



HSNC Board's

Smt. Chandibai Himathmal Mansukhani College (Autonomous)

(Affiliated to the University of Mumbai)

University College Code : 217-JD Office : T14



Principal : Dr. Manju Lalwani Pathak

Ref No: CHM (A) AC/C/01/2025

Date: 18th June 2025

CIRCULAR

The immediate attention of all concerned is invited to this office Circular No. CHM (A) AC 05/2025 dated 19th May, 2025 regarding the Choice Based and Credit Based Syllabus (CBCS) for all subjects of F.Y.B.A & T.Y.B.A. in Multi Media & Mass Communication SEM - I & SEM – V respectively.

It is hereby communicated that the recommendations of the syllabus made by the Ad-hoc Board of Studies in Multi Media & Mass Communication coordinated by the Dean, Faculty of Social Sciences in the meeting of Academic Council held on 23rd May, 2025 vide item No. 4.7, have been accepted and subsequently passed.

In accordance, therewith, the syllabus as per the CBCS has been brought into force with effect from the academic year 2025 – 2026 and accordingly the same is attached for reference and is available on the College's website www.chmcollege.in

Ulhasnagar - 421 003

18th June, 2025

Dr. Manju Lalwani Pathak

Principal & Chairperson, Academic Council

Copy forwarded for information to:-

- 1) The Dean, Faculty of Humanities.
- 2) The Chairperson, Ad-hoc Board of Studies.
- 3) The Controller of Examination.
- 4) The Registrar



HSNC Board's
Smt. Chandibai Himathmal Mansukhani College, Ulhasnagar
(Autonomous)
Affiliated to the University of Mumbai

Bachelor of Arts
(Multimedia and Mass Communication)
(Self-Financing Course)

Semester – V Journalism

Choice Based and Credit Based syllabus
With Effect From
Academic Year 2025-2026

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: Reporting

**with effect from
Academic Year 2025-2026**

Title: Reporting
Course Code: CHM(A)BAMMCDRG-501

Sr. No.	Heading	Particulars
1	Description of the Course:	The Reporting course introduces students to the fundamental principles and practices of news gathering, writing, and presenting accurate, fair, and engaging stories. It emphasizes the development of core journalistic skills such as interviewing, researching, fact-checking, and writing for various media formats including print, broadcast, and digital platforms. Students will learn to cover a range of beats, from politics and crime to human interest and community news, while adhering to ethical standards and deadlines. The course also fosters critical thinking, news judgment, and clarity in communication essential for professional reporting.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Lecture / Discussion/ Case Study / Analysis/ Field Exercise/ Role play/ Documentary Viewing/ Project-Based Learning
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks (75:25)
7	Course Objectives: 1. Understand the fundamentals of news gathering and verification. 2. Master the structure and style of news writing for different formats. 3. Learn to cover diverse beats such as politics, crime, and environment. 4. Build skills to report with accuracy, fairness, and speed under deadlines.	
8	Learning Outcomes: Student will be able to LO1: Develop Professional Reporting Skills LO2: Understand the Core Principles of News and News Gathering LO3: Master News Writing and Presentation Formats LO4: Cultivate News Sense ("Nose for News")	

Syllabus

UNIT I: Concept Of News

Definition of News, types of news, elements of news, collection of facts. 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 as Verification, Attribution of Sources, Speed. Do these principles clash with each other?

UNIT II: News Gathering

- How do reporters gather news?
- Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs.
- Incident/On the spot coverage, 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.

UNIT III: Beats System in Reporting

- **Benefits of Beat Reporting:**
 - Building sources and expertise in a specific field
 - Maintaining consistency in coverage
 - Enhancing accuracy and depth in reporting
- **Essential Skills and Requirements:**
 - Research abilities, relationship-building, domain-specific knowledge
 - Ethical considerations and responsibility of beat reporters
 - 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.

UNIT IV: 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.

UNIT V: Case Studies

- Ethical Issues in reporting/ credibility of reporters. Follow-up story
- Yellow Journalism and its comparison with other forms
- Rafale Scam, Agusta Westland case
- PNB Scam (Nirav Modi)
- National Herald
- Panama case and Bofors scam
- Watergate scam
- 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.

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Scheme of Examination and Assessment Pattern

Paper – 100 Marks

External Examination: Semester End External - 75 marks Time: 2.5 hours

Format of Question Paper

Question No	Nature of Questions	Marks
Q1	Case Study	15
Q2	Theory	15
Q3	Theory	15
Q4	Theory	15
Q5	Short Notes	15
		Total 75

Internal Examination: Continuous Evaluation - 25 marks

	Assessment / evaluation	Marks
1.	Oral & Practical Presentations Projects / Assignments	15
2.	Debates /Group Discussion Open Book Tests Quiz	10
		Total: 25

11

REFERENCES:

1. **Aggarwal, Vir Bala**
Essentials of Practical Journalism
Concept Publishing Company, New Delhi (2006)
→ A comprehensive guide to the fundamentals of journalistic practices, including news writing, editing, and fieldwork.
2. **Lynette Sheridan Burns**
Understanding Journalism
Vistaar Publications, New Delhi (2002)
→ Offers critical insights into the ethics, culture, and professional identity of journalists in the field.
3. **Lawrence A. Lorenz & John Vivian**
News Reporting and Writing
Pearson Education, New Delhi (2006)
→ A standard textbook focusing on both print and broadcast reporting with detailed examples and writing exercises.
4. **N.C. Pant & Jitender Kumar**
Dimensions of Modern Journalism
Kanishka Publishers, New Delhi (1995)
→ Explores evolving dimensions of news gathering and dissemination in contemporary

journalism.

6. M.K. Verma

News Reporting and Editing

→ Focuses on the day-to-day functioning of reporters and editors, with practical techniques and newsroom ethics.

7. Tony Harcup

Journalism: Principles and Practice

SAGE Publications (2015)

→ A modern take on reporting, ethics, and the changing nature of journalism in the digital era.

8. Janet H. Johnston & Graham Hicks

Beat Reporting and News Writing

→ Focuses on the beat system and how specialization enhances reporting accuracy and credibility.

9. Bob Franklin (Editor)

The Future of Journalism

Routledge (2009)

→ Discusses the future landscape of journalism with insights into technology, audience behavior, and new reporting models.

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: Investigative Journalism

**with effect from
Academic Year 2025-2026**

Title: Investigative Journalism
Course Code: CHM(A)BAMMCDRG-502

Sr. No.	Heading	Particulars
1	Description of the Course:	This course on Investigative Journalism provides students with the skills, knowledge, and ethical foundation necessary to conduct in-depth reporting on issues of public interest. It explores techniques for uncovering hidden facts, analyzing documents, using data, conducting interviews, and protecting sources. Students will learn how to identify story ideas, build narratives, and produce compelling investigative reports across various media platforms. Emphasis is placed on legal considerations, verification methods, and the role of investigative journalism in holding power accountable and promoting transparency in society.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Lecture / Discussion/ Case Study / Analysis/ Field Exercise/ Role play/ Documentary Viewing/ Project-Based Learning
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks (75:25)
7	Course Objectives: 1. Develop critical thinking and research skills to uncover hidden truths. 2. Learn techniques for in-depth reporting and fact-checking. 3. Understand the ethical and legal responsibilities in investigative work. 4. Apply investigative methods to produce impactful, truth-driven stories.	
8	Learning Outcomes: Student will be able to LO1: Understand the role of investigative reporting in modern journalism LO2: To learn to conduct investigative research in an ethical manner. LO3: To create and write excellent investigative stories for media. LO4: To acquire advanced investigative journalistic skill	

