

M.L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: BAMMC

Class: TY Journalism

Semester: V

Subject: NEWS MEDIA MANAGEMENT

Name of the Faculty: Gajendra Deovda

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	<p>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</p> <p>Organizational Structure</p> <ul style="list-style-type: none"> • Hierarchy • Decision making • Inter-relationship between departments • Specialized training for skilled workers • Costing classification and allocation • Nature of cost • Factors affecting cost • Fixed and variable costs 		16
July	<p>Challenges of Globalization and Liberalisation</p> <ul style="list-style-type: none"> • Foreign Direct Investment • Cross Media Ownership • Commercialization of Media <p>Understanding Company Law</p> <ul style="list-style-type: none"> • Press and Registration of Books Act • Relevant aspects of Company Law <p>Resource and supply chain, and marketing techniques</p> <ul style="list-style-type: none"> • Newsprint • Technology • Production process • Advertising revenue building 		15

	<ul style="list-style-type: none"> • and maintenance • Circulation revenue • Ways to cut cost and boost revenue 		
August	<p>Marketing techniques</p> <ul style="list-style-type: none"> • Brand building • Public Relations • Sales promotional activities • Role of research and readership surveys • Sales forecasting and planning • Advertising the newspaper / website channel • Becoming a digital media brand <p>Disruptive Technology and Media Business Models</p> <ul style="list-style-type: none"> • The role of advertising • From Web 1.0 to 2.0 • Yahoo, Craigslist, Google, acebook, Twitter, Whats App, Pinterest 		16
September	<p>Case studies</p> <p>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</p>		
		Total	48

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M.L.Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: BAMMC

Class: TYBAMMC

Semester: V

Subject: INVESTIGATIVE JOURNALISM

Name of the Faculty: Sanskruti Sachade

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	INTRODUCTION Who is an Investigative Reporter. The role of an Investigative Reporter. Difference between Regular Reporting and Investigative Journalism. Qualities and essentials for becoming an investigative journalist, career and opportunities.	Each group will identifying a problem	8
July	Centre for Investigative Journalism Case Study: Panama Papers and Watergate Scandal. FINDING and Writing your story idea. Observation Planning techniques Cultivating sources	Forming the question to be investigated Research	16
August	Research methods Insight knowledge Asking the right questions Libel and fact-checking	Identify sources Interview primary sources	16

	Writing and rewriting the report		
September	Records and the Confidentiality of 10 Source Issues of contempt, defamation Right to Privacy and Official Secrets Act What is the evidence?	Write the report	16
October	Protection of sources Safety of journalists	Present the report	4
		Total	60

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Teaching Plan: 2023 - 24

Department: BAMMC

Class: TYBAMMC

Semester: V

Subject: FEATURES AND WRITING FOR SOCIAL JUSTICE

Name of the Faculty: MS. SAYALEE NATU

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Module 1 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		10
July	Module 2 Finding fresh ideas, developing a story idea On and off field research Building observation and listening skills Structuring the story Module 3 Prone to disasters: floods etc Poor health specially mental health Lack of facilities and obstacles to education		14
August	Module 3 Night schools Unemployment and exploitation Module 4 Plight of Rag pickers		16

	Construction workers The homeless Slum rehabilitation projects Condition of Mumbai Jails/ Courts		
September	Module 5 City issues of hygiene and pollution Water crisis Crime and safety Corruption issues faced by the common man Challenges faced by senior citizens and the physically/ mentally challenged		16
		Total	54

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Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class: T.Y.B.A.M.M.C (Journalism)

Semester: V

Subject: Mobile Journalism and New Media

Name of the Faculty: Ganesh Achwal

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Module 1: The state of Mobile	Discussions on case study	10
July	Module 2: Mobile Journalism	Presentation and group activity	14
August	Module 3: Designing for the Mobile Experience	Mobile News Creation	14
September	Module 4: Mobile News Product Development Module 5: Future of Mobile Journalism and M-Learning	Recap Doubt clarification Assignment	15
		Total	53

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M.L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: B.A.M.M.C

Class T.Y.B.A.M.M.C

Semester: V

Subject: REPORTING

Name of the Faculty: Sayalee Natu

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	<p>MODULE I CONCEPT OF NEWS</p> <p>Definition of news ,Elements of news ,Types of news,Collection of facts.</p> <p>How to write a news story, Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity. Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?</p>		10
July	<p>MODULE NO 2 NEWS GATHERING</p> <p>How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews</p>		14
August	<p>MODULE NO 3 BEAT SYSTEMS IN REPORTING</p> <p>What is beat system? Why it is necessary?</p> <p>What are requirements of various beats. The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail,</p>		12

	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 etc		
September	<p>MODULE NO 4 COVERAGE OF DISASTERS , Do's and Don'ts, Role of reporters ,mitigation ,nuisance value , constructive role, Risks involved, Special training, if any, Precautions and responsibilities. Imminent Dangers or threats in Reporting. Study these with special in-depth reference to Pulwama attack Gadchiroli Naxal attack Return of Abhinandan Varthaman The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.</p> <p>MODULE NO 5 CASE STUDIES Ethical issues in reporting ,Credibility of reporters, Follow- up story</p> <p>Yellow Journalism and its comparison with other forms. Rafale scam Agusta westland case PNB scam (Nirav modi) National Herald Panama case Bofors scam Watergate scam</p>		12
		TOTAL	48 hrs

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M.L. Dahanukar College of Commerce

Teaching Plan: 2023 - 24

Department: B.A.M.M.C

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

Semester: V

Subject: Business and Financial Journalism

Name of the Faculty: Sanskruti Sachade

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	- Unit I - Introduction to Business Journalism, Role of a business journalist, skills required for the same. - Unit III - Functions of Commercial Bank	Assignment 1	10
July	- Unit III - Banking sector of India (Use of modern banking techniques), Core Banking, social benefits of financial inclusion - Foreign exchange reserve, World Bank, BRICS, Asian Development Bank - Union Budget - Aviation Industry (FDI policy, regulatory structure)	Assignment 2	16
August	- Unit III - India's IT sector (STPI framework, media coverage) - Startups (VC funding, rise of tech and startup journalism) - Unit IV - Role and functions of the RBI - Stock Exchange (SENSEX, NIFTY)	Assignment 3	14
September	- Unit IV - Understanding the Equity Market - Unit V - Globalisation and its impact on international trade - Currency markets and the 2008 financial crisis - Unit II - Reportage of major Indian scams	Presentation and Viva	16



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