

Shri Shivaji Education Society, Amravati's
EXECUTIVE COMMITTEE
2007-2012

- | | | |
|--|---|-----------------|
| 1. Adv. Arunbhau B. Shelke | - | President |
| 2. Shri Dilip B. Ingole | - | Vice President |
| 3. Dr. S. N. Patil | - | Vice President |
| 4. Adv. N. S. alias
Annasaheb Watane | - | Vice President |
| 5. Dr. W. P. Raut | - | Treasurer |
| 6. Shri. Ramesh S. Hingankar | - | Member |
| 7. Shri. Dinkar V. Gaigole | - | Member |
| 8. Adv. Arvind W. Tidke | - | Member |
| 9. Shri. Rajabhau N. Deshmukh
(Talwelkar) | - | Member |
| 10. Dr. A. W. Raut | - | In. Secretary |
| 11. Dr. V. G. Thakare | - | Co-opted Member |
| 12. Smt. Vidyatai Lunge | - | Co-opted Member |
| 13. Shri S. B. Sable | - | Co-opted Member |
| 14. Prof. Pradip V. Charjan | - | Co-opted Member |

LOCAL MANAGING COMMITTEE

2007-2012

1. Adv. Arunbhau B. Shelke - President
2. Adv. N. S. alias Annasaheb Watane - Member
3. Dr. W. P. Raut - Member
4. Shri. Rajabhau N. Deshmukh (Talwelkar) - Member
5. Prof. Eknathrao Thombre - Member
6. Shri Shivaji N. Patil - Member
7. Dr. Ramesh Kale - Teachers' Representative
8. Prof. Mahendra Mete - Teachers' Representative
9. Dr. Sujata Sabane - Teachers' Representative
10. Shri Ganesh Katakpure - Non Teaching Representative
11. Dr. Smita Deshmukh - Principal / Secretary

SCHOOL COMMITTEE

- 1) Adv. Arunbhau B. Shelke President
- 2) Adv. N. S. alias Annasaheb Watane Member
- 3) Dr. W. P. Raut Member
- 4) Shri Rajabhau N. Deshmukh Member
- 5) Prof. D. B. Deshmukh Teachers Representative
- 6) Shri. Dipak B. Deshmukh Non-Teaching Representative
- 7) Dr. Smita Deshmukh Principal / Secretary

MISSION STATEMENT

The great dream of Bhausahab Dr. Panjabrao Deshmukh to revolutionise the lives of the rural masses in India, to transform the conditions which enslaved them to poverty and ignorance and give them the weapon to fight against the evils in society inspire our college in our academic planning and programme.

We are committed to translate the great vision of Bhausaheb into reality and want education to ameliorate the lot of poor people in India. All our efforts are directed at creating the society free from fear and self-reliant.

GOALS & OBJECTIVES

Along with the goals and objectives of our parent body, the Shri Shivaji Education Society, Amravati, our College has its own goals and objectives as :-

- ★ To create a conducive environment for making teaching and learning an enjoyable experience.
- ★ To widen the mental and intellectual horizon of the students by imparting them knowledge.
- ★ To inculcate among them the traditional values unique to our great culture.
- ★ To prepare the students to face the new challenges in life successfully.
- ★ To hone their skills and to tap their latent potential to prepare them for various jobs in their future life.
- ★ To make the optimum use of the infrastructural facilities for a meaningful exchange of knowledge.
- ★ To create among the students a desire for more and more knowledge and use this knowledge for the welfare of mankind.
- ★ To create among the students a spirit of enterprise.
- ★ To create among the students awareness of their surrounding area, the state, the nation and the world.
- ★ To give education a human face and prepare the students for making use of their talents for the good of the Society.
- ★ To create among the students at the same time a global perspective that help them rise above narrow considerations.
- ★ To help the students evolve into conscientious citizens of India.

VISION 2011

We have set before us the benchmarks of excellence and have also revised them from time to time. It has always been our effort to cater to the diverse sections of the Society and therefore a variety of courses was offered. Whereas, on the one hand, we have been offering traditional courses with premium on high quality teaching, on the other hand, through career oriented courses, research degrees and innovative programmes, we want to reach out to the cross section of the Society.

- To start the centre to make an in-depth study of the contribution of Dr. Panjabrao Deshmukh and Dr. Babasaheb Ambedkar to Society.
- To develop the Centre of performing arts to tap the latent talent among the students.
- To orient the students towards the requirements of Society through NSS and collaboration with NGOs.

Academic Calendar 2010-11

Sr. No.	Events / Programme	Date / Days of Week
1.	College Reopens	14 th June, 2010
2.	Admission Procedure	From Second Week to Third Week of June, 2010
3.	Commencement of Regular Classes	21 st June, 2010
4.	Principal's address to the students	21 st June, 2010
5.	Unit Test 1	1 st Week of August
6.	Home Assignment 1 and 2	1 st and 2 nd Week of September
7.	Inaugurations of Students' Literary / Study Associations	September-2010
8.	Mahatma Gandhi and Lal Bahadur Shastri Birth Anniversaries	2 nd October, 2010
9.	Gadge Baba Death Anniversary	20 th December, 2010
10.	Unit Test 2	1 st Week of December 2010
11.	Dr. Panjabrao Deshmukh Birth Anniversary Celebrations and Annual Social Gathering	4 th Week of December 2010
12.	Function to mark National Youth Day or the birth anniversary of Swami Vivekananda.	12 th January 2011
13.	College Common Test Examination	2 nd Week of February 2011
14.	Shiv Jayanti	19 th , March, 2011
15.	Dr. Panjabrao Deshmukh Death Anniversary	10 th April, 2011
16.	Mahatma Fule Birth Anniversary	11 th April, 2011
17.	Dr. Babasaheb Ambedkar Birth Anniversary	14 th April, 2011
18.	Summer Vacation Begins/ Maharashtra Day Celebration	1 st May, 2011
19.	College Reopens	20 th June, 2011

Shri Shivaji Education Society, Amravati's
SHRI SHIVAJI ARTS & COMMERCE COLLEGE
AMRAVATI

Principal
Dr. Smita Deshmukh
M.A., Ph. D.

TEACHING STAFF :

SENIOR COLLEGE : (ARTS FACULTY)

English Department :

- | | | |
|--|-----------------|-------------------|
| 1) Prof. A. R. Deshmukh
M. A., M. Phil | Associate Prof. | Head of the Dept. |
| 2) Dr. Sharmila Prabhune
M. A., Ph. D. | Associate Prof. | |
| 3) Dr. Archana Bobde
M. A., Ph. D. | Associate Prof. | |
| 4) Dr. K. K. Mohadikar
M. A., Ph. D. | Assistant Prof. | |
| 5) Dr. Rajendra Bhuyar
M. A., Ph. D. | Assistant Prof. | |

Marathi Department :

- | | | |
|--|-----------------|-------------------|
| 1) Dr. B. T. Ambhore
M. A., M. Phil., Ph. D. | Associate Prof. | Head of the Dept. |
| 2) Dr. Varsha Chikhale
M. A., M. Phil., Ph. D. | Associate Prof. | |
| 3) Prof. Rajesh Mirge
M. A., SET | Assistant Prof. | |

Hindi Department :

- | | | |
|--|-----------------|-------------------|
| 1) Dr. Yadav C. Mendhe
M. A., M. Phil., Ph. D. | Assistant Prof. | Head of the Dept. |
| 2) Prof. Manoj Joshi | Assistant Prof. | |

Economics Department :

- | | | |
|--|-----------------|-------------------|
| 1) Dr. J. V. Gaikwad,
M. A., B.Ed., SET, Ph.D. | Assistant Prof. | Head of the Dept. |
| 2) Prof. G. G. Bharati
M. A., SET | Assistant Prof. | |
| 3) | | |

Political Science Dept. :

- | | | |
|---|-----------------|-------------------|
| 1) Prof. Sadhana Deshmukh
M. A. | Assistant Prof. | Head of the Dept. |
|---|-----------------|-------------------|

Sociology Department :

- | | | |
|---|-----------------|-------------------|
| 1) Prof. Sanjay Gudadhe
M. S. W., M. A. | Associate Prof. | Head of the Dept. |
| 2) Dr. Anand Bankar
M. A., M. Phil., Ph. D. | Associate Prof. | |

History Department :

- | | | |
|------------------------------|-----------------|-------------------|
| 1) Dr. Nitin Changole | Assistant Prof. | Head of the Dept. |
|------------------------------|-----------------|-------------------|

Geography Department :

- | | | |
|---|-----------------|-------------------|
| 1) Dr. Vandana Deshmukh
M. A., M. Phil., Ph. D. | Assistant Prof. | Head of the Dept. |
| 2) Prof. Chetan Raut
M. A., NET | Assistant Prof. | |

Home - Economics Dept. :

- | | | |
|--|-----------------|-------------------|
| 1) Dr. Sujata Sabane
M. A., Ph. D. | Assistant Prof. | Head of the Dept. |
| 2) Prof. Lalita Ingole
M. A. | Associate Prof. | |

Music Department :

- | | | |
|----|-------------|--|
| 1) | Coordinator | |
|----|-------------|--|

SENIOR COLLEGE : COMMERCE DEPT.

- 1) **Dr. Arun Sinha** Associate Prof. Head of the Dept.
M. Com., M. Phil., Ph. D.
- 2) **Prof. B. P. Narnaware** Associate Prof.
M. Com., M. Phil.
- 3) **Dr. B. T. Gawande** Associate Prof.
M. Com., M. Phil., Ph. D.
- 4) **Dr. R. S. Kale** Associate Prof.
M. Com., M. Phil., B. Ed., Ph.D.
- 5) **Prof. P. M. Tayade** Associate Prof.
M. Com., M. Phil.
- 6) **Dr. Kishor Phule** Assistant Prof.
M. Com., M.Phil., Ph. D.
- 7) **Dr. Sanjay Katait** Assistant Prof.
M. Com., M.Phil., Ph. D.

Library Department :

- 1) **Prof. Mahendra Mete** - Librarian
B. Sc., M. Lib., I. Sc. (NET)

Physical Education

- 1) **Dr. Hanumant Lunge** - Director
B.Sc., M. P.Ed., D. Y. Ed., N. I. S. (Athletics), Ph. D.

National Cadet Core :

- 1) **Prof. Manoj Joshi** (Boys)
- 2) **Prof. Shubhangi Deshmukh** (Girls)

National Service Scheme :

- 1) **Dr. Rajendra Bhuyar** (Programme Officer)
- 2) **Dr. Varsha Chikhale** (Programme Officer)

NON-TEACHING STAFF :

- | | |
|--------------------------|------------------|
| 1) Shri Bhaskar Walsinge | - Superintendent |
| 2) Shri Deepak Deshmukh | - Head Clerk |
| 3) Shri Rajeev Ambadkar | - Stenographer |
| 4) Shri Arun Duragkar | - Sr. Clerk |
| 5) Shri Ganesh Katakpure | - Sr. Clerk |
| 6) Shri Vinod Hive | - Jr. Clerk |
| 7) Shri Amol Deshmukh | - Jr. Clerk |
| 8) Smt. Nita Deshmukh | - Library Clerk |
| 9) Smt. Anita Ladhe | - Jr. Clerk |
| 10) Shri Dhanjay Salanke | - Jr. Clerk |

Class IV employees :

- | | |
|----------------------------|-------------|
| 1) Shri Kirtikumar Jaiswal | - Attendant |
| 2) Smt. Madhuri Ingole | - Attendant |
| 3) Smt. Vandana Bende | - Attendant |
| 4) Smt. Aruna Yeole | - Attendant |
| 5) Shri. Dipak Choudari | - Attendant |
| 6) Smt. Laxmi Suryawanshi | - Peon |
| 7) Shri Narendra Damare | - Peon |
| 8) Shri Ramlal Chavan | - Peon |
| 9) Shri Bhushan Deshmukh | - Peon |
| 10) Smt. Dipali Thakare | - Peon |
| 11) Shri Abhijit Mankar | - Peon |
| 12) Shri Rajesh Gangane | - Peon |

List of Academic and Administrative Committees

Sr. No.	Name of the Committee	Convener/s
1.	Internal Quality Assurance Cell	Prof. A. R. Deshmukh (Co-ordinator)
2.	College Time Table Committee - Arts - Commerce	Dr. A. L. Bankar Dr. A. G. Sinha
3.	College Magazine	Dr. Varsha Chikhale Prof. Rajesh Mirge Prof. A. R. Deshmukh Dr. Y. C. Mendhe
4.	College Prospectus Committee	Prof. A. R. Deshmukh Dr. B. T. Ambhore & Council of Heads of the Department
5.	NSS (and its related activities)	Dr. Rajendra Bhuyar Dr. Varsha Chikhale
6.	NCC (Boys Unit) NCC (Girls Unit)	Prof. G. G. Bharati Prof. Shubhangi Deshmukh
7.	Alumni Association	Dr. B. T. Gawande
8.	Students' Grievance Redressal Com.	Dr. R. S. Kale
9.	College Examination Committee	Dr. A. L. Bankar
10.	University Youth Festival	Dr. B. T. Ambhore
11.	Admission Committee (UG Arts) Admission Committee (UG Commerce)	Prof. Sanjay Gudadhe Dr. R. S. Kale
12.	Admission Committee M. Com. M. A. English M. A. Economics M. A. Pol. Science M. A. Geography M. A. Home-Economics	Dr. Arun Sinha Prof. A. R. Deshmukh Dr. J. V. Gaikwad Prof. Sadhana Deshmukh Dr. Vandana Deshmukh Dr. Sujata Sabane
13.	Students' Council Formation and Activities Committee	Dr. B. T. Gawande
14.	Guardian Teachers Committee	Prof. B. P. Narnaware Dr. Vandana Deshmukh
15.	Feed-back and Result Analysis Com.	Dr. Arun Sinha Dr. J. V. Gaikwad
16.	Perspective Plan Committee	Prof. Mahendra Mete
17.	Discipline Committee	Dr. B. T. Gawande
18.	Competitive Examination Preparation Committee	Prof. Chetan Raut
19.	Remedial Coaching Classes	Dr. J. V. Gaikwad
20.	Excursion Committee	Dr. Vandana Deshmukh, Prof. L. S. Ingole
21.	Cultural Events	Dr. Varsha Chikhale, Dr. B. T. Ambhore

Academic Program:2010-11

Senior College
Arts Faculty

B. A. Part - I ,2,3

- 1) Compulsory Language : English
- 2) Optional Language : Marathi/Hindi
- 3) Optional Subject:
 - Political Science,
 - Sociology,
 - English Literature,
 - Marathi Literature,
 - Hindi Literature,
 - Economics,
 - History,
 - Geography,
 - Music,
 - Home Economics

Post Graduate Departments - Arts Section

M. A. - I Economics

Following papers will be taught in the college.

Compulsory Papers :

1. Micro Economic Analysis
2. Macro Economic Analysis

Optional Papers (Any two)

1. Quantitative Method (Economic Statistics)
2. Economics of Agriculture
3. History of Economic Thought

M. A. - II Economics

Compulsory Papers

1. Economics of Growth & Development
2. International Trade and Finance

Optional Papers (Any two)

1. Labour Economics
2. Financial Institutions and Markets
3. Business Cycles

M. A. Part - I English

Paper I [1550 to 1660]

Paper II [1660 to 1798]

Paper III [1798 to 1914]

Paper IV [1914 to 2000]

M.A. Part - II English

Paper I Study of a Genre : Drama

Paper II Critical Theory

Paper III American Literature

Paper IV Indian Writing in English

M. A. Part - I Political Science

Paper I Indian Modern Political Thought

Paper II Indian Govt. and Politics

Paper III Public Administration

Paper IV Theories of International Relations.

M. A. Part - II Political Science

Paper I Western Political Theory & Thought

Paper II Research Methodology

Paper III Political Sociology

Paper IV Political Anthropology

**Senior College
Commerce Faculty**

B. Com. Part - I Marathi & English Medium

- 1) English
- 2) Marathi/Hindi
- 3) Business Economics
- 4) Financial Accounting
- 5) Principles of Business Management
- 6) Computer Fundamentals & Operating System.

B. Com. Part - II Marathi & English Medium

- 1) English
- 2) Marathi/Hindi
- 3) Corporate Accounting
- 4) Business Mathematics & Statistics
- 5) Income Tax & Auditing
- 6) Money & Financial System
- 7) Information Technology & Business Data Processing
- 8) Environmental Studies

B. Com. Part - III (Marathi Medium)

- 1) English
- 2) Marathi/Hindi
- 3) Cost & Management Accounting
- 4) Business regulatory Framework of Company Law
- 5) Business Environment
- 6) Internet and World Wide Web
- 7) Essentials of e – Commerce

**Commerce Faculty
Post Graduate Department**

M.Com. - I :

First Semester :

- 1) Managerial Economics
- 2) Statistical Analysis
- 3) Advanced Financial & Cost Accounting
- 4) Banking & Insurance Services

Second Semester :

- 1) Accounting for Managerial Decisions
- 2) Corporate Tax Planning and Management
- 3) Management Concept & Organisational Behaviour
- 4) Computer Applications in Business

M.Com. - II :

Third Semester :

- 1) Research Methodology
- 2) Services Marketing & Customer Relationship Management
- 3) Strategic Management
- 4) e - Commerce & Legal Security

Fourth Semester :

- 1) Project Report & viva-voce
- 2) Advertising & Sales management
- 3) Marketing Research
- 4) International Marketing

Note : Internal Assessment will be made as per the syllabus.

M. A. English

M. A. Part - I English

Paper I	[1550 to 1660]
Paper II	[1660 to 1798]
Paper III	[1798 to 1914]
Paper IV	[1914 to 2000]

M.A. Part - II English

Paper I	Study of a Genre : Drama
Paper II	Critical Theory
Paper III	American Literature
Paper IV	Indian Writing in English

M. A. Political Science

M. A. Part - I Political Science

Paper I	Indian Modern Political Thought
Paper II	Indian Govt. and Politics
Paper III	Public Administration
Paper IV	Theories of International Relations.

M. A. Part - II Political Science

Paper I	Western Political Theory & Thought
Paper II	Research Methodology
Paper III	Political Sociology
Paper IV	Political Anthropology

M. A. Geography

There shall be three papers and two practicals. The distribution of marks for the papers and practicals for M. A. Part-I & Part - II examinations shall be as under.

Part - I Examination

Name of Paper	Marks
I.Geomorphology and Oceanography	100
II.Climatology and Ecosystem	100
III.Regional Planning and Development Geography & Tourism	100
Practicals	
Practical - I	100
Practical - II	100
Total Marks	500

M. A. Part- II Examination

I..History of Geographical thoughts and Political Geography	100
II..Grography of Water Resources	100
III..Optional :	100
a) Geography of Population	
OR	
b) Geography of Agriculture	
Practical I :	100
Practical II :	100
Total	500

M. A. (Geography) Part - I

Paper - I Geomorphology and Oceanography

Course Contents :

- Unit - I :** Nature and scope of Geomorphology, Fundamental concepts Geological strctuares and landforms, uniformitarianism, multicyclic and ploygenetic evolution of landscapes, concept of threshold, Envirnmntal change. climatic change and geochronological methods documentary evidence, artifacts, majorhorizons, dendrochronology, pollen, thermoluminescence.
- Unit - II :** Earth movements epeirogenic orogenic and cymatogenic earth movements. Forces of crustal instability, isostasy, plate tectonics, seismicity, volcanicity, orogenic structures with reference to the evolution of the Himalayas.
- Unit - III :** Exogenic Processes concept of gradation, Agents and processes of gradation, causes, types and classification of weathering, massmovement erosional, and depositional processes and resultant landforms and soil formation Slop evolution, down wearing parallel retreat and stope replacement models.
- Unit - IV :** Nature and scope of oceanography History of oceanography; distribution of land and watermajor features of ocean basins: continental margin and deep ocean basins: earth structure and plate tectonics : Marine deposits.
- Unit - V :** Physical and chemical properties of sea water : Interlink between atmospheric circulation and circulation patterns in the oceans : themohaline waves and tides in the oceanic block / Law of the sea, exclusive economic zone, mineral oil deposits and formation of coral-reefs, man and marine Environment.

Paper - II : Climatology and Ecosystem

Course Contents :

- Unite - I :** Nature & scope of climatology, composition, mass and structure of the atmosphere :
Insolation heat balance of the earth green house effect : Vertical & horizontal distribution of temperature. Atmospheric motion : Forces controlling motion

Fronts atmospheric disturbances ocean atmospheric interaction - El Niño, south oscillation (ENSO) and La Niña Global warming: Monsoon winds, norwesters, and cyclones tropical temperate phenomena, climate of India and its controls Western disturbances.

Unit - III : Climatic classification of Köppen and Thornthwaite, Major climates of the world tropical, temperate desert and mountain climate.

Unit - IV : General systems : ecological concepts : geography as human ecology. Ecology concept and components Ecosystem form and function; trophic level ecological pyramids, ecological niche, energy and nutrients in the ecosystem hydrological cycle, food chains and food webs.

Unit - V : Major terrestrial ecosystem of the world : agriculture, forest, grassland and desert Population Growth and environment carrying capacity of the earth Land resources and world food security, Biodiversity and its depletion.

Preservation and conservation of the ecosystem through resource management.

Paper - III

Regional Planning & Development, Geography of Tourism

Unit - I Regional concept in geography, conceptual and theoretical framework, merits and limitations for application to regional planning and development; changing concept of the region from an interdisciplinary view-point; concept of space, area and locational attributes. Types of regions : Formal and functional.

uniform and nodal, single purpose and composite region, in the context of planning; regional hierarchy, special purpose regions.

Unit - II Physical regions, resource regions, regional division according to variations in levels of socio-economic development regions, problem regions-hilly regions, tribal regions, regions of drought and floods.

Unit - III Approaches to delineation of different types of regions and their utility in planning.

Planning process-sectoral, temporal and spatial dimensions; short, term and long term perspectives of planning. Planning for region's development and multi regional planning in a national context, Regional Development Strategies, Concentrations Vs dispersal concept of multi level planning, decentralized planning. Regional development in India-Problems and properties.

Unit - IV Basics of tourism; definition of tourism; Factors influencing tourism, historical, natural, socio-cultural and economic; motivating factors for pilgrimages, leisure recreation; elements of tourism, tourism as an industry.

Unit - V **Tourism Types :** Cultural, ecoethnocoastal and adventure tourism, national and international tourism globalization and tourism, Impact of tourism; Physical, economics and social perceptual positive and negative impacts;

Environmental laws and tourism current trends, spatial patterns and recent changes; Indian tourism : Regional dimensions of tourists attraction.

M. A. Part - I Geography

Practical - I Plan of Practicals Full Marks

Unit - I: Study of To	15
Unit - II: Relief Maps	20
Unit - III: Interpretation of Weather Map	15
Unit - IV: Climatic Maps	20
Unit - V: Tourism Report	15
Unit - VI: Viva-voce & Practical Record	15
Total Marks	100

Practical II

Unit - I: a) Air Photos and Photogrammetry	10
b) Remote Sensing	10
Unit - II: Geographic Information System and Application of Computer	15
Unit - III: Economic Technique & Mapping	15
Unit - IV: Population & Settlement Techniques & Mapping	15
Unit - V: Village Survey	20
Unit - VI: Viva - Voce & Practical Record	15
Total Marks	100

M. A. Part - II, Geography

Paper - I

History of Geographical thought and Political Geography

Unit - I The field of Historical Geography : Its place in the classification of Science, Geography as a social Science, and natural Science, Selected concepts in the philosophy of the Geography, distributions, relationship, interactions, areal differentiation & spatial organisation.

Unit - II Dualisms in geography : Systematic & regional geography : Physical & Human geography, systematic geography & its relation with systematic sciences & with regional geography. The myth & reality about dualisms.

Unit - III Historical Development

Contribution of different scholars during ancient medieval & modern period. Geography in the 20th century, conceptual and methodological developments and changing paradigms, status of Indian geography, future of Geography task ahead relating to development of Geographic thought with special reference to changing

views on man-environment relationship.

Unit - IV Definitions, Nature & scope of political Geography, Geopolitics & its origin : Heartland Rimland theories Evolution of state-origin of state and nation, Types of Boundries & Frontiers, Boundary Problem in India.

Unit - V Geopolitical Significance of Indian oceans Geopolitical importance of SAARC region in modern world. The changing political map of India, conflict resolutions insurgency in Frontal States.

Paper - II

Geography of Water Resources and Economic Activities

Unit - I Water as a natural resources and focus of geographical interest. Inventory on distribution of World's water Resources. (Surface and Sub-surface)

The Basic hydrologic cycle : Precipitation, Potential, Evapotrans piration and intersection losses run-off.

Unit - II Water Demand and use; Agricultural and Non-agricultural

Soil Water : Crop relationship, major and minor.

Irrigation methods of distribution of water to forms. Water Harvesting Techniques and water conservation.

Water Problems : Pollution, Logging, Alkanity of soil.

Unit - III Problems of water Resource Management : Floods, Structural and Non structur adjustment of flood Hazards.

Drought occurance, Major Drought management conservation and planning for development of water resources.

Water shed and water shed management.

Unit - IV Geography of Economic Activities : Meaning, Nature, Scope, Cultural Development.

Economic Activities : Primary, Secondary, Tertiary, Quaternary, Bases of Economic Activities : Physical, Economic and Urban.

Unit - V Spatial organization of economic classficiation. Gunner Myredel's Model and Rostow's Model of Ecnomic Development.

Theories of Economic Activites :

- 1) The Van Thunen : Theory
- 2) The Webber Theory
- 3) Losch Theory
- 4) Christaller Central Place Theory
- 5) Fetter Theory

Paper - III

a) Geography of Population (Optional)

Unit - I Changing Nature of population geography, Approches and Methodology, Factors Affecting distribution of Population & Density : Physical Factors, Socio Cultural Factors & Demographic Factors. Theories of population growth : Malthus, Thomas Robert, Sadier, Thomas Double day, Herbert Spencer, Georgs, Dumond Ricards, Marx, Demographic Transition theory & stages.

Unit - II Components of Population change :

- 1) Fertility & its measures, determinants & pattern
- 2) Mortality & its Measures, determinants, and pattern Population Composition : Sex composition & its determinants, Age composition & its determinants, Economic composition & its determinants, Religion, Literacy & Marital status.

Unit - III Migration : Migration types, Determinants of migration, Laws of Migration, Micro Analytical Model, Migration in India Population & Resources : Optimum Population Over population, Under population, Population explosion, Population projection, Population potential.

Unit - IV Population in India : Density, Distribution and Growth of Population; Composition of population in India : Sex, Age, Marital Status. Religion, Rural - Urban, Literacy, Occupation Composition.

Unit - V Population & Development : Socio economic development, Population policies in developed & less developed countries, Human development Index & its components, India's Population policies, Population & environment, Implication for the future.

Paper - III

b) Agriculture - Geography (Optional)

Unit - I Nature, Scope Significance and Development of agricultural geography. Approached to the study of agricultural geography; Commodity, Systematic and Regional systems. Origin and dispersal of agriculture. Sources of agricultural data.

Unit - II Determinants of agricultural land use Physical, Economics, Social and Technological. Landholding and Land tenure systems. Land reforms, Land use policy and planning Selected agricultural concept and their measurements; Cropping patterns, Crop concentration, Intensity of cropping, Degree of commercialisation, Diversification and Specialisation, Efficiency and Productivity, Crop combination regions and agricultural development, Green-revolution its impact with its consequences.

Unit - III Theories of agricultural location based on several multidimensional factors. Von Thunen's theory of agricultural location and its recent modifications, Whittlesey's classification of agricultural regions, Land use and Land Capability.

Unit - IV Agriculture in India - land use and shifting cropping pattern. Regional pattern of productivity in India. Green revolution, White revolution, food deficit and food surplus regions. nutritional index. Specific problems in Indian agriculture and their management and planning.

Unit - V Contemporary issues : Food, nutrition and hunger, Food security and Droughts food aid programmes, Environmental degradation, Role of irrigation, Fertilizers, Insecticides and Pesticides and Technological know-how Employment in agricultural sectors, Landless labourers, Woman, children : Occupa

tional, health.

M. A. Home Economics

There shall be four papers each of Part - I and Part-II Examinations and each paper will carry 100 marks.

Candidates for M. A. Part - I Examination will be examined in four Compulsory papers.

M. A. Part - I

Paper			Marks	
Paper - I	Family Resource Management	Theory	75	
		Sessional	25	100
Paper - II	Human Development	Theory	75	100
		Sessional	25	
Paper - III	Textile and Clothing	Theory	75	100
		Sessional	25	
Paper - IV	Research Methods and Statistics	Theory	75	100
		Field Work	25	
Total			400	
Passing Marks			144	

Notes : i) There will be sessional for papers I & II-25 marks each.

ii) There will be practical for Papers III - 25 marks.

iii) There will be Field Work for paper - IV-25 marks.

M. A. Part - I (Home-Economics) Examination

Paper - I

Family Resource Management

Unit - I 1. Aspects of Home Management :-

- Concepts of home management
- Activities involved in home-management
- Development of managerial ability
- Methods of evaluating ability.

2. Decision Making :

- Steps of decision making.
- Responses to decision making situation.
- Selection of alternatives.
- The role of decision making in home-management
- Aids to decision making.

Unit - II 1. Determinants of Management Process :

- Philosophy of management
- Values
- Goals
- Standard

2. Management Applied to the Use of Resources :

Home makers practices related to the use of resources :

- a) Within home
- b) Outside home
- c) Role of experts and professionals
- d) Directing and supervising hired help.

3. Resident Course :

- a) Concept and importance of Residence course.
- b) Values, goals standards and decision making in resident course.
- c) Organisation of the house.
- d) Rotation of work or duties. Managerial abilities, evaluation.

Unit - III

1. Time Management

- a) Name of Time
- b) Time demands in different stages of family life cycle.
- c) Times costs of home-making activities.
- d) Tools in time-management
- e) Leisures
- f) Process of managing time
- g) Research and surveys.

2. Energy Management :

- a) Nature of energy
- b) Energy demands in different stages of family life cycle.
- c) Energy cost of home-making activities
- d) Fatigue-most fatiguing tasks.
 - 1) Physiological
 - 2) Psychological
- e) Process of managing energy
- f) Research and Surveys

Unit - IV

1. Money Management

- a) Background for money management
- b) Managing family income budgets.
- c) Techniques used in money management.
- d) Methods of handling money.
- e) Family Security

2) Employment status of women in India.

- a) Need of self employment
- b) Agencies promoting self employment to women.
- c) Commercial Banks, District Industries Centre, Small Industries Development Corporation.

Unit - V 1. Work Simplification

- a) Meaning & importance
- b) Techniques of work simplification
- c) Improving methods of work

- d) Improvement of working conditions
 - e) Critical path methods (C. P. M.)
 - f) Ergonomics & its application.

2. Family life cycle

- a) Concepts of family life cycle.
- b) Management during various stages of life cycle.

Sessional Marks on -

1) Work Simplification Practical	10
2) Residential Course OR	15
Applied Management Programme	

Total 25

**Paper - II
Human Development**

Unit-I : Introduction :

Meaning, scope and significance of Child Development. Methods of child study (a) Running Record, (b) Interview, (c) Biographical, (d) Observation, (e) Case Study, (f) Experimental method.

Unit - II : Early and Late Childhood :

Characteristics, Development tasks; Physical Development; Skills, Speech Improvement; Emotions and Emotional expression; Social development; Play interests and activities; Moral attitude and behaviours; Interests in Late-childhood, Hazards and some problems; Happiness; Personality. Development; Family relationship.

Unit - III : Early Childhood Education :

Balwadi, Nursery and K. G. Education, Objectives, functions, curriculum, building, equipment, Activities, Role of Balsevikas and nursery school teachers, Parent-teacher meetings and Parent-education, Parent-teacher, Child Relationship. Intelligence-definition, measurement of I. Q. tests.

Unit - IV Puberty and Adolescence :

Characteristics, Development tasks, Physical growth and changes, Emotions and emotional behaviour, Problems during pre-adolescence and adolescence. Social Development and behaviour. Happiness and interest. Vocational interests Self discipline. Family relationship. Hazards and happiness.

Unit - V Personality Development : Concepts, determinants and factors affecting personality development personality tests.

Sessional Marks On :

a) Visits and study of different Nursery, K. G. Balwadis	3
b) Observation of children in the Nursery schools. (In all development areas)	7
c) Participation in the Nursery School	7
d) Seminars, discussion, oral and written reports	8

Total Marks 25

Paper - III

Textile And Clothing

Unit - I Conversion of fibres to yarn, outline of processes of conversion of fibres to yarn, classification of yarns. Types of yarn, yarn numbering system.

2. Methods of fabric construction, Fabric - count - (a) Felting, b) Kunitting, c) Weaving, d) Braiding.

Unit - II Processing : Purpose of Processing.

1. Bleaching : Oxidizing and reducing bleaches :

2. Finishing :

a) Chemical Process : Mercerising, cresa resistant finish creping, Fire-proof finish, water proof finish.

b) Mechanical Process : Beeting, brushing, sherring calendering, embossing, glazing, moiring, napping, tentering, sanforizing.

3. Printing : Types of Printing methods : Batik, Tye and dye, Block printing, Roller printing, Resist printing, Discharge printing, Duplex printing, Stencil printing, Screen printing.

Unit - III 1. Traditional Textiles of India :

a) Dacca Muslin b) Chanderi. c) Baluchar Buttedar, d) Himarw Amaru, e) Kan-Khwab, f) Bafta-Abirawan (Brocade), (g) Paithani and pitambar, (h) Bandhanis, (i) Kalamdar.

2. Regional Embroidery :

a) Phulkaries, b) Kashida, c) Embroidery of Manipur, d) Chamba Roomals, e) Kanthas of Bengal, f) Embroidered fabrics of Kashmir, g) Chikankari Embroidered Muslims, (h) Kathiwar Embroidery, (i) Embroidery of Bihar.

Unit - IV 1. Individual fitting problems, How to remedy them.

2. Different types of Seams, Draft details, stay stiching.

3. Different types of blouses.

a) Choli cut blouse, b) Handloom blouse, c) Reglan blouse, d) Katori blouse.

4. Drafting of house-coat.

5. Drafting of Salwar and Kameez (Kurta)

Theory of a fundamental dart. Relocation of a dart

Unit - V Drafting of different types of sleeves.

a) Choli cut Sleeve, b) Puff sleeve, c) Bell sleeve, d) Chakrakar Sleeve, e) Shirt Sleeve with cuff, f) Bengali or Nehru shirt sleeve.

Practicals : (Clothing)

1. Drafting of every garment with draft details

2. Stiching and finishing of every garment namely.

a) Choli cut blouse

b) Child's shirt

c) Child's Short (Haif pant)

d) Punjabi Salwar

e) Punjabi Kurta

f) House Coat.

3. Any two kinds of Regional embroidery.

Paper - IV

Research Methods And Statistics

Unit - I Research Methods :-

1. Meaning and Definition of Statistics : Scientific enquiries and research process, Basic and applied research.
2. Formulation of Research Plan : Selection of topic for research hypothesis, design of study, statistical inferences.
3. Sources of Information : Primary and Secondary Sources Uses of documents and records, library and other references, purposes of Review of literature.

Unit - II 1. Methods of sample techniques, types of sample design, size of sample.

2. Analysis of data : Classification and tabulation, quantitative and qualitative analysis, frequency, distribution, graphic and diagrammatic representation of data of histogram, ogive curve, etc.
3. Research Report : Interpretation of data, basic requirement of a report writing of dissertation.

Unit - III Statistics :

Measures of Central Tendency and variability, Skewness and Kurtosis.

Unit - IV Correlation : concept of correlation, scatter diagram coefficient of correlation, Rank of correlation.

Unit V : 1. Probability : Formal and empirical concept, normal Probability distribution, Properties of normal distribution and simple application.

2. Association of attributes.
3. Testing statistical hypothesis : χ^2 , t, F, Chi-square tests.

M. A. PART - II

Paper - I	Consumer Economics & Marketing	Theory	75
		Sessional	25
Paper - II	Food Science and Food Service Management	Theory	75
		Sessional	25
Paper - III	Extension Education and Communication	Theory	75
		Sessional	25
Paper - IV	Marriage and Family Relation	Theory	75
		Sessional	25

Total Marks 400

Errors, point and interval estimation; confidence limits for a mean and proportions.

3. Time Series : Objectives of the analysis of time series Characteristic behaviour of time series. Basic assumptions in the analysis, Measurements of Trend; Fitting and interpretation of Mathematical trend; Non-Linear growth curves, Measurement of Seasonal variations.
4. Index numbers Concepts, Types, Relation between Laspeyre's and Paschels index numbers, Comparison between more than two points of time, Choice of an index number.

Paper - II

Advanced Course in Economic

Part - I "Economic Theory in Retrospect" M. Blaug

(Heinemann London - 64)

1. Adam Smith, Chapter 2
2. Ricardo's system, Chapter 4.
3. Marxian Economics, Chapter 7
4. Marshall's Economics, Chapters 9 and 10
5. Marginal Productivity Theory of Distribution, Chapter 11.
6. General equilibrium Welfare Economics, chapter 13.
7. Keynesian Economics, Chapter 15.

Part - II

- a) Sweezy : "The theory of Capitalist Development Dennis Dobson Limited, London (Whole book)
- b) Ajit K. Dasgupta : Economics Theory and the Developing Countries, (Whole book)

Paper - III

Part - I

Study of the structural Agricultural Economics : Formation in Agriculture with Special emphasis on.

- a) Role of Technology
- b) Externalities Relating to environments and natural resources.
- c) Basic equity problems - Distributive problems.
- d) Agriculture-Industry, Income and Price relationship
- e) Policy and Operational Designs.

Part - II

Management : Principles And Techniques :

1. Management arts and Science; Nature and Scope.
2. Functions of Management Planning, Organising, Motivating Co-ordinating and Controlling
3. Organisation : Principles and Forms of Organisation, Line and Staff, Delegation of authority. Decision Making Leadership and Motivation.
4. Controlling : Need for Control Process - Types of Controls information System.
5. Problems of Management in Private Sector and Public Sector Undertakings, Special Problems of Management in small-scale Units.

**Master Of Philosophy (M. Phill - Commerce)
In the Faculty of Commerce**

Sr. No.	Subject College Assessment	Paper Marks	Maximum	Minimum Pass Marks
1.	Research Methodology Assessment	Paper, College 20	80	100 50
2.	(a) Teaching & Evaluation Techniques (b) Current Trends and Issues in Higher Education	Paper (a) (b) College Assessment (a) -do- (b)	40 40 80 10 10	100 50
3.	Advanced knowledge in one of the following subjects :	Paper College	80	100 50 Assessment 20
	1. Business Administration 2. Organisation of Market			

**Paper - I
Research Methodology**

1. Importances of Scientific Method
2. Planning and selection of a research problems.
3. Basic elements of the research methodology
 - a) Concepts
 - b) Formulation of Hypotheses.
 - c) Research Design.
4. Collection of data.
 - a) Use of Library
 - b) Observation
 - c) Interview
 - d) Constructing a Questionnaire
 - e) Field Data
5. The Experimental Technique
 - a) Probability and Sampling
 - b) Sealing Techniques
 - c) Management tools
 - d) Measurement of Qualitative Data
 - e) The Analysis of Data

f) Conversion of Quantitative Data into Qualitative Data

6. Writing Research Report

- a) Designing
- b) Construction
- c) Coherence
- d) Interpretation
- e) Language
- f) References

Paper - II

A) Teaching and Evaluation Techniques

B) Current Trends and issues in Higher Education.

A) Teaching Methods and Evaluation Techniques :

Section - a

1. Teaching Learning Process :
Nature of teaching, characteristics of learning, conditions and motivation factors, maxims of teaching, aims and objectives of teaching various subjects in Commerce.
2. Teaching Methodology :
Historical Development of teaching methods.
One Way methods.
Group methods.
Self study methods.
Home Study.
Team Teaching, Freeze & unfreeze teaching, involvement teaching, Unstructured teaching.
3. Preparation of Lesson plan - essentials feature including use of simple visual aids.

Section : b

1. Concept of Evaluation and factors determining the evaluation.
2. Evaluation Procedure.
 - a) Tools & Techniques their reliability & objectivity. Types of test Essay type, short answer type, Objective types, oral & practical exercises home and project assignment.
 - b) Assessment & Rating :-
Internal External Periodic, unit wise and their weightage and balance grading and assessment by marks.
 - c) Improvement in Examinations system
Role of U. G. C. and University bodies.
Scientific methods of curriculums, Construction, Structring, Learning ojectives.
Semester Systems, ATKT Grace Marks
Questions Bank
Scoring Keys answer Sets.
Research in Wastage and Stagnation.

In Commerce In India

- I. Basic Foundations of Education : Concept of Education, Development Education, Objectives, Purposes goals and future perspectives, contents, place of educational institutions in national planning and quality of human resources, teachers dignity and students attitudes, Social values, National aspirations and imperatives, testing and evaluation systems.
- II. Development of Higher Education in Commerce :
Progress and Development, Wastage & Stagnation curriculum, development restructuring of courses, material improvement, Specilisation in commerece education interdisciplinary approach, research and projects in commerce, Financing of Education.
- III. Institutional Planning :-
 - a) Schemes for improvement of teaching, faculty improvement, reorientation and refresher course, Seminars and discussions in process evaluation, take home material development.
 - b) Library, reference service, documentation and Service.
 - c) Optimum utilization of existing resources.
 - d) Community involvement counselling and guidance to students.
 - e) Internal periodic, test for evaluation needs, design and construction.

General Issues

1. Study of languages and Medium of Instruction.
2. Manpower planning and Higher Education.
3. Brain drain.
4. Problem of University Standard.
5. Commerce Education & Social Responsibility.
- V. Study of following organisation in India.
 1. Institute of chartered accountants in India.
 2. Institute of Cost & Works accountants in India, Calcutta.
 3. Indian Institution of Bankers.
 4. Indian Statistical Institute, Calcutta.
 5. Indian Institute of Management, Ahemedabad & Calcutta.
 6. Institute of Foreign Trade, Delhi.
 7. Indian Institute of Public Administration, Delhi.
 8. Vaikunthlal Metha Institue of Co-operation, Pune.
 9. Tata Institute of Social Science, Bombay.
 10. Gokhale Institute of Economics & Politics, Pune.
 11. University Grants Commission.
 12. NCERT.
 13. I.C.S.S.R.
 14. Administration Staff College, Hyderabad.
 15. Federation of Chamber of Commerce.

Paper - III

1. Business Administration

- Office Management
- Growth of Managerial Movement.
- Present problems of State enterprises and Co-operative concerns.
- Personnel Management in Industries.
- Labour Control Policies.
- Study of financial statements and its interpretation.
- Financial Planning in Public and Private Industries.
- Budgetary Control in industries Business.
- Break even chart technique.
- Study of financial statements and its interpretation.
- Higher techniques of controlling business.
- Production Control Techniques.
- Quality Control Techniques.
- Studies in Productivity of any Industrial Unit.
- Capacity utilization in any Indian Industry.

Paper - III

2. Organisations of Markets

- Modern Industrial & Commerical Development, Changes in Marketing Organisation and Method.
- Marketing Management Meaning nature and scope functions of Marketing Management, relation to other functional area production finance and personnel.
- Marketing Plan nature of Planning Goal and Objectives. Marketing planning process. General Structure of Marketing Plan-The situation Analysis problems and opportunities.
- Market Segmentation - Basis of Segmentation benefits of Segmentation product, product classification - Major product time strategies, concept of product life- Cycle, new product development process an alary product decisions. Packing branded product services.
- Pricing decisions - Meaning importance of price, pricing objectives procedure for determination pricing in practice.
- Marketing Organisation - Basic concepts in organizing type of organization, functional geographical product division customer division type combines marketing Manager responsibilities and functions.

Paper No.	Subjects	Max. Marks	Min. Marks
Part - A (written Examination)			
1.	Principles of Mass Communication	80	27
2.	Development of Media	80	27
3.	Print Media (Reporting and Editing)	80	27
4.	Electronic Media (Radio and Television)	80	27
5.	Advertising and Public Relation Corporate Communication	80	27
6.	Development Communication	80	27
7.	Communication Research	80	27
8.	Media Law and Ethics	80	27
9.	International Communication	80	27
10.	Media Management	80	27
11.	Environmental studies	Gradetion	
Part - B (Practical Examination)			
A)	Radio and TV Communication	40	16
B)	News Reporting and Editing	40	16
C)	Advertising and Public Relations	40	16
Part - C			
	Research Paper (Dissertation) and Viva-Voce	40	16
Part D			
A)	Laboratory Newspaper	20	08
B)	Internship	20	08

**MASTER OF MASS COMMUNICATION
(ONE YEAR PG DEGREE COURSE)**

Information

INTRODUCTION :

The Master of Mass Communication is a full time one year postgraduate degree course. According to the University rules, a minimum of 75% attendance is required in each subject during each semester.

In the first semester all papers (Five Paper) are compulsory. In the second semester two papers are compulsory and remaining one paper will have to be taken from one Specialization - i. e.

- 1) Development Journalism & Communication.
- 2) News Agencies Journalism.
- 3) Telecommunications and the new information Technology.

Duration :

The Course consists of two semester spanning over one year in total.

Eligibility :

Student who are degree holders in communication (i.e. B. M. C., B. J., BCJ etc.) of a recognized university will be eligible for admission.

FEE SHEDULE

The Candidate has to pay the following fees accordingly. The admission will be confirmed after the applicant made selected paid all the fees.

Particulars	Amounts
University Fee	500.00
Tuition Fee	3000.00
Seminar	1500.00
Education Tour	2500.00
Other Fee	5000.00
Total	12,500.00

Note : registration Fee for M. M. C. Students is Rs. 100/- each.

SYLLABUS

Examination leading to the Degree of Master of Mass Communication.

FIRST SEMESTER			
Paper	Subject	Max. Marks	Min. Marks
Paper I -	Advanced Print Media (Practical)	100	40
Paper II -	Radio	100	40
Paper III -	Television	100	40

Paper IV - Advertising	100	40
Paper V - Public Relations/ Corporate Communication	100	40
Total	500	200

(40% marks of the aggregate will be Required for passing)

**SECOND SEMESTER
SECTION - A
WRITTEN EXAMINATION**

Paper	Subject	Max. Marks	Min. Marks
Paper I - New Media Applications		100	40
Paper II - Inter-cultural Communication		100	40
Paper III - Specialization (Any one) A) Development Journalism & Communication		100	40
Total		300	120

**Section - B
PRACTICAL EXAMINATION**

Subject	Max. Marks	Min. Marks
New Media Application	100	40
1. Searching and down loading of information		
2. Establishing e-mail Address.		
3. Accessing receiving & sending and replying e-mail		
4. Sending and forwarding e-mail to multiple recipients.		
5. Chatting over Internet		
6. Networking with special Intrest groups		

7. Designing home pages
8. Creating electronic news paper
9. Creating Internet ads.
10. Establishing and analysing hits and eyeballs

SECTION - C

- 1) Dissertation / Project Report. 100 40

(Note - Out of 100 marks, 75 will be allotted to dissertation and 25 marks for viva-voce) The candidates should submit their dissertation atleast fortnight before the commencement of theory examination.

SECTION - D

INTERNSHIP (ATTACHMENT)

Each student will have to undergo a 4 - week attachment in any of the media organisations. Only after completion of this, the degree would be awarded.

SYLLABUS

BACHELOR OF MASS COMMUNICATION

PAPER - I

PRINCIPLES OF MASS COMMUNICATION

Nature and process of human communication, functions of communication. verbal and non-verbal communication. intrapersonal. inter-personal, small group. public and mass communication.

Models : SMR. SMCR. Shannon and Weaver. Lasswel. Osgood. Dance. Schramm.

Gerbener. Newcomb. convergent and gate - keeping. communication and socialization.

Nature and process of mass communication. media of mass communication. characteristics and typology of audiences.

Media systems and theories : authoritarian, Libertarian. socialistic. social-responsibility, development, participatory mass media : public opinion and democracy, Media culture and its production. Media organizations. media content. market-driven media content - effects skyvasion. cultural integration and cultural pollution. Issues of media monopoly - cross - media ownership. Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression. right to information. media and social responsibility, media accountability. Infotainment and ICE.

PAPER - II

DEVELOPMENT OF MEDIA

PRINT :

Language and society - development of Language as a vehicle of communication, Invention of printing press and paper - Poineer Publication in Europe and USA.

Early communication systems in India - development of printing - early efforts to publish newspapers in different parts of India.

Newspapers and magazines in the nineteenth century - First war of Indian Independence and the Press - issues of freedom. both political freedom and press freedom.

Birth of the Indian Language press - contribution of Raja Ram Mohan Roy

: birth of the Indian news agencies.

The Indian press and freedom movement - Mahatma Gandhi and his journalism : Social, political and economic issues before independence and the Indian press : historical development of important newspapers and magazines in English : important personalities of Indian Journalism.

Journalism in Indian languages (a brief historical perspective of important newspapers to be selected by the concerned university) : history of the Language Journalism of the region.

The press in India after Independence : Social, political and economic issues and the role of the Indian press problems and prospects.

(Issues like backward class movement - Dalit movement - green revolution - agitation for and against reservation - nationalization - privatization, globalisation - WTO land reforms - social issues of the region political events - other relevant issues to be added by the concerned university)

Radio :

Development of radio as a medium of mass communication - technology innovations : history of radio in India. Radio as an instrument of propaganda during the world war II.

Emergence of AIR - commercial broadcasting FM radio - state and Private initiatives.

Television :

Development of Television as a medium of mass communication historical perspective of television in India - satellite and cable television in India.

Films :

Early efforts film as a mass medium : historical development of Indian films - silent era - talkies - Indian cinema after independence : parallel cinema - commercial cinema : documentaries - issues and problems of Indian cinema.

Folk Media :

Traditional media in India - regional diversity - content - form character - utility - evaluation future.

New Media :

Development of new media : convergence - internet - on line.

Paper - III

PRINT MEDIA - (REPORTING AND EDITING)

Reporting :

News : definition, concept, elements, values. sources. lead writing, kinds of reporting crimes, weather, city life, speech, accident, disaster, court, election, riots, war / conflict / tensions.

Interviewing - kinds, purposes, techniques.

Interpretative reporting purposes, techniques.

Investigative reporting - purposes, sources, styles, techniques, columns - development, Criticism, reviews, feature writing, news analysis, backgrounding.

Political reporting

Legislative reporting

Diplomatic reporting

Scoops and exclusives and specialized reporting science, sports, economics, development, commerce, gender and allied areas reporting and magazines.

Editing : Meaning, purposes, symbols, tools lead, body, paragraphing proofreading, meaning, symbols, purposes, News desk, editorial department set-up, news flow copy management and organization.

Headlines Techniques :

Styles, purposes, kind of headlines, Dummy page, make-up, layout, principles of photo editing. Magazine editing, Layout, graphics.

Paper - IV

Electronic Media (Radio And Television)

Evolution and growth of electronic media : radio television and internet. Characteristics of radio, television and internet as medium of communication - spoken, Visual and multiple versions of information through links. Principle & techniques of audio-visual communication. Thinking audio and pictures. grammar of sound. visuals and web. production.

Technology and skills of linear and non-linear systems of audio visual communication sound.

Construction and picture formation through a wide range of microphones, sound-recorders, camcorders. video recorders. computer graphics and studio equipment (Exposure through field visits) Transmission of sound images and data through microwave, satellite, cable and television technologies, infrastructure. content and flows on internet, with specific reference to india-research and access to personal computers and internet connectivity. Newspaper, magazine. radio television and on internet.

Paper - V

Advertising and Public Relations

Advertising :

Evolving and growth of advertising-definitions of advertising-relevance of advertising - in the marketing mix-classification of advertising - various media for advertising - national and global advertising scene-socio-economic effects of advertising. Ad agency management. various specialist departments in an ad agency (account planning, account servicing, creative media planning, HRD etc)

Event related issues and the process. business development. pitching for accounts agency - client interface : the parameters - creative and media briefing process. agency - media interface. agency revenue earning and sources. agency audit.

Mass media laws concerning advertising - apex bodies in advertising AAAI. ASCI etc. ASCT and its code of conduct. case studies from ASCI.

Public Relations and Corporate Communication

Evolution and history of public relations - definitions of PR. PR and allied disciplines (publicity, Propaganda, public affairs, lobbying. etc.)

Symmetrical and asymmetrical theories of PR-law and ethics of PR (Defamation copyright, invasion of privacy PRSI code of ethics)

Interface of PR with various management disciplines (human resource development,

finance marketing law, etc) publics in PR. Tools (Interpersonal mass media and selective media) PR in industry (public sector, private sector and multinational) PR in central and state governments and the functioning of various media units of the states and Union governments.

Writing for PR : Internal publics (house journals. bulletin boards, open houses, suggestion boxes, video magazines etc.)

Writing for media (Press release / backgrounder press brief. rejoninders. etc.)

Paper VI

Development Communication

Development : Meaning, concept, process and models of development theories - origin approaches to development, problems and issues in development. characteristics of developing societies, development dichotomies. gap between developed and developing societies.

Development communication : Meaning - concept - definition - philosophy - process theories - role of media in development. communication - strategies in development communication, social cultural and economic barrers, case studies and experience development communication policy-strategies and action plans- democratic decentralization. Panchayati Raj - planning at national state, regional district, block and village levels. Agricultural communication and rural development; The genesis of agricultural extension, extension approach system - approach in agricultural communication - diffusion of innovation - model of agricultural extension - case studies of communication support to agriculture.

Development support communication : population and family welfare - health education and society - environment and development - problems faced in development support communication.

Development and rural extension agencies : Governmental semi - government, non - governmental organizations problems faced in effective communication, micro - macro - economic frame work available for actual developmental activities case studies on development communication programmes.

Writing development messages for rural audience : Specific requirements of media writing with special reference to radio and television.

Paper VII

Communication Research

Definition - elements of research - scientific - approach research and communication theories - role - function - scope and importance of communication research - basic and applied research.

Research design components : Experimental, Quasi - experimental, bench mark, logitudinal studies - simulation panel studies, corelational designs.

Methods of communication research - census method, survey method, observation method clinical studies - case studies - content analysis.

Tools of data collection : Sources, media source, books, questionnaire and schedules, people's meter. diary method, field studies, logistic groups, focus groups, telephone,

surveys, online polls, Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

Media research : evaluation, feedback-feed forward-media habits-public opinion surveys, pre-election studies and exit polls.

Report Writing : data analysis techniques coding and tabulation-non-statistical methods - descriptive - historical - statistical analysis - parametric and non-parametric - uni-variate-bi-variate-multi-variate-tests of significance-levels of measurement central tendency - tests of reliability and validity - spss and other statistical packages.

Media research evaluation, feedback-feed forward-media habits-public opinion surveys-pre-election studies and exit polls.

Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports/project reports / dissertations / theses. Ethical perspectives of mass media research.

Paper - VIII

Media Law and Ethics

Media Law : Constitution of India : fundamental rights - freedom of speech and expression and their limits - directive principles of state - policy provision of declaring emergency and their effect on media - provision for amending the constitution. provisions for legislature. reporting : parliamentary privileges and media : theory of basic structure : union and states : and election commission and its machinery. Specified press laws : history of press laws in India - contempt of courts Act 1971 civil and criminal law of defamation - relevant provisions of Indian penal code with reference of sedition. crime against women and children : laws dealing with obscenity : official secrets Act. 1923, vis-a-vis right to information-Press and Registration of Books Act. 1857. Working Journalists and other News paper Employes (Conditions of Service & Miscellaneous Provisions) Act. 1955 Cinematograph Act. 1953 Prasar Bharati Act : WTO agreement and intellectual property right legislations. including Copyright Act. Trade Marks Act and Patent Act-information technology coverage legislations including cyber laws and cable Television Act : and media and public interest litigation.

Ethics : Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism : freebies, bias coloured reports : ethical issues related with ownership of media-role of press and / or media councils and press amendments in the world - press council of India and its broad guidelines for the press-codes suggested for the press by press Council and Press commissions and other national and international organizations and codes for radio, television, advertising and public. Relation.

Accountability and independence of media.

Paper - IX

International Communication

Political, economic and cultural dimensions of international communication - communication and information as a tool of equality and exploitation - international

news flow- imbalance-media growth-international regional and internal disparities.

Communication as a human right - UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions - a critique of western news Values.

Impact of new communication technology on news flow-satellite communication - its historical background - status- progress-effects - information super highways international telecommunication and regulatory organizations - UNESCO's efforts in removal imbalance in news flow-debate-on new international information and Economic Order MacBride Commission's report-non-aligned news agencies news pool-its working success. failure.

Issues in international communication - democratization of information flow and media systems professional standards : communication research telecommunication tariffs : information - prompted cultural imperialism - criticisms : violence against media persons : effects of globalization on media systems and their functions : transnational media ownership and issues of sovereignty and security : international intellectual property rights : international media institutions and professional organizations : code of conduct.

Paper - X

Media Management

Principles of media management and their significance - media as an industry and profession.

Ownership patterns of mass-media in India-sole proprietorship, Partnership private limited companies, public limited companies, trusts co-operatives, religious institutions (societies) and franchisees (chains) Policy formulation - planning and control : problems, process and prospects of launching media ventures, Organisation theory, delegation, decentralization, motivation control and co-ordinations.

Hierarchy : functions and Organisational structure of different departments - general management, finance, circulation (sales promotion-including pricing and price-war aspect) advertising (marketing) personal management production and reference section : apex bodies : DAVP.INS and ABC. Changing roles of editorial staff and other media persons Editorial-Response system.

Economics of print and electronic media-management, business, legal and financial aspects of media management, Budgeting and finance capital costs, Commercial policy, advertising and sales strategy, completions and survival evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing tax, labour laws and PR for building and sustaining business and audience.

Planning and execution of programme production-production terms, control practices and procedures. Administration and programme management in media-scheduling, transmitting, record keeping equality control and cost effective techniques. Employee / employer and customer Relations services : marketing strategies - brand promotion (Space/time. circulation) - reach-promotion-market survey techniques - human research development for media. Foreign equity in Indian media (including

print media) and Press commissions on (Indian news paper management structure)

Syllabus

Master of Mass Communication

First Semester

Paper - I

Advanced Print Media (Practical)

Reporting : This segment will mainly consist of practicals in various areas of reporting enumerated in the first semester. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing, court legislative and other allied areas of reporting, will also be evaluated by internal/external faculty.

Editing : Similar, not less than five assignments in each area of editing will have to be completed by the students, and assessed by internal/external faculty. They will also have to bring out Practice Journals, mini/lab newspapers and magazines and do page make-up and layout exercises. Assignments will also be given and assessed in news selection, subediting, editorial and article writing.

Paper - II

Radio

Radio Journalism and Production :

Radio programme, production process and techniques, thinking audio, Aspects of sound recording- types of microphones and their uses - field recording skills, radio feature, production, radio documentary production, studio production, live studio broadcast with multiple sources - news production.

Using sound bites and actualities, spacebridge with field sources of news, studio production of radio newsreel and current affairs programmes - formats of radio programmes - studio interviews- studio discussions - phone - in programmes, O. B. production of sporting and mega events.

Writing for radio : Spoken language writing - writing for programmes - writing for radio commercials - illustrating copy with sound effects, news writing - structuring radio - copy, editing agency copy, reporter's copy - compiling radio news programmes, writing intro to bytes - writing headlines, teasers and promos.

Radio reporting : Field reporting reporting specialized areas, investigative reporting, voice dispatches; interview techniques; presentation : structuring a radio report, news capsuling and radio commentary.

Voice training - effective use of voice- enunciation, flow, pronunciation, modulation on line interview techniques; moderating skills for radio discussion programmes, handling interactive live transmission.

Paper - III

Television Journalism And Production

Visual Communication - communication with still pictures and video-shooting with

TV camera - camera mounting, Colour balance, basic shots and camera movement.

Basic of TV Production : TV lighting in field, using reflectors, Lighting grid - Luminaries, Studio Lighting-three-Point lighting - high key Low key lighting, Properties, studio sets and make-up.

Video editing techniques - Cut mix and dissolve use of cut-away AB roll editing, digital effects and post production - planning location shoots - story board-single camera shooting - multi camera shooting - shooting and editing schedules - studio production - role of functionaries - panning studio programmes' and commands formats of TV programmes studio quiz program with audience participation, TV documentary production-corporate video production.

Writing for television : Writing to still, writing for video, reference visuals to words. TV news writing : marking copy in production language. Writing for television programmes research, visualization and production script. Television reporting visualising news / ENG. research. Investigation interview techniques face to camera and voice over, sequencing and editing news packages. Investigative reporting-economic reporting-sports reporting-human interest stories.

Television news editing planning. Production and compilation of news programmes-writing lead-in intro to news packages-headlines writing, teasers and promos.

Television anchoring : Voice broadcast skills-enunciation, flow modulation-facinating a camera-eye contact-use of teleprompter, live studio and field interviews-moderating TV studio discussions, anchoring chat shows and cross-fire.

Paper - IV

Advertising

Advertising tools and practice : consumer analysis, definitions and factors, defining consumer behaviour and its various factors, external environment, culture, sub-culture, social class, social group, family, internal states-perception. Learning, motivation, personality, lifestyle and attitudes, etc.

Consumer in economic theories, models of consumer behaviour brand management :

definition concepts and evolution of brand management - component of a brand : strategy and structure - brand equity, image and personality - corporate brand Defining creativity stages in the creative process. creative brief. advertising appeals. Language copy-debriefing of campaigns.

Process of motivation and theories of motivations, Graphics : role and scope in advertising design principles, use of colour in design, designs in colours : type and type faces.

Media characteristics - defining media planning. Media scene in India, sources of media information, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

Advertising research : scope and objectives-research as a decision making tool. Market research and advertising research types of research : target marketing research, Positioning research-pre-test research, post test research, audience research, methods of analyzing research (psychographic/life style research, psycho-physiological research)

Paper - V

Public Relations/Corporate Communication (CC)

Strategic public relation/CC and management : defining strategy and its relevance in public relation and corporate communication, campaign planning, management and execution-role of PR/CC in crisis communication and disaster management.

Defining stakeholders and media selection-study of symmetrical and asymmetrical models in handling crises.

Building a distinct models in handling crises.

Building a distinct corporate identity : concepts, variables and process - making of house styles (logo, lettering and process) Media relation : organizing press conference. facility visits, press briefs-proactive media relation - ethical aspects in media relation -role of technology in PR/CC. radio production - role of functionaries - planning studio programmes - que's and commands formats of TV programmes studio quiz program with audience participation, TV documentary production - corporate video production.

Writing for television : Writing to still, writing for video, reference visuals to words. TV news writing : marking copy in Production language. Writing for television programmes research, visualization and production script. Television reporting visualising news / ENG. research. Investigation interview techniques face to camera and voice over, sequencing and editing news packages. Investigative reporting - economic reporting - sports reporting - human interest stories.

Television news editing planning. Production and compilation of news programmes - writing lead - in intro to news packages-headlines writing, teasers and promos.

Television anchoring : voice broadcast skills-enunciation, flow modulation - facing a camera - eye contact - use of teleprompter, live studio and field interviews-moderating TV studio discussions; anchoring chat shows and cross-fire.

Second Semester

Paper - I

New Media Technology

Communication Technology (C. T.) concept and scope CT and IT : Similarities and differences : telephony electronic digital exchange C-Dot-Pagers, cellul Telephone Internet : LAN, MAN, WAN,E-mail, Web.

Ownership and administration of internet, ISPs, WAP, types of Internet connections : Dial-up ISDN. lease-line.

Optical fibre : structure, advantage and application, protocols of Internet : SLIP. CSLIP. TCP/IP. PPP.

WEB PAGE, Websites. Homepages.

Introduction to HTTP. HTML, ELP, DNS JAVA : browsing and browsers. bookmarks, searching through directory search engine, search resources. video conferencing and telephony e-commerce : m commerc. buying, selling, banking advertising on internet.

Web page development, inserting, linking, editing, publishing, localing, promoting and maintaining a website.

Cyber journalism : On-line editions of newspapers-management and economics : cyber

newspapers-creation, feed. marketing, revenue and expenditure, online editing, e-publishing security issues on Internet, social, political, legal and ethical issues related IT and CT.

PRACTICALS :

Searching and downloading of information : 2. Establishing e-mail address : 3. Accessing (receiving sending and replying e-mail, 4. sending and forwarding e-mail to multiple recipients 5. Chatting over Internet, 6. Netowrking with special intrest groups : 7,. Designing home pages : 8. Creating electronic news papers; 9. Creating Internet ads, and 10. establishing and analysing hits and eyeballs.

Paper - II

Inter-Cultural Communication

Culture definition - process - cultre as a social institution value systems-primary-secondary-eastern and western perspectives.

Inter-cultural communication definition - process philosophical and functional dimensions - cultural symbols in verbal and non-verbal communication.

Perception of the world western and Greek (Christian) - varied eastern concepts (Hindu, Islamic, Buddhist, Others) retention of information-comparison between eastern and western concepts.

Communication as a concept in western and eastern cultures Dwaita-Adwaita-Vishishishtadwaita-Chines (Daotsu and Confucius - Shinto Buddhism) and also sufism. Language and grammar as a medium of cultural communication. Panini/Pataniali-Prabhakaramanadanmisra-Chomsky-Thoreau and others - Linguistic aspects of inter-cultural communication. Modern mass media as vehicles of inter-cultural communication. Modern mass media as vehicles of inter-cultural communication - barriers in inter-cultural communication - religious, plitical and economic pressures : inter-cultural conflicts and communication : impact of new technology on culture : globalization effects on culture and communication : mass media as a culture manufacturing industry - mass media as a cultural institution : mass culture typologies - criticism and justification. Culture. communication and folk media - character. content and functions - dance and music as instruments of inter-cultural communication : UNESCO's efforts in the promotion of intercultural communication - other organization - code of ethics.

Paper - III

Development Journalism and Communication

Development and Society : Concept of development. Natures and scope Indicators of development.

Development and social changes. Development and five year plans of India.

Development Journalism

Development Communication. Its concept and process, development. Journalism and development support.

Model of development :

Participatory mode 1 of development communication. New information and communication technology and development.

Various programmes :

Mass Media and Development :

Role of Akashwani and Dordarshan in development.

Traditional and other alternative media to development.

Health and family planning programmes through Mass media.

Universalization of education and education for all.

Science and Technology Communication :

Science Technology and Development in historical perspective.

Science and technology communication.

Agricultural development and Journalism.

Environment and journalism.

Fee Shedule

The Candidates have to pay the following fees accordingly.

The admission to be confirmed after applicant is selected and then the payment of the fees has to be made.

M. A. I. Geography

1.	Tuition fee	3000
2.	University Fee	127
3.	Laboratory	2000
4.	Seminar & Workshop	500
5.	Educational Tour	700
6.	Library Fee	1000
7.	Other Fee	348

Total 7675

M. A. II. Geography

1.	Tuition fee	3000
2.	University Fee	127
3.	Laboratory	2000
4.	Seminar & Workshop	500
5.	Educational Tour	500
6.	Library fee	1000
7.	Other Fee	248
	Total	7375

M. A. I. Home Economics

1.	Tuition fee	3000
2.	University Fee	127
3.	Laboratory	2000
4.	Seminar & Workshop	500
5.	Educational Tour	700
6.	Library Fee	1000
7.	Other Fee	348
	Total	7675

M. A. II. Home Economics

1.	Tuition fee	3000
2.	University Fee	127
3.	Laboratory	2000
4.	Seminar & Workshop	500
5.	Educational Tour	500
6.	Other Fee	248

Total 7375

**UGC sponsored Career Oriented Courses
Dept. of English**

1) Certificate course in Communication skills in English.

Seats : 40
Duration : 6 months
Eligibility : Students passing XII exam. of any faculty.
Course Fee : 1000 Rs.

2) Diploma Course in Communication Skills in English

Seats : 40
Duration : One year
Eligibility : Students passing Cert. Course in Com. Skills in English
Course Fee : 1500/-

3) Advanced Diploma in Com. Skills in English.

Seats : 40
Duration : One Year
Eligibility : Students passing Diploma Course in Com. Skills in English.
Course Fee : 2000/-

The syllabi of the courses as per Sant Gadge Baba Amravati University.

Co-ordinator : Prof. A. R. Deshmukh Mob. 9422190468

Mass Communication Department

1) Diploma Course in T. V. and Video Production

Seats : 40
Duration : One Year
Eligibility : Undergraduate Student of Any Faculty
Course Fee : 1500, Tour Fee 500

2) Certificate Course in Human Rights and Values in Education

Seats : 40
Eligibility : Graduate Student of any faculty
Course Fee : 1000

Co-ordinator : Prof. Kumar Bobade - Mob. 9422856944

For admission to these courses students need to submit only photocopy of the marklist of qualifying examination.

Ph. D. Supervisors Recognised by S. G. B. Amravati University

- 1) Dr. Arun Sinha - Commerce
- 2) Prof. Avinash Deshmukh - English

Major / Minor Research Projects of Staff Members

Major

- 1) Dr. B. T. Ambhore - *OmVr-CnOmVr : gm_m{OH\$, dmL²>_`rZ, gm\$ñH¥\${VH\$ OrdZmMm AÝd`mW© Am{U ~mocr^mfoMm Aä`mg*

Minor

- 1) Dr. Sharmila Prabhune - Mysticism in the Poetry of Rabindranath Tagore
- 2) Dr. Archana Bobde - Teaching English Language at UG Level : Problems and Remedies
- 3) Dr. K. K. Mohadikar - The Study of Structure in the Novels of Jane Austen
- 4) Dr. Rajendra Bhuyar - Reasons of Failure of Students in the Subject English at University Examination Level
- 5) Dr. Arun Sinha - *hmV_mJ CÚmoJ d {dUH\$a H\$m_JmamMr gm_m{OH\$ d Am{W©H\$ pñWVr*
- 6) Dr. B. T. Gawande - Analytical Study of Tax Policy of Amravati Municipal Corporation
- 7) Prof. B. P. Narnaware - A Study of Customers' Satisfaction in ATM Services rendered by Nationalised and Associated Banks in Amravati

