trends in regional radio and Television channels.	
3	News and other nonfictional formats.	
	1. TRP	Breaking news on television and the TRP race:
	2. Panel discussions:	How panel discussions can make the public opinion
	3. Interviews:	Radio and Television Interview techniques
	4. Anchoring:	Qualities of a good anchor Voice modulation
	5. Radio Jockey:	Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation

4	Writing for Broadcast Media-(Radio and Television)	
	11. Preparation of Audio and Video briefs:	Idea generation, Scripting, Story board
	12. Scripting:	Scripting for: Interviews/Documentary/Feature/Drama/ Skits on Radio and TV.
	13. Ethics:	Ethics including Censorship in presentation of News. Code of conduct Fact checking
5	Current and Emerging Trends in Electronic media	
	5. '24/7 news broadcast:	Features, Audience effectiveness, advertisements and Dumbing down of News
	6. Convergence and Multi-media:	1. Use of Facebook and Twitter handles by Radio and TV channels 2. Internet TV/ Radio 3. Mobile TV/Radio
	7. Emerging Trends:	Mobile Technology, Social Media and Web: eg. • Hotstar • Voot • Sony Live
	8. Digital storytelling /Features :	• Story idea • Development and Presentation • Web series

SEM IV

COMPUTER MULTIMEDIA

Modules		Details
1	Photoshop: Advanced Image Editing	
	1. Working with multiple images	Mixing Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool
	2. Image Effects	Editing Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters
	3. Working with Layers	Layer basics Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masks and extractions Layer effects, Adjustment layers
	4. Wonders of Blend Modes	Blend modes Advanced blending options Layer blends
	5. Fully Editable Text	Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools
2	Adobe Illustrator: Vector based Drawing software	
	1. Introduction to Adobe Illustrator	Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats
	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects
	3. Creating Simple designs	Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity
	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips
	5. Exporting in Illustrator	Exporting, Types of export, Exporting for other soft wares

3	InDesign: Layout Software	
	1. Introduction to Adobe In Design	List the menus, List the tools, Palates Benefits of using In Design, Application of In Design
	2. Text Edits in InDesign	Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images
	3. Using palettes	Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate
	4. Colour correction in InDesign	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication
	5. Exporting files	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.
4	Premiere Pro: Audio-visual: Advanced application	
	1. Introduction to editing	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)
	2. Exploring Premiere Pro	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)
	3. Right application of various file formats	Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions,
	4. Using colour grading	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing
	5. Exporting and rendering	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques
5	Adobe Dreamweaver: Web designing software	
	1. Introduction to Dreamweaver	Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver

		selector Defining website in Dreamweaver
	2. Working with DW	Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW
	3. Linking pages	Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links
	4. Using Tables	Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables, Changing span, Making image into clickable link
	5. Typo in DW	Changing Font typefaces, size, style, colours Text to hyperlink

SEM IV

FILM COMMUNICATION

Module	Details
Understanding Cinema	
1. Regional Cinema	Regional Films and Film makers – Marathi (V. Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc.
2. Hindi Cinema	2.1 Popular Hindi Commercial Films(Bollywood) 2.2 Past to Present 2.3 Economic contribution of cinema. 2.4 Convergence of Art and Commercial. 2.5 Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.)
3. Cinema now	Contemporary Era Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture
4. Film Making	Film Production to Film Exhibition 4.1 Aspects of Production Systems: Financial, Administrative and Creative. 4.2 Stages of Film Making -1: Pre-Production 4.3 Stages of Film Making -2: Actual Production 4.4 Stages of Film Making -2: Post-Production 4.5 Film and Censorship. 4.6 ROI Systems in Film Industry Distribution Promotion
	Marketing Branding Internet
5. Film Culture	5.1 Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. 5.2. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad 5.3 Film Awards: Nature and Types of Film Awards Major Film Awards in India and Abroad

SEM IV

MASS MEDIA

Syllabus		
Module	Topic	Details
Research In Me		
I	Introduction to mass media research	• Relevance, Scope of Mass and • Role of research in the m • Steps involved in the Rese • Qualitative and Quantitati • Discovery of research prob - identifying dependent an - variables, developing hyp
Design		
II	Research designs	• Concept, types and uses • Research Designs: a) Exploratory b) Descriptive and c) Causal.
Data Collection		
III	Data – collection methodology	a. Primary Data – Collection I. Depth interview II. Focus group III. Surveys IV. Observations V. Experimentation b. Secondary Data Collection c. Literature review d. Designing Questionnaire measurement technique a. Types and basics of q b. Projective techniques c. Attitude measurement e. Sampling process f. Data Tabulation and Res - format
Analysis		
IV	Content analysis	a. Definition and uses b. Quantitative and Qualita c. Steps in content analysis d. Devising means of a qua - system e. Limitations of content an
Application Of Res		
V	Application of research in mass media	a. Readership and Circulat b. TRP c. RRP d. Audience Research e. Exit Polls f. Advertising Consumer R
The Semiotics		
VI	The Semiotics of the Mass Media.	a. What is semiotics in m b. Why is semiotics imp c. What are codes in ser d. Semiotics and media

B.Voc. (Media communication and Journalism) Semester 3
Digital Marketing Manager

Objectives of the course

1. Understand digital marketing platform
2. Understand the key goals and stages of digital campaigns
3. Understand the use of key digital marketing tools
4. Learn to develop digital marketing plans
5. Practical exposure & hands on learning of digital platforms

Module	Topics	No. of lectures
1. Introduction	a. Understanding Digital Media b. Advantages of Digital Media Marketing c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. traditional vs digital media	
2. Search engine optimization	a. How search Engine works b. Introduction to SEO Optimization c. On Page Optimisation (SEO): d. Off Page optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	
3. Search engine marketing	a. What is SEM? b. Why SEM marketing c. What is Google Adwords? Why Google (SEM) Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO)	

	k. Remarketing l. What are Google shopping Ads	
4. Social media marketing	a. Introduction to Social Media b. Facebook Marketing (SMM) c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	
5. Email marketing	1. key terms and concepts 2. Customer acquisition strategies	

	3.Best Practices : CRABS 4.Tools to enhance lead nurturing 5.Enhance better reach	
6. Native and Influencer marketing	a. What is native ads b. Role of native ads c. How to measure a successful native ad campaign d. What is influencer marketing? e. Types of influencer marketing f. Types of influencers g. When should a brand use influencer marketing?	10
7. Affiliate marketing & programmatic marketing	a. Affiliate Marketing b. Definition, Purpose, Resources required, c. Top Programmatic Players in Affiliate Marketing, d. Segregation of Marketing Affiliate marketing e. Programmatic Marketing f. Evolution and growth of programmatic Marketing g. Real Time bidding, h. Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing	15
8. Content writing	a. Introduction b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	
Total lecs		

Practical learning

1. Building an email strategy	a. Types of Emailers sent out by Brands b. How to build an email strategy c. Tracking emailer campaigns d. Case study	
2. Web Analytics	a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics	
3. Building Digital Assets for Brand	a. Building a website b. Blog creation	

	c. Social media content creation d. setting up a calendar for social media e. Metrics for measuring campaign on social media f. B2B and B2C marketing case study	
4. Integrated Digital Marketing Plan	a. Brand campaigns Strategy b. Creating a plan with social media c. Choosing platform and bidding strategy d. Metrics for measuring the performance of the plan case study	
Total lecs		

QP Code: MES/Q0706

Job Role: Digital Marketing Manager

NSQF Level: 6

B.Voc. (Media communication and Journalism) Semester 4
Digital Marketing Manager

Objectives of the course:

1. Introduction to Strategy formulation, strategy making, strategy implementation
2. developing a digital marketing strategy
3. setting up digital marketing campaigns based on defined strategy & campaign budgets
4. optimizing digital marketing campaign's performance based on the campaign insights
5. measuring the performance of digital marketing campaigns and preparing report for the key stakeholders
6. leading and managing the team of marketing executives to meet the digital marketing goals
7. introduction to cyber laws

