

**BHARATHIAR UNIVERSITY: COIMBATORE-641 046**  
**B. B. A. Media & Entertainment Management**  
(For the CPP/COP students admitted during the academic year 2015-2016 & onwards)

**SCHEME OF EXAMINATIONS – CBCS Pattern**

PART	Course Title	Ins. Hrs / Week	EXAMINATION				Credits
			Dur. Hrs.	CIA	Marks	Total Marks	
	<b>SEMESTER - I</b>						
I	Language-I	6	3	25	75	100	4
II	English-I	6	3	25	75	100	4
III	Core – I Management Process	5	3	25	75	100	4
III	Core – II Business Communication	5	3	25	75	100	4
IV	Allied Paper I Financial Accounting	6	3	25	75	100	4
IV	Environmental Studies #	2	-	50		50	2
	<b>SEMESTER - II</b>						
I	Language-II	6	3	25	75	100	4
II	English-II	6	3	25	75	100	4
III	Core – III Organisational Behaviour	5	3	25	75	100	4
III	Core – IV Advertising Management For Services	5	3	25	75	100	4
IV	Allied Paper II Economics for Executives	6	3	25	75	100	4
IV	Value Education –Human Rights #	2	-	50		50	2
	<b>SEMESTER - III</b>						
III	Core – V Writing for Media	5	3	25	75	100	4
III	Core – VI Marketing Management	5	3	25	75	100	4
III	Core – VII Overview of Entertainment & Media	5	3	25	75	100	4
III	Core – VIII Introduction to Event Management& PR	5	3	25	75	100	4
IV	Allied Paper III Journalism -Television, Print & Online	5	3	25	75	100	4
IV	Skill based Subject-I Communication Skills I ^ (Practical)	3	3	30	45	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women's Rights # Constitution of India #	2	3	50		50	2
	<b>SEMESTER - IV</b>						
III	Core – IX Human Resource Management	5	3	25	75	100	4
III	Core – X Event Marketing & Sponsorship	5	3	25	75	100	4
III	Core – XI Media Laws & Ethics	5	3	25	75	100	4
III	Core – XII PC Software (MS Office) Theory	2	3	10	40	50	2
III	Core – XIII PC Software (MS Office) Practical	2	3	20	30	50	2
IV	Allied Paper IV Entertainment Business Management	6	3	30	45	75	3
IV	Skill based Subject-II Communication Skills II ^ (Practical)	3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #	2	-	50		50	2

<b>SEMESTER - V</b>							
III	Core - XIV Brand Management	4	3	25	75	100	4
III	Core – XV Digital And Social Media Advertising	4	3	25	75	100	4
III	Core – XVI Broadcast Business Management	4	3	25	75	100	4
III	Core – XVII Media Planning & Buying	5	3	25	75	100	4
III	Core – XVIII Advertising & Integrated Marketing Communication	5	3	25	75	100	4
III	Elective – I Basic Photography	5	3	20	55	75	3
IV	Skill based Subject-III Campus to Corporate ^ (Practical)	3	3	30	45	75	3
<b>SEMESTER - VI</b>							
III	Core – XIX Entrepreneurship & Project Management	6	3	25	75	100	4
III	Core – XX Public Relations	6	3	25	75	100	4
III	Elective – II Television Production & Programming	4	3	25	75	100	4
III	Elective – III Project Work & Viva-Voce*	6	3	-	-	100	4
IV	Skill based Subject – IV Soft Skills for Business ^ (Practical)	3	3	30	45	75	3
V	Extension Activities @ Training Reports	-	-	50		50	2
<b>TOTAL</b>		-	-	-		<b>3500</b>	<b>140</b>

^ Refer the detailed note on this curricular aspect

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

\*Project Work & Viva-Voce Project Work-80% Marks & Viva Voce-20% marks

## **SEMESTER - I**

### **MANAGEMENT PROCESS**

#### **UNIT -I**

Business - meaning -business and profession, requirements of a successful business Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

#### **UNIT -II**

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

#### **UNIT -III**

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

#### **UNIT -IV**

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

#### **UNIT - V**

Directing: Nature and purpose of Directing. Controlling: Need for coordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

### **REFERENCE BOOKS**

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

### **BUSINESS COMMUNICATION**

#### **UNIT-I**

Essential and Importance of Business Communication. Methods of Communication –Types – Barriers.

#### **UNIT – II**

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters – Status enquiries – Bank correspondence – Tenders – Letter to the editor.

### **UNIT – III**

Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

### **UNIT – IV**

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

### **UNIT - V**

Internal communication: Short speeches – Memo – Circulars – Precise writing – Communication media – Intercom, Telex and Telephone – Fax – Internet.

### **REFERENCE BOOKS**

1. Rajendra Pal Korahill, —Essentials of Business Communication||, Sultan Ch and & Sons, New Delhi, 2006.
2. Ramesh, MS, & C. C Pattanshetti, —Business Communication||, R.Chand&Co, New Delhi, 2003.
3. Rodriguez M V, —Effective Business Communication Concept|| Vikas Publishing Company, 2003

## **FINANCIAL ACCOUNTING**

### **UNIT - I**

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

### **UNIT - II**

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

### **UNIT - III**

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

### **UNIT - IV**

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

### **UNIT - V**

Preparation of accounts from incomplete records.  
(Theory and problems may be in the ratio of 20% and 80% respectively)

### **REFERENCE BOOKS**

1. Grewal, T.S.: Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

## **SEMESTER - II**

### **ORGANISATIONAL BEHAVIOUR**

#### **UNIT-I**

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence Personality tests - nature, types and uses

#### **UNIT - II**

Perception - Factors affecting perception - Motivation - theories - financial and nonfinancial motivation - techniques of motivation - Transactional Analysis - Brain storming.

