

Nagindas Khandwala College



**Revised Syllabus
And
Question Paper Pattern
Of Course
Of
Bachelor of Mass Media (BMM) Programme**

**(Department Of Mass Media) Second Year
*Semester IV***

Under Autonomy

***(To be implemented from Academic Year- 2017-
2018)***

*Under Choice Based Credit, Grading and Semester System
Course Structure*

SYBMM

(To be implemented from Academic Year- 2017-2018)

SYBMM – SEMESTER IV

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1641UMMIJ	Core: Introduction to Journalism	3	2 1/2 Hours	25	75	100	3
1642UMMIA	Core: Introduction to Advertising	3	2 1/2 Hours	25	75	100	3
1643UMMPPP	Core: Photography and Print Production	3	2 1/2 Hours	25	75	100	3
1644UMMRTV	Core: TV and Radio	3	2 1/2 Hours	25	75	100	3
1645UMMMMR	Core: Mass Media Research	3	2 1/2 Hours	25	75	100	3
1646UMMOB	DSC Allied: Organizational Behavior	3	2 1/2 Hours	25	75	100	3
	TOTAL	21					18

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1641UMMIJ	Core: Introduction to Journalism	3	2 ^{1/2} Hours	25	75	100	3

Sr.No.	Modules / Units
1	Changing face of journalism from Guttenberg to new media
2	Journalism in India-A brief history
	<ul style="list-style-type: none"> • Raja Ram Mohan Roy-The Father of Indian Journalism –case study. • The role of the nationalist press in covering major events- 1865-1947 • Birth of the Indian National Congress, Impact of the Vernacular Press Act, 1878, Partition of Bengal, Jallianwalabagh massacre, Non cooperation Movement-Quit India Movement. • Indian Press –its role in covering the events of Independence and partition. • Post independence-The emergency- 1975
3	Photo journalism
	<ul style="list-style-type: none"> • Its origin. • The golden era • The contributions and controversies of manipulation and morphing
4	Citizen Journalism
	<ul style="list-style-type: none"> • Advantages and disadvantages.
5	Definition of News
	<ul style="list-style-type: none"> • Hard News / Soft News and blend of the two-To be taught with case studies
6	Criteria for news worthiness
7	News Reports ; Features ; Editorials
8	Components of a news story
	<ul style="list-style-type: none"> • Finding a new angle • Types of Lead and their application in covering news. • Inverted pyramid format –origin and application
9	Functions of Journalism with special emphasis on its role to educate
	<ul style="list-style-type: none"> • Interpretation • Transmission of values • Development

	<ul style="list-style-type: none"> • Entertainment • Latest issues and trends to be used as case studies
10	Principles of Journalism-(ABC of Journalism)
	<ul style="list-style-type: none"> • Accuracy • Balance and Brevity • Clarity • The need for objectivity. • To be taught with relevant case studies...current in nature
11	Plagiarism in journalistic writings. Impact on credibility
12	Basic difference in writing for the print ,television and online journalism
13	Career opportunities in journalism
14	Press council of India
	<ul style="list-style-type: none"> • Powers and function. Its role in maintaining journalistic ethics and press freedom • Audit bureau of circulation- Functions • Suggested application components <ul style="list-style-type: none"> 1-Photo journalism 2-Features and Editorials 3-Leads & Inverted pyramid format 4-Report writing with hard and soft news. 5-Citizen Journalism.