Module	Topics	Number of lectures
Introduction to strategy	Meaning, introduction, strategic management of an organization	
Developing an effective digital marketing strategy	Set-up digital marketing goals based on organization's objectives Identify and understand the target audience: analyze current customer base to find out their common characteristics and interests, research about the key competitors to identify who they are targeting and who are their current customers, create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research Identify the digital channels and set-up campaign budgets: identify the digital marketing channels such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media, email marketing etc. based on the defined objectives and goals, set-up and allocate the budget for each digital marketing channel Define KPIs to measure performance of campaigns	

Campaign budgeting	Plan and prioritize the set-up of campaigns: prioritize the set-up of campaigns based on the expected ROI which will produce maximum results, set the timelines and dates for getting each digital marketing campaign live based on the available resources, set-up and test the conversion tracking for campaigns on different channels such as search and social media, create effective advertising copies for the search and social media campaigns, target the audience based on their demographics , interests, behavior and search keywords, create list of target audience who have shown interest in the past and retarget them on different digital channels, create the audience using past customer's data and target them in the campaigns, do the scheduling of the campaigns based on day and time, set-up the display network campaigns and target the relevant websites	
campaign insights	Analyze the performance of campaigns in terms of reach, engagement, cost per click, cost per conversion, conversion rates etc. segment the campaign performance by target audience, keywords, placements, time and day of week, ad copies and creatives. create a comparison report to analyze campaign's performance on different channels such as search and social Make the required changes. analyze and remove the low performing keywords from the campaigns based	

	on the insights. stop the advertisement with low click-through rate (CTR) and conversion rates. increase the bids for the best performing keywords to get higher advertising rankings. allocate more budgets towards the better performing campaigns generating higher return on inves	
Campaign reporting	monitor and measure the performance of all digital marketing campaigns in terms of reach, engagement, cost per click, cost per conversion etc., measure the impact of digital marketing campaigns and activities on the overall website traffic, leads, sales and revenue Prepare the campaign performance report for the key stakeholders, document all the key performance metrics of all campaigns such as impressions, click-through ratio, cost per click, cost per lead, expenditure, conversions, revenue and Return On Investment (ROI), create channel wise comparison report for the performance of digital marketing campaigns such as on search, social, email platforms, create a report summarizing the impact of digital marketing activities on the website traffic and conversions using the web analytics tools case study	
Leading the team	brief and share the high level campaign goals with the team members, define tasks clearly and delegate them based on the expertise and core competency of team members, set the completion deadlines for each team member and define their KPIs (key performance indicator) Monitor team's work and give constructive feedback, monitor the progress and quality of work done by the team members on a regular basis, assess the quality of work and give constructive feedback to the team members	
Cyber laws	a. Information Technology Act 02 b. Copyright Act c. Cyber ethics d. Digital Security	
Total		

QP Code: MES/Q0706

Job Role: Digital Marketing Manager

NSQF Level: 6



Model Curriculum

Digital Marketing Manager

SECTOR: Digital
SUB-SECTOR: Marketing / Advertising
OCCUPATION: REF ID: Sales / Traffic MES/Q0706,
NSQF LEVEL: V1.0
Media and Entertainment ⁶

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the
Media and Entertainment Skill Council
for the

MODEL CURRICULUM

Complying to National Occupational Standards of

Date of Issuance: March 11, 2019

Valid up to:

Authorized Signatory

March 10, 2022

to the next review date of the Qualification Pack

* Valid up

Job Role/ Qualification Pack: '**Digital Marketing Manager**' QP Ref. No.
'**MES/Q0706, NSQF Level 6**'

TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	06
3. Annexure: Assessment Criteria	07

Digital Marketing Manager

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Digital Marketing Manager”, in the “Media and Entertainment” Sector / Industry and aims at building the following key competencies amongst the learner

Program Name	Digital Marketing Manager		
Qualification Name & Reference ID.	MES/Q0706, V1.0		
Version No.	1.0	Version Update Date	11 th March 2019
Pre-requisites to Training	Graduate or certified Social Media Manager (NSQF Level 5)		

This course encompasses 6 out of 6 National Occupational Standards (NOS) of “Digital Marketing Manager” Qualification Pack issued by “Media and Entertainment Skills Council”.

S. No	Module	Key Learning Outcomes	Equipments
-------	--------	-----------------------	------------

Training Outcomes		After completing this programme, participants will be able to: · Create a digital marketing strategy based on the organization's goals and objectives. · Initiate the implementation process and conduct digital marketing campaigns for the organization. · Optimize the performance of campaigns and manage budget allocation. · Track the progress of digital marketing campaigns and prepare performance reports for key stakeholders. · Manage the team of marketing executives and monitor their performance. · Maintain workplace health and safety.	
1	Introduction and Orientation to the job role Theory Duration (hh:mm) 10:00 Practical Duration (hh:mm) 20:00 Corresponding NOS Code Bridge Module	· Describe opportunities in the media and entertainment industry · Recognize the importance of digital marketing and how it helps businesses in getting more customers and sales · Recognize the difference between digital marketing and traditional marketing · Recognize various forms of digital marketing such as social media marketing, email marketing, search engine marketing etc. · Analyse how companies are using digital marketing to connect with their current and prospective customers	Computer system / laptop, diary, notebook, pen, marker

2	Develop a digital marketing strategy Theory Duration (hh:mm) 20:00 Practical Duration (hh:mm) 35:00 Corresponding NOS Code MES/N0724	· Identify the primary target audience of the organization for each product or service offerings · Perform competitor research to analyze their product offerings, marketing methods and target segments · Evaluate the past customer data and do their demographic and interest profiling · Analyze past campaign's data to find the best performing campaigns and digital marketing channels · Set-up digital marketing goals based on organization's objectives · Set-up and allocate the budget for each digital marketing channel such as social media marketing, email marketing, search engine marketing etc. · Define key performance indicators for each digital marketing channel to measure their performance · Define the frequency of digital marketing reports to be shared with the key stakeholders	Computer system / laptop, diary, notebook, pen, marker
3	Plan and conduct digital marketing campaigns Theory Duration (hh:mm) 15:00 Practical Duration (hh:mm) 45:00	· Identify the requirements to conduct the campaigns such as image creatives, online tools, landing pages, videos, advertising copies etc. · Set the deadlines for the implementation of digital marketing campaigns based on the available resources · Delegate the campaign set-up tasks to the team members based on their skill sets and expertise ·	Computer system / laptop, diary, notebook, pen, marker

	Corresponding NOS Code MES/N0725	· Monitor the progress of campaign implementation to ensure timely completion · Prioritize the campaign tasks based on its impact on achieving the organization goals · Test the set-up of campaigns to ensure there are no errors in campaign implementation · Review the campaign set-up metrics such as audience targeting, advertising format, tracking and scheduling of all campaigns · Review the budget allocations for different campaigns as per the defined plan	
4	Optimize campaign's performance and expenditure Theory Duration (hh:mm) 15:00 Practical Duration (hh:mm) 30:00 Corresponding NOS Code MES/N0726	· Analyze the performance of campaigns and track metrics such as impressions, engagements, reach, conversion rates, Return on Investment (ROI) etc. · Create a comparison report based on the performance of digital marketing campaigns on different channels · Remove the low performing keywords with low conversion rates and click-through rates · Evaluate the bids for best performing keywords with highest click-through rates and Return on Investment (ROI) · Track the keyword analysis report to analyze their performance · Identify best advertising creatives and text copies by doing split-testing · Update campaign scheduling based on the most active hour of the day · Update the campaign budgets based on their performance and conversion rates	Computer system / laptop, diary, notebook, pen, marker
5	Measure and report the performance of digital marketing campaigns Theory Duration (hh:mm) 10:00 Practical Duration (hh:mm) 20:00 Corresponding NOS Code MES/N0727	· Measure the overall impact of digital marketing campaigns on key performance metrics such as sales, enquiries and Return on Investment (ROI) · Measure the performance of all digital marketing campaigns against the defined goals and objectives · Document a report including key performance metrics of all digital marketing campaigns such as impressions, click through rates, cost per click, cost per lead, conversion rates, etc. · Create summary report for the impact of digital marketing campaigns on the overall revenue and sales growth using the web analytics tools · Track the performance of individual keywords in the search campaigns	Computer system / laptop, diary, notebook, pen, marker