Syllabus

UNIT I: Careers And Opportunities In Investigative Journalism

- **Introduction To Investigative Journalism**
 - Who is an Investigative Reporter, Role of an Investigative Reporter
 - Qualities and essentials for becoming an investigative journalist, career and opportunities
 - Centre for Investigative Journalism (CIJ)
 - Ethical/unethical use of sting Operations
 - Research Methods in Investigative Journalism
 - Digital Tools and Techniques

UNIT II: Data Collection

- **Sources**
 - Records and the Confidentiality of Source
 - Issues of contempt, defamation
 - Right to Privacy and Official Secrets Act
 - What is evidence?
 - Case Study: Panama Papers and Watergate Scandal

UNIT III: Designing The Story

- **Finding And Writing Your Story**
 - Observation
 - Planning techniques
 - Cultivating sources
 - Developing the project

UNIT IV: Data Protection And Security

- **Security Of Sources And Data**
 - Protection of sources
 - Safety of journalists
 - Criticism of Investigative Journalism

UNIT V: Final Story

- **Generation Of The Story**
 - Research methods
 - Insight knowledge
 - Asking the right questions
 - Libel and fact checking
 - Writing and rewriting the report

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Scheme of Examination and Assessment Pattern

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Internal Examination: Continuous Evaluation - 25 marks

	Assessment / evaluation	Marks
1.	Oral & Practical Presentations Projects / Assignments	15
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		Total: 25

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REFERENCES:

1. Manual For Investigative Journalism
Edited By Syed Nazakat And The Kas Media Programme
2. "Investigative Journalism: Proven Strategies for Reporting the Story" by William Gaines
3. "Story-Based Inquiry: A Manual for Investigative Journalists" by Mark Lee Hunter, Unesco
4. The Investigative Reporter's Handbook"
By Brant Houston, IRE (Investigative Reporters and Editors)

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: Features and Writing for Social Justice

**with effect from
Academic Year 2025-2026**

Title: Feature and Writing for Social Justice
Course Code: CHM(A)BAMMCEJFW1B501

Sr. No.	Heading	Particulars
1	Description of the Course:	The Feature Writing for Social Justice course equips students with the narrative tools and journalistic techniques to tell compelling, human-centered stories that highlight issues of inequality, injustice, and social change. Focusing on long-form and in-depth storytelling, the course encourages students to explore topics such as poverty, gender, race, environment, and human rights through empathetic and ethical reporting. Students will learn to craft engaging features that not only inform but inspire dialogue and action, while developing a strong voice, thorough research skills, and a commitment to truth and advocacy in journalism.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Lecture / Discussion/ Case Study / Analysis/ Field Exercise/ Role play/ Documentary Viewing/ Project-Based Learning
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks (75:25)
7	Course Objectives: 1. Explore storytelling techniques focused on social justice issues. 2. Learn how to humanize complex topics like inequality, rights, and reform. 3. Develop skills to write compelling long-form features with depth and emotion. 4. Understand ethical reporting in sensitive or marginalized communities.	
8	Learning Outcomes: Student will be able to LO1: Develop narrative and storytelling skills to craft compelling features that effectively engage readers and communicate social issues with clarity and empathy. LO2: Cultivate the ability to research, observe, and structure stories through fieldwork, interviews, and data analysis, fostering a strong foundation for impactful journalism. LO3: Enhance sensitivity to urban deprivation and social justice issues, particularly in the context of Mumbai, and learn to use writing as a powerful tool for advocacy and change. LO4: Produce professional-quality content such as features, blogs, and letters to the editor, and opinion pieces that highlight marginalized voices and raise awareness about pressing socio-political concerns.	

Syllabus

UNIT I: About features

- What makes feature writing different
- Deconstructing a feature
- News Feature
- Human Interest Stories, Profiles
- Developmental stories, opinion pieces, in-depth
- features as tools of social justice

UNIT II: How to pen a feature

- Finding fresh ideas, developing a story idea
- On and off field research
- Building observation and listening skills
- Structuring the story
- Use of anecdotes, Illustrations, Interviewing

UNIT III: Becoming the voice of the urban poor (Mumbai): letters to editors, Blogs

- Prone to disasters : floods etc
- Poor health specially mental health
- Lack of facilities and obstacles to education
- Night schools, Unemployment and exploitation
- collaborate with local NGOs or communities for one assignment, along with audio/photo documentation with written features

UNIT IV: Mumbai based features/ letter to the editor/ post/opinion piece on

- Plight of Rag pickers
- Construction workers
- The homeless
- Slum rehabilitation projects
- Condition of Mumbai Jails/ Courts

UNIT V: Multimedia & Digital Feature Writing

- Introduction to multimedia storytelling (text, photo, audio, video, graphics)
- Writing for digital platforms: Blogs, social media posts, newsletters
- Mobile journalism tools and techniques
- Data-driven storytelling for social justice
- Ethical use of AI tools in journalism

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Scheme of Examination and Assessment Pattern

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REFERENCES:

1. Rao, Meera Raghavendra. Feature Writing. PHI Learning Pvt. Ltd., 2012.
2. Zinsser, William. On Writing Well: The Classic Guide to Writing Nonfiction. 30th Anniversary ed., Harper Perennial, 2006.
3. Sainath, P. Everybody Loves a Good Drought: Stories from India's Poorest Districts. Penguin Books India, 1996.
4. Mandar, Harsh. Looking Away: Inequality, Prejudice and Indifference in New India. Speaking Tiger Publishing, 2015.
5. Ravish Kumar. The Free Voice: On Democracy, Culture and the Nation. Speaking Tiger Books, 2018.
6. Nayar, Pramod K. Writing for the Media. McGraw-Hill Education India, 2014.
7. Koppikar, Smruti. Mumbai's Urban Future: Resources, Aspirations, and Inequalities. Mumbai Research Series, Yoda Press, 2020.
8. Rich, Carole. Writing and Reporting News: A Coaching Method. 8th ed., Cengage Learning, 2015.
9. Allan, Stuart. Journalism: Critical Issues. 2nd ed., McGraw-Hill Education, 2010.

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: Mobile Journalism and New Media

**with effect from
Academic Year 2025-2026**

Title: Mobile Journalism and New Media
Course Code: CHM(A)BAMMCEJMJ1B505

Sr. No.	Heading	Particulars
1	Description of the Course:	The Mobile Journalism and New Media course explores the evolving landscape of digital storytelling, where smartphones and portable devices are central tools for news production and dissemination. Students will learn how to report, shoot, edit, and publish multimedia content using mobile technology, while adapting to the fast-paced demands of online platforms and social media. The course emphasizes real-time reporting, audience engagement, and content optimization for various digital channels. It also examines the ethical, legal, and professional challenges posed by the rise of new media, preparing students to navigate and lead in a mobile-first journalism environment.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Lecture / Discussion/ Case Study / Analysis/ Field Exercise/ Role play/ Documentary Viewing/ Project-Based Learning
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100Marks (75:25)
7	Course Objectives: 1. Learn how to report and produce content using smartphones and mobile tools. 2. Understand trends in digital storytelling, live reporting, and multimedia formats. 3. Explore the use of social media and apps for real-time news distribution. 4. Build skills to shoot, edit, and publish using compact and agile tools	
8	Learning Outcomes: Student will be able LO1: To effectively use smartphones, mobile apps, and portable equipment to capture, edit, and produce journalistic content for digital platforms. LO2: To apply ethical principles, media laws, and best practices in the context of mobile and online journalism. LO3: To produce and publish compelling stories using text, video, audio, and graphics tailored for social media and digital audiences. LO4: To evaluate how mobile technology and new media have transformed news production, distribution, and audience engagement in contemporary journalism.	