Reference Books

Introduction to Journalism

- *Essentials of Practical Journalism.* Vir Balla Aggarwal, Concept Publishing Company, 2006
- *Practical Journalism .P.K.Menon .Aavishkar Publisher Distributors, 2005*
- *Writing and Reporting News by Carole Rich; Thomson Wadsworth*
- *Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition*
- *Recommended reading Nalin Mehta on Indian TV*
- *MV Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.*
- *Introduction to Journalism :Essential Technique Richard Rudin*
- *Introduction to Journalism :Carole Fleming*
- *Introduction to Journalism :James Glen Stowall*

Course Code	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1642UMMIA	Core: Introduction to Advertising	3	2 ^{1/2} Hours	25	75	100	3

Sr. No.	Modules / Units
1	Introduction to Advertising
	<ul style="list-style-type: none"> • Meaning and concept of advertising • Brief History of advertising • Advertising in global scenario • Globalization and advertising in India • The stalwarts of advertising (Alyque Padamsee, Praseon Joshi, Prahlad Kakkar, David Ogilvy, Mather and others) • Advertising and society
2	Role Of Advertising
	<ul style="list-style-type: none"> • Types of advertising • Advertising as a career and business • Objectives of advertising • Advertising budgets • Advertising regulations and issues
3	Advertising And Media
	<p>The entire unit needs to be taught with relevant and recent case studies</p> <ul style="list-style-type: none"> • Print media • Electronic media (radio and television) • Digital Media • Other media (transit, outdoor, direct and any other support media) • Audio Beconing
4	Advertising Message
	<ul style="list-style-type: none"> • Advertising communication and persuasion tool • Creativity in advertising • Designing the advertising message • Advertising appeals • Art of creating various advertisements • Advertising effectiveness • Print media • Electronic media (radio and television) • Other media (transit, outdoor, direct and any other support media) • New age media vehicles (internet, web, mobile and other contemporary forms)

Reference Books

Introduction to Advertising

- *Foundation of Advertising Theories and Practices; S. A. Chunawalla & K C Sethia; Himalaya Publishing House; Seventh Edition*
- *Advertising Management; Rajeev Batra, John Myers & David Aaker; Pearson Publication; Fifth Edition*
- *Advertising and Sales Promotion; S.H.H. Kazmi & Satish Batra; Excel Books; Second Edition*
- *Advertising Management; Jaishri Jethwaney & Shruti Jain; Oxford University Press*
- *Advertising; Frank Jefkins & David Yadin; Pentice Hall; Fourth Edition*
- *Principles of advertising, A global perspective; Monle Lee & Carla Johnson; Viva Books Pvt. Ltd.; Second Edition*

Course Code :	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1643UMMPPP	Core: Photography and Print Production	3	2 ½ hrs	25	75	100	3

Sr. No.	Modules / Units
1	Lens
	<ul style="list-style-type: none"> Properties of lens, Image formation, Focal length, Image size, Image distance, Coverage angle, Perspective, Various film formats in context of focal length
2	Light
	<ul style="list-style-type: none"> Parameters of Light <ul style="list-style-type: none"> a) Intensity b) Direction c) Quality Colour d) Temperature
3	Composition
	<ul style="list-style-type: none"> Third's Ratio Leading lines Frame within frame Abstraction Accent Colour
4	Exposure and Aperture
	<ul style="list-style-type: none"> The concept of exposure. The whole Exposure system depends on control of light with the help of Aperture & Shutter for a given sensitivity (ISO) Control of Amount of Light. <ul style="list-style-type: none"> i. Concept of, 'Depth of Field.' Aperture & 'Depth of Field.' ii. Other factors affecting DoF, like Object distance & Focal length. iii. Shallow DoF, Deep DoF, iv. Differential focus, v. Hyper-focal distance