		· Use web analytics tools to analyze data such as website traffic and conversions · Present the campaign performance and optimization reports to the stakeholders · Create MIS reports from the data provided by the digital advertising platforms for the key stakeholders	
6	Manage a team of marketing executives and their performance Theory Duration (hh:mm) 10:00 Practical Duration (hh:mm) 20:00 Corresponding NOS Code MES/N0728	· Define the tasks clearly for the team members and delegate it to them based on their skill set and expertise · Brief the team members about the high level goals and expected outcomes from the campaigns · Define the key performance indicators (KPIs) for each team member to measure their performance · Set the task completion deadlines for each team member · Monitor the work done by the team members in terms of quality and execution speed · Analyze the quality of the work of the team members and share constructive feedback · Identify key improvement areas of the team members and provide necessary training to improve their efficiency · Support innovation within the team and encourage them to share new ideas to improve overall process and achieve better results · Motivate the team members by appreciating their work and recognizing their efforts	Computer system / laptop, diary, notebook, pen, marker

7	Maintain workplace health and safety Theory Duration (hh:mm) 15:00 Practical Duration (hh:mm) 40:00 Corresponding NOS Code MES/N0104	· Maintain a healthy, safe and secure working environment by identifying the relevant people responsible for health and safety, identifying risks, following emergency procedures etc. · Use first aid kit when needed and keep oneself informed on first aid procedures. · Participate in organization health and safety knowledge sessions and drills. · Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency. · Identify security signals like fire alarms and places such as staircases, fire warden stations, first aid and medical rooms. · Identify aspects of your workplace that could cause potential risk to own and others health and safety. · Ensure one's own personal health and safety, and that of others in the workplace by following precautionary measures.	Computer system / laptop, diary, notebook, pen, marker, Health and Safety Signs and policy etc.
---	--	---	---

4

Digital Marketing Manager

		· Report hazards outside one's authority to the relevant person in line with organizational procedures and warn other people who may be affected by these hazards. · Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard. · Minimize risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority.	
	Total Duration 305:00 Theory Duration 95:00 Practical Duration 210:00	Unique Equipment Required: Diary, notebook, pen, Computer System / laptop, white board, marker, projector, Health and Safety Signs and policy etc.	

Grand Total Course Duration: **305 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by Media and Entertainment Skills Council)

Digital Marketing Manager

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with Qualification Pack “MES/Q0706” version 1.0.
2	Personal Attributes	The candidate should have aptitude for conducting training, pre /post work to ensure competent, employable candidates at the end of training. The individual in this role must be creative with high degree of professional responsibility and timeliness with deadlines. He/she in this role holders has to be open minded, willing to try new things and comfortable taking advice from unexpected sources.
3	Minimum Educational Qualifications	Graduate or certified Digital Marketing Manager (NSQF Level 6)
4a	Domain Certification	Certified for Job Role: “ <u>Digital Marketing Manager</u> ” mapped to QP: “ <u>MES/Q0706</u> ”, <u>version 1.0</u> . Minimum accepted score as per SSC guidelines is 70%.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “ <u>Trainer</u> ”, mapped to the Qualification Pack: “ <u>MEP/Q2601, V1.0</u> ” with scoring of minimum 80%.

5	Experience	Minimum 2 years of work experience as a digital marketer. He should be able to communicate in English. He should have knowledge of digital media, digital software tools, Safety, Health & Hygiene.
---	-------------------	---

Trainer Prerequisites for Job role: “Digital Marketing Manager” mapped to Qualification Pack: “MES/Q0706, version 1.0”

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Digital Marketing Manager
Qualification Pack	MES/Q0706, version 1.0
Sector Skill Council	Media and Entertainment Skills Council

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS			Marks Allocation		
Total Marks : 600					
Assessment outcomes	Assessment criteria for outcomes	Total marks	Out Of	Theory	Skills Practical
1.MES/N0724 (Develop a digital marketing strategy)	PC1. identify and understand organization's objectives for aligning digital marketing campaigns towards it		10	3	7
	PC2. set-up clear, specific and measurable goals for each digital marketing campaign		10	3	7

	PC3. analyze current customer base to find out their common characteristics and interests		10	3	7
	PC4. research about the key competitors to identify who they are targeting and who are their current customers		10	2	8
	PC5. create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research	100	15	5	10
	PC6. identify the digital marketing channels such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media, email marketing		15	5	10

Digital Marketing Manager

7

	etc. based on the defined objectives and goals				
	PC7. set-up and allocate the budget for each digital marketing channel		15	5	10
	PC8. define key performance indicators (KPI) for each digital marketing campaign to measure their outcome		10	3	7
	PC9. set-up the frequency of performance reports to be created and shared with the stakeholders		5	1	4
		Total	100	30	70
2.MES/N072 5 (Plan and conduct digital marketing campaigns)	PC1. prioritize the set-up of campaigns based on the expected ROI which will produce maximum results	100	10	3	7
	PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources		10	3	7
	PC3. identify the campaign requirements such as content, advertising copies, creatives, keywords, landing pages etc.		15	5	10

	PC4. delegate the campaign tasks to the team members along with set completion deadline		15	5	10
	PC5. monitor the work progress, review the quality and give feedback to the team members		15	4	11
	PC6. test and ensure that the conversion tracking is set-up properly for each campaign		10	3	7
	PC7. review the target audience, keywords and scheduling of all the campaigns		15	4	11
	PC8. review and ensure that the campaign budgets are set-up as per the plan		10	3	7
		Total	100	30	70
3.MES/N072 6 (Optimize campaign's performance and expenditure)	PC1. analyze the performance of campaigns in terms of reach, engagement, cost per click, cost per conversion, conversion rates etc.	100	15	5	10
	PC2. segment the campaign performance by target audience, keywords, placements, time and day of week, ad copies and creatives		15	5	10
	PC3. create a comparison report to analyze campaign's performance on different channels such as search and social		15	4	11
	PC4. analyze and remove the low performing keywords from the campaigns based on the insights		15	4	11
	PC5. stop the advertisement with low click-through rate (CTR) and conversion rates		15	4	11
	PC6. increase the bids for the best performing keywords to get higher advertising rankings		15	5	10
	PC7. allocate more budgets towards the better performing campaigns generating higher return on		10	3	7

	investment				
		Total	100	30	70
4.MES/N0727 (Measure and report the performance of digital marketing campaigns)	PC1. monitor and measure the performance of all digital marketing campaigns in terms of reach, engagement, cost per click, cost per conversion etc.	100	25	10	15
	PC2. measure the impact of digital marketing campaigns and activities on the overall website traffic, leads, sales and revenue		20	5	15
	PC3. document all the key performance metrics of all campaigns such as impressions, click-through ratio, cost per click, cost per lead, expenditure, conversions, revenue and Return On Investment (ROI)		20	5	15
	PC4. create channel wise comparison report for the performance of digital marketing campaigns such as on search, social, email platforms		15	5	10
	PC5. create a report summarizing the impact of digital marketing activities on the website traffic and conversions using the web analytics tools		20	5	15
		Total	100	30	70
5.MES/N0728 (Manage a team of marketing executives and their performance)	PC1. brief and share the high level campaign goals with the team members	100	15	3	12
	PC2. define tasks clearly and delegate them based on the expertise and core competency of team members		15	3	12
	PC3. set the completion deadlines for each team member and define their KPIs (key performance indicator)		15	3	12
	PC4. monitor the progress and quality of work done by the team members on a regular basis		15	3	12

	PC5. assess the quality of work and give constructive feedback to the team members		10	10	0
	PC6. recognize the efforts of team members on a one-on-one basis as well as in public to motivate them		10	10	0
	PC7. support innovation and encourage sharing of new ideas		10	10	0
	PC8. identify improvement areas and provide training for the growth and development of team members		10	3	7
		Total	100	45	55

6. MES/N0104 (Maintain workplace health and safety)	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100	10	5	5
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
	PC3. Identify and document potential risks like sitting postures while using computer, eye fatigue and other hazards in the workplace		5	2	3
	PC4. accurately maintain accident reports		5	2	3
	PC5. report health and safety risks/ hazards to concerned personnel		10	5	5
	PC6. participate in organization health and safety knowledge sessions and drills		10	5	5

	PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	10	5	5
	PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	10	5	5