Syllabus

UNIT I: The State Of Mobile

- How mobile has influenced modern journalism
- Mobile centric reporting and editing
- Mobile as a 'Newsroom'.
- Branding of News using social media
- Mobile News catering to Niche beats
- Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications

UNIT II: Mobile Journalism

- News Workflow and Mobile Journalism
 - How to identify the seven basic steps of mobile reporting.
 - How to create and share branded mobile journalism content.
 - How to use two simple mobile apps to make an audio or video documentary, or a narrated photo- essay.
 - How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets.
- Introduction to Mobile Applications (News generation and Uploading process: techniques of generating audiences)
- Blog set-up Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc)

UNIT III: Designing For The Mobile Experience

- Designing
 - How good design is intuitive, making something immediately usable.
 - About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc.
 - How mobile design differs from established desktop design. (Options and choices for your content).
 - About best practices for process: How design, development and content best work together.
 - About Mobile Analytics: What is your audience using?
- Social Newsgathering and Listening : creation of story ideas, News Sources and Content
- Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing)
- Going Viral : being the Scavenger and Mobile Journalist
- M-learning: learning the Art of News Audit

UNIT IV: Mobile News Product Development

- Different mobile development approaches and their benefits as well as weaknesses
- Responsive vs. mobile apps vs. mobile-optimized Sites
- How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.)
 - The Digital Skeleton : understanding placing, timing and generation of News story
 - Fake News

	○ Social Media Policies and Ethics ○ Verification and Authenticity of information UNIT V: Future Of Mobile Journalism And M-Learning ● About the evolution of wearable ● About the rise of Google Glass ● About Glass Journalism ● About augmented reality storytelling and journalism ○ Emerging Forms of News management : 360 degree videos, wearable, accessories etc ○ Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning ○ Studying Social Media Analytics ○ M-learning the future of Newsrooms ● AI in Mobile Journalism ● AI-assisted writing and news summarization (e.g., Chat GPT, Jasper) ● Deep fakes and synthetic media: detection and ethical implications ● Personalized news feeds and algorithmic bias ● Drone Journalism																																	
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REFERENCES:

1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar.
2. Web Masters Hand Book, Galgotia
3. Computer Graphic Software Construction, John R Rankin
4. The Internet Book, Comer Douhla E.
5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd
6. Designing Interactive Websites, Mohleo James L and Thompson Learning
7. Stephen Quinn
MOJO: The Mobile Journalism Handbook
Peter Lang Publishing (2009)
→ A practical guide to mobile newsgathering, covering tools, workflows, and case studies.
8. Paul Bradshaw
The Online Journalism Handbook (2nd Edition)
Routledge (2017)
→ Covers key skills for digital journalists, including live blogging, social media, SEO, data journalism, and multimedia storytelling.
9. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, Stephen Quinn

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: News Media and Management

**with effect from
Academic Year 2025-2026**

Title: News Media and Management
Course Code: CHM(A)BAMMCEJNM1B506

Sr. No.	Heading	Particulars
1	Description of the Course:	The News Media Management course provides students with an in-depth understanding of the organizational, financial, and strategic aspects of running modern news media operations. It covers key areas such as leadership in media organizations, audience development, revenue models, content planning, and digital transformation. Students will analyze case studies of traditional and digital media enterprises, explore challenges in managing newsroom dynamics, and learn how to adapt to the rapidly changing media ecosystem. Emphasis is placed on innovation, ethical decision-making, and the use of analytics in shaping editorial and business strategies for sustainable media management.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Lecture / Discussion/ Case Study / Analysis/ Field Exercise/ Role play/ Documentary Viewing/ Project-Based Learning
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks
7	Course Objectives:	1. Understand the organizational structure and workflow of media outlets. 2. Learn leadership, decision-making, and crisis management in media settings. 3. Study media economics, branding, and revenue models. 4. Develop strategies for managing teams and content in a dynamic newsroom.
8	Learning Outcomes: Student will be able	LO1: To analyze the organizational models, revenue strategies, and evolving trends within digital media enterprises. LO2: To capable of formulating and implementing effective management strategies for content creation, audience engagement, and monetization in new media environments. LO3: To assess the regulatory frameworks, ethical considerations, and digital rights management practices relevant to new media operations. LO4: To interpret audience data, engagement metrics, and digital analytics to guide strategic and operational decisions in new media management.

Syllabus

UNIT I: Introduction

- Making News: Truth, Ideology and News work
- Legacy Media: Broadcast Media Overview and Print Publishing Overview
- A Comparative Analysis with Electronic Media: Contemporary Elements, Dimensions and Image of Print Media News media as business.
- Enterprise: Proprietary concerns Types of ownership

UNIT II: Organizational Structure

- Hierarchy
- Decision making Inter-relationship between departments
- Human Resource development :Specialized training for skilled workers
- Financial Management Cost and Profitability
 - Costing classification and allocation
 - Nature of cost
 - Factors affecting cost
 - Fixed and variable costs
- Challenges of Globalization and Liberalization
 - Foreign Direct Investment
 - Cross Media Ownership
 - Commercialization of Media
- Media Entrepreneurship and Startup Culture
 - Launching a digital media, brand, niche media ventures, crowd funding models
 - Case Studies: The Ken, News Laundry, Mojo Story

UNIT III: Organizational Structure

- Resource and supply chain
- Newsprint
- Technology
- Production process
- Managing Resources
- Advertising revenue building
- and maintenance
- Circulation revenue
- Ways to cut cost and boost revenue
- Marketing techniques
- Brand building
- Public Relations
- Newspaper's relation to its community
- Understanding the target audience
- Building goodwill
- Promoting the newspaper's / site's services
- Sales promotional activities
- Role of research and readership surveys
- "Digital Revenue Models & Analytics"

	- Subscription and paywall models (e.g., NYT, The Hindu, The Ken) - AdSense, affiliate models, influencer partnerships - Basics of Google Analytics, audience engagement metrics UNIT IV: Organizational Structure - The role of advertising - From Web 1.0 to 2.0 - AI, Automation & the Future of News UNIT V: Case studies - Case studies – Eenadu and Network 18 - Expansion of Sky Network [Star Network in India] - Relevance of TAM Ratings in News Channels along with IRS Studies																																	
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11	REFERENCES: - Anand, Bharat. The Content Trap: A Strategist’s Guide to Digital Change. Random House, 2016. - Lindgren, Simon. Digital Media and Society. SAGE Publications Ltd, 2017. - Albarran, Alan B. Media Economics. 4th ed., Routledge, 2017. - Lyons, Dan. Disrupted: My Misadventure in the Start-Up Bubble. Hachette Books, 2016. - Srnicek, Nick. Platform Capitalism. Polity Press, 2017. - Pavlik, John V., and Shawn McIntosh Bridges. AI in Journalism: Artificial Intelligence and the Future of News. Routledge, 2023. - Newslaundry Foundation, editors. Startup Guide to Journalism: Building Independent Media. Newslaundry Publications, 2022. - Kline, Jeffrey D. Audience Analytics: A Practitioner’s Guide. Routledge, 2020.																																	