5	Shutter
	<ul style="list-style-type: none"> • Shutter & movement. Idea of Motion freeze • Motion blur, Object blur, • Light painting • Time exposure & exploring all possible opportunities that offered by shutter duration. • Camera movement • Panning technique • Motion blur & Advertising
6	ISO
	<ul style="list-style-type: none"> • Optimum ISO for quality & speed. • ISO & noise. Low light photography limitations • Exposure triangle. Combined effort of Aperture, Shutter & Sensitivity
7	Use of Flash
	<ul style="list-style-type: none"> • Difference n Ambient light & Strobe • Concept of Synchronization. • Shutter & Flash triggering coordination. Sync speed • Use of flash at slow shutter speeds. Using available light • Creative Blur: Concept of mixed lighting • Concept of Front curtain sync & Rear curtain sync • Background balancing: Balancing intensity on object & background • Night portraits: Opening the background darkness • Fill flash during Sunlit situations • Flash & Red eye reduction
8	Perspective
	<ul style="list-style-type: none"> • Understanding viewpoint: How camera sees differently than human eye. • One eyed camera & parallax • Lens & image magnification • Feeling of distance • Compressed, Enhanced, Normal, Aligned & Forced perspective • Aligned perspective & Back projection/ Chroma
9	Lighting Techniques
	<ul style="list-style-type: none"> • Concept of Lighting: Comparison to shading • Light & tonal values <ul style="list-style-type: none"> a. Highlight b. Texture c. Tint d. Colour e. Shade f. Shadow g. Drop shadow h. Colour cast • Light & Molding/sculpting • Lighting ratio/ contrast level • Ambient light • Mood light • Dramatic lighting • Concept/Need of 'Three Point Lighting' <ul style="list-style-type: none"> a. Key light: Sculpting b. Fill light: Lighting ratio c. Kicker light: Separation • Types of Key light: <ul style="list-style-type: none"> a. Rembrandt e. Short

	<ul style="list-style-type: none"> b. Loop c. Split d. Broad • Types of Dramatic light: <ul style="list-style-type: none"> a. Low key lighting b. High key lighting c. Silhouette 	<ul style="list-style-type: none"> f. Butterfly g. Flat d. Rim lighting e. Ghost lighting f. Body-scaping Top light
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Reference Books

Photography and Print Production

1. *Collins Books series: Pentax Inc.*
 - a. *Taking successful pictures,*
 - b. *Making most of colour,*
 - c. *Expanding SLR system,*
 - d. *Lighting techniques;*
 2. *Minolta Photographer's handbook;*
 - a. *Indoor Photography,*
 - b. *Outdoor photography:*
 3. *Life Book series:*
 - a. *Colour,*
 - b. *Camera,*
 - c. *Light*
 - d. *Portrait*
 4. *Photography course:*
 - a. *Volume 1: Understanding Camera*
 - b. *Volume 2: Secrets behind successful pictures*
 - c. *Volume 3: Practicing Photography*
 - d. *Volume 4: Handling Professional assignments*
 5. *Me & My Camera*
 - a. *Portrait photography*
 - b. *Glamour photography*
 - c. *Do it in Dark (Darkroom Techniques)*
 6. *Pro-technique (Pro-photo)*
 - a. *Night Photography*
 - b. *Beauty & Glamour*
 - c. *Product Photography*
 - d. *In Camera Special effects*
 7. *Print Production Handbook: David Bann*
- Printing Technologies In & Out*

Course Code:	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1644UMMRTV	Core: TV and Radio	3	2 ½ hrs	25	75	100	2

Sr. No	Modules /Units
	Radio
1	The History of Radio
	<ul style="list-style-type: none"> • The Fathers: James Maxwell, Hershel Hertz, Gullelino Marconi • Primary Experiment: Two way communication only • Broadcast: One Transmitter & Multiple Receivers • Prime uses: Military & Marine • Public use: Radio developed by Marconi (patent) n Transmitter
2	Growth & Development of Radio abroad
	<ul style="list-style-type: none"> • First Transmission: Eiffel tower (1921) • Programs • Frequency Modulation by Edwin Armstrong: 1933 • BBC
3	Growth & development n IndiaPre Independence
	<ul style="list-style-type: none"> • First transmission: Times of India building (1923) • First radio club Calcutta (1923) • Bombay Radio Club (1924) (Both small power transmitters by Marconi) • Madras Presidency Radio Club (1924)>>>till 1927 liquidation • Bombay Radio Station (1927) Viceroy Lord Irwin • Calcutta stn inauguration (Bengal Governor Stanley Jackson) • Programs: Music, Ladies hour, Music lesson, Cultural orientation • IBC Liquidation>>>ISBS (1930) Lionel Fielden (BBC) Controller • Delhi stn (1934) • School Broadcast by Jawaharlal Nehru (1934) • Mysore stnAkashwani (1935) • ISBS>>>All India Radio (AIR) 1936 First News Bulletin • Radio Licensing: Control on Air waves • Networking: Relay from Delhi to Bombay stn • World War & Radio: Regular updates of war, (27 news bulletin) multi-lingual • Dept. of Information & Broadcasting (1941) • AIR under Dept Info n Broadcasting (1943) • Radio Licensing: Control on Air waves • Networking: Relay from Delhi to Bombay stn • World War & Radio: Regular updates of war, (27 news bulletin) multi-lingual • Dept. of Information & Broadcasting (1941) • AIR under Dept Info n Broadcasting (1943)