10

10

Digital Marketing Manager

	PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	
	PC10. ensure own personal health and safety, and that of others in the workplace through precautionary measures		5	2	
	PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	
	PC12. report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		5	2	
	PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		5	2	
	PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
		Total	100	46	

The Scheme of Teaching and Examination is as under: BVOC Media Communication and Journalism
THIRD YEAR – SUMMARY

Year-3 :SEMESTER– V								
Course	Title of the Course	Course Code	Credits	Hours	Hrs./ Week	CIE	EXT	Total
General	Reporting	GEN-511	3	45	4	25	75	100
General	Advertising & Marketing Research	GEN-512	3	45	4	25	75	100
General	Journalism & Public Opinion	GEN-513	3	45	4	25	75	100
General	Media Laws & Ethics	GEN-514	3	45	4	25	75	100
Skill	Script Writer I	SKILL-511	14	210	4	-	200	200
Skill	Internship		4	60	-	--	-	100
		Total	30	450				700

Year-3 :SEMESTER– VI								
Course	Titleofthe Course	Course Code	Credits	Hours	Hrs./ Week	CIE	EXT	Total
General	Media Planning & Buying	GEN-611	3	45	4	25	75	100
General	Advertising Design	GEN-612	3	45	4	25	75	100
General	Contemporary Issues	GEN-613	3	45	4	25	75	100
General	Newspaper & Magazine Design	GEN-614	3	45	4	25	75	100
Skill	Script Writer II	SKILL-611	14	210	4	-	200	200
Skill	INTERNSHIP		4	60	-	-	-	100
		Total	30	450				700

BVOC Media Communication and Journalism		
SEMESTER - V		
COURSECODE		COURSE NAME and DETAILED SYLLABUS
GEN - 511		REPORTING
COURSEOUTCOME		
1. To enable students to become Reporters which is supposed to be a pre requisite whi entering into the field of Journalism. 2. To make them understand basic those of the news and news-gathering. 3. To prepare them to write or present the copy in the format of news. 4. To develop nose for news. 5. To train them to acquire the skills of news – gathering with traditional as well as		
modern tools. 6. To inculcate the skills for investigative journalism. 7. To make them understand the basic structure/ essential knowledge for various beats. 8. To make them responsible reporters and the face of media.		
Module		Details
1		

	Concept Of News	Definition Of News, types of news, elements of news, collection off acts. News-writing How to write a news story, Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity. Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?	10
	2. News Gathering	A) How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage. B) Sources Primary and Secondary Citizen journalism Role of anonymous sources. New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.	10
	3. Beats System in Reporting	What is beat system, why it is necessary, how does it help, What are requirements of various beats. The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education Health, Entertainment and Defense. New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer.	10
	4. Coverage of Disasters	Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. Imminent Dangers or threats in Reporting. Study these with special in-depth reference to Pulwama attack Gadchiroli Naxal attack Return of Abhinandan Varthaman The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.	10

	5. Case	Ethical Issues in reporting/Credibility of Reporters.		
--	----------------	---	--	--

	studies	Follow-up Story Yellow Journalism and its comparison with other forms. Rafale scam Agusta west land case PNB scam(Niravmodi) National Herald Panama case Bofors scam Watergates cam The Case studies are to be studied in the light of coverage Done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these .	5
	Internal Assignments		
	Suggestions:	There should be uniformity in the Yard sticks for internal assessment of Reporting and emphasis should be on the fieldwork/ assignments rather than just Objective questions. The coverage of the Original news- stories, even in mock environment, be given priority. The Knowledge of basic beats can be tested Through the application.	

REFERENCES:

1. Aggarwal. Vir Bala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and Jhon Vivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitender kumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi.
5. Verma. M.K, News.

BVOC Media Communication and Journalism
SEM V
ADVERTISING & MARKETING RESEARCH

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
GEN -512	ADVERTISING & MARKETING RESEARCH
COURSE OUTCOME:	

1. The course is designed to inculcate the analytical abilities and research skills among The students. 2. To understand research methodologies–Qualitative Vs Quantitative 3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising. 4. To understand the scope and techniques of Advertising and Marketing research, and their utility.			
MODULE		DETAILS	LECTURES
I	Fundamentals of Research	What is Literature review 2. Statement of the problem 3. Aims and objectives of the study 4. Relevant Research questions	2
2	Research design	1. Meaning, Definition, Need and Importance, 2. Scope of Research Design 3. Types - Descriptive, Exploratory and Causal.	3
3	Preparing Questionnaire	1. Survey instruments 2. Designing the questioning using projective 3. Technique for Qualitative research 4. Designing the Questionnaire using attitude 5. Measuring scale for Quantitative research	3
4	Sampling	1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.	5
5	Preparing data sheet and data processing	Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool.	2
6	Data Analysis	Data collected are to be presented and analyzed. Students will have to choose the methods that best Suite the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions.	3

7	Methods of Data Analysis	The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness. Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis	6
---	--------------------------	---	----------

8	Report Writing	FORMAT OF RESEARCH REPORTS The research report shall have the following Components. 1. Title page 2. Index 3. Introduction and Research objective 4. Industry Overview 5. Literature Review 6. Statement of the Problem 7. Statement of Hypothesis (Min two hypothesis) 8. Research Methodology and Research Design 9. Data Analysis and Interpretations 10. Findings 11. Conclusion 12. Suggestions 13. Annexure (questionnaires) 14. Bibliography	4
9	Advertising Research	1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 4. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct Mail tests, d. Statement comparison tests, e.	4
		7. Qualitative interviews, f. Focus groups 8. Pretesting: A. Print Pretesting: a. Consumer Jury Test, B. Portfolio test, C. Paired comparison test, D. Order-of-merit test, E. Mock magazine test, F. Direct mail test. G. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests H. Challenge stopre-testing. Example: The Halo effect 9. Post testing: a) Recall tests, b) Recognition test, c) Triple association test, d) Sales effect tests, e) Sales results tests, f) Enquires test	6

	Physiological Rating scales	1. Pupil metric devices, 2. Eye-movement camera,3.Galvanometer 4. Voice pitch analysis, 5. Brain pattern analysis	2
10	Marketing Research	1. IntroductiontoAdvertisingResearch8 2. New product research, 3. Branding Research, 4. Pricing research, 5. Packaging research, 6. Product testing	5
		TOTALLECTURES	45

Reference Books and material

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9th edition
3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf

BVOC Media Communication and Journalism**SEMV JOURNALISM & PUBLIC OPINION**

SEMESTER V			
COURSECODE		COURSE NAME and DETAILED SYLLABUS	
GEN – 513		JOURNALISM & PUBLIC OPINION	
COURSEOUTCOME			
1. To understand the role of media in influencing and impacting Public opinion. 2. Toanalyse theformationofPublicopinionthroughdigitalandsocialmedia. 3. To analyse the impact of the media on public opinion on socio-economic issues. 4. Tomakestudentsawareoftheoreticalframeworkofresearchonmediaandsociety.			
MODUL E	TOPICS	DETAIL S	LECTURE S
		PUBLICOPINIONANDTHEORIES	
I	UNDERSTANDIN G PUBLICOPINIO NAND THEORIES OFMEDIA.	1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion– Opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion. 2. Media theories- Walter Lippman- Modern Media and Technocracy Juergen Habermas- The idea of Public Sphere Paul Lazarsfeld –Research, Two Step Flow Of Information Noam Chomsky–Manufacturing Consent, Propaganda Model Agenda Setting Vs Uses and Gratifications	10
		POLITICALOPINIONANDPOLICYMAKIN G	
II	MEDIA’SROLEIN INFLUENCING POLITICAL OPINIONAND POLICYMAKIN G.	1. CoverageofPoliticalParties, Personalities and General Elections by National and international media; media biases. Use of Media for election campaigns-The Donald Trump Elections, BJP campaign in India. 2. Media Coverageof Indian Government’s Economic, Defence and Foreign Policy.	10
		WARSANDCONFLICTS	
III	MEDIA’S COVERAGE OF WARSAND CONFLICTS.	1. Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan. 2. Waronterror- International conflict sin Syria, Israel, Afghanistan and Europe.	10
		SOCIO-ECONOMIC ISSUES	

