

Mahatma Education Society's
Pillai College of Arts, Commerce & Science(Autonomous)
Affiliated to University of Mumbai

'NAAC Accredited 'A' grade (3 cycles)
'Best College Award' by University of Mumbai
ISO 9001:2015 Certified



**Program: Bachelor of Arts in Multimedia Mass
Communication (B.A.M.M.C)**

**F.Y Bachelor of Arts in Multimedia Mass
Communication (B.A.M.M.C)**

PCACS/BAMMC/SYL/2024-25/FY


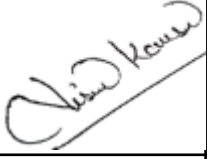
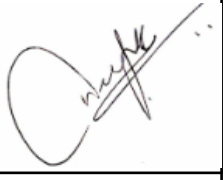
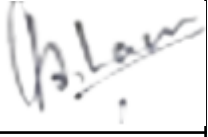

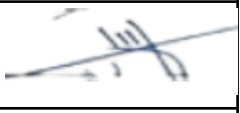

**As per National Education Policy
Choice Based Credit & Grading System**

Academic Year 2024-25



Board of Studies in Department of Media

Sr. No	Name	Composition Category	Signature
1	Dr. Prerna Sharma	Chairperson (Head of the Department of Multimedia & Mass Communication)	
2	Mrs. Juliet Esther	Faculty Specialization	
3	Mrs. Surekha Padmaraj	Faculty Specialization	
4	Mr. Yash Rane	Faculty Specialization	
5	Ms. Hanan Tisekar	Faculty Specialization	
6	Ms. Vishakha Ratnaparkhi	Faculty Specialization	
7	Ms. Harsha Nair	Faculty Specialization	
8	Dr. Artee Aggarwal – Amity University	Subject Expert 1 From Outside Parent University	Absent
9	Dr. Manjiree Vaidya – Amity University	Subject Expert 2 From Outside Parent University	

10	Dr. Rajesh Yeole Dept of Communication & Journalism, CKT College	Subject Expert 3 Vice Chancellor Nominee	
11	Mr.Nishkarsh Sinha (Project Manager at Dreambridge emerging technologies Ltd)	Industry Representative (Industry/Corporate/Allied Sector)	
12	Mrs. Deepa Makkad (Ex Director -Team Rustic - Event Management Company)	Industry Representative (Industry/Corporate/Allied Sector)	
13	Ms. Roshan Gopalan 2019-2020	Post Graduate Meritorious Alumnus	
14	Ms. Gurpreet Kaur Khalsa	Post Graduate Meritorious Alumnus	
15	Dr. Gajanan Wader	Principal	
16	Mrs. Deepika Sharma	Vice-Principal	

1. Introduction

The **Bachelor of Arts Multimedia and Mass Communication** course is a three-year, full-time degree program. Learners can have access to this course after HSC. The main objective of this course is to train young, enthusiastic minds to understand the shades and develop the skills required in the industry. The subject matter of the B.A.M.M.C. Course is established in a variety of media-related subjects, bridging across Journalism and Advertising to Public Relations to Management and Marketing. Learners are provided with theoretical knowledge along with practical training. In today's scenario media stands as an attractive career option to the Indian youth and this degree provides ample job opportunities to the candidates in various fields. The course teaches the learners all technical skills required to be successful in the field of media. It imparts skills such as aptitude research and verbal as well as presentation skills. The course offers all round development of the learner by touching upon areas like effective communication strategies, industry exposure, public relations etc. thereby grooming them to become complete media professionals.

2. Programme Outcomes

Sr. No	PO title	PO in Brief
PO1	Business knowledge	Demonstrate knowledge of the basic concepts used in different business-related areas like Accounting, Taxation, Auditing, Banking, Marketing, Finance Entrepreneurship and Financial Markets.
PO2	Communication	Communicate effectively in the complex business situations by being able to comprehend, write effective reports, design documents, make effective presentations, and to give and receive clear instructions.
PO3	Ethics	Apply ethical principles and norms of business practices.
PO4	Individual and team work	Function effectively as an individual and as a member or leader in multidisciplinary settings.
PO5	Commerce Graduate and Society	Apply contextual knowledge to assess societal, health, safety, legal, and cultural issues relevant to professional business practice and devise solutions to complex business problems.
PO6	Life- long learning	Ability to arrange in independent and life -long learning in the broadest context of business change.
PO7	Usage of Modern Tools	Develop skills through accounts and information technology software and value-based courses to fulfill industry requirement
PO8	Environment & SustainabilitY	Relate to environmental management and sustainable development

