

M.L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class: S.Y.B.A.M.M.C

Semester: III

Subject: Corporate Communication and Public Relations

Name of the Faculty: Manasi Mule

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Introduction to Meaning , Need and Scope of Corporate Corporate Communication towards Indian Media Communication Scenario. Keys concept in Corporate Identity: Meaning and Features, Corporate Corporate Image: Meaning, Factors Communication influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation. Ethics and Law in Importance of Ethics in Corporate Corporate Communication, Professional Code of Ethics, 06 Communication Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI.		14
July	Introduction and Meaning, Definitions, Scope, Objective and Growth of Public Significance of Public Relation in Business. 06 Relations- Indian Tracing Growth of Public Relations, in India, Scenario Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations. .Role of Public Healthcare, Entertainment, Banking and Relations in various Finance, Real estate, Fashion and Lifestyle sectors and Service. Theories and Tools of Grunting's (16

	4 models),Pseudo-events, Public Relations Publicity , Propaganda, Persuasion, 06 Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship.		
August	Introduction, Importance of Media Relations, Sources 1.Media of Media Information, Building Effective Media Relations Relations, Principles of Good Media Relations , Media analysis and evaluation Introduction, Introduction, Sources of Employee Communications, 2.Employee Organizing Employee Communications, Benefits of Communication Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications. Introduction, Impact of Crisis, Role of Communication 3.Crisis in Crisis, Guidelines for Handling Crisis, Trust Building, 04 Communication Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc		10
September	Emerging Introduction, Today's Communication Technology, trends, tools and Importance of Technology to Corporate 02 technology Communication, pros and cons of technology used in Corporate Communication. .New Media Website, Online press release, Article marketing, Tools Online newsletters, Blogs .Role of Social Role of Social media as Influential marketing, Media Identifying brand threats, influence journalist's stories, 04 swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E- Public Relations and its importance.		8

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M.L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class: S.Y.B.A.M.M.C

Semester:III

Subject: Film Communication I

Name of the Faculty: Sanskruti Sachade

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	<ul style="list-style-type: none">- Module I - History of Cinema- Birth of visual art- Understanding the language of cinema	Assignment 1	10
July	<ul style="list-style-type: none">- Module I - Translation from documentary to feature film- Module II - Grammar, technology and art- Aspects of film: Visual effects and editing and mise-en-scene- Film sound and relationship between film sound and image	Assignment 2	14
August	<ul style="list-style-type: none">- Module III - The early cinema (1895 - 1950)- Module IV - Hollywood cinema- Italian neo-realism: Origin and impact- Japanese Cinema- Irani Cinema	Assignment 3	16
September	<ul style="list-style-type: none">- Module V - Art v/s Commercial- Indian meaningful cinema (Commercial)- Golden era of Indian cinema- Indian new wave cinema: Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu- Parellel cinema: Shyam Benegal, Govind Nahlani, Gilzar, Mani Kaul, Said Mirza	Presentation and Viva	14



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Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class: S.Y.B.A.M.M.C

Semester: III

Subject: Computers and Multimedia I

Name of the Faculty: Pushkaraj Arte

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Introduction to Photoshop, Photoshop Workspace , Working with images, Image Editing, Working with Text, Image mode, Image size, canvas size Image resolution, size and resampling ,Curves, Contrast adjustment, Colour adjustment Photo filters	Class test	12
July	Introduction to CorelDraw, Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Introduction to Quark Xpress, Text Edits in Quark, Using palettes, Colour correction in quark Xpress. Linking Text to Objects, Applying effects.	Practical Test on Photoshop tools	16
August	Premiere Pro: Introduction to editing, Introduction to premiere, Understanding file formats, Using colour grading, Exporting and rendering. Introduction to Digital Audio, Concept of Dolby Digital, Sound Recording	Project- Poster Making and Advertisement making	16
September	Advanced Sound Processing, Delay, Echo, Reverb, and Chorus Mixing sounds Noise gating. Expansion	Assignment and practical test—video editing	4

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Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class: S.Y.B.A.M.M.C

Semester:III

Subject: ELECTRONIC MEDIA 1

Name of the Faculty: GANESH ACHWAL

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Module I Short history of Radio and TV in India and abroad , Introduction to Prasar Bharati ,FM Radio and Community Radio Convergence Trends		10
July	Module II Introduction to sounds – Types of sound ,Studio set up ,Types of recording ,Outdoor recording ,Types of microphones, Introduction to visuals – TV set up,Video camera ,Influence of Visuals ,Studio shoot,Electronic news gathering Electronic Field production		14
August	Module 3 A)Introduction to Radio formats News ,Documentary ,Talk show ,Music show ,Radio drama ,Radio interview Introduction to TV formats – News ,Documentary ,Talk show ,TV serials and soaps ,Sports ,Docudrama ,Reality show and web series		12
September	Module 4 Different roles and contribution in the society A) Community radio B) All India Radio C) The satellite and DTH Module 5 Pre-production ,production and post production process		12
		TOTAL	48 HRS



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Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class: S.Y.B.A.M.M.C

Semester: III

Subject: Introduction to Photography

Name of the Faculty: Arvind Parulekar

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Introduction to Subject <ul style="list-style-type: none"> • Camera & Eye comparison • Exploring Phone-Cam • The Trio: Lens, Light, Composition • Lens: Properties • Image size, Coverage angle, Perspective Light: Parameters of Light <ul style="list-style-type: none"> • Intensity> Exposure • Direction> Lighting • Quality> Softener, Diffuser • Colour> C Temp & White Balance 	Explore PhoneCam or SLR to find out controls & submit report Shoot & observe same view at diff times & submit Photos with report	08
July	Concept of Exposure <ul style="list-style-type: none"> • Aperture> Controls how much • Shutter> Controls how long • ISO> Decides how sensitive Depth of Field> Zone of sharpness <ul style="list-style-type: none"> • Shallow DoF & Creative Application • Deep DoF & Creative solutions • Hyper-focal distance • Factors that control DoF Motion Blur> Illusion of Movement <ul style="list-style-type: none"> • Panning Technique • Object blurring> Traffic lights, Stream, Light Painting> Hobby experiments & Commercial application Flash Technique: <ul style="list-style-type: none"> • Concept of Synchronisation • Diff in Ambient & Momentary • Creative application of flash <ul style="list-style-type: none"> • Slow sync • Rear & Front curtain sync 	Shoot & Submit DoF photographs & Submit Shoot & Submit motion blur experiment photographs OR PPT Presentation	16

	<ul style="list-style-type: none"> • Multi-burst flash tech 		
August	<p>Perspective:</p> <ul style="list-style-type: none"> • Concept of viewpoint • Three-point perspective • Enhanced perspective & applications • Compressed perspective & applications • Forced perspective for Fun & for Manipulation • Aligned perspective <p>Types of Lenses: Properties</p> <ul style="list-style-type: none"> • Focal length & Image size • Focal length & Coverage angle • Focal length & Perspective • Various special purpose lenses • Lens speed & Markings <p>Composition:</p> <ul style="list-style-type: none"> • Concept of composition • Rules of composition <p>Breaking rules for cause</p> <p>Lighting Technique:</p> <ul style="list-style-type: none"> • Concept of Light & Shadow • Lighting = Shading • Three-point lighting & role of each • Portrait lighting Types: <ul style="list-style-type: none"> • Rembrandt • Loop • Split • Short • Broad • Butterfly 	<p>Shoot & Submit Diff Perspective photos for Experimentation</p> <p>Shoot & Submit Portrait lighting for six different types lighting</p>	14
September	<ul style="list-style-type: none"> • Effect lighting types: <ul style="list-style-type: none"> • Rim lighting • Silhouette • High Key & Application • Low key & Applications • Top light • Ghost light <p>Lighting accessories</p> <ul style="list-style-type: none"> • Concept of Soft & Hard light • Types of Source & Size <p>Accessories & Applications</p> <p>Colour temperature</p> <ul style="list-style-type: none"> • Colour & emotions • Colour Temperature, Kelvin • White balance 	<p>Shoot & Submit effect lighting trials OR PPT Presentation</p>	10

	<ul style="list-style-type: none">• Colour bias & effect Digital Imaging: <ul style="list-style-type: none">• Pixel & Megapixel• Resolution & Pixelation• Image size & magnifying ration Light meter <ul style="list-style-type: none">• Metering Modes• Exposure Modes• Exposure Compensation		
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M. L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: BAMMC

Class: SYBAMMC

Semester: III

Subject: MEDIA STUDIES

Name of the Faculty: Sayalee Natu

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Eras, relevance, connection to culture, Literature: <ul style="list-style-type: none">•Era of Mass Society and culture – till 1965•Normative theories-Social Responsibility Theory•Development media theory • Propaganda and propaganda theory• Scientific perspectives to limited perspectives		12
July	Various schools: <ul style="list-style-type: none">• Toronto school (McLuhan)• Schools- Birmingham(Stuart Hall)• Frankfurt- Theodor Adorno and Max• Raymond Williams- Technological• Harold Innis- Bias of Communication Media and Identity: Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)		12
August	Theories on media Effects: <ul style="list-style-type: none">• Media effects and behavior• Media effect theories and the argument against media effect theories• Agenda Setting Theory• Cultivation Theory Politics and Media studies-media bias, media decency, media		12

	consolidation.		
September	Meaning making Perspectives: <ul style="list-style-type: none"> • New media • Henry Jenkins-Participatory culture • Internet as Public sphere- Habermas to Twitter • McLuhan 's concept of Global village in the age of Netflix • Uses and Gratification in the age of Internet 		12
		Total	48

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