IV	MEDIA'S COVERAGE OF SOCIAL AND ECONOMIC ISSUES.	A. Portrayal of Women in Media. B. Representation of LGBT Q community in media. C. Representation of Dalits, Tribals and Economically weaker sections of Society.	10
V	EVOLUTION OF DIGITAL, SOCIAL AND NEW MEDIA AND ITS		5

2. DIGITAL/ONLINE WRITTEN ASSIGNMENT
3. ORAL and PRACTICAL PRESENTATIONS
4. DISCUSSIONS/DEBATES
5. NEWS BASED PRESENTATIONS
6. PROJECTS

- REFERENCES/JOURNALS/WEBSITES**
1. Ahmed Rashid: The Taliban.
 2. Coleman Benjamin (2004), 'Women and Journalism', Psychology Press.
 3. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis.
 4. Sar desai Raj deep: "2014: The Election that Changed India".
 5. Walter Lippmann : "Public Opinion" by Herman Edward S. and Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by
 6. Lalles John: Nature and Opinion of Public Opinion.
 7. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Election d.-acadademia.edu.
 8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies.
 9. Coleman Benjamin: Conflict, Terrorism and Media in Asia.
 10. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications.
 11. en.qantara.de/content/the-arab-spring-and-the-media-distorted-images
 12. Alexan rova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu
 13. Ehab Galal and Riem Spielhans– Covering the Arab Spring: Middle East in the Media. Academia.edu
 14. Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDC Centre of Public Diplomacy.
 15. Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election: mprcenter.org/blog
 16. Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.

BVOC Media Communication and Journalism
SEM V
Media Laws and Ethics

SEMESTER V

COURSECODE		COURSE NAME and DETAILED SYLLABUS	
GEN - 514		MEDIA LAWS & ETHICS	
Course Outcome:			
1. To provide the learners with an understanding of laws that impact the media.			
2. To sensitize them towards social and ethical responsibility of media.			
COURSECODE		COURSENAME	
GEN - 514		MEDIA LAWS and ETHICS	
Syllabus			
Module		Details	Lectures
1	Constitution and Media		

	1.Core values of the Constitution	Refreshing Preamble, unique features of the Indian Constitution	2
	3. Freedom of Expression	Article19(1)(a), Article19(2)	2
	4. Judicial Infrastructure	Hierarchy of the courts Independency of the judiciary Legal terminologies	2
	5. Social responsibility of the media	Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today's era	2
	5.SocialMedia	Threat of Fake News and facts verification Social media decorum	2
2	Regulatory bodies		
	1. Press Council of India	2. Brief history: Statutory status 3. Structure 4. Powers and limitations	3

	6. TRAI	Role of Telecom Regulatory Authority of India	1
	5. IBF	1. Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council	2
	4. ASCI	1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council	2

	5. NBA	1. 2. News Broadcasters Association: 3. Structure 4. Mission Role	2
3	Media Laws		

	1. Copyright and IPR	What is copy right, Intellectual Property Rights Exceptions Major Amendments recent Case studies	2
	2. Defamation	1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies	2
	3.ITAct	1. InformationTechnologyAct2000 2. Amendment2008 3. Section66A 4. Section67 5. Case Studies	2
	4.Contempt	1. Contempt of Court 2. Contempt of Parliament	2
	5.Moreacts	1. Drugs and Magic Remedies (Objectionable Advertisements)Act, 2. Emblems and Names (Prevention of Improper Use)Act	2
4	Media Laws		
	1. Right to Privacy	2. Evolution 3. Right to Privacy a Fundamental Right	2
	2. Morality and Obscenity	1. Indecent Representation of Women's Act 2. 19,2,IPC292,293 3. Change in perception with time	2
	3. Unfair Practices	Unfair Trade Practices and the Competition Act 2002	2
	4. OSA	1. Official Secrets Act 2. Controversies 3. Case Studies	2
	5. RTI	1. RightToInformationAct2005 2. Brief History 3. Importance and current status	2

5	Media Ethics and Social Responsibility		
	1.Why Ethics	What is ethics? And why do we need ethics?	2
	2.Ethical Responsibility of journalist	1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value	2
	3.FakeNews	1. Post-truth and challenges of fighting Fake news 2. Techniques of fact verification	2
	4. Ethical responsibility of advertisers	4. Violation of ethical norms by advertisers Case Studies 5.	2

	5. Stereotyping	Stereo typing of minorities, women, senior citizens, regions, LGBT	2
Total Lectures			45
Internal exercise:			25Marks

The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility

Sr.no.	Project/Assignment	Reason/Justification
1. Fieldwork	Group presentation based on field visit eg. Visit to court	Exposure to the real world of law and challenges of teamwork
2. Group discussion	On current issues relating to media law	This would dem and clarity of perception and expression
3. Test	Based on the syllabus	To test the knowledge about the topics covered.
References:		
1. Basu, D.D.(2005). Press Laws, Prentice Hall. 2. Iyer, V.(2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, P.G.(2009). Media Ethics ,Oxford University Press. 4. Duggal, P.(2002). Cyber law in India, Saakshar Law Publications 5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co 6. Media Laws: By Dr S R Myneni, Asian Law		

BVOC Media Communication and Journalism
SEMESTER - V MEDIA
PLANNING & BUYING
COURSE CODE GEN - 611

COURSE OUTCOME:

1. To develop knowledge of major media characteristics . To understand procedures, requirements, and techniques of media planning and buying.
2. To learn the various media mix and its implementation
3. To understand budget allocation for a Media plan and fundamentals

MODULE		DETAILS	LECTURES
1	INTRODUCTION TO MEDIA PLANNING		
	1. Introduction to Media Planning	a. Basic Terms and Concepts b. The function of Media planning in advertising c. Objectives of MP. d. Role of Media planner e. Challenges in Media planning f. BARC and NCCS Grid g. Factors influencing media strategy decisions h. Criterion for selecting media vehicles	8
	2. Negotiation skills in Media Buying	a. Negotiation Strategies b. Laws of Persuasion	2
	3. Media planning process	a. Situation analysis and Marketing strategy plan b. Media Briefing c. Media objectives and target audience analysis d. Media selection and strategy	5
		e. Media budgeting f. Media Buying g. Evaluation	
	3. Media Mix	Factors Affecting Media Mix Decision	2

	4. Media Measurement	a. Reach b. Frequency c. GRPS/GVT Ratings d. TRP/TVT Ratings e. Impressions f. Cost efficiency g. Cost per thousand h. Cost per rating i. Circulation / Readership /AIR j. Selectivity Index k. Share of Voice	7
--	----------------------	--	---

	5. Sources of media research	a. Nielson Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM e. Com score – Digital f. Alexa	
--	------------------------------	---	--

	6.Selecting suitable Media option (Advantages and disadvantages)	a. Newspaper b. Magazine c. Television (National, Regional and Local) d. Radio e. Outdoor and out of home f. Transit g. Cinema Advertising	5
	7.Media Buying	a. Newspapers b. Magazine c. Television d. Radio	2
	8.Communication mix	Communication mix	2
	9.Digital Media Buying	1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Digital Sales Funnel 3. Direct buys from the websites / Impact Buys 4. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (Click bank, Commission junction, ad funky,	12

		7search.com) 8. The Local Publishing Market 9. OTT Platforms 10. Influencers Marketing or social media influencers 11. Content advertising 12. Native advertising 13. App installed campaign 14. Push notification 15. Google ads 16. Bing ads 17. Lead Progression a. Cost per impression b. Cost per click(CPC) c. Cost per lead (CPL) Cost per action (CPA) or pay per action (PPA) d. cost per conversion or Revenue sharing or cost per sale.	
		TOTAL NUMBER OF LECTURES	

1.

GUIDELINE FOR INTERNALS:

Every student must submit a media plan for local television along with the rates, and detailed media scheduling. Product, Budget and city to be given by the faculty.

- a. Six hours workshop on Media scheduling software conducted by industry practitioner
- b. Two case studies on actual Media plans particularly "television media plan".