#### **UNIT - III**

Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.

#### **UNIT – IV**

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Cooperation - competition - conflict - Types of Conflict – Resolution of conflict - Sociometry- Group norms - Role - Status – supervision style - Training for supervisions.

#### **UNIT - V**

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency - Organisational Culture, Organisational change - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.

#### **REFERENCE BOOKS**

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour

### **ADVERTISING MANAGEMENT FOR SERVICE**

#### **UNIT – I**

Concept and definition of advertisement – social, economic and legal implications of advertisements – setting advertisement objectives .

#### **UNIT- II**

Ad. Agencies – Selection and the remuneration – Advertisement – campaign – Function of Ad. Agencies – types of Ad Agencies.

#### **UNIT –III**

Media plan type and choice criteria – reach and frequency of advertisements – cost of advertisements related to service- media strategy and scheduling.

#### **UNIT –IV**

Message development – different types of advertisements –layout – design appeal – copy structure – advertisement production – print – Radio – T.V and web advertisements – advantages & Limitations.

#### **UNIT –V**

Media research – selection – testing validity and reliability of ads – measuring impact of advertisement – advertisement effectiveness.

#### **REFERENCE BOOKS**

1. Kenneth Clow. Donald Back – —Integrated Advertisements, Promotion and marketing communication, -Prentice hall of India
2. S.H.H Kazmi, Satish K Batra – —Advertising & Sales Promotion – Excel Books
3. Advertising, sales & Promotion management – S.A. Chunawalla – Himalaya Publishing House.

### **ECONOMICS FOR EXECUTIVES**

#### **UNIT - I**

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

#### **UNIT - II**

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break -even- point analysis.

#### **UNIT - III**

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

#### **UNIT - IV**

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

#### **UNIT - V**

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.

#### **REFERENCE BOOKS**

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
3. Sundaram K.P &Sundaram E - Business Economics

## **SEMESTER - III**

### **WRITING FOR MEDIA**

#### **UNIT-I**

Print Medium: Nature and characteristics of a Newspaper- Readers' perception – Information medium – Deadline – content variety – general and specialized newspapers Editorial policy and style – language – inverted pyramid – source attribution - writing Features and articles.

#### **UNIT-II**

Magazines: General and specialized magazines – contents – target readers – language – Writing style – pictures and illustrations – features and special articles – Tamil Magazines vs. English magazines: a comparative analysis – Freelancing.

#### **UNIT-III**

Radio: Nature and characteristics of Radio – Radio for information, education and entertainment – Time and deadline factor – News headlines and highlights – News features – talk shows – interviews – Radio audiences – audience participation -language and style –New wave FM Radio – Radio Jockeying – target audience – content variety and style –musiccompetition – technological factors in writing for electronic media

#### **UNIT-IV**

Television: Nature and characteristics of television – audio and visual elements – writing television news – time factor – informational and educational programmes – general and special audience programmes – language and style of presentation – Video jockeying – entertainment programmes – audience participation.

#### **UNIT-V**

Web Writing: Internet as a medium - nature and characteristics – users profile – Newspapers online – hypertext - textual and visual limitations – language and style – multimedia support – contents online: informational, educational and entertainment – authenticity and piracy issues – regulations.

#### **REFERENCE**

1. Mencher, Melvin. —News Reporting and Writing||. New York. McGraw Hill Pub. 2003.
2. Navin Chandra & Chaghan. \_ Journalism Today'. New Delhi. Kanishka

### **MARKETING MANAGEMENT**

#### **UNIT - I**

Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

#### **UNIT - II**

Buyer Behaviour - Buying motives - explanation of motivation – Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

### **UNIT - III**

The Product-Marketing characteristics -consumer goods-industrial goods- Production policy - Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies.

### **UNIT - IV**

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.

### **UNIT - V**

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

### **REFERENCE BOOKS**

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

## **OVERVIEW OF ENTERTAINMENT & MEDIA**

### **UNIT I**

Introduction to Entertainment & Media industry | Art & Leisure Entertainment - Theatre, Music, Museums , Theme Parks| Recreation as Entertainment - Sports, Travel Tourism, Shopping | Interactive Entertainment - Casino Gaming, Video Games, Mobile & Online games| Communication as entertainment | Publishing| Event Planning| Differentiation of infotainment, edutainment, entertainment

Types of Media - Cinema, Music & Film , Broadcast Media – Radio & Television, Print Media - Newspapers, Magazines, Comics, Book Publishing , Social Media, Internet & Web

### **UNIT II**

The New Media Content Providers | Understanding the current trends, requirements and challenges| Comparison across traditional media and new media with examples of online news providers, online shopping-malls and online social-networking sites| An overview of the Emerging IPTV, Technologies |Entertainment Marketing | Marketing Movies, TV & Radio| Publishing- Print to Digital| Mobile Games & Apps Marketing| Music to the Masses| Marketing Sports, Travel & Tourism