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: Media Law and Ethics

**with effect from
Academic Year 2025-2026**

Title: Media Law and Ethics

Course code: CHM(A)BAMMCEJML1B508

Sr. No.	Heading	Particulars
1	Description of the Course:	The Media Law and Ethics course offers students a comprehensive overview of the legal frameworks and ethical principles that govern the practice of journalism and mass communication. It examines key areas such as freedom of the press, defamation, privacy, intellectual property, contempt of court, and the right to information. Students will also explore ethical dilemmas faced by media professionals, including issues of accuracy, fairness, bias, and responsibility in reporting. Through case studies and critical analysis, the course aims to foster a strong sense of legal awareness and ethical accountability, preparing students to make informed and principled decisions in their media careers.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Lecture / Discussion/ Case Study / Analysis/ Field Exercise/ Role play/ Documentary Viewing/ Project-Based Learning
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks (75:25)
7	Course Objectives:	1. Gain knowledge of media laws including defamation, copyright, and privacy. 2. Understand journalists' rights and limitations in different legal systems. 3. Study core ethical principles like fairness, accountability, and transparency. 4. Analyze real-world case studies to apply legal and ethical reasoning.
8	Learning Outcomes:	Student will be able to LO1: Understand key legal provisions governing media in India, including freedom of speech and defamation laws. LO2: Analyze ethical issues in journalism using real-life case studies and principles of media responsibility. LO3: Evaluate the role of media regulations, self-regulation, and press councils in maintaining journalistic standards. LO4: Examine the legal and ethical challenges posed by AI, deep fakes, and digital misinformation in media.

Syllabus

UNIT I: Laws relating to media freedom: provisions, status and case studies

- Article 19 (1) (a) of Indian Constitution
- Article 19.2
- Defamation –sections 499,500
- Contempt of Courts Act 1971
- Public Order – sections 153 AandB,295A,505

UNIT II: Provisions in the Act, challenges in its implementation, case studies

- Sedition (IPC124A), Obscenity (IPC292,293)
- Contempt of Parliament
- Official Secrets Act
- Whistleblowers Protection Act
- Press and Registration of Books Act

UNIT III: Provisions in the Act, challenges in its implementation, case studies

- Right to Information Act
- Information Technology Act
- Right to Privacy and its violation by media
- Indian Evidence Act
- The Copyright Act, the application of copyright, fair use, the incentive theory of copyright, damages and penalties
- Digital Surveillance, Deep fakes, and Media Ethics
- Legal grey zones and media responsibility
- Deep fakes and misinformation threats
- Case law on AI-generated content
- The Data Protection Act 2023 (India)

UNIT IV: Self –Regulation and Fake news

- Why ethics is important? Social responsibility of media
- Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency
- Confidentiality and Public Interest, Conflict of interest, Ethics and sting operation
- Emergence of Alternative News Portals (e g: Alt News)

UNIT V: Self –Regulation and Fake news

- Different forms of Regulation: State Regulation, Self- Regulation, Co-Regulation
- Press Ombudsman: Readers' Editor- its significance. Regulatory practices in Developed Democratic Countries
- Role of journalist to combat digital fuelling of disinformation, misinformation and mal information,
- Is transparency the new objectivity? Sieving propaganda from news.
- Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.
- Generative AI & Ethical Journalism
- Legal and ethical implications of using Chat GPT-like tools in content generation
- Accountability and bylines in AI-assisted reporting
- Legal liabilities around AI-generated misinformation

10

Scheme of Examination and Assessment Pattern

Paper – 100 Marks

External Examination: Semester End External - 75 marks Time: 2.5 hours

Format of Question Paper

Question No	Nature of Questions	Marks
Q1	Case Study	15
Q2	Theory	15
Q3	Theory	15
Q4	Theory	15
Q5	Short Notes	15
		Total 75

Internal Examination: Continuous Evaluation - 25 marks

	Assessment / evaluation	Marks
1.	Oral & Practical Presentations Projects / Assignments	15
2.	Debates /Group Discussion Open Book Tests Quiz	10
		Total: 25

11

REFERENCES:

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. Neelamalar, M. Media Law and Ethics. PHI Learning Pvt. Ltd., 2010.
8. Kumar, Keval J. Mass Communication in India. 5th ed., Jaico Publishing House, 2020.
9. Parthasarathi, V. Media Ethics: Truth, Fairness, and Objectivity. Oxford University Press, 2018.



HSNC Board's
Smt. Chandibai Himathmal Mansukhani College, Ulhasnagar
(Autonomous)
Affiliated to the University of Mumbai

Bachelor of Arts
(Multimedia and Mass Communication)
(Self-Financing Course)

Semester – V Advertising

Choice Based and Credit Based syllabus
With Effect From:
Academic Year 2025-2026

PREAMBLE

The Department of Multimedia and Mass Communication is committed to shaping informed, innovative, and ethically grounded media professionals equipped to thrive in an ever-evolving global landscape. Rooted in a multidisciplinary framework, the undergraduate program fosters critical engagement with the media industry examining its socio-cultural, political, and economic dimensions, and exploring how communication both influences and reflects the fabric of society.

Through a dynamic blend of theoretical insight and hands-on experience, students are prepared to navigate diverse professional avenues, including journalism, advertising, public relations, content creation, digital media, and academic research. Emphasizing both foundational and advanced competencies, the curriculum offers a deep dive into the entertainment ecosystem—spanning cinema, television, OTT platforms, and social media. As students explore the historical, regulatory, and economic forces shaping mass media, they also gain mastery over emerging digital tools and storytelling strategies—producing content that resonates with contemporary audiences. With a strong emphasis on research, critical thinking, and strategic media writing, the program ensures graduates are well-equipped to contribute meaningfully to the media landscape, pursue advanced studies, and become thought leaders and change makers in the field of communication.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: It prepares students for a diverse range of professional pathways in advertising, journalism, public relations, digital media, and content creation.

PSO2: With a focused lens on the entertainment ecosystem—including cinema, television, OTT platforms, and social media—students gain insights into content creation, audience behavior.

PSO3: Through practical and theoretical engagement, the program fosters self-confidence, self-efficacy and social accountability.

PSO4: Learners develop proficiency in formats such as blogs, podcasts, video content, photography, social media, and multimedia storytelling.

PSO5: Learners gain a deep understanding of mass media as a dynamic system influenced by historical evolution

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: Copywriting

**with effect from
Academic Year 2025-2026**

Title: Copywriting
Course Code: CHM(A)BAMMCDRGA-501

Sr. No.	Heading	Particulars
1	Description of the Course:	This course introduces students to the art and technique of persuasive writing for advertising and media. It focuses on crafting compelling copy for various platforms, including print, digital, social media, radio, and television. Students will learn how to write headlines, taglines, scripts, and campaign messages that capture attention and drive action. Emphasis is placed on creativity, brand voice, audience targeting, and adapting messages to different media formats. Practical assignments and critiques help students develop a professional portfolio of original copy.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Case Analysis/ Interactive Lecture/ Case Studies / Group Work/ Demo/ Practice
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks (75:25)
7	Course Objectives: 1. Understand the psychological, cultural, and social factors that influence buying decisions. 2. Analyze the consumer decision-making process. 3. Apply consumer insights to develop effective marketing strategies. 4. Explore post-purchase behavior and customer satisfaction	
8	Learning Outcomes: Student will be able LO1: To familiarize the core principles of copywriting, including industry terminology, roles, and formats used across advertising platforms. LO2: To understand the strategic function of copywriting in persuasive communication and branding, including tone, appeals, and target audience relevance. LO3: To apply creative thinking techniques and writing skills to develop compelling copy for various media such as print, television, radio, outdoor, and digital. LO4: To analyze contemporary advertising campaigns to identify copywriting styles, storytelling approaches, and media-specific adaptations for different demographics.	