Reference Books and material:

Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition
2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition

BVOC Media Communication and Journalism SEMESTER - VI			
COURSECODE		COURSE NAME & DETAILED SYLLABUS	
GEN - 612		ADVERTISINGDESIGN	
COURSE OUTCOME:			
1. Learnershallunderstandtheprocessofplanning&productionoftheadvertisement. 2. To highlight the importance of visual language as effective way of communication. 3. Toprovidepracticaltraininginthefieldofadvertising&makelearnerindustryready.			
MODULE		DETAILS	LECTURES
1	INTRODUCTION:ADVERTISINGDESIGN=COMMUNICATIONDESIGN		
	1.Project Paper	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
	2.Roleof Agency Departments	1. Accounts dept.: Clienth and ling, Strategy Planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation,	2
		Creative thinking, Execution, 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material.	2
	3.Process of Design	Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation & Copy 6. Illustration: Choosing one among 7. Execution: Graphic design	2
	4.Art Direction	Role of art director in various media Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard	2
	5.Analysing Ads & Logos	Discussion of existing ads: Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology	2
2	DESIGN BASICS:LANGUAGEOFVISUALS		
	1.Elementsof Design	Vocabulary: Point ,Line, Shape, Size, Tone, Colours, Texture, Space	2

	2.Principles of Design	Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity	2
	3.Rules of Design	Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc	2
	4.Optical illusions	Visual Influence: Shapes & proportions, Tones & contrast, Lines & length	2
	5.5. Typography	Type as Design element: Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Base line etc. Word Expression, Meaning expressed by appearance	2

3	LAYOUT: THEBLUEPRINT		
	1.Typesof Layout	Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.	2
	2.Stagesof Layout	Thumbnail sketches, Rough layout, Finished layout, Comprehensive	2
	3.Choosing Picture	Strong visual capable of selecting Target Group, Suitable With headline, Trial close	2
	4.Choosing Typo	Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc.	2
	5.Puttingall Together	Choosing canvas size, Trying formats, orientations, Various proportions of verbal & Visual	2
4	PLANNINGA CAMPAIGN:WORKINGONFINALPROJECT		
	1.Choosinga product	Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline	2
	2.Research	Product/Service(features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice.	2
	3.Idea generation	Coming to big idea, Trying various idea generation techniques	2
	4.Visualising Layout	Choosing appropriate image/ s & working on rough layout Finalizing layout for highest effectiveness.	2
5	EXECUTION:ONSYSTEMWORK(FACULTYTOGUIDE&INSTRUCT)		
	1.LogoDesign	Working on system: CorelDraw/Illustrator Designing Logo, Deciding color scheme(Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity	2
	2.LogoManual	Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse	1
	3.PrintAds/ Pressads	Press: Using finalized layout for creating series of three ads(Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) &same typo Creating headlines suitable to image(syntax)	2

	4.Outdoorad, Innovative/ Transit /Ambient Point of purchase	Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spot ability, Appropriate headlines	1
	5.TVCor Web Ads	TVC: Storyline, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO We bad: Popup, Scroll, Banner etc Printing, Mounting & Preparing for viva	1
Total Lectures			45

Note:

1. Students have to choose an existing product with new fresh brand name & new logo & not the existing brand.
2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is job of engineers & we are in communication. (If agency has to rely on innovation for the advertisement then it's a failure of their efficiency.)
3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.
4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell 'his work' then the work is weak.

Internal Assessment: (25 Marks) Learning process in art has four phases:

1. Appreciation
2. Imitation
3. Inspiration
4. Creation

To take the students through all these phases the internal assessment comprise of:

Scrap book: (appreciation) Collection of print ads from magazine & Newspaper as well as Logos of different brands.

Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.

Logos has to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.

Drawing book: (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprise of idea generation & rough story board.

Final campaign: Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.

Project: Elements of Campaign: Language can be English, Hindi, Marathi.

1. Logo Design: (Fresh) presented in Logo Manual
2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.
4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
7. Point of Sale: Standee/ Dangers/ Strut card/ Tent card/ kiosk etc: any one suitable
8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service

BVOC Media Communication and Journalism	
SEMESTER - VI	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
GEN - 613	CONTEMPORARY ISSUES
COURSE OUTCOME	
• To stress the importance of social economic political aspects of the society as a media professional. • To understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress.	

MODULE	TOPICS	DETAILS	LECTURES
		SOCIAL MOVEMENTS	
I	SOCIAL MOVEMENTS AND PROGRESS FOR SOCIETY	- Define Social Movements, Elements, Types And Stages of Social Movements. - Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swachh Bharat Abhiyaan”) - Developmental issues-displacement and rehabilitation.	12
		GROWTH AND DEVELOPMENT	
II	ECONOMIC GROWTH AND DEVELOPMENT	- Economic issues in India. - Industry and Economic Growth – Factors, challenges, industrial robots and employment, - Agriculture and economic development- Factors, challenges and measures. - New age skills – Make in India, trends and challenges. - Entrepreneurship and its relevance. - Tourism-trends and challenges - Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act’2013	13
		POLITICS	
III	POLITICS AND SOCIETY	- Crime and Politics - Role of whistleblower - Corruption-causes and remedial measures □ Role of political parties and its impact on political system. - Changing trends in politics- Functions, features, agendas, majority vs coalition government. - Terrorism – causes, consequences, remedial measures.	12
		SOCIAL WELFARE SCHEMES	
IV	SOCIAL WELFARE SCHEMES BY THE GOVERNMENT OF INDIA	- With reference to women and child (any five) - Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India.	10
		Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) “SAMPARK”. Rural (any three Schemes)	

1. Continuous Assignments
2. Oral And Practical Presentations
3. Group/Individual Projects
4. Open Book Test
5. Group Interactions
6. Quiz

REFERENCES

1. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
2. Coleman Benjamin: Conflict, Terrorism and Media in Asia
3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
6. Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitth Publications.
7. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
8. Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 1945)
9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
11. Kak Manju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.
12. Uma Kapila (ed) (2013) Indian Economy: performance and policies, 14th edition Academic Foundation.
13. V.K Puri and S.K Misra (ed) (2013) Indian Economy, 31st edition. Himalaya Pub House.
14. Asha Bajpai, (2011) Child Rights in India: Law, policy, and practice.
15. Dr. B. Ramaswamy and Nitin Shirang Mane, (2013) Human Rights: Principles and practices, Alfa Publication.
16. R.P. Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
17. J. Shivanand, Human Rights: Concepts and Issues,
18. Ram Ahuja, (2012), Indian social Problems, Rawat Publications.
19. Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
20. A.R. Desai, Rural Sociology.

BVOC Media Communication and Journalism SEMESTER - VI	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS

GEN - 614		NEWS PAPER and MAGAZINE DESIGN	
Brief: Design- A Reading Experience The paper is around Publication Layout and Design. Publication especially is a periodical and certain aspects repeat over and over with in a publication as well as over the issue after issue. This is why the publication follows certain stylebook to keep consistency there by identity established. The publication design is handled differently than the advertising design and is a majorly discipline based software workout. Softwares such as Quark Expressor Adobe In Design are in practice across industry. Adobe In Design is evolved as highly professional version of Adobe PageMaker which ruled the industry since DeskTop Publishing(DTP)popularized as versatile solution.			
Course Outcome:			
• The learner is required to understand the process of print media productions since the content collection to the final print ready layout. • This includes news weight age as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout. • Learners should be able to reconstruct the headline suitable for the space keeping the core meaning and intensity intact. • Learners are expected to develop software skills to be employable in industry. • Learners shall develop the aesthetic vision and understand the discipline behind a layout.			
Module	Subtopics	Expansion	Lectures
01	Design and Layout basics		
	□ Elements of design	Point, Line, Shape, Size, Tone, Colour, Texture, Space	2
	□ Principles of Design	Proportion, Contrast, Harmony, Balance, Harmony, Unity	2
	□ Rules of Layout	Alignment, Proximity, Emphasis, Syntax, Visual path	2
	□ Grid and Page setup	Page size, Space division, Creating template, Margins,	2
	□ Master Pages	Creating master pages, Margins, Page numbering, Columns, Footer space, Folio	2
02	Editing and Terminology		
	□ Page division	National Page, City/Local, World, Economy, Sports, Entertainment, Editorial(Op Ed)	2
	□ Rewriting/ Recomposing headlines, Creating decks,	Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts	2
	□ Terminology	Head, Deck, Body, Boost, Callout, Slug, Caption, Jump line, Byline, Credits, Banner, Skyline, Strap line, Teasers	2
	□ Type of Content	Anchor story, Lead, Tomb stoning,, Short stories, Feature, Editorial, Reviews, Interviews, Feedback,	2
	□ Errors	Widow, Orphan, Dog leg, Burries story	2
03	Typography and Visual aids		