### **UNIT III**

Economic Perspectives & Basic Elements | Overview of Financial Analysis : Movies, Music, TV, Publishing, Games, Live Entertainment, Sports, Performing Arts & Culture activities, Amusement/theme Parks

### **UNIT IV**

Branded Entertainment – The making: Idea, Team, Agreement |The Deal Proposition| The Players in the Industry-Media Outlets, Producers, Agencies |Money Management| Measurement & Metrics

### **UNIT V**

Role of Media in the entertainment industry | Relationship between media, entertainment and society| Does media change perceptions | The media with reference to self-image & confidence (fair



& lovely, fair & handsome) |Socio-Political impact of media |Media & Violence |Media & Crime|  
Social Impact of entertainment industry

**REFERENCES:**

1. Understanding the Media - Eoin Devereux - 2014
2. Branded Entertainment: Deal making Strategies & Techniques for Industry Professionals - Damaris Valero -2015
3. Entertainment Industry Economics: A guide for Financial Analysis – Harold Vogel -2015
4. The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) - Al Lieberman , Pat Esgate - 2013
5. An Introduction to the Entertainment Industry - Andi Stein ,Beth Bingham Evans - 2009

**INTRODUCTION TO EVENT MANAGEMENT & PR**

**UNIT – I**

Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures

**UNIT – II**

Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

**UNIT – III**

Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

**UNIT – IV**

Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events

**UNIT – V**

Introduction to Public Relations – Concept, Nature, Importance, Steps, Limitations, Objectives  
Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR

**REFERENCES :**

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -2010
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House- 2009

## **JOURNALISM - TELEVISION, PRINT & ONLINE**

### **UNIT I :**

Journalism in India, Role and Functions of Journalism, Newspaper : Classification, Strengths , Limitations, Audience | Magazines : Classification, Strengths , Limitations, Audience | Television : Uses & Impact | Internet & Web : Uses & Impact

### **UNIT II**

TV Journalism – Local, Regional, National and International, Press Tactics, Writing a Press Release, Press Conference Types, Tips for a Successful Press Conference, Press Tour , Letter to the Editor|

Skill of Anchoring or Presenting, Scripting News for TV | Writing & Editing for Magazines | Craze for Glossy Magazines | Principles of Magazine Layout | Newspaper Design and Layout

### **UNIT III**

Foundations of Online Journalism : Essential Skills , Understanding Users | Skills for Multimedia Journalist : Writing for Web, Story with Images, Using Audio & Podcasts,

### **UNIT IV**

Working with Video, Investigative Reporting| Online Communities & Blogging| Output for Web, Smartphone & Tablet, Freelancing & Entrepreneurial Journalism

### **UNIT V**

Press Law and Ethics | Copyright Act| Intellectual Property Rights | Press Council of India Act |Contempt of Courts Act

### **REFERENCE:**

1. Advertising & IMC – Kruti Shah- 2014
2. Effective Public Relations and Media Strategy - C V NarsimhaReddi - 2014
3. Online Journalism :The Essential Guide – Steve Hill & Paul Lashmar -2014
4. Media Management –Kundra -2006
5. Media Management in the Age of Giants - Business Dynamics of Journalism -Dennis Herrick  
- 201

## **Course Content: Skill based paper - I Semester III**

### **COMMUNICATION SKILLS - I– Listening and Speaking**

#### **Listening –**

- Write an essay on the ART OF LISTENING in your own words
- List the qualities for a good listener.
- Illustrate the difference between hearing and listening
- Enumerate the types of listeners
- Listening exercises – Listen from movie clips, news items, good speeches by eminent personalities, and Keep up your English - BBC's English learning audios with accompanying .pdf files.

Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved

#### **Speaking –**

- Write an essay on the ART OF SPEAKING in your own words
- Appreciate the importance of vocabulary and build the same.
- Use Oxford – 3000 key words in different sentences (OUP.com)
- Read a passage from the newspaper and compare with that of the news broadcast from TV
- Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A. List in the SDRN the toughest question that was asked.
- Role play and simulated games with more speaking
- Conversational practice (situations): 1. At the college, 2. Outside the campus, 3. At the post office, 4. At the railway reservation counter, 5. Movie/ article/book Review
- Anecdotes and Stories
- Vary Your Volume, watch your tone and record your voice for replay in the preferred group

## **HUMAN RESOURCE MANAGEMENT**

### **UNIT - I**

Human Resource Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organisation of personnel department - Personnel Policies and Procedures.

### **UNIT - II**

Manpower planning - Job analysis - Job description - Job specification - Role analysis - Recruitment and Selection - Training and Development.

### **UNIT - III**

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Reinforcements.

### **UNIT - IV**

Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

### **UNIT - V**

Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

### **REFERENCE BOOKS:**

1. VSP. Rao - Human Resource Management
2. Tripathy - Personnel Management and Industrial Relations
3. Bhagoiwal - Personnel Management and Industrial Relation
4. Memoria - Personnel Management and Industrial Relations

## **EVENT MARKETING & SPONSORSHIP**

### **UNIT – I**

Introduction To Event Marketing - The Objectives Of Event Marketing, Advertising As A Part Of Marketing. Brand Name, Product Design, Post-Self Support, Future Of Event Marketing - Event Promotion, Tools Of Promotion, Advertising, Public Relations, Tips On Writing A New Release The Promotion Schedule, Planning A Promotion Campaign For An Event.