4	Radio & Freedom movement: HAM Radio, Usha Mehta - Post Independence
	<ul style="list-style-type: none"> • Stations in India: Delhi, Calcutta, Bombay, Madras, Lucknow, Tirucherrapalli • Stations went in Pakistan: Lahore, Peshawar, Karachi • First Public address to Refugee: by Mahatma Gandhi & Valabhbhai Patel 12 Nov 47 • Expansion of Radio: News service & External service separation (1948) • Akashwani: AIR adapted name Akashwani (1956) 11 Languages & 116 hrs/week • Competing with Radio Ceylon <ul style="list-style-type: none"> a) Hindi film music popularity b) BinacaGeetmala c) Amin Sayani Style of presentation
5	Five Year plan & Radio
	<ul style="list-style-type: none"> • First FYP(1951~55) 5 crs (Community Radio allotted) • Second FYP (1956~61: 5.6 cr (VividhBharati /Radio Ceylon) Amin Sayani: Countdown shows inspired from Ameraca's Top 40 by DJ Casey Kasem • Third FYP (1961~6) : 7.6cr (Rural Prog) • Forth FYP (1969~74) : 27cr (Community Radio sets discontinue) • Fifth FYP (1974~79) : Television separated from Akashwani (FM intro) • Sixth FYP (1979~85) : ENG-DD expansion of TV • Seventh FYP (1985~90) : Radio & Television Hardware
6	Radio as a Medium
	<ul style="list-style-type: none"> • Characteristics: <ul style="list-style-type: none"> a) Audio only b) Instantaneous c) Cheap d) Reach e) Instantaneous f) Production g) Live • Uses: <ul style="list-style-type: none"> a) Education b) Entertainment c) Information d) Advertisement e) Revenue f) Awareness / Alert Interaction / Phone
7	Types of Transmission
	<ul style="list-style-type: none"> • Modulation: Terrestrial <ul style="list-style-type: none"> a) Amplitude Modulation (MW, SW) Reach & Quality b) Frequency Modulation (Band, Pvt & Govt) Reach & Quality (Edwin Armstrong) c) Digital Transmission (Lossless) Under development in phased manner
8	Types of Radio broadcasting
	<ul style="list-style-type: none"> • Terrestrial: Local zone, Direct access • Community Radio: Purpose & Norms • Satellite Radio: Satellite access (STB) SITE, Development, Subscribe based, Quality, Reach, Sp sets & Sirius XM, World space) • Internet Radio: Net access