	□ Type classification	Serif, Sans serif, Decorative, Trendy, Distress, Handwriting	2
	□ Measurements	Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense	2
	□ Visual indicators	Indentation, Drop cap, Inset, Alignment, Hyphenation	2

	□ Text path	Curve linear, Baseline, Shift, Warp text, Text in shapes	2
	□ Text to Box	Picture in text, Texture in text, Text effects, Shadow, outline,	2
04 Working on Project Quarkor In Design			
	□ Workspace	Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking,	2
	□ Toolbox	Text, Picture, Shape, Table, Transparency, Line,	2
	□ Panels	Style sheet/ Para styles, Colour/Swatch, Page layout, Align, Wrap text,	2
	□ Picture treatment	Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	2
	□ Creating Typo	Type templates i.e. Style sheets	2
05 Planning and Production of Magazine			
	□ Content Plan/varied content: Cover story, Interview, Feature, Sp report, Tips,	Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads	2
	□ Flat plan	Block diagram of the content, Judgment Off acing page relevancy, Testing for contradiction	2
	□ Rough Layout	Rough idea of layout, Conceptualization, Judging weight age of pictures and text	2
	□ Logic of Cover design	Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story	2
	□ Pagination and Print ready	Sequencing for printing, Form, Cut marks, Alley	2
Total Lectures			45
1.			

Instructions:

1. Content need not be original and can be sourced from Google or News sites.
2. Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged)
3. Rewriting of headline may be needed to fit the width and will be part of evaluation. (using editing techniques)
4. Pictures must be relevant and appropriate placement as well as proportional to news length necessary.
5. Pictures should not be in any case distorted. (broken aspect ratio, no deduct marks)
6. Use of illustrations recommended wherever necessary.
7. Picture placement and unity with the text in text frames is evaluative aspect.
8. Right content on right pages and in apt places has weightage in evaluation.
9. New original Masthead and design is evaluation aspect. (Discourage students from copying existing)
10. Enough issued details (day, date, pages, site etc.) on appropriate place counts as layout element.
11. The script need not be Devanagari for Marathi medium learners and they can use English content. (Devanagari font problem is considered, However viva will be in Marathi or Hindi.)
12. Viva voce will be conducted only again at the evaluation of the completed project.
13. Printout of the project may be in black and white in case of financial constraints, but the original soft copy as well as pdf must be produced before the examiner.

Internal assessment:

Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before external examiner.

- i. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broad sheet page.
- ii. Typography chart: Classification of typefaces into serif, sans serif, decorative and trendy. This helps them to understand the visual difference and readability of Different fonts.
- iii. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of magazine and flow of the articles. Sections as well as front book, back book and main book concept.
- iv. Flat plan: For judging facing page connectivity or discrepancy.
- v. Pagination: A separate soft file with page sequence suitable for printing.

EXTERNAL PROJECT :

1. Broadsheet design and layout: Broadsheet of 6 pages in Adobe InDesign OR Quark Express.
 - a. Supportive software can be Adobe Photoshop for Image editing, Corel Draw or Illustrator for Masthead or Logo making and Illustrations wherever needed.
 - b. Basic Layout must be either in Adobe InDesign or quark Express, one of the layout software.
 - c. Learner may use Quark Express for Broadsheet and InDesign for Magazine and display his skills in both. (This will not fetch extra rewards.)
2. Magazine Design and Layout: Magazine of minimum 32 pages or in multiple of 4 pages thereof can be done.
 - a. Content plan and Typo chart must be produced at the time of viva voce in print form.
 - b. Broadsheet and Magazine shall be produced in print form as well as soft copy and examiner in his every right may ask for soft copy to be inspected on respective software.

References:

- ❑ Visual Journalism: Rajesh Pandey, Adhyan Publication.
- ❑ Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
- ❑ The Magazine Handbook: NcKay J. Routledge.
- ❑ Editorial Art and Design: Randy StanoMiyami Herald.
- ❑ Art and Production: N. N. Sarkar.
- ❑ Digital Editorial Experience: Sue Apfelbaum.

Script Writer



Model Curriculum **Script Writer**

SECTOR: MEDIA AND ENTERTAINMENT

**SUB-SECTOR: Television, Print, Radio, Digital,
Out-of-home**

OCCUPATION: Script Writer

REF MES/Q3002 5

ID: NSQF LEVEL:



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK- NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for

MODEL CURRICULUM

Complying to National Occupational Standards of

Date of Issuance: 27th January 2022

Valid up to: 25th January 2027

* Valid up to the next review date of the Qualification Pack

Authorized Signatory
Media and Entertainment Skill Council

TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	06
3. Annexure: Assessment Criteria	07

Script Writer

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Script Writer”, in the “Media and Entertainment” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Script Writer		
Qualification Pack Name & Reference ID. ID	MES/ Q 3002		
Version No.	2.0	Version Update Date	25/01/2027
Pre-requisites to Training	Graduate with three years of relevant experience OR Script Researcher NSQF Level -4 with four years of experience OR Class XII with seven years of relevant experience Min Age: 18 Year		
Training Outcomes	After completing this programme, participants will be able to: • Understanding the concept • Detailing out the concept • Researching material that can be used as inputs for scriptwriting • Productions could include animation, advertisements/commercials, documentaries, feature films, short films, television series, theatre □ Genres could include action, children, comedy, crime, drama, family, • history, horror, romance, science fiction, teens, thriller • productions and genres • Productions could include animation, advertisements/commercials, documentaries, feature films, short films, television series, theatre □ Genres could include action, children, comedy, crime, drama, family, • history, horror, romance, science fiction, teens, thriller • Understanding the health, safety and security risks prevalent in the workplace • Knowing the people responsible for health and safety and the resources available • Identifying and reporting risks • Complying with procedures in the event of an emergency		

This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Script Writer” Qualification Pack issued by “Media & Entertainment Skill Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	Understand and detail the concept Theory Duration (hh:mm) 60:00 Practical Duration (hh:mm) 90:00 Corresponding NOS Code MES /N 3007	- Learn about the role of Script Writer in industry.□ - Identify the minimum requirement to become a certified Script Writer□ - Describe the work area of Script Writer□ - Identify the opportunities available for Script Writer.□ - Understand the artistic and communication goals of the concept, which may be self- created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc.)□ - Be aware of the intended medium (e.g.: feature film, short film, serialized tv series, miniseries, documentary), and evaluate how this affects viewer engagement with the concept□ - Be aware of the intended target audience, and evaluate how this affects the concept (e.g.: language, pacing, maturity of themes etc.)□ - Be aware of any relevant cultural, social or political issues that need to be taken into account□ - Identify, research and understand key elements of the concept, including: Premise , Setting Genre , Central themes , Primary mood/tone , Broad character arcs , Major narrative/plot points, Structure , Light and sound□ - Outline key elements of the concept, along with additional notes, critiques and development ideas in various formats, which may include: Taglines , Loglines , Pitches , One page synopsis, Exposés□	Laptop, white board, marker, projector,
2	Undertake research for scripts Theory Duration	□ Identify the research required by analyzing the concept, or by taking a clear brief from relevant personnel (scriptwriter, script editor, Director, Producers	Laptop, white board, marker, projector,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 60:00 Practical Duration (hh:mm) 90:00 Corresponding NOS Code MES /N 3002	☐ Understand the basics of scriptwriting, story structure, character creation to be able to carry out appropriate research for the scriptwriting process ☐ Identify relevant sources of information, and conduct primary (interviews, discussions) or secondary (reports, courses) research ☐ Liaise periodically with relevant personnel (scriptwriter, script editor, Director, Producers) to provide updates on research and be made aware of any other research requirements, as appropriate	

3	Develop a full length script Theory Duration (hh:mm) 90:00 Practical Duration (hh:mm) 90:00 Corresponding NOS Code MES /N 3003	- Construct a complete story that is rooted in a central idea/premise, with integrity between the plot and characters. - Develop characters that are interesting, multi-dimensional and credible, with motives that link them to the plot - Develop the story into a complete script with a coherent structure within the requisite timelines. - Break the script into scenes with dialogues, visual elements, gestures and actions that ensure story progression and audience engagement - Prepare pitch presentations for pitching to the production house, if written on speculation, as required - Prepare pitch presentations for pitching it to producers, directors and/or the cast, if written under assignment, as required - Discuss the main applications of MS Office - Discuss the benefits of Microsoft Outlook - Discuss the different types of e-commerce - List the benefits of e-commerce for retailers and customers - Discuss how the Digital India campaign will help boost e-commerce in India - Explain how you will sell a product or service on an e-commerce platform - Discuss the need for CRM - Discuss the benefits of CRM □ Discuss the need for networking - Discuss the benefits of networking	Laptop, white board, marker, projector,
---	--	---	--

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		- Understand the importance of setting goals - Differentiate between short-term, medium- term and long-term goals - Discuss how to write a business plan - Explain the financial planning process	

4	Maintain Workplace, Health & Safety Theory Duration (hh:mm) 30:00 Practical Duration (hh:mm) 30:00 Corresponding NOS Code MIN/N 0104	- Understand and comply with the organisation's current health, safety and security policies and procedures. - Understand the safe working practices pertaining to own occupation. - Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises - Participate in organization health and safety knowledge sessions and drills □ Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency - Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms - Identify aspects of your workplace that could cause potential risk to own and others health and safety - Identify and recommend opportunities for improving health, safety, and security to the designated person - Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected - Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority. - Discuss tips to prevent common health issues - Explain the meaning of hygiene - Understand the purpose of Swachh Bharat Abhiyan - Recall the functions of basic computer keys □ □	Handbook, White board, marker, computer system, projector, PPTs
Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Total Duration 540:00 Theory Duration	Unique Equipment Required: Laptop, PowerPoint & white board, marker, projector, Laptop, Sample pictures and videos,	

	240:00	Cleaning tools, electricity tester, safety and ergonomics chart, Fire Extinguisher, First-Aid Kit	
	Practical Duration 300:00		

Grand Total Course Duration: **540 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by Media and Entertainment Skill Council)

Trainer Prerequisites for Job role: “Script Writer” mapped to Qualification Pack: “MES/ Q 3002, v1.0”

Sr. No.	Area	Details
1	Description	Script-writer in the Media & Entertainment Industry is also known as a Screenwriter / Story-writer this job need to write full length scripts that are production-ready. Note: In the Indian film industry, the script is often constructed as a sum of 3 elements: Story, Screenplay and Dialogue and 3 different individuals usually write these. However, ideally the entire script should be written by 1 writer (or at least the screenplay and dialogue)
2	Personal Attributes	This job requires the individual to be a storyteller with a developed sense of dramaturgy including the ability to conceptualize the plot, structure it into a narrative with multi-dimensional, empathetic and credible characters. The individual must be well-versed with script-writing elements, principles, norms, guidelines and techniques to be able to develop a full-length script that is production ready. A sense of the Indian story-telling ethos is desirable.
3	Minimum Educational Qualifications	Preferable Graduate
4a	Domain Certification	Certified for Job Role: “ <u>Script Writer</u> ” mapped to QP: “MES/ Q 3002, v1.0”. Minimum accepted score is 70%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MES/Q 3002”. Minimum accepted % as per respective SSC guidelines is 60%.
5	Experience	Minimum 4 - 6 years of experience as Script Writer.

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Script Writer
Qualification Pack	MES/ Q 3002, v1.0
Sector Skill Council	Media & Entertainment

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Media and Entertainment Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for each PC.
2	Each NOS will be assessed both for theoretical knowledge and practical
3	The assessment will be based on knowledge bank of questions created by the SSC.
4	Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training centre
5	To pass the Qualification Pack, every trainee should score a minimum of 60% in every NOS
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

	NOS	NOS NAME	Weightage
1	MES / N 3001	Understand and detail the concept	30%
5	MES/ N 3002	Undertake research for scripts	30%
6	MES/ N 3003	Develop a full length script	30%
7	MES / N 0104	Maintain workplace health and safety	10%
			100%
Job Role	<u>Script Writer</u>		
NOS CODE	NOS NAME	Performance Criteria	Marks Allocation

			Total Mark	Out Of	Theory	Skills Practical
MES/ N 3001	Understand and detail the concept	PC1.Understand the artistic and communication goals of the concept, which may be self- created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc.)	100	15	10	40
		PC2.Be aware of the intended medium (e.g.: feature film, short film, serialized tv series, miniseries, documentary), and evaluate how this affects viewer engagement with the concept		10	5	
		PC3.Be aware of the intended target audience, and evaluate how this affects the concept (e.g.: language, pacing, maturity of themes etc.)		15	5	
		PC4.Be aware of any relevant cultural, social or political issues that need to be taken into account		20	10	
		PC5.Identify, research and understand key elements of the concept, including: Premise Setting Genre Central themes Primary mood/tone Broad character arcs Major narrative/plot points Structure Light and sound		20	10	

--	--	--	--	--	--	--

		PC6.Outline key elements of the concept, along with additional notes, critiques and development ideas in various formats, which may include: Taglines Loglines Pitches One page synopsis Exposés		20	10	
			Total	100	50	50
MES/ N 3002	Undertake research for scripts	PC1.Identify the research required by analyzing the concept, or by taking a clear brief from relevant personnel (scriptwriter, script editor, Director, Producers	100	30	20	50
		PC2.Understand the basics of scriptwriting, story structure, character creation to be able to carry out appropriate research for the scriptwriting process		25	10	
		PC3.Identify relevant sources of information, and conduct primary (interviews, discussions) or secondary (reports, courses) research		25	10	

		PC4.Liaise periodically with relevant personnel (scriptwriter, script editor, Director, Producers) to provide updates on research and be made aware of any other research requirements, as appropriate		20	10	
			Total	100	50	50
	Develop a full		100	15	10	50

MES/ N 3003	length script	PC1. Construct a complete story that is rooted in a central idea/premise, with integrity between the plot and characters.				
		PC2. Develop characters that are interesting, multi-dimensional and credible, with motives that link them to the plot		10	5	
		PC3. Develop the story into a complete script with a coherent structure within the requisite timelines.		15	10	
		PC4. Break the script into scenes with dialogues, visual elements, gestures and actions that ensure story progression and audience engagement		20	5	
		PC5. Prepare pitch presentations for pitching to the production house, if written on speculation, as required		20	10	
		PC6. Prepare pitch presentations for pitching it to producers, directors and/or the cast, if written under assignment, as required		20	10	
			Total	100	50	50
MES/ N 0104	Maintain workplace health and safety	PC1. Understand and comply with the organization's current health, safety and security policies and procedures	100	10	5	50
		PC2. Understand the safe				

		working practices pertaining to own occupation	10	5	
		PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises	5	3	
		PC4. Participate in organization health and safety knowledge sessions and drills	5	2	
		PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	10	5	
		PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	10	5	
		PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety	10	5	
		PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures	10	5	
		PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person	5	3	

		PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	
		PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
		PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
			Total	100	50	50

 Signature:

Principal of the College

PROF. CA. KISHORE S. PESHORI

PRINCIPAL
SMT. MMK COLLEGE OF COM. & ECO.
BANDRA (WEST), MUMBAI - 400050

Signature:


Faculty of Dean



Justification for B. Voc. (Media Communication & Journalism)

1.	Necessity for starting the course:	B. Voc. Degree in Media, Communication and Journalism (MCJ) is a professional programme that equips learners with knowledge and training of media, communication and journalism fields.
2.	Whether the UGC has recommended the course:	Yes
3.	Whether all the courses have commenced from the academic year 2019-2020 (2022-23):	2020-21
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	Yes The College is in the process, of appointing faculty after due approval.
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	Duration: 3 Years Compress: No
6.	The intake capacity of each course and no. of admissions given in the current academic year:	50
7.	Opportunities of Employability / Employment available after undertaking these courses:	Graduates are hired in capacities such as Feature Writer, Columnist, Fashion Photographer, News Analyst, Public Relations Officer, Radio Jockey (RJ), Special Correspondent, Video Jockey (VJ), TV Correspondent, Staff or Freelance Writer, Correspondent, Illustrator, Photojournalist, Journalist, etc



Signature:

Chairman, Board of Studies

Accountancy