### **UNIT – II**

Expectations And Goals Event Marketing An Added Dimension, Event and the Marketing Communications Environment, Social Responsibility towards society, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics, Strategic considerations, Dealing with Clutter, Understanding and controlling fees, Creating your own event.

### **UNIT – III**

Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, What should be the basis of Pricing, When should the Payment be Made, How Should the Payment be Made, Promotion, Strategic Decision, Marketing Objectives, The Promotional Mix, The Media Mix.

#### **UNIT – IV**

Future Of Event Marketing - Event Promotion, Tools of Promotion, Advertising, Public Relations, Tips on writing a New Release, What is a Media kit, Direct Marketing, Word of Mouth, Hospitality, Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event.

#### **UNIT – V**

Event Sponsorship Understand Sponsorship, Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship – for event organizer, for sponsor, Type of Sponsorship, Making sponsorship database, making sponsorship proposal, Closing a sponsorship, Research of sponsorship, Converting sponsorship into partnership.

#### **REFERENCE BOOKS**

1. The Event Marketing Handbook – Saget Allison – 2006
2. Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle -2006
3. Event Marketing and Event Promotion Ideas - Eugene Loj -2007

### **MEDIA LAWS AND ETHICS**

#### **UNIT I**

History of Media Law in India | Indian Constitution - Introduction, Fundamental Rights, Emergency Provisions, etc. | Freedom of Media| Defamation through Spoken words or Gestures (Slander), Defamation in a written format (Libel) | Provisions of the Indian Penal Code & Criminal Code

#### **UNIT II**

Media Ethics| Ethics vs Law| Ethics vs Principles of Journalism | Advertising |Broadcasting Ethics| Ethical Dilemma, Issues and concerns in Mass Communication, Journalism Ethical Problems, Approaches to Ethics, Journalists & Politicians, Plagiarism, Celebrities in the Public eye, Non-celebrities caught in the Media Eye, Accepting Gifts & Trips

#### **UNIT III**

Print Media Acts, The Press & Registration of Books Act, Registration of Newspapers, Press Council Act, Working Journalists and other Newspaper Employee & Miscellaneous Provisions Act, | Broadcasting – The Prasar Bharati Act, The Cable Television Networks Act, Broadcasting Services Regulation Bill |Film Media – Cinematograph Act & The Censor Board| Acts related to Advertising| Standards of Practice for Advertising Agencies

#### **UNIT IV**

Media Law and Women | Media Law and Children | Cyber Crimes – Types of Crimes, Information Technology Act, Penalties & Adjudication | Intellectual Property Rights – The Designs Act, Trade and Merchandise Marks Act, The Patents Act, The Copyright Act

#### **UNIT V**

International and Foreign Law, Freedom of Expression, Defamation, Privacy, Access to the Press, Journalistic Privilege: Right to Protect Sources| Freedom of Information

#### **REFERENCE:**

1. Media Law and Ethics – Moore & Murray -2012
2. Media Law and Ethics – M.Neelamalar-2014

## **PC SOFTWARE (MS OFFICE) - Theory**

### **UNIT-I**

Windows 2000- working with windows – moving format ion within windows arranging Icons- Saving Window settings. MS Office Basics – Creating document – entering textSelecting text-giving instructions- Using tool bars- Menu commands-Keyboards shortcuts- Saving files- Opening documents – Manipulating Windows – simple EditingPrinting Files.

### **UNIT-II**

Word Basics – Using Auto text – Using Auto Correct Word editing technique-finding and replacing text – Checking spelling – us ing templates- formatting – Formatting with styles creating tables.

### **UNIT-III**

Excel Basics- entering data- Selecting Ranges- Editing entries – formatting entries- Simple Calculation- naming cells and Ranges- Data display- printing worksheets –copying entries between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.

### **UNIT-IV**

Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.

### **UNIT-V**

Access Basics- Creating a table- entering and adding records- Changing a structureworking with records – Creating forms – establishable relationship using queries to extract information.

### **REFERENCE BOOKS**

1. Office 2000 Complete Reference by stepherL.Nelson.
3. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill Publishers Pvt. Ltd.,
4. Quick Course in Micro soft Office Joyce Cox, Polly urban –Galgottia Publications.
5. PC Software for Office- Automation by T.Karthikeyan and Dr. C. MuthuSultan Chand and Company.

## **PC SOFTWARE PRACTICAL(MS OFFICE)PROGRAMMING LABORATORY**

### **LIST OF PRACTICAL'S**

#### **MS-Word**

1. Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre.
2. Prepare a job application letter enclosing your Bio-Data
3. Perform Mail Merger Operation and Preparing labels.
4. Prepare the document in newspaper column layout.

#### **MS – EXCEL**

5. Worksheet Using Formulas.
6. Working Manipulation for electricity bill preparation.
7. Drawing graphs to illustrate class performance
8. An excel worksheet contains monthly sales details of five companies.

#### **MS ACCESS**

9. Simple commands perform sorting on name, place and pin code of students database and address printing using label format.
10. Pay rolls processing and prepare report
11. Inventory control.
12. Screen designing for data entry.