Syllabus

UNIT I: Fundamentals Of Copywriting And Creative Thinking

- **Introduction to Copywriting**
 - Role and responsibility of the copywriter
 - Difference between content writing and copywriting
 - Brief history and evolution of advertising copy
- **Creative Thinking For Copy**
 - Developing a creative mindset
 - Incubation and ideation process
 - Finding the 'One Big Idea' (OBI)
 - USP, positioning, and consumer insight
- **Idea Generation Techniques**
 Idea generation techniques: eg. Brainstorming, Triggered brain walking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics
- **Trans creativity**
 - Understanding the shift from translation to trans creation
 - Writing for diverse cultures and languages
 - Reworking copy for regional and digital campaigns

UNIT II: Writing For Advertising

- **Briefs**
 - Marketing vs Creative Brief
 - Decoding a brief for campaign planning
- **Writing Persuasive Copy**
 - Brand voice, tone, and character
 - Writing headlines, taglines, CTAs
 - Emotional branding and storytelling
 - Persuasion models: AIDA, PAS, 4C's
- **Neuroscience in copy: power of words in triggering consumer action**

UNIT III: Campaign Analysis & Industry Trends

- **Contemporary Copy Styles**
 - Analysis of award-winning campaigns (last 1–2 years)
 - Copy variation across media
 - Writing for different demographics
 - Tone of voice, genre appeal, storytelling
- **Study of campaigns across:**
 - Ogilvy, Dentsu, Leo Burnett, Wunderman Thompson, Schbang, Spring Marketing Capital
 - TVC, Print, Outdoor, Digital, Influencer-led campaigns
- **Trends to be Explored**
 - Meme marketing
 - Purpose-driven campaigns
 - AI-generated copy
 - Short video script writing (Reels, Shorts)
 - Copy for hyper local and vernacular media

UNIT IV: Media And Audiences**• Writing Copy For Various Media**

- Print: Headlines, sub headlines, captions, body
- copy, and slogans
- Television: Storyboard, Storyboarding Techniques, Balance between words and visuals
- | Power of silence, formats of TVS's
- Outdoor posters
- Radio: RJ script, jingles, storytelling
- Digital: Posts, web banners, push notifications
- Social: Platform-specific (Instagram, LinkedIn, X, Threads)

• Writing Copy For Various Audiences

- Children,
- Youth,
- Women,
- Senior citizen and
- Executives
- Baby Boomers, Gen X, Gen Y (Millennial), Gen Z

UNIT V: Writing Copies, Appeals, Execution, Styles And Evaluation**• Writing for Specialized Formats:**

- Direct mailer,
- Classified,
- Press release,
- B2B,
- Email copy
- Advertorial,
- Infomercial

• Advertising Appeals and Execution Styles:

- Rational appeals
- Emotional appeals: Humor, Fear, Sex appeal,
- Music
- Various advertising execution techniques
- The techniques Evaluation of an Ad Campaign

10**Scheme of Examination and Assessment Pattern**

Paper – 100 Marks

External Examination: Semester End External - 75 marks Time: 2.5 hours

Format of Question Paper

Question No	Nature of Questions	Marks
Q1	Case Study	15
Q2	Theory	15
Q3	Theory	15
Q4	Theory	15
Q5	Short Notes	15
		Total 75

Internal Examination: Continuous Evaluation – 25 marks

	Assessment / evaluation	Marks
1.	Oral & Practical Presentations Projects / Assignments	15
2.	Debates /Group Discussion Open Book Tests Quiz	10
	Total:	25

11

REFERENCES:

1. Bayan, Richard. *Words That Sell: More than 6000 Entries to Help You Promote Your Products, Services, and Ideas*. McGraw-Hill Education, 2006.
2. Bly, Robert W. *The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells*. Holt Paperbacks, 200s
3. Gabay, Jonathan. *Copywriting*. FT Prentice Hall, 2003.
4. Mandar, Harsh. *Looking Away*. Speaking Tiger, 2015.
5. Shaw, Mark. *Copywriting: Successful Writing for Design, Advertising and Marketing*. Laurence King Publishing, 2009.
6. Sugarman, Joseph. *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. John Wiley & Sons, 2006.
7. Sullivan, Luke. *Hey Whipple, Squeeze This: The Classic Guide to Creating Great Advertising*. 6th ed., Wiley, 2022

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: Advertising and Marketing Research

**with effect from
Academic Year 2025-2026**

Title: Advertising and Marketing Research**Course Code: CHM(A)BAMMCDRGA-502**

Sr. No.	Heading	Particulars
1	Description of the Course:	This course provides students with a comprehensive understanding of research methods used in advertising and marketing. It covers both qualitative and quantitative approaches to gathering consumer insights, testing campaign effectiveness, and guiding strategic decisions. Students will learn how to design surveys, conduct focus groups, analyze data, and apply findings to real-world marketing challenges. Emphasis is placed on interpreting research to inform creative strategies and media planning.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Lecture / Discussion / Case Study / Brainstorming/ Project-Based Learning/ In-Class Activity/ Demonstration / Role-play
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks (75:25)
7	Course Objectives: 1. Understand research methods used to gather consumer and market insights. 2. Learn how to design, conduct, and analyze surveys, focus groups, and data. 3. Use research to guide advertising strategies and measure campaign effectiveness. 4. Develop critical thinking skills to interpret marketing trends and behaviors	
8	Learning Outcomes: Student will be able LO1: To inculcate the analytical abilities and research skills among the students. LO2: To understand research methodologies – Qualitative Vs. Quantitative LO3: To discuss the foundations of Research and audience analysis that is imperative to successful advertising. LO4: To understand the scope and techniques of Advertising and Marketing research, and their utility.	

Syllabus

UNIT I: Fundamentals of Research

- What is Literature review
- Statement of the problem
- Aims and objectives' of the study
- Relevant Research questions

UNIT II: Research design

- Meaning, Definition, Need and Importance,
- Scope of Research Design
- Types- Descriptive, Exploratory and Causal.

UNIT III: Preparing Questionnaire

- Survey instruments
- Designing the questioning using projective technique for Qualitative research
- Designing the Questionnaire using attitude measuring scale for Quantitative research

UNIT IV: Sampling

- Meaning of Sample and Sampling,
- Process of Sampling
- Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball,
- Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.

UNIT V: Research Ethics

- Informed Consent in Consumer Research
- Privacy and Data Protection
- AI and Automation in Marketing Research

UNIT VI: 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.

UNIT VII: 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, test, factor analysis and discriminant analysis

UNIT VIII: Report Writing

FORMAT OF RESEARCH REPORTS

The research report shall have the following Components.