	<ul style="list-style-type: none"> • Internet presence of traditional Radio station • Non-traditional only Operational on Internet without Real presence • Govt (AIR Live), Private Gaana, Pandora, Sadabahar Music Radio
9	Types of Radio Programs
	<ul style="list-style-type: none"> • Talk Shows • Interviews • Musical • Infotainment • News Bulletin • Commentary • Regional • Documentaries • Group specific phone in • Programs
10	Special audience
	<ul style="list-style-type: none"> • Fauji Bhai • Agro sector • Women & family raise up • Students training • Carrier guidance • Stock market: Investment & financial tips n analysis • Audience poll
11	Radio personalities
	<ul style="list-style-type: none"> • Announcers & Compeers • Radio Jockey <p>a) Duties & Responsibilities b) Vocal & Lingual Qualities GK etc</p>
12	Writing For Radio
	<ul style="list-style-type: none"> • Transforming to spoken word • Numbers & Figures • Dates n time • Order of 5W 1H • Direct/Indirect & voices, Quotations
13	Radio & Business
	<ul style="list-style-type: none"> • Air time selling • Assessment of popularity • RRP, audience metering • Ownership of private stations • Advertisements time slot & revenue

14	Current trends in Radio*
	<ul style="list-style-type: none"> • Radio on Mobile phones • Mobile Radio apps • Growth on Internet Radio • Competition of private channels
15	Impact of Radio on society
	<ul style="list-style-type: none"> • Information update • Social & Cultural
16	Future of Radio*
	<ul style="list-style-type: none"> • News on Phone service • Social Media cell • Digital Radio Mondale (DRM)
17	Impact of LPG module
	<ul style="list-style-type: none"> • Vergese committee, Supreme Court verdict on air waves • PrasarBharati, autonomy, free of political interference • Automobile Satellite Radio
	TELEVISION
1	Brief History of Television:
	<ul style="list-style-type: none"> • Inventers & Developers • Father of Television: John Baird
2	Growth of Television abroad
	<ul style="list-style-type: none"> • First public demonstration by John Baird • First British broadcast over BBC transmitter (1929) • Publicly working Television programs 5 days/week (1936) UK • First regular scheduled program in US (1939) • Primitive television (Hot blaze lights) Black n white • Radio with pictures • Colour television (1953) USA Columbia Broadcasting Service (CBS)
3	Growth of Television in India (1959)
	<ul style="list-style-type: none"> • Under AIR Experimental television • Industrial expo & display of CCTV by Philips • First use: Means of security vigil in industrializing India • Public telecast from Delhi (Twice a week one hr program) • Community TV sets for education programs in schools etc
4	Countrywide expansion
	<ul style="list-style-type: none"> • Other parts of country (1970 on) Mumbai 1972 • Doordarshan (1976)

5	SITE (Satellite Instructional Television Experiment)
	<ul style="list-style-type: none"> • One year (1975~76) experimental Satellite TV with NASA • Limited to Agricultural, Education, Health & Family planning
6	Asian Games Coverage (Milestone) 1982
	<ul style="list-style-type: none"> • National coverage INSAT 1A • Rise in sports coverage
7	Expansion
	<ul style="list-style-type: none"> • 1983~1988- 75% coverage (transmitters) • DD Gyandarshan, DD National, DD Sports, DD News, DD Bharati, DD Urdu
8	Doordarshan&PrasarBharati (1997)
	<ul style="list-style-type: none"> • Public Service Broadcaster • Greater autonomy & Freedom of DD & AIR
9	LPG & Television
	<ul style="list-style-type: none"> • Terrestrial VHF, UHF • Satellite Television, Geostatic • Cable TV, Master antenna & distribution • CAS (Conditional Access System) • DTH • Internet TV
10	CNN
	<ul style="list-style-type: none"> • Gulf war coverage & new face of TV (1990) • STAR TV (Satellite Television Asia Network) (1991) Tie up with BBC • ZEE TV (1992)
11	DD & Satellite Channels
	<ul style="list-style-type: none"> • New face of TV & Indian audience • DD took measures for survival (Competition) • Metro with new look & style
12	Organization & Role of each department
	<ul style="list-style-type: none"> • Departments & responsibility • Program: production & approval • Engineering: Maintenance, Up-gradation, • Marketing: Sponsorship, Advertising slot selling, TRP review • Administration: Governance, Schedule, Budget • News: Planning, Gathering, Editing, Follow up
13	Production
	<ul style="list-style-type: none"> • Studio operations • Content Writing* • Script, Storyboard* • Shoot on floor • Post production