#### **MS POWER POINT**

13. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.
14. Draw an organization chart with minimum three hierarchical levels.
15. Design an advertisement campaign with minimum three slides.
16. Insert an excel chart into a power point slide.

## **ENTERTAINMENT BUSINESS MANAGEMENT**

### **UNIT I**

Introduction to Entertainment & Media industry |Diff types of Entertainment & Media |Trends & Potential of the Entertainment Industry | Study of Entertainment & Media Companies| Forming a Private Company| Building sustainable Film Business| Business Management Principles

### **UNIT II**

Marketing Aspects : Four C's, Movies, Publishing, Broadcast, TV, Online Games & Apps, Music, Sports ,Travel & Tourism

### **UNIT III**

Financial Aspects : Economic Perspectives |Basic Elements| Movie Macroeconomics| Accounting for Movies & TV | Music |Broadcasting| Publishing| Games| Sports| Live Entertainment

### **UNIT IV**

Celebrity PR| media & PR| E-PR |Audio –Visual Media |Multimedia Campaigns| Media Relations | Celebrity Management | International Film Business

### **UNIT V**

Market Opportunity & Segmentations| Intellectual Property Assets Enabling Distribution – The business of creating, marketing and protecting an idea| Studios & Networks as Venture Capitalists| Theatrical Distribution| Television Distribution| Internet Distribution, Downloads and On-demand streaming

### **REFERENCE:**

1. International Film Business - Angus Finney-2015
2. The Business of Media & Distribution –Jeff Ulin - 2012
3. Entertainment Industry Economics :Harold Vogel -2015
4. The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World (2nd Edition) -Al Lieberman ,Pat Esgate - 2013



## **Course Content: Skill based paper - II Semester IV**

### **COMMUNICATION SKILLS - II – Reading and Writing**

- Vocabulary building: Explain Abstract words - Words often to confuse – Abbreviations - Idioms and Phrasal Verbs - One word substitution - Business terms - Flash card method - Procure any two insurance policies (photocopies) and paste them in the SDRN and underline the new words you have added to your vocabulary.
- Reading: Newspaper reading on daily basis – Book review (at least two per semester) Allow students to select a novel or autobiography or selfimprovement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books. Practice louder reading and other members in listening mode
- Application Writing – preparation of job-specific Resume /CV
- Collection of financial statements of any one organization for two consecutive years and prepare comparative statements.
- List any three MNC's and FMCGs operating in India along with their products or services offered.
- Collect a partnership deed, Memorandum and Article of Association of any company and paste in your SDRN
- Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/EFTs) – share application form of a limited Company – documents used in Import and Export trade/Commercial / income tax departments of Government
- Prepare on Advertisement for recruitment / selection of candidates for any organization of your choice – Develop an ad copy for a product.
- Collect an annual report of a joint-stock (public limited) company and list out its assets and Liabilities.
- Comprehension: Market / field study report on a locale issue (at least 1000 words) – Transfer positive and / or negative emotions to paper -- Draft an application to the Chief Information Officer of any government office seeking information about a specific public spending – Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently
- For an IPO, collect a Prospectus of a company and identify the reasons to invest or not to invest in shares.
- List the environmental issues of an industry of your choice operating in your region
- Select any organization and undertake SWOT analysis.
- Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.
- Pick any three print advertisements and critically evaluate them.

## **SEMESTER - V**

### **BRAND MANAGEMENT**

#### **UNIT – I**

Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations,.

#### **UNIT – II**

Brand positioning – Basic concepts – alternatives – risks – Brands & consumers – Strategies for positioning the brand for competitive advantage

#### **UNIT – III**

Brand Image, image dimensions, brand associations & image, Brand identity – perspectives, levels, and prisms.

#### **UNIT – IV**

Leveraging Brands – Brand extensions, extendibility, merits & demerits, Line extensions, line trap Brand Portfolio Management.

#### **UNIT – V**

Brand valuation – Methods of valuation, implications for buying & selling brands.

#### **REFERENCE BOOKS**

1. Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi.
2. Kapferer, Strategic Brand Management, Kogan Page, New Delhi.
3. Harsh Varma, Brand Management, Excell Books, New Delhi
4. Majumdar, Product Management in India, PHI.
5. Sengupta, Brand Positioning, Tata McGraw Hill.
6. Rameshkumar, Managing Indian Brands, Vikas.

## **DIGITAL AND SOCIAL MEDIA ADVERTISING**

### **UNIT I**

Evolution of Advertising National & International level |The structure of an Ad agency and the functions and service of each department |Relationship between various participants of advertising (Client, agency, media, consumer) | Opportunities in the digital space | Internet reach and penetration in India| Time spent by consumers on the internet | Content generated on the internet| Top websites categories| Mobile reach and penetration in India| How mobile landscape has changed over the years| Some successful digital & social media campaigns.

### **UNIT II**

Strategy and Models for the New Marketing Environment-Introduction to advertising strategies: AIDA, DAGMAR, Information processing model | Introduction to Agency Commissions /retainerships, media commission | Business models, Marketing Planning and Buyer Behaviour-Online marketing planning issues | Buyer behavior | Search engine marketing| Permission Marketing and personalization online Product, Digi-marketing Planning - Understanding consumers and customers |Defining goals-Content creation & outreach| Creating digital platforms |Generating awareness and influence| Legal issues & Digital Marketing Regulatory norms.