- Title page
- Index
- Introduction and Research objective
- Industry Overview

- Literature Review
- Statement of the Problem
- Statement of Hypothesis (Min two hypothesis)
- Research Methodology and Research Design
- Data Analysis and Interpretations
- Findings
- Conclusion
- Suggestions
- Annexure (questionnaires)
- Bibliography

UNIT IX: Advertising Research

- Introduction to Advertising Research
- Copy Research: a. Concept testing, b. Name testing, c. Slogan testing
- Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct Mail tests, d. Statement comparison tests
- Qualitative interviews, f. Focus groups
- Pretesting:
 - Print Pretesting: a. Consumer Jury Test,
 - Portfolio test,
 - Paired comparison test,
 - Order-of-merit test,
 - Mock magazine test,
 - Direct mail test.
 - Broad casting Pretesting:
 - Trailer tests,
 - Theatre tests,
 - Live telecast tests, d. Clutter tests
 - Challenges to pre-testing. Example: The Halo effect
- Post testing:
- Recall tests,
- Recognition test,
- Triple association test,
- Sales effect tests ,
- Sales results tests,
- Enquires test
- **Physiological rating scales**
- Pupil metric devices, Eye-movement camera, 3. Galvanometer,
- 4. Voice pitch analysis,
- Brain pattern analysis

UNIT X: Marketing Research

- Introduction to Advertising Research 8
- New product research,
- Branding Research,
- Pricing research, Packaging research, Product testing

10**Scheme of Examination and Assessment Pattern**

Paper – 100 Marks

External Examination: Semester End External - 75 marks Time: 2.5 hours

Format of Question Paper

Question No	Nature of Questions	Marks
Q1	Case Study	15
Q2	Theory	15
Q3	Theory	15
Q4	Theory	15
Q5	Short Notes	15
		Total 75

Internal Examination: Continuous Evaluation - 25marks

	Assessment / Evaluation	Marks
1.	Oral & Practical Presentations Projects / Assignments	15
2.	Debates /Group Discussion Open Book Tests Quiz	10
		Total: 25

11**REFERENCES:**

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

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: Agency Management

**with effect from
Academic Year 2025-2026**

Title: Agency Management
Course Code: CHM(A)BAMMCEAAM1503

Sr. No.	Heading	Particulars
1	Description of the Course:	This course offers an in-depth look into the structure, operations, and strategic management of media, advertising, and creative agencies. Students will learn about client servicing, team leadership, budgeting, project workflow, and agency-client relationships. The course also explores new business development, pitching strategies, and the impact of digital transformation on agency models. By the end, students will be equipped with the skills to effectively manage and contribute to the success of an agency environment.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Lecture / Discussion / Workshop / Group Activity/ Lecture / Simulation Exercise/ Case Study / Debate/ Advertising Analysis/ Role Play
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks (75:25)
7	Course Objectives: 1. Learn the structure, roles, and functions within advertising and media agencies. 2. Understand project management, client servicing, and budgeting in agency settings. 3. Explore leadership, strategic planning, and creative workflow in agencies. 4. Study how to manage brand campaigns from brief to execution.	
8	Learning Outcomes: Student will be able to LO1: To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. LO2: How an ad agency works and what opportunities exist LO3: To familiarize students with the different aspects of running an ad agency LO4: To inculcate competencies thereby enabling to undertake professional work with advertising industry.	

Syllabus

UNIT I:

Advertising Agencies

- Agencies role, Functions,
- Organization and Importance
- Different types of ad agencies

Account Planning

- Role of account planning in advertising
- Role of Account Planner
- Account Planning Process

Client Servicing

- The Client – Agency Relationship
- 3P's of Service: Physical evidence, Process and People
- The Gaps Model of service quality
- Stages in the client-agency relationship
- How Agencies Gain Clients
- Why Agencies Lose Clients
- The roles of advertising
- Account executives

Advertising campaign Management

- Means-End chaining and the
- Method of Laddering as guides to Creative Advertising Formulation

UNIT II: Study and Analysis current Advertising campaigns

- Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class 15 room.
 - JWT
 - Ogilvy
 - Lowe Lintas
 - FCB Ulka
 - DDB Mudra
 - Publicize Worldwide
- 2 At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. The application questions are expected on the latest campaigns.

UNIT III:

Entrepreneurship

- Entrepreneurship-Definitions, Meaning Concept, Functions, Need and Importance.
- Entrepreneurship-As Innovation, risk taking and problem solving.
- Social Entrepreneurship

Sources of capital for startup Company

- Personal investment.
- Family
- Venture capital.
- Angels Finance
- Business incubators.
- Government grants and subsidies.

- Bank loans.

Creating and Starting the Venture

- Sources of new Ideas,
- Methods of generating ideas, creating problem solving,
- product planning and
- development process

UNIT IV:

Business Plan for Setting up an Agency

- Business plan introduction,
- Various Stages in setting up a new Agency

Marketing plan of the client

- The Marketing brief,
- Marketing Audit,
- Marketing Objectives,
- Marketing Problems and Opportunities Review,
- STP,
- Executing the plan,
- Evaluating the plan

UNIT V:

The Response Process

- Traditional Response Hierarchy Models: AIDA
- Communications Objectives
- DAGMAR: An Approach to Setting Objectives

Agency Compensation

- Various methods of Agency Remunerations

Growing the Agency

- The Pitch: request for proposal, speculative pitches, Pitch Process
- References, Image and reputation, PR

Sales Promotion Management

- The Scope and Role of Sales
- Promotion
- Reasons for the Increase in Sales Promotion
- Objectives of Trade-Oriented Sales Promotion
- Techniques of Trade-Oriented Sales Promotion
- Objectives of Consumer-Oriented Sales Promotion
- Techniques of Consumer-Oriented Sales Promotion
- Designing and Implementing a Sales Promotion Plan
- Evaluating the Effectiveness of Sales Promotions
- Digital and Mobile Sales Promotion

10

Scheme of Examination and Assessment Pattern

Paper – 100 Marks

External Examination: Semester End External - 75 marks Time: 2.5 hours

Format of Question Paper

Question No	Nature of Questions	Marks
Q1	Case Study	15
Q2	Theory	15
Q3	Theory	15
Q4	Theory	15
Q5	Short Notes	15
		Total 75

Internal Examination: Continuous Evaluation – 25 marks

	Assessment / evaluation	Marks
1.	Oral & Practical Presentations Projects / Assignments	15
2.	Debates /Group Discussion Open Book Tests Quiz	10
		Total: 25

11

REFERENCES:

1. Advertising and Promotion by G. Belch and M. Belch
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: Social Media Marketing

**with effect from
Academic Year 2025-2026**

Title: Social Media Marketing
Course Code: CHM(A)BAMMCEASM1505

Sr. No.	Heading	Particulars
1	Description of the Course:	This course introduces students to the strategies and tools used in marketing through social media platforms. It covers content creation, audience engagement, analytics, and campaign management across networks like Instagram, Facebook, X (formerly Twitter) and LinkedIn. Students will learn how to build brand presence, measure performance, and adapt marketing tactics to trends in the digital landscape. Real-world case studies and hands-on projects help prepare students for the fast-paced world of social media marketing.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Lecture/ Start up on Social Media Marketing / Content Calendar Activity/ Workshop/ Persona Creation/ Real Case Studies/ Tool Walkthrough
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks (75:25)
7	Course Objectives: 1. Gain expertise in managing content and communities across social platforms. 2. Learn to plan, execute, and measure social media campaigns. 3. Use analytics tools to evaluate engagement, reach, and ROI. 4. Understand platform-specific strategies and emerging digital trends.	
8	Learning Outcomes: Student will be able to LO1: Students learn to communicate ideas effectively through web platforms, blending creativity with technology to craft compelling stories and campaigns. LO2: Gain real-world experience from professionals in the field, building a strong foundation in design, production, and the tools used in today's digital landscape. LO3: Enhance critical thinking and collaboration by solving creative challenges, learning from risk-taking, and applying people skills in individual and group settings. LO4: Draw inspiration from diverse fields and develop a commitment to personal and professional growth, preparing for leadership and innovation in the evolving world of digital media	

Syllabus

UNIT I: Introduction to Social Media Marketing

Understanding Social Media

- History, Evolution & Impact
- Explore the rise of social media platforms, their evolution over time, and their influence on communication, culture, and business.

Key Social Media Platforms & Their Ecosystems

- Overview of major platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.), their user demographics, features, and marketing potential.

The Role of Social Media in Digital Marketing

- Introduction to how social media fits into the broader digital marketing landscape, including its relationship with content marketing, SEO, and branding.

Ethics, Privacy & Responsible Use of Social Media

- Understanding ethical considerations, data privacy concerns, digital citizenship, and the responsible use of social platforms in professional settings.

UNIT II: Social Media Marketing

Introduction to Social Media Marketing

Meaning , Importance , Myths about Social media marketing, Brief History

Characteristics of Social

- Media marketer and Careers in Social media marketing

FaceBook Marketing

- Facebook – the Origin and Eight different version of Facebook, What is Face book marketing?
- Facebook page best practices, KPI and insights, How does Facebook advertising work – Facebook ad campaign objectives and targeting and content creation and sharing

Instagram Marketing

- Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads

Linked In Marketing

LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on Linked In

Pinterest Marketing

Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins

YouTube Marketing

- How to build foundation for your YouTube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements

UNIT III: Social Media Marketing Plan, and Campaign management

- What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy) , Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts ,
- Evaluating Social media marketing success

Campaign Marketing

- What is campaign management? Solutions, How to

	• use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a • CRM tool. How Companies use blogs for effective campaign management? UNIT IV: Ethics and Careers Ethics • Code of ethics , 9 Rules of engagement for Social Media Marketing Careers • Careers in Social media marketing																																	
10	Scheme of Examination and Assessment Pattern Paper – 100 Marks External Examination: Semester End External - 75 marks Time: 2.5 hours Format of Question Paper <table border="1"><thead><tr><th>Question No</th><th>Nature of Questions</th><th>Marks</th></tr></thead><tbody><tr><td>Q1</td><td>Case Study</td><td>15</td></tr><tr><td>Q2</td><td>Theory</td><td>15</td></tr><tr><td>Q3</td><td>Theory</td><td>15</td></tr><tr><td>Q4</td><td>Theory</td><td>15</td></tr><tr><td>Q5</td><td>Short Notes</td><td>15</td></tr><tr><td colspan="2"></td><td>Total 75</td></tr></tbody></table> Internal Examination: Continuous Evaluation - 25 marks <table border="1"><thead><tr><th></th><th>Assessment / evaluation</th><th>Marks</th></tr></thead><tbody><tr><td>1.</td><td>Oral & Practical Presentations Projects / Assignments</td><td>15</td></tr><tr><td>2.</td><td>Debates /Group Discussion Open Book Tests Quiz</td><td>10</td></tr><tr><td></td><td>Total:</td><td>25</td></tr></tbody></table>	Question No	Nature of Questions	Marks	Q1	Case Study	15	Q2	Theory	15	Q3	Theory	15	Q4	Theory	15	Q5	Short Notes	15			Total 75		Assessment / evaluation	Marks	1.	Oral & Practical Presentations Projects / Assignments	15	2.	Debates /Group Discussion Open Book Tests Quiz	10		Total:	25
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11	REFERENCES: 1. Digital Marketing: A Practical Approach” by Seema Gupta 2. “Social Media Marketing: The Next Big Thing” by S. R. S. Prabhu 3. “Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World” by Gary Vaynerchuk 4. “Social Media Marketing: A Strategic Approach” by Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher																																	

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B. Arts
(Multimedia and Mass Communication)**

Semester- V

Title: Direct Marketing and E- Commerce

**with effect from
Academic Year 2025-2026**

Title: Direct Marketing and E- Commerce
Course Code: CHM(A)BAMMCEADM1506

Sr. No.	Heading	Particulars
1	Description of the Course:	This course explores the principles and practices of direct marketing and its integration with e-commerce strategies. Students will learn how to create targeted marketing campaigns using tools such as email, SMS, catalogs, and digital advertising. The course also covers the fundamentals of e-commerce platforms, online consumer behavior, conversion optimization, and data-driven decision-making. Through case studies and hands-on projects, students gain practical skills in building and managing online marketing initiatives that drive measurable results.
2	Vertical	--
3	Type and Teaching Method:	Theory + Practicum Lecture / Discussion / Workshop / Group Activity/ Lecture / Simulation Exercise/ Case Study / Debate/ Advertising Analysis/ Role Play
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks (75:25)
7	Course Objectives:	1. Explore direct marketing techniques like email, SMS, and telemarketing. 2. Understand customer segmentation, CRM, and personalization. 3. Learn the structure and technology behind e-commerce platforms. 4. Develop skills in online promotion, digital payment systems, and customer retention.
8	Learning Outcomes:	Student will be able to LO1: Understand the evolving role and growing relevance of Direct Marketing. LO2: Apply traditional and modern direct marketing techniques to build customer relationships LO3: Analyze the integration of Direct Marketing with Social Media and E-Commerce platforms LO4: Understand how direct marketing activities are implemented through social media and the emerging impact of digital tools on customer engagement and business growth.

Syllabus

UNIT I: Introduction to Direct Marketing , Integrated Marketing Communication& Customer Relationship Management

Meaning and Introduction to Marketing

- Evolution of Marketing, Study of Marketing Mix, Traditional Versus Modern Marketing Techniques, Meaning and Definition of Direct Marketing, Importance of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Approaches of Direct Marketing, Reasons for the growth of Direct Marketing, Techniques of Direct Marketing, Economics of Direct Marketing, Economics of Direct Marketing, Laws pertaining to Patents, Trademark, Copyright, etc., Privacy - The key Issue.

Integrated Marketing Communication versus Direct Marketing

- Meaning, Introduction of IMC , Role of IMC in the Marketing Process, Relationship of IMC with Direct Marketing, Importance of IMC, Tools of IMC - Advertising ,Sales Promotion, Publicity, Personal Selling, etc., Person to person ,Group Selling, Direct Mail, Direct response Television(DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows

Customer as the Only project center: Segmentation, Targeting and customer Focus

- What is Customer Relationship Management (CRM), Importance of CRM, Planning and Developing CRM, Customizing Products to different needs, Studying the customers mix and Managing the Key customers, Relationship Marketing - Customer Loyalty, 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention, Market Segmentation

UNIT II: Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory

- Understanding the business of Direct Marketing – Database Management/ Marketing Strategies: Database Management: Meaning, Importance, Functions of Database, Sources and uses of E- database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget.
- Direct Marketing Research and Testing: What is customer Life time Value (LTV), Factors affecting Life time Value, How we use LTV, LTV Sums (3 methods - Present/Historical and Discounted), Using LTV analysis to compare the Effectiveness of various marketing strategies.
- Direct Marketing Analysis: List Selection, Prospecting, Product Customization, Response Modeling and Experimentation, Mail order, Lead generation, Circulation, Relationship/loyalty programs, Store traffic/Site traffic generation, Fund raising, Pre-selling, selling (Cross selling, Upselling) and Post-Selling

UNIT III: Introduction to E-commerce, E-business , Building up a Website

- Introduction to E-Commerce: Meaning and Scope of E-Commerce, Understand what E-Commerce is and explore its reach in today's digital economy. Difference Between Traditional and E-Commerce Business. Compare key features of conventional business models and digital commerce.

	- E-Business: Meaning, Launching an E-Business, Different phases of Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, and Enterprise Resource Planning - Website Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle. Approach for Building a Website, Different Ways of Building a Website UNIT IV: Payment, Security in E-Commerce , Integration of Direct Marketing & E-Commerce through social media - Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E- Cheques, E-wallet, Electronic Fund Transfer, Issues Relating to Privacy and Security in E-Business - Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway, Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security - Integration of Direct Marketing and E-Commerce through the use of Internet and Social Media: What is Internet, How companies use internet to promote the product, Impact of Internet on Direct Marketing and E-Commerce industry, Growing Importance of Social Media, Role of Social Media on Consumers and Business																																	
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REFERENCES:

1. Direct Marketing in Practice” by Matthew Housden
2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
3. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
4. “CRM: Customer Relationship Management” by Alok Kumar Rai
5. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990
6. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob Stone (Author), Ron Jacobs (Author)
7. The New Direct Marketing: How to Implement a Profitdriven Database, by Rajeev Batra
8. “E-Commerce: Strategy, Technologies and Applications” by David Whiteley
9. “E-Marketing” by Judy Strauss and Raymond Frost
10. “E-Commerce and Business Communication” by C.S.V. Murthy

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**Third Year B.A
(Multimedia and Mass Communication)**

Semester- V

Title: Consumer Behaviour

**with effect from
Academic Year 2025-2026**

Title: Consumer Behaviour
Course Code: CHM(A)BAMMCEACB 1507

Sr. No.	Heading	Particulars
1	Description of the Course:	This course explores the psychological, cultural, and social factors that influence consumer decision-making, with a special focus on media consumption. Students will learn how audiences engage with media content, advertising, and digital platforms. Through case studies and practical analysis, the course equips future media professionals with insights to create targeted, effective, and ethically responsible content strategies.
2	Vertical	--
3	Type and Teaching Method	Theory + Practicum Debate / Reading Review/ Case Study /Survey/ Lecture/ Advertisements Analysis/ Case Study/ Quiz
4	Credit	4 Credits
5	Hours allotted	48 Hours
6	Marks allotted	100 Marks (75:25)
7	Course Objectives: 1. Learn the art of persuasive writing for various media platforms. 2. Develop the ability to write compelling headlines, slogans, and brand messages. 3. Understand the principles of tone, audience targeting, and storytelling. 4. Practice writing for ads, social media, websites, and print material	
8	Learning Outcomes: Student will be able LO1: To know the key psychological, sociological, and digital dimensions influencing consumer behavior. LO2: To understand the consumer decision-making process and the impact of individual and group influences. LO3: To apply behavioral theories and consumer insights to advertising and marketing communication strategies. LO4: To analyze changing consumer trends, cross-cultural dynamics, and the role of digital media in shaping modern consumption patterns.	

Syllabus

UNIT I: Introduction To Consumer Behaviour & Its Foundations

- **Introduction To Consumer Behaviour**
- Need to study Consumer Behaviour.
- Psychological & Sociological dynamics of consumption.
- Consumer Behaviour in a dynamic & digital world

Marketing & Consumer

- Segmentation Strategies – VALS
- Communication process.
- Persuasion - Needs & Importance.
- ELM. Persuasive advertising appeals.

UNIT II: Psychological Determinants Of Behaviour

- Motivation: Types and Theories (Maslow, Herzberg)
- Attitude Formation: Tricomponent Model and Multi-Attribute Attitude Model
- Personality Theories (Freud, Jung), Personality Traits and Self-Concept
- Cognitive Dissonance and Consumer Justification
- Perception: Elements, Subliminal Messaging, Perceptual Bias, Stereotyping in Ads
- Influence of UX/UI Design and Visual Perception in Online Consumption

UNIT III: Learning, Culture & Social Influences

- Consumer Learning Theories: Classical, Operant, Cognitive Learning
- Family: Socialization, Consumption Roles, Family Life Cycle (FLC)
- Culture and Subculture: Role, Dynamics, Shifting Indian Core Values
- Cross-Cultural Consumption Patterns and Global Consumer Behaviour
- Social Class, Group Influence, and Role of Reference Groups
- Impact of Influencer Culture, Online Communities, and Peer Reviews

UNIT IV: Consumer Decision-Making And Adoption

- Stages in the Consumer Decision-Making Process
- Models of Decision-Making: Economic, Psychological, and Sociological
- Role of Opinion Leaders and Influence Marketing
- Diffusion of Innovation: Adoption Process, Innovators vs Laggards
- Post-Purchase Behaviour and Brand Loyalty
- Digital Nudges, Retargeting Ads, and Ethical Persuasion in E-commerce

10

Scheme of Examination and Assessment Pattern

Paper – 100 Marks

External Examination: Semester End External - 75 marks Time: 2.5 hours

Format of Question Paper

Question No	Nature of Questions	Marks
Q1	Case Study	15
Q2	Theory	15
Q3	Theory	15
Q4	Theory	15
Q5	Short Notes	15
		Total 75

Internal Examination: Continuous Evaluation - 25 marks

	Assessment / evaluation	Marks
1.	Oral & Practical Presentations Projects / Assignments	15
2.	Debates /Group Discussion Open Book Tests Quiz	10
		Total: 25

11

REFERENCES:

1. Blackwell, R., Miniard, P., & Engel, J. (2006). *Consumer Behaviour*. Cengage Learning.
2. Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill.
3. Lindstrom, M. (2008). *Buyology: Truth and Lies About Why We Buy*. Doubleday.
4. Martin, D. M., & Schouten, J. W. (2014). *Sustainable Consumer Behaviour*. Routledge.
5. Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.
6. Schiffman, L. G., & Wisenblit, J. (2020). *Consumer Behavior*. Pearson Education.
7. Sethna, Z. & Blythe, J. (2016). *Consumer Behaviour*. Sage Publications.
8. Solomon, M. R. (2019). *Consumer Behaviour: Buying, Having, and Being*. Pearson.

Department of Multimedia and Mass Communication

Sr No	Name of the Faculty	Designation and College	Signature
1.	Ms. Neha Gurdasani	Assistant Prof, Head Smt. Chandibai Himathmal Mansukhani College, Ulhasnagar-421003	
2.	Mrs. Rahaina Rohra	Assistant Prof Smt. Chandibai Himathmal Mansukhani College, Ulhasnagar-421003	

Name & Signature of the Ad-hoc BoS Chairperson: Ms. Neha Gurdasani 

Name & Signature of the Dean: Dr. Prashant Kelkar 