14	AV a Seventh Art
	<ul style="list-style-type: none"> • Literature: Story, dialogue • Sculpture: Make up Costume, Character building, Casting • Music: Ambient sound, Voice modulation, Pauses, Singing • Architecture: Set, Location, Era erection • Dance: Body language, Posture study, Choreography, Dance • Photography: Lighting, Composition, Camera movements • Seventh is Direction: Visual communication, Story building & Telling, Weaving
15	Outdoor
	<ul style="list-style-type: none"> • ENG- Electronic News Gathering* • EFP- Electronic Field Production* • Bites & Live mixing: Types of Mikes- Condenser, Dynamic, Ribbon
16	Control Room
	<ul style="list-style-type: none"> • Monitoring • Mixing, Stock shots, • Editing: Single source, Multiple source, Linear & Nin-linear editing • Approval • Transmitting
17	Effects
	<ul style="list-style-type: none"> • Sound effects: SFX • Video effects: VFX <ul style="list-style-type: none"> a) Mechanical: On site physical b) CG: Computer generated Electronic effects c) Library Effects: From the stock pictures & Footage
18	Television as a Medium
	<ul style="list-style-type: none"> • Advantages as Audio-visual • Disadvantages
19	Types of Programs
	<ul style="list-style-type: none"> • Documentary: Types- Personal, Realistic, Propaganda, Biographical, Instructional • Docudrama: Dramatized documentary, Crime, Artist, History, Demonstrative • Interviews: Personality, Content, Group, Discussion, Expert from the field • Talk shows • Sports • News bulletin • Entertainment <ul style="list-style-type: none"> a) Comedy b) Music c) Cinema d) Serials • Educational <ul style="list-style-type: none"> a) School syllabus b) Carrier guidance c) Food & Recipe d) Geography

	<ul style="list-style-type: none"> e) Science f) Economy • Cultural & Social
20	Impact of Television
	<ul style="list-style-type: none"> • Life style: Adapting to Western, Luxury • General knowledge • Cultural & Social (Cross) • International exposure • Values & Ethics
21	Television & Business
	<ul style="list-style-type: none"> • Ownership • Television rating • Advertisement revenue • Audience feedback & Time selling • Marketing • Audience research
22	Future of Television
	<ul style="list-style-type: none"> • Palm TV • Mobile Television • Internet Television

Reference Books	
Radio & Television	
<ul style="list-style-type: none"> • <i>Radio Production: Rick Kaempfer</i> • <i>Essential Radio Skills: Peter Stewart</i> • <i>Visual Journalism: Rajesh Pandey</i> • <i>Television Production Handbook: Herbert Zetti</i> • <i>Hedgecoe on Video : John Hedgecoe</i> 	

Course Code:	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1645UMMMMR	Core: Mass Media Research	3	2 ½ hrs	25	75	100	3

Sr. No.	Modules / Units
1	Relevance, Scope of Mass Media Research and Role of research in the media:
2	Steps involved in the Research Process
3	Qualitative and Quantitative Research
4	Discovery of research problem, identifying dependent and Independent variables, developing hypothesis.
5	Concept, types and uses of Research Designs
	<ul style="list-style-type: none"> • Exploratory • Descriptive • Causal.
6	Data – Collection Methodology
	<ul style="list-style-type: none"> • Primary Data– Collection Methods <ul style="list-style-type: none"> i. Depth interviews ii. Focus group iii. Surveys iv. Observations v. Experimentations • Secondary Data Collection Methods: <ul style="list-style-type: none"> i. Internal ii. External
7	Designing Questionnaire and measurement techniques
	<ul style="list-style-type: none"> • Types and basics of questionnaire • Projective techniques • Attitude measurement scales
8	Sampling process, Methods
9	Data Tabulation and Research report format
10	Application of research in mass media