### **UNIT III**

4 Zones of social media: Zone 1 Social Community - Activities| Marketing Applications| Sites: Ello, Google+, Facebook, LinkedIn, Twitter, Reddit , Path, Mylife  
Zone 2 Social Publishing - Activities| Marketing Applications| Sites: Tumblr, Instagram, Pinterest, Wikipedia, Vine, Orkut, StumbleUpon  
Zone 3 Social Entertainment - Activities| Marketing Applications| Sites: Friendster, MySpace, Second Life, YouTube, Flickr, Tagged  
Zone 4 Social Commerce - Activities| Marketing Applications| Sites: Yelp! Groupon, 4Square, TripAdvisor, MeetUp, Banjo

### **UNIT IV**

Brainstorming creative ideas| Creative Techniques| Creative Execution of the Big Idea| Bringing Creativity in Ad execution| Preparing a creative Brief| Creative Execution Elements| Quantifying success |Analytics

### **UNIT V**

Mobile Marketing : Messages| Sites| Apps| Advertising| Video| Games Marketing| Commerce| Cross channel Marketing

### **REFERENCE:**

1. Advertising & IMC – Kruti Shah- 2014
2. Media Planning & Buying in the 21<sup>st</sup> Century

## **BROADCAST BUSINESS MANAGEMENT**

### **UNIT I**

Broadcasting in India : Historical Overview & Current Trends| Broadcast Industry – Organization Structure, Job Roles| Methods of Broadcasting-Television, Radio, Satellite| Commercial Broadcasting| Public Broadcasting |Recorded Broadcasting | Live Broadcasting |Educational Broadcasting

### **UNIT II**

Television and Radio |Studio Management |Camera and Lighting, Television Process Pipelines | Promotion and Sales, Creating content|News Content Creation and Revenue Forecasting |Up - linking & Down -linking laws| The Rise of Private Television |Radio: Charts and Listenership Reviews, Live and call-in shows | AIR ( All India Radio & Other Private FM's)

### **UNIT III**

Trends and Technology in Broadcasting: Broadcast Management Systems (Backend Management),Content management in Broadcasting and new technologies available |Distribution dynamics in Broadcasting: Distribution theory and various new platforms, Cable Operators, Distribution dynamics in India and Foreign countries, Revenue Sharing Mechanism and Methods in various types of distribution, SWOT Analysis of Digital Distribution Platform and Analogue Distribution |Branding – Integration of Branding into Broadcasting Environment, Promotion of a Broadcasting channel, Marketing and PR, Case studies on Pitching to a Broadcasting channel

### **UNIT IV**

Channel Segmentation and Management | Understanding viewership pattern-TRPS, GRPS, Reach, Share, Frequency and Demographics| Understanding Market break up and Sensing the Market changes - An overview of the growth in India, |Profiling a Channel, Costing and Scheduling| Business Plans & Strategies: Development of Business Plans for a Broadcasting channel, Script to Screen Business Process, Revenue Streams for a Broadcasting channel

### **UNIT V**

Governing bodies - TRAI and TDSAT for entertainment- Regulation and various acts pertaining to broadcasting | Citizen's Charter |Ministry of Information & Broadcasting | Content Acquisition Process: Segregation of the content, Methods and Mechanism of Content Acquisition, Content syndication and regulations in India and International

### **REFERENCE:**

1. Broadcast Management in India – Angela Wadia-2007
2. Globalization & Television – SunetraSen Narayan -2014
3. The Definitive guide to Entertainment Marketing -Al Lieberman, Pat Esgate- 2013
4. Entertainment Industry Economics :A guide for Financial Analysis - Harold Vogel -2015

## **MEDIA PLANNING & BUYING**

### **UNIT I**

Overview of Media Planning & Buying, The changing Context, Current day realities, Buyer's role | Objectives of Media Buyer | Roles within a Media Agency | Media Agency Structure | Non-Agency options | Basic Media Metrics | Television Metrics | Benchmarking Metrics | Plan Metrics | Print Metrics | Understanding the Target Audience | Impact | Data Sources | Demographics & Psychographics

### **UNIT II**

Media Mix –Why it is needed? & Its Types | Media Choices | Strategic Issues | TG Media Consumption | Competitive Activity | Quantitative Parameters | Qualitative Factors | Role suitability of the medium  
Factors that affect Scheduling | Scheduling Patterns | Scheduling for Impact | Ad Response functions | Adstock Modeling  
Building a Strategic Media Plan

### **UNIT III**

Print Media : Newspaper & Magazines -Types , Advantages & Disadvantages, Buying Space for various mediums Outdoor Media : Types , Advantages & Disadvantages, Buying Space for various mediums Broadcast Media : Television, Alternative Film Media, Radio - Types , Advantages & Disadvantages, Buying Space for various mediums Internet & Mobile: Advantages & Disadvantages, Buying Space Guerilla Media Buying

### **UNIT IV**

The Buying Process- Buying Brief | Environmental Analysis | Science of buying | Art of Buying | Benchmarking | Buying plan presentation | Deal Management | Post Buy Allocation of Budget | Methods of Setting Budgets | Factors that affect Budget Setting

### **UNIT V**

Media Plan Implementation: Raising estimates | Booking –in the activity | Release orders | Creative Material Dispatch | Monitoring the activity | Billing & Collections A career in Media Sales | Types of Sales positions | steps to Media Sales success | Future of Advertising

### **REFERENCE:**

1. Media Planning & Buying –Arpita Menon-2009
2. Media Planning & Buying in the 21<sup>st</sup> Century-2015
3. Advertising & Integrated Marketing Communication – Kruti Shah-2014

## **ADVERTISING & INTEGRATED MARKETING COMMUNICATION**

### **UNIT I**

Understanding Marketing | Understanding Marketing Communication| Meaning & Role of IMC in Marketing Process | Introduction to IMC Tools- Advertising, Sales Promotion, Publicity, Public Relations and Event Sponsorship | Marketing Communication Agencies | Advertising Agencies | Specialized Services

### **UNIT II**

Communication Factors - Source , Message and Channel Factors | Communication Response Hierarchy- AIDA Model, Hierarchy of Effect Model, Innovation Adoption Model, Information Processing Model | Alternative Response Hierarchy – Standard Learning Hierarchy, Attribution Hierarchy, Low-Involvement Hierarchy | Consumer Involvement – Elaboration Likelihood model (ELM), The Foot ,Cone & Belding Model (FCB) Model

### **UNIT III**

Setting Communication Objectives| Sales-versus Communication Oriented Objectives| DAGMAR Approach to Setting Objectives and Measuring Advertising Effectiveness| Factors Influencing the Budget| Establishing the Budget| Arriving at the Budget| Allocating the Budget |Preparing a Media Plan

### **UNIT IV**

Planning & Development of Creative Marcom Programme| Fundamentals of an Advertising Campaign| Creative Strategies in Advertising, Sales Promotion, Public Relations & Publicity, Direct Marketing, Online & Mobile Media, Event Sponsorships

### **UNIT V**

Meaning & Importance of Measuring Communication Effectiveness| The testing Process| Testing Other Promotional Tools| Evaluating Unconventional Promotional Tools & IMC| Legal & Ethical Concepts and Issues in Advertising| Regulations governing Sales Promotion, Packaging, Direct Marketing & Internet Marketing

### **REFERENCES:**

1. Advertising & Integrated Marketing Communications – Kruti Shah -2014
2. Media Planning & Buying in the 21<sup>st</sup> Century-2015.

## **BASIC PHOTOGRAPHY**

### **UNIT-I**

Human Eye and Camera, Visual Perception, Basics of Camera (aperture, shutter speed, focal length, depth of Field etc..) Camera operations- Types of Camera, Types of Lenses. characteristics and features of each type of cameras – Aperture - Shutter speed -Usage - Depth of Field - Focal Length Basics of design - Photo composition - Rule ofThirds - Angle of View.

### **UNIT-II**

Understanding Lighting- indoor and outdoor, Types of lighting, Natural and Artificial Lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light

### UNIT-III

Types of Film- Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Color and Light, Black and White and Colour Photography - Colour Processing and Printing

### UNIT-IV

Basic Requirements, Equipments. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques-motion pictures etc., manipulation of image, framing & trimming

### UNIT-V

Some Basic Principles. Aesthetics, Basics of Photo-Journalism, Photo-features, Photo-essays, Writing captions, Visual story telling. Photography for advertising- Consumer and Industrial. Planning a shoot-studio, location, set props and casting

### REFERENCE:

1. Michael Langford: Basic Photography, Focal Press. -2007
2. Michael Langford: Advanced Photography, Focal Press.- 2007
3. Mitchell Bearley & John Hedgeese: New Introductory Photography Course, Read consumer Book Ltd.-2006
4. 35 mm Photographer Hand book, Pan Books.-1999

## Course Content: Skill based paper - III Semester V

### CAMPUS TO CORPORATE

To train the learners for smooth transition from their campus to corporate foremployment...

**Etiquette Elaborated:** Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

**Attire Aspects:** Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

**E-communication:** Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory – Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter – narrate them in the SDRN with clippings as evidence.

**Aptitude Appetizer:** Quantitative vs verbal aptitude — practice – shortcut routes – workouts from previous year / batch tests – familiarize the various types of problems from quantitative aspects in competitive exams for employment and / or higher studies

## **SEMESTER - VI**

### **ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

#### **UNIT I**

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

#### **UNIT II**

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

#### **UNIT III**

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

#### **UNIT IV**

Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

#### **UNIT V**

Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

#### **REFERENCE :**

1. Entrepreneurial Development: S.S.Khanka
2. Entrepreneurial Development: C.B.Gupta& N.P. Srinivasan
3. Project Management : S.Choudhury
4. Project Management : Denis Lock



## **PUBLIC RELATIONS**

### **UNIT – I**

Purpose & Philosophy Of Pr, What Pr Is, Objectives Of Public Relations, The Primary Purpose Of Pr, Hostility, Prejudice, Apathy, Ignorance, Emergence Of Public Relations, Public Relations Today, Public Relations And Propaganda, Defining Objectives And Planning A Programme.

### **UNIT – II**

Four Steps Public Relations Process, Defining PR Problems, Planning And Programming, Taking Action And Communicating, Evaluating The Program, Elements Of Public Relations, Human Relations, Empathy, Persuasion, Dialogue, Objectives Of Public Relations.

### **UNIT – III**

Public Relations As A Profession, Overview, Profession, Codes Of Professional Conduct, Functions Of Public Relations Department, Policy, Publicity, Product Publicity, Relations With The Government, Community Relations, Shareholders Relations, Promotion Programmes, Donations, Employee Publications, Guest Relations, Establishment Of Relations With The Public, The Need For Public Relations, Scope Of Public Relations, Professional Code-Public Relations.

### **UNIT – IV**

Ethics And Challenges Of Public Relations, International Public Relations Association (Ipra) Code Of Conduct, The European Code Of Professional Conduct, All About Marketing, Advertising, Functions Of Advertising, Pr As A Component Of Communication And Strategies, Strategic Management, Theories Of Communication, Mass Communication Theory And Research. Functional Approach To Mass Communication Theory, Human Action Approach.

### **UNIT –V**

Models Of Communication, Communication Models, The Advantages Of Models, Limitations Of Models, Classical Communication Models, Transmission Model And Its Criticism, Report Writing, Copyright And Other Legal Issues.

### **REFERENCES:**

1. “ Advertising and Promotion” – Geroge E- Belch & Michael. A. Belch- Tate McGraw-Hill – Sixth Edition.-2011
2. “ Advertising and Promotion” – Kruti shah and Alan D’souza Tata McGraw -Hill -2013
4. “ Principles of Advertising and IMC” – Tom Duncan-Tata McGraw-Hill-Second Edition.-2011

## **TELEVISION PRODUCTION & PROGRAMMING**

### **UNIT I**

Television Production - Overview, Organisation, Equipments, The Production Team, The Production Crew, The Production Methods, Venue, The Three Stages of Production Process - Planning & Preparation, Production, Post Production

### **UNIT II**

The Script and Production Plan, Suggestion on Script writing, Television Cameras, Camera Basics, Camera Lens, Supporting the Camera, Standard Shots, Camera Operations, Shooting Style, Selecting the Shot

### **UNIT III**

Goals of Lighting, Why Lighting, Nature of Light, Light Sources, Light Supports, Basic Lighting Plan, Background & Sets, Make up & Costumes, Audio for Television

### **UNIT IV**

Recording the Video, Video formats, Editing Basics, Directing Talent, Importance of People in the Scene, Broadcast Distribution, Traditional Non Broadcast Distribution

### **UNIT V**

Television Programming Accounting, Feature Licensing, Development & Financing Process, Syndication Agreement, Costs of Production, Costs & Problems of Distribution, Timing Troubles

### **REFERENCE:**

1. Entertainment Industry Economics :A Guide for Financial Analysis ( Harold Vogel)- 2015
2. Television Production(Paperback) by Jim Owens, Gerald Millerson- 2012
3. Television Production Handbook (Hardcover) by Herbert Zettl-2014

## **Course Content: Skill based paper - IV Semester VI**

### **SOFT SKILLS FOR BUSINESS**

Presentation skills – effective presentation of an idea or concept – use of MS Powerpoint or Flash is assisting the presentation need to be encouraged

Negotiation Skills – dealing and preparing for negotiation – clinching and compromising – observe and record – practical role plays

Group Discussions – leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation

Team Working Skills (Forming, norming, performing) – problems and prospects – encourage team formation inter and intra-class teams – list the experiences

Assertiveness building – How to say ‘no’ and ‘yes’ – knowing limits – identify and list the occasions where you could not be assertive –

Facing interviews – How to prepare – how to presents – FAQs

Conduct a vox pop – make a brief report – present to the group

Non verbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions

Career Options – Skills and physique vis-à-vis career options – career planning – SWOT analysis (self) – Career focus – Awareness of different career and its sources of information, choosing a career.

(SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)

### **A note**

Various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skillbuilder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes.

The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

### **SUGGESTED BOOKS FOR REFERENCE**

- 1) Study Guides Basic Business Communication: Skills for Empowering the Internet Generation by Lesikar & Flatley.
- 2) Business Communication: The Real World and Your Career. By Senguin
- 3) Business Communication: Process and Product by Mary Ellen Guffey and Dana Loewy
- 4) Contemporary English Grammar, Structure and composition By David Green - Macmillan
- 5) Creative English communication by N. Krishna swami and T. Shriraman
- 6) Good English in Business A P H Publishers.
- 7) Getting from College to Career: Your Essential Guide to Succeeding in the Real World by Lindsey Pollak
- 8) Soft Skills Enhancing Employability: Connecting Campus With Corporate by M.S. Rao. I.K. International
- 9) Effective Communication and Soft Skills by Bhatnagar
- 10) Spoken English – A self-learning Guide to Conversation Practice (Audio) by V. Sasikumar, P.V.Dhamija.
- 11) Sparkplug to Creative Communication (eBook) by Bittleston, John
- 12) Let's Talk: Negotiation & Communication at the Workplace by Mukta Mahajani
- 13) The Power of Focus for College Students by Luc D'Abadie, Les Hewitt, Andrew Hewitt (Health Communications - 2005)
- 14) The Power of Focus for College Students by Trump Donald (Westland - 2006)
- 15) Enhancing Employability @ Soft Skills by Verma
- 16) Personality Development and Soft Skills by Barun K Mitra