3. Programme Specific Outcomes

Advertising

PSO-1	Learners will be able to conceptualize design and produce projects in media based on effective principles and practices of media aesthetics for specific audiences.
PSO-2	Learners will be able to create and design emerging media products, including Blogs, Digital Audio and Video, social media, Digital Photography and Multimedia.
PSO-3	Learners will develop all round development by touching upon areas like effective communication strategies, industry exposure, public relations etc. thereby grooming them to become complete media professionals.
PSO-4	Learners will understand mass media as a system of inter related forces including technological advances, current affairs, latest trends, commercial aspects, regulatory constraints and ethical concerns and understand the terminologies relating to sales promotion and merchandise and develop knowledge, skills such as communication skills, listening skills, managing conflicts, etc. around human communication that will facilitate their ability to work collectively with others.

Event Management

PSO-1	Learners will be able to conceptualize the live events and work on projects based on effective principles and practices for specific clients.
PSO-2	Learners will be able to create and design emerging media products, including Blogs, Digital Audio and Video, social media, Digital Photography and Multimedia.
PSO-3	Learners will develop all round development by touching upon areas like effective communication strategies, industry exposure, public relations etc. thereby grooming them to become effective and successful event planners.
PSO-4	Learners will understand event planning as a system of interrelated forces including managing manpower, technological advances, latest trends, commercial aspects, regulatory constraints and ethical concerns and understand the terminologies relating to sales promotion and merchandise and develop knowledge, skills such as communication skills, listening skills, managing conflicts, etc around human communication that will facilitate their ability to work collectively with others

Course Structure

Semester I						
Course Code	Course Type	Course Title	Theory / Practical	Marks	Credits	Lectures/ Week
PUAMC101	MAJ	Introduction to Advertising	Theory	100	2	4
PUAMC102	MAJ	Introduction to Journalism	Theory	100	2	4
PUMAC103	DISC MIN	Basics of English Literature	Theory	100	2	4
PUAMC104	SEC	Online Communication in Digital Age	Theory	100	2	2
PUAEC101	AEC	Effective Communication Skills	Theory	100	2	3
PUVAC	VAC	To be taken from the Pool	Theory	100	2	3
PUIKS101	IKS	Indian Knowledge System I	Theory	100	2	3
PUIDC10	IDC	To be taken from the Pool	Theory	100	2	4
Total				800	22	36
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

- IDC : Interdisciplinary Course**
- AEC : Ability Enhancement Course**
- SEC : Skill Enhancement Course**
- VAC : Value Added Course**
- IKS : Indian Knowledge System**

Semester II						
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures/ Week
PUAMC201	MAJ	Introduction to Event Management	Theory	100	2	4
PUAMC202	MAJ	New Media Management	Theory	100	2	4
PUAMC203	DISC MIN	Organizational Behavior & HRM	Theory	100	2	4
PUAMC204	SEC	Psychology of Emotion	Theory	100	2	2
PUAEC201	AEC	Indian Languages	Theory	100	2	3
PUVAC	VAC	To be taken from the Pool	Theory	100	2	3
PUIKS201	IKS	Indian Knowledge System II	Theory	100	2	3
PUIDC20	IDC	To be taken from the Pool	Theory	100	2	4
Total				800	22	36
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

IDC : Interdisciplinary Course

AEC : Ability Enhancement Course

SEC : Skill Enhancement Course

VAC : Value Added Course

IKS : Indian Knowledge System

EVALUATION PATTERN:

Marking Code	Marking Scheme
A	60 Marks Final Exam, 20 Marks Continuous Assessment I, 15 Marks – Field Project/Continuous Assessment II - Review article/ Chapter writing, 05 Marks- Attendance
B	50 marks distributed within Quiz/Project/Case study-based assignment
C	100 Marks Practical Examination. Course1 Practical (50 Marks) + Course 2 Practical (50 Marks) =100
D	50 Marks Practical Examination. Course 6 Practical (50 Marks)
E	100 marks within Internship of minimum 90 hours duration/ report/PowerPoint presentation and viva

SEMESTER I				
Course Code	Course Type	Course Title	Evaluation Type	Marks
PUAMC 101	MAJ	Introduction to Advertising	A	100
PUAMC 102	MAJ	Introduction to Journalism	A	100
PUAMC 103	DISC MIN	Basics of English Literature	A	100
PUAMC104	SEC	Online Communication in Digital Age	B	100
PUAEC101	AEC	Effective Communication Skills	B	100
PUVAC	VAC	To be taken from the Pool	B	100
PUIKS101	IKS	Indian Knowledge System I	B	100
PUIDC10	IDC	To be taken from the Pool	B	100
		TOTAL		800

SEMESTER II				
Course Code	Course Type	Course Title	Evaluation type	Marks
PUAMC201	MAJ	Introduction to Event Management	A	100
PUAMC202	MAJ	New Media Management	A	100
PUAMC 203	DISC MIN	Organizational Behavior & HRM	A	100
PUAMC204	SEC	Psychology of Emotion	B	100
PUAEC201	AEC	Indian Languages	B	100
PUVAC	VAC	To be taken from the Pool	B	100
PUIKS201	IKS	General IKS II	B	100
PUIDC20	IDC	To be taken from the Pool	B	100
Total				800

SEMESTER I

BOS	Department of Media
Class	F. Y. B.A.M.M.C.
Semester	I
Course Name	Introduction to Advertising
Course Code	PUAMC101
Level of Course	Basic
Type of the Course	Major
Total Credits for the Course	4

Course Objectives:

1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand effective advertising campaigns, tools, models etc.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Introduction to Advertising	1.1	Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising, Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy	15
		1.2	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations, Forms of untruthful advertising	
		1.3	Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture and <u>advertising</u>	
2	Integrated Marketing Communication	2.1	Role, Tools of IMC, Communication process, The IMC Planning Process, Basic concepts, Types of Newspapers advertising, advantages and disadvantage of Newspaper advertising , Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On premise advertising, Transit advertising, Posters, <u>Directory advertising</u>	15
		2.2	Radio advertising Advantages and Disadvantages of Radio advertising, Television	

			advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages	
		2.3	Meaning of Public Relations, Types of public relations, Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity, Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	
3	Creativity and advertising	3.1	Importance of creative process, Creative strategy development, Determining message theme, big idea, positioning strategies, Types of appeals,	15
		3.2	Logo, Jingle, Company signature, Slogan, tagline, illustration, Creating Radio commercial –Words, sounds, clarity, coherence etc.	
		3.3	Headline, Sub headline Layout, Body copy, Types of copy and slogan, creating story board	
4	Trends in advertising	4.1	Ad Agency concept, Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	15
		4.2	Functions or Departments of Ad Agency, Measures for gaining and Reasons for losing clients, Evaluation Criteria for selecting Ad <u>Agency</u> .	
		4.3	Rural advertising, Ambush advertising, Internet advertising, Advertisment, advertorial, mobile advertising, <u>Careers in advertising</u>	
TOTAL LECTURES				60

Course outcomes:

1. Stating the fundamental concepts of advertising.
2. Understanding the components of advertising.
3. Applying various tools of IMC into practice.
4. Analyzing the functions of ad agencies.
5. Evaluating different types of ads and possible careers.
6. Designing Logo, Jingle, Company signature, Slogan, tagline, and illustration.

Reference Books:

1. Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty
2. Adland: Global History of advertising by mark Tungate

3. Copy paste: How advertising recycle ideas by Joe La Pompe
4. Indian Advertising: Laughter & Tears by Arun Chaudhuri
5. Adkatha The Story of Indian Advertising by Halve Anand
6. Pandeymonium by Piyush Pandey

Case Study	
1	<p>Coca-Cola's Integrated Marketing Communication (IMC) Strategy.</p> <p>Background: Coca-Cola implements an IMC strategy by integrating advertising, public relations, and digital marketing to promote its brand globally.</p> <p>Challenge: With increasing competition and changing consumer preference Coca-Cola aims to maintain its market leadership and relevance in the beverage industry.</p> <p>Strategy: The company leverages a combination of traditional advertising campaigns, social media engagement, sponsorships, and experiential marketing events to create a unified brand experience.</p> <p>Outcome: Coca-Cola's IMC strategy helps it strengthen brand loyalty, drive sales, and connect with consumers across various touchpoints, reinforcing its position as a leading beverage brand worldwide.</p>
2	<p>Nike's Advertising Excellence.</p> <p>Background: Nike employs innovative advertising campaigns across multiple channels to promote its athletic footwear and apparel.</p> <p>Challenge: In a highly competitive market, Nike strives to differentiate itself and maintain its position as a top sports brand.</p> <p>Strategy: Nike utilizes compelling storytelling, celebrity endorsements, and impactful visuals in its advertisements to inspire and connect with consumers on an emotional level.</p> <p>Outcome: Through its creative and engaging advertising efforts, Nike effectively communicates its brand values, drives consumer engagement, and achieves sustained growth and market dominance in the sports apparel industry.</p>

BOS	Department of Media
Class	F. Y. B.A.M.M.C.
Semester	I
Course Name	Introduction to Journalism
Course Code	PUAMC102
Level of Course	Basic
Type of the Course	Major
TotalCredits for the Course	4

Course Objectives:

1. To give learners an understanding of the history of journalism.
2. To take the learner through development of journalism in the global and the Indian context.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	History of Journalism in India	1.1	Changing face of journalism from Earliest publications Guttenberg to new media	15
		1.2	The rise of nationalist press, Post 1947 The emergency 1975, Post Emergency	
		1.3	Post liberalization of the economy boom in magazines niche journalism How technology advancement has helped media	
2	News and its process	2.1	New media with special reference to rise the Citizen Journalism	15
		2.2	Definition of News The news process from the event to the reader	
		2.3	Top 5 Indian Journalists Anatomy of a news story	
3	Principles and Formats	3.1	Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc.	15

		3.2	What makes a great journalist: Objectivity, Accuracy, Without fear or favor Balance Proximity	
		3.3	Difference between a PR and journalist Criteria for newsworthiness	
4	Covering an event	4.1	Hard News / Soft News and blend of the two News Reports, Features Editorials	
		4.2	Background research Finding a news angle	
		4.3	Capturing the right pictures for a photo feature Writing Headline, captions and lead	
TOTALNO. OF LECTURES				60

Course outcomes:

1. Recalling the concept of news and journalism.
2. Understanding the essential techniques for practicing Journalism.
3. Applying the various tools of journalism learnt.
4. Identifying the beat of news and the process of reporting.
5. Evaluating the principles of journalism and the role of journalist.
6. Creating effective news reports.

References:

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Kovach, B., & Rosenstiel, T. (2007). The elements of journalism: What newspeople should know and the public should expect. Three Rivers Press.
4. Cappon, R. J. (2006). Associated Press guide to news writing (3rd ed.). Pearson.
5. Briggs, M. (2015). Journalism next: A practical guide to digital reporting and publishing (3rd ed.). CQ Press.

Case Study	
1	Pillai College of Engineering is in a hive of activities as the annual day celebration has returned to the campus after a four-year hiatus, due to the pandemic. Everyone is excited, and expecting to have a gala time with a series of programmes – from a musical extravaganza to talks by academicians – lining up for the day. Guests have started arriving while the student leaders and lecturers are busy in the last-minute touch-up
2	Prominent Newspapers and News channels have been accused of having political and other ideological biases. Hence, not all potential news stories get covered. At such times, use of Facebook and Twitter are used to increase awareness on sensitive topics in the society. This use of social media to practice public broadcasting is termed as ‘citizen journalism’.

BOS	Department of Media
Class	F. Y. B.A.M.M.C.
Semester	I
Subject Name	Basics of English Literature
Subject Code	PUAMC103
Level of Subject	Basic
Type of the Course	Discipline Minor
TotalCredits for the Course	3

Course Objectives:

1. Through Literature to enable students to evolve into more thinking and sensitive human beings, as well as to deepen and widen their understanding of themselves and of life.
2. To expose students to good writing to help them become effective in communication.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	The Novel	1.1	Orwell, George, Animal Farm / Rajam Krishnan , Lamps in the whirlpool	15
2	Short Stories	2.1	Aliende, Isabel and of Clay are we Created Hemingway, Ernest A Clean Well-lighted place Marquez, Gabriel Garcia. A very Old Man with Enormous Wings Pande, Mrinal, Girls.	15
3	Poetry	3.1	Angelou, Maya. The Lie Frost, Robert. Stopping by Woods on a Snowy Evening Owen, Willfred. Strange Meeting Patel, Gieve. On Killing a Tree	15
4	Drama	4.1	Henrik Ibsen, A Doll's House / Tendulkar, Vijay, Silence, the Court is in Session	15
Total Lectures				60

Course Outcome:

1. Define different literary genres and subgenres and explain how literature is different from other forms of artistic expression.
2. Demonstrate knowledge of basic literary terms and concepts in relation to poetry, prose and drama.
3. Use appropriate terminology and concepts to discuss literary works as an individual or a part of a team.
4. Write an essay-analysis and interpretation of a particular work of literature using appropriate terminology.
5. Employ acquired knowledge and skills to analyses and interpret previously u seen literary works and communicate what has been learned.
6. Create a short story.

References:

1. The Law and Literature: Shakuntala Bharvani
2. Introduction to literature: Gilbert Muller, John Williams
3. Thinking Course – Edward De Bono Serious Creativity –
4. Edward De Bono The Mind Map Book – Buzan Tony
5. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
6. A Textbook of Translation - by Peter Newmark, Newmark

Case Study	
1	"Romeo and Juliet" is a tragedy written by William Shakespeare around 1597. It tells the story of two young lovers from feuding families, whose untimely deaths ultimately reconcile their warring households. The play explores themes of love, fate, and the consequences of impulsive actions, making it one of Shakespeare's most enduring works.
2	"Pride and Prejudice" is a novel written by Jane Austen and first published in 1813. Set in early 19th-century England, the novel follows the romantic exploits of the Bennet sisters, particularly Elizabeth Bennet, as they navigate the intricacies of love, marriage, and societal expectations. Austen's work offers keen insights into the social hierarchies and gender dynamics of her time, making it a classic of English literature.

SEMESTER II

BOS	Department of Media
Class	F. Y. B.A.M.M.C.
Semester	II
Course Name	Introduction to Event Management
Course Code	PUAMC201
Level of Course	Basic
Type of the Course	Major
Total Credits	4

Course Objectives:

1. To give the students a thorough understanding of the Event Management and its significance
2. To give the students a knowledge of brand positioning and the way to build it in consumers mind.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	Event Management Overview	1.1	Meaning of Event, Event Management. Need and Importance, Features, ,Historical Perspective, Scope, Qualities Or skills of an event manager. Event Procedure.	15
		1.2	Responsibility of event planners, Types of Events. How to determine the size of Events.	
		1.3	Identifying suitable venue, layout., Activities in Event Management, Sustainable event management	
2	Creating & Developing Events	2.1	Advertising, Public Relations, Stunts, Invitations, Marketing Thrust.	15
		2.2	Team Management – Meaning, Skills, Challenges of Team work.	
		2.3	Event Team Management – Meaning, Structure. Event Management Information System.	
3	Study of events	3.1	Social or Family Events, Sports Event, Entertainment Events, Political event, Corporate or Business Event.	15
		3.2	Event Manager as a Professional Leader, Growth of Event Industry in India,	
		3.3	Entrepreneurial Competencies for Event	

			Management.	
4	Developments	4.1	Careers in Event Management, Ethics in Event Management, Trends in Event Management.	15
		4.2	Event safety and security - Security, Occupational safety and health, Incident Reporting	
		4.3	Case Studies and Practical Assignments.	
TOTAL LECTURES				60

Course outcomes:

1. Defining the term event and event management.
2. Understanding the layout and procedure.
3. Applying the process of event management.
4. Identifying the competencies for Event Management.
5. Evaluating the safety security norms.
6. Creating an event.

Reference Books:

1. Events Management: An Introduction by Charles Bladen, James Kennell, Emma Abson, NickWilde
2. Festivals and special event management by Johnny Allen, William O'Toole, Robert Harris, IanMcDonnell
3. Key Concepts in Event Management by Bernadette Quinn
4. Events Management by Glenn Bowdin, Johnny Allen, Rob Harris, Ian McDonnell, William O'Tools
5. Van Der Wagen, L., & Carlos, B. R. (2015). Event management: For tourism, cultural, business and sporting events. CABI.
6. Kilkenny, S. (2010). The complete guide to successful event planning. Atlantic Publishing Group Inc.

CASE STUDY	
1	You are tasked with organizing a music festival in your local community. The festival aims to showcase a diverse range of musical genres and provide attendees with an immersive cultural experience. As the event manager, you must coordinate various aspects of the festival, including venue selection, artist booking, ticketing, marketing, and logistics.
2	You have been hired to plan a corporate conference for a multinational corporation. The conference will bring together employees, executives, and industry experts for networking, professional development, and knowledge sharing. Your role as the event manager involves coordinating venue logistics, scheduling sessions and speakers, managing registrations, and overseeing event execution.

BOS	Department of Media
Class	F. Y. B.A.M.M.C.
Semester	II
Course Name	New Media Management
Course Code	PUAMC202
Level of Course	Basic
Type of the Course	Major
Total Credits	4

Course Objectives:

1. To practice the application of innovative digital solutions to strategic communications problems in both traditional and new media businesses.
2. To learn about ways in which this understanding could be put to use in traditional and digital businesses.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	New Media Business	1.1	Introduction- News articles,Blogs,podcasts, digital content	15
		1.2	Entrepreneurial thinking for Media Professionals	
		1.3	Social media and entrepreneurship	
2	Effective usage of Media Platforms	2.1	Facebook/Meta – Metrics, Marketplace,Key business features	15
		2.2	Instagram – Understanding Engagements, Instagram Shop,Monetizing Reels, Influencer Marketing, Collaborations, Key business features	
		2.3	YouTube – Creator Studio, YouTube Monetization, Ad Revenue,Understanding YouTube Analytics	
3	Effective Content Management	3.1	Content Management Basics – CMSystems WordPressWix Shopify	15
		3.2	Ethics in Content Management – Plagiarism, Paraphrasing, Correct use of Open AI platforms (e.g. ChatGPT)	
		3.3	Need for Fact Checking and Verification, Copyright of Contents	
4	Trend	4.1	Gaming, Augmented Reality,	15

	spotting in Digital Media		VirtualReality	
		4.2	Developing strategies for the emerging trends in new media sector Preparing for the future	
		4.3	Capstone Project Impact of AI on New Media Management	
TOTAL LECTURES				60

Course outcomes:

1. Understand the scope of entrepreneurship using new media
2. Learn how to use different new media platforms business
3. Understand briefly the features of social media platforms enabling them to efficiently use them in entrepreneurship
4. Adapt to the continuous innovations happening in the new media arena.
5. Embrace a career in latest technologies in new media
6. Develop an interest in pursuing digital media entrepreneurship with deepened knowledge about its scopes.

Reference Books:

1. Lawson-Borders, G. (2003). Integrating new media and old media: Seven observations of convergence as a strategy for best practices in media organizations. International Journal on MediaManagement, 5 (2), 91-99.
2. Montalvo, R. E. (2011). Social Media Management. International Journal of Management & Information Systems (IJMIS), 91-96.
3. Picard, R. G. (2019). Media management in the age of giants: Business dynamics of journalism. University of Michigan Press.
4. Albarran, A. B. (Ed.). (2019). The Routledge companion to new media production management. Routledge.
5. Chadha, M. (2016). New media and transformation of social life in contemporary India. Springer.

Case Study	
1	<p>Bhramanti tours has organised a Gujarat tour package. This tour has the following features:</p> <ul style="list-style-type: none"> ● 7 Days/ 6 Nights ● Ahmedabad, Rajkot, Kaiyaldham, Bhuj and Junagadh sightseeing ● Couple friendly, Solo & Family groups packages ● ₹. 16, 420 per person <p>Bhramanti tours decided to opt for Instagram marketing of this package.</p>
2	<p>Mango Tours has organised a Maharashtra tour package. This tour has the following features:</p> <hr/> <ul style="list-style-type: none"> ● 5 Days/ 4 Nights ● Pune, Satara, Kolhapur, Sindhudurg and Mumbai sightseeing ● Couple friendly, Solo & Family groups packages ● ₹. 16, 420 per person <p>Mango Tours decided to opt for Instagram marketing of this package.</p>

BOS	Department of Media
Class	F. Y. B.A.M.M.C.
Semester	II
Course Name	Organizational Behaviour & HRM
Course Code	PUAMC203
Level of Course	Basic
Type of the course	Discipline Minor
TotalCredits for the Course	3

Objectives:

1. Analyze interpersonal behavior, conflict management, and stress techniques for effective organizational functioning.
2. Comprehend organizational behavior elements, structure, design, and HRM fundamentals for strategic management.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1	OB – an overview	1.1	Concept of Organizational Behavior (OB)-Importance of Organizational Behavior, Nature, Key Elements of Organizational Behavior, Role of Managers in OB, Role Ethics in OB. Foundations, Disciplines and scope of	15
		1.2	OB, Evolution of OB (Stages), HawthorneExperiment, Human Relation Approach, Scope of OB, Models of OB, Interpersonal Roles-Informational	
		1.3	Roles- Decisional Roles Challenges and Opportunities for OB	
2	Organization al Design, Culture	2.1	Meaning of Organization Design and Structure, Basic elements of Organization Structure, Types of Organization Design,organization for future.	
		2.2	Nature and meaning of Interpersonal Behavior,Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis.	

			Meaning and Nature of Organization Culture - Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity.	
3	Leadership & Stress Management	3.1	Leadership – types – theories (Trait,managerial) organization development –communication – communication network –counseling and guidance.Perception – Processof perception, Factors influencing Perception, Perception And OB, – Personality Attitude – Development ofAttitude and Values. Barriers to attitudinal changes,measures to attitudinal changes	15
		3.2	Stress: Definition and Meaning , Sources of Stress, Types of Stress, Impact of Stress on Organizations, Stress Management Techniques	
		3.3	Organizational Conflict: Definition and Meaning, Sources of Conflict, Types of Conflict, Conflict Management Approaches. Individual & Organizational Learning:Learning Processes, Kolb’s Learning Styles, How to create a learning organization	
4	HRM – an overview	4.1	HRM Concepts, Human Capital – Meaning, Importance to organization. Internal structure of HR Department,	15
		4.2	Factors affecting HRM, Aligning HRM and Organizational Strategy	
		4.3	Ethical Issues in Hrm. Trends in HRM, Case Studies. Meditation -techniques, benefits, types	
TOTAL LECTURES				60

Course outcomes:

1. have an understanding of OB.
2. Students will be able to deal with stress at the workplace.
3. Students will understand the structure of organization and design.
4. Students will be able to practice leadership skills.
5. Students will be able to practice emotional intelligence at work.
6. Students can apply HRM strategies into practice.

Reference Books:

1. Schermerhorn, Hunt and Osborn, Organizational behavior, John Wiley, 9th Edition, 2008.
2. Pareek, Understanding Organizational Behavior, 2nd Edition,

- Oxford Higher Education, 2004. 3. McShane & Von Glinov, 2007.
2. Organisational Behavior, 4th Edition, Tata Mc Graw Hill, 2007.
 3. Hellrigan, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11th Edition 2007. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, TataMcGraw Hill, 2008.
 4. Fundamentals Organisational Behaviour, India Edition – Slocum and Hell Riegel by Cengagelearning. Griffin, Ricky W: Organisational Behaviour, Houghton Mifflin Co., Boston. 8. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organisational Behaviour: Utilising Human Resources, Prentice Hall, New Delhi.
 5. Human Resources Management – V.S.P.Rao
 6. HR and Personnel Management – Keith Davis

Case Study	
1	<p>Enron Corporation Collapse (2001): Enron Corporation, once considered one of America's most innovative companies, collapsed in 2001 due to widespread accounting fraud and corporate misconduct. The company's unethical practices, including fraudulent accounting techniques to hide debt and inflate profits, eventually led to its bankruptcy. Enron's collapse resulted in significant financial losses for investors, employees, and other stakeholders, and it raised questions about corporate governance, leadership ethics, and organizational culture.</p>
2	<p>Google's Organizational Structure and Innovation (2000s-present): Google, now a subsidiary of Alphabet Inc., is known for its innovative organizational structure and approach to employee management. The company's flat hierarchy, emphasis on autonomy and creativity, and commitment to fostering a culture of innovation have contributed to its success as a leading technology firm. Google encourages employees to spend 20% of their time on projects outside of their core responsibilities, fostering a culture of experimentation and idea generation.</p>