11	Introduction to Semiology
	<ul style="list-style-type: none"> • The semiotic approach to the construction of meaning • Barthes Primary level and secondary level signification. • Semiotic analysis
12	Content Analysis
	<ul style="list-style-type: none"> • Definition and uses • Quantitative and Qualitative approach • Steps in content analysis • Devising means of a quantification system • Limitations of content analysis

Reference Books

Mass Media Research

- *Kothari; Research Methodology; Wiley Eastern Ltd.*
- *Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP*
- *Reffe, Daniel; Lacy, Stephen and Fico, Frederick; Analyzing Media Message; (1998); Lawrence Erlbaum Associates*
- *Gunter, Brrie; Media Research Methods; (2000); Sage*
- *Wimmer and Dominick; Mass Media Research*
- *De Fleur; Milesrones in Mass Communication Reserach*

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1646UMMOB	DSC Allied: Organizational Behavior	3	2 ½ hrs	25	75	100	3

Sr. No.	Modules / Units
1	Nature of Organisational behaviour
	<ul style="list-style-type: none"> • Definition of Organisation & Types. • Concept of OB & its scope • Models of Organisational Behaviour
2	Organisational structure & its Environment
	<ul style="list-style-type: none"> • Organisation and its environment. • Formal Organisation: Design & Structure • Divisions of work and task interdependence
3	Organisation Culture
	<ul style="list-style-type: none"> • Sources of Organisational Culture. • Types of Organisational Culture. • Manifestation & Managing Organisational Culture. • Work force diversity - Gender, Ethnic & Community issues & personality factors.
4	Motivation
	<ul style="list-style-type: none"> • Theories of Motivation – Need & Process Theory. • Application of Motivation Theories.
5	Group Dynamics in Organisation
	<ul style="list-style-type: none"> • Concepts of group & types of group. • Group norms & Group cohesion. • Concept of team work.
6	Decision making
	<ul style="list-style-type: none"> • Decision making – definition & process. • Group Think, risky shift & Polarisation • Techniques for improving decision making- MIS (Management Information System).

7	Leadership
	<ul style="list-style-type: none"> • Importance & Characteristics of control. • Qualities of an effective Leader • Leadership Style & effective Communication
8	Dynamics of stress
	<ul style="list-style-type: none"> • Concept. • Causes & effect. • Coping Strategies.
9	Human Resources Policies and Practice
	<ul style="list-style-type: none"> • Training • Performance evaluation • Managing Diversity in organisations.

Reference Books
Organizational Behavior
<ul style="list-style-type: none"> • <i>Newstorm, J.W & Davis, K.(2002) Organisational Behaviour, Human Behaviour at Work (11th Edition)., Tata McGraw Hills.</i> • <i>Khanka, S.S.(2006)Organisational Behaviour-Text & Cases (5th Edition) S.Chand& Co Ltd.</i> • <i>Robbins, S.P.(2012) Organisational Behaviour (15th Edition) Prentice Hall International, Inc.</i> • <i>Luthans& Fred (2010) Organisational Behaviour (12th edition) McGraw Hill</i> • <i>Stephen P. Robbins, Timothy Judge, Organisational Behaviour</i>

Distribution of Marks for Continuous Internal Examination (CIE)

Evaluation Process	Marks
Class test (20 marks converted to 10 marks)	10
Project, Presentation, Assignment (10 marks)	10
Active Class Participation and Attendance	05
Total	25

Internal Question Paper Pattern

Q.No.1	State True or False/ Fill in the Blanks / Match the Column	5 Marks
Q.No.2	Answer in one sentence 5x1	5 Marks
Q.No.3	Answer any two out of given three. a) b) c)	10marks

Paper Patten for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question OR	15 Marks
Q2. B	Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q3. A	Full Length Question OR	15 Marks
Q3. B	Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q4. A	Full Length Question OR	15 Marks
Q4. B	Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q5	Short Note (Any 3 out of 5)	15 Marks

Note:

1. The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus.