MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus fo rB.Sc. in Micro Biology

(Effective for Students Admitted in Academic Session 2018-2019)

Course Structure

FIRST SEMESTER

CORECOURSE(4+2credits)		ABILITYENHANCEMENT COMPULSORY(2credits) [AnyOne]		GENERICELECTIVE(4+2credits) [AnyOne(T+P)]	
PaperName	PaperCode	PaperName	PaperCode	PaperName	PaperCode
Biochemistry	CMc-101	Environmental Science	AECMc-101	Introduction and scope of microbiology	GEMc-101
Lab on Biochemistry	CMc-191			Lab onIntroduction and scope of microbiology	GEMc-191
CellBiology -	CMc-102	English Communication	AECMc-102	Microbes in environment	GEMc-102
LabonCell Biology -	CMc-192			LabOnmicrobesin environment	GEMc-192
		Computer Fundamentals	AECMc103	Bio-mathematics and statistics	GEMc-103
				Lab on Bio-mathematicsand statistics	GEMc-193

SECOND SEMESTER

CORECOURSE(4+2credits)		ABILITYENHANCEMENT COMPULSORY(2credits) [Any One]		GENERICELECTIVE [AnyOne(T+P)](4+2credits)	
PaperName	PaperCode	PaperName	PaperCode	PaperName	PaperCode
Introduction tomicrobes andmicrobial diversity	CMc-201	Environmental Science	AECMc201	Industrialandfood microbiology	GEMc-201
Lab on Introduction tomicrobes andmicrobial diversity	CMc291			Labon Industrial and food microbiology	GEMc-291

Microbial physiology and metabolism	CMc202	Computer Fundamentals	AECMc- 202	ChemistryI	GEMc-202
Lab on microbial physiology and metabolism	CMc292			LabonchemistryI	GEMc292
Food and dairy microbiology	CMc-203			Inheritancebiology	GEMc-203
Lab on Food and dairy microbiology	CMc-293			LabonInheritance biology	GEMc-293

THIRD SEMESTER

CORECOURSE(4+2credits)		SKILLENHANCEMENTCOURSE (2credits) [AnyOne]		GENERICELECTIVE(4+2credits) [AnyOne(T+P)]	
PaperName	Paper Code	PaperName	PaperCode	PaperName	PaperCodeM
Microbial Genetics	CMc-301	Microbiological analysisofairand water	SECMc-301	Biomolecular metabolism	GEMc-301
Labon microbial genetics	CMc-391			Labonbiomolecular metabolism	GEMc-391
Environmental microbiology	CMc302	Biofertilizersand biopesticides	SECMc-302	BiologicalDiversity andTaxonomy	GEMc302
Lab on Environmental microbiology	CMc-392			LabonBiological Diversity and Taxonomy	GEMc-392
Molecular Biology	CMc-303	Foodfermentation techniques	SECMc303	ChemistryII	GEMc-303
Labon Molecular Biology	CMc393			LabonchemistryII	GEMc-393

FOURTHSEMESTER

CORECOURSE(4+2credits)		SKILLENHANCEMENTCOURSE (2credits)[AnyOne]		GENERICELECTIVE(4+2credits) [AnyOne(T+P)]	
PaperName	PaperCode	PaperName	PaperCode	PaperName	PaperCode
Immunology	CMc-401	Microbial Diagnosis in health clinics	SECMc-401	Clinicalimmunology	GEMc-401
Lab on Immunology	CMc-491	Managementof humanmicrobial disease	SECMc-402	LabonClinical immunology	GEMc-491
Medical microbiology	CMc 402	Microbial quality control in foodand pharmaceutical industries	SECMc-403	Entrepreneurship Development	GEMc-402
Lab on Medical microbiology	CMc 492	BasicsofForensic Science	SECMc-404	Lab on Entrepreneurship Development	GEMc-492
				Molecular diagnostics	GEMc-403
				LabonMolecular diagnostics	GEMc-493

FIFTH SEMESTER

CORECOURSE(4+2credits)		DISCIPLINESPECIFICELECTIVE(4+2credits) [AnyOne(T+P)fromAgroupandonefromBgroup]	
PaperName	PaperCode	PaperName	PaperCode
RecombinantDNA Technology	CMc-501	Advancesinmicrobiology	DSEMc-501A
LabonRecombinantDNA Technology	CMc-591	LabonAdvancesinmicrobiology	DSEMc--591A
Industrialmicrobiology	CMc-502	Instrumentationandbiotechniques	DSEMc--501B
Labonindustrial microbiology	CMc-592	Lab on Instrumentation and biotechniques	DSEMc-591B
		Microbialbiotechnology	DSEMc--502A
		LabonMicrobialbiotechnology	DSEMc--592A

		Plantpathology	DSEMc-502B
		LabonPlantpathology	DSEMc-592B

SIXTHSEMESTER

CORECOURSE(4+2credits)		DISCIPLINESPCIFICELECTIVE(4+2credits) [AnyOne(T+P)fromAgroup]	
PaperName	**PaperCode**	**PaperName**	**PaperCode**
Genomics,Proteomicsand Bioinformatics	**CMc-601**	**Microbes in sustainable agriculture and development**	**DSEMc-601A**
Lab onGenomics, proteomics and Bioinformatics	**CMc-691**	**Lab on Microbes in sustainable agriculture and development**	**DSEMc-691A**
Virology	**CMc-602**	**Biosafety and intellectual properties rights**	**DSEMc-602A**
Labon virology	**CMc-692**	**Lab on Biosafety and intellectual properties rights**	**DSEMc-692A (Anyone)**
		Project/Dissertation	**DSEMc-691B**

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus for Bachelor of Computer Application (BCA) Programme(Effective for Students Admitted in Academic Session 2018-2019)

Curriculum Structure

1ST YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	**T**	**P**		
		SEMESTER I					
		Theory					
1	BCAN-101	**Digital Electronics**	4	1	-	5	3
2	BCAN-102	**Environment Studies**	4	1	-	5	2
3	BCAN-103	**C Programming**	4	1	-	5	4
4	BMN-101	**Basic Mathematical Computation**	4	1	-	5	3
		Practical					
1	BCAN-193	**Programming Lab with C**	-	-	6	6	3
		Sessional					
1	BCAN-181	**PC Software Lab**	-	-	4	4	3
Total Credit			18				
		SEMESTER II					
		Theory					
1	BCAN-201	**Computer Architecture**	4	1	-	5	3

			L	T	P		
2	BCAN-202	Software Engineering	4	1	-	5	4
3	BCAN-203	Data Structure with C	4	1	-	5	4
4	BMN-201	Advanced Mathematical Computation	4	1	-	5	3
5	HUN-201	English Language and Communication	4	1	-	5	3
Practical							
1	BCAN-293	Data Structure Lab usingC	-	-	6	6	3
2	HUN-291	BusinessPresentationand LanguageLab	-	-	4	4	3
Total Credit			23				

2ᴺᴰ YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	BCAN-301	Operating Systems	4	1	-	5	4
2	BCAN-E302A BCAN-E302B	ObjectOrientedProgramming withC++ GUI Programming with .NET	4	1	-	5	4
3	BCAN-303	Computer Graphics	4	1	-	5	3
4	BMN-301	Mathematics for Computing	4	1	-	5	3
Practical							
1	BCAN-E392A BCAN-E392B	Programming Lab with C++ Programming Lab with .NET	-	-	6	6	3
Sessional							
1	BCAN-381	Web Technology Lab	-	-	4	4	3
Total Credit			20				
SEMESTER IV							
Theory							
1	BCAN-401	Database Management System	4	1	-	5	4
2	BCAN-402	Programming with Java	4	1	-	5	4
3	BCAN-403	Computer Networking	4	1	-	5	3
4	BMN-401	Numerical Analysis	4	1	-	5	3
Practical							
1	BCAN-491	Database Lab	-	-	6	6	3
2	BCAN-492	Programming Lab withJava	-	-	6	6	3
Sessional							
1	BCAN-481	Soft Skill Development	-	-	3	3	2
Total Credit							22

3RD YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER V							
Theory							
1	BCAN-501	Cyber Security	4	1	-	5	3
2	BCAN-502	Unix and Shell Programming	4	1	-	5	4
3	BCA(BBA)N-501	Management and Accounting	4	1	-	5	2
Practical							
1	BCAN-591	Minor Project	-	-	9	9	6
2	BCAN-592	Linux Lab	-	-	6	6	3
Sessional							
1	BCAN-583	Industrial Training	-	-	-	-	3
Total Credit							21
SEMESTER VI							
Theory							
1	BCAN-E601A BCAN-E601B BCAN-E601C	Python Programming Artificial Intelligence E-Commerce	4	1	-	5	3
2	BCAN-E602A BCAN-E602B BCAN-E602C	WebTechnologywithPHP- MySQL Advanced DBMS with PLSQL Digital Marketing	4	1	-	5	3
3	HUN-601	Values and Ethics of Profession	4	1	-	5	2
Practical							
1	BCAN-691	Major Project with Viva-Voce	-	-	15	15	8
Total Credit							16

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus for B.Sc. in Biotechnology

(Effective for Students Admitted in Academic Session 2018-2019)

Course Structure

FIRST SEMESTER

CORE COURSE(4+2 credits)		ABILITY ENHANCEMENT COMPULSORY(2 credits) [Any One]		GENERIC ELECTIVE(4+2 credits) [Any One (T+P)]	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Biochemistry and Metabolism	CBT-101	English Communication	AECBT-101	Bio-mathematics I (Theory+Tutorial)	GEBT-101
Lab on Biochemistry and Metabolism	CBT-191				
Cell Biology -	CBT-102	Computer Fundamentals	AECBT-102	Plant and animal tissue culture (T)	GEBT-102
Lab on Cell Biology -	CBT-192			Lab On Plant and animal tissue culture(P)	GEBT-192
		EnvironmentalScience	AECBT-103	Biotechnology and Human welfare(T)	GEBT-103
				Lab on Biotechnology and Human welfare (P)	GEBT-193

SECOND SEMESTER

CORE COURSE (4+2 Credits)		ABILITY ENHANCEMENT COMPULSORY (2 Credits) [Any One]		GENERIC ELECTIVE (4+2 Credits) [Any One (T+P)]	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
General Microbiology	CBT-201	Computer Fundamentals	AECBT-201	C Programming Language	GEBT-201
Lab on General	CBT-291			C Programming Lab	GEBT-291

Microbiology					
Chemistry-1	CBT-202	EnvironmentalScience	AECBT-202	Inheritance biology	GEBT-202
Lab on Chemistry-1	CBT-292			Lab on Inheritance biology	GEBT-292
Plant and Mammalian Physiology	CBT-203			Biomathemtics II (Theory +Tutorial)	GEBT-203
Lab on Plant and Mammalian Physiology	CBT-293				

THIRD SEMESTER

CORE COURSE (4+2 Credits)		SKILL ENHANCEMENT COURSE (2 Credits) [Any One]		GENERIC ELECTIVE(4+2 Credits) [Any One (T+P)]	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Genetics	CBT-301	Enzymology	SECBT-301	Biostatistics	GEBT-301
Lab on genetics	CBT-391			Lab on Biostatistics	GEBT-391
Chemistry-II	CBT-302	Industrial fermentation	SECBT-302	Biological Diversity and Taxonomy	GEBT-302
Lab on Chemistry-II	CBT-392			Lab on Biological Diversity and Taxonomy	GEBT-392
Molecular Biology	CBT-303	Plant and animal chromosome preparation and karyotyping	SECBT-303	Data Structure & Numerical Analysis	GEBT-303
Lab on Molecular Biology	CBT393			Data Structure Lab	GEBT-393

FOURTH SEMESTER

CORE COURSE(4+2 credits)		SKILL ENHANCEMENT COURSE (2 credits)[Any One]		GENERIC ELECTIVE(4+2 credits) [Any One (T+P)]	
Paper Name	Paper Code	Paper Name	Paper Code	Paper Name	Paper Code
Immunology	CBT-401	Molecular Diagnostics	SECBT-401	Entrepreneurship Development	GEBT-401
Lab on Immunology	CBT-491	Biofertilzers	SECBT-402	Lab on Entrepreneurship Development	GEBT-491
Bio-analytical Tools	CBT402	Research Methodology	SECBT-403	Ecology and Environmental Management	GEBT-402
Lab on Bio-analytical Tools	CBT492	Basics of Forensic Science	SECBT-404	Lab on Ecology and Environmental Management	GEBT-492
				DBMS &Computer Network Concepts (T)	GEBT-403
				DBMS & Web Technology Lab	GEBT-493

FIFTH SEMESTER

CORE COURSE (4+2 credits)		DISCIPLINE SPECIFIC ELECTIVE (4+2credits) [Any One (T+P)from A group and one from B group]	
Paper Name	Paper Code	Paper Name	Paper Code
Bioprocess Technology	CBT-501	Animal Biotechnology	DSEBT-501A
Lab on BioprocessTechnology	CBT -591	Lab on Animal Biotechnology	DSEBT -591A
Recombinant DNA Technology	CBT -502	Model organism and human genome project	DSEBT -502A
Lab on Recombinant DNA Technology	CBT -592	Lab on Model organism and human genome project	DSEBT 592 A
		Medical biotechnology	DSEBT -503A
		Lab on Medical biotechnolog	DSEBT -593A (Any one)
		Plant Biotechnology	DSEBT501B
		Lab on Plant Biotechnology	DSEBT591B
		Plant secondary metabolites and Bio-transformation	DSEBT -502B(Any one)
		Lab on Plant secondary metabolites	DSEBT -592B

CORE COURSE(4+2 credits)			
		and Bio-transformation	

SIXTH SEMESTER

CORE COURSE(4+2 credits)		DISCIPLINE SPECIFIC ELECTIVE(4+2 credits) [Any One (T+P) from A group]	
Paper Name	Paper Code	Paper Name	Paper Code
Genomics, Proteomics and Bioinformatics	CBT-601	Genetic Modification In agriculture and Medicine	DSEBT-601A
Lab on Genomics, proteomicsand Bioinformatics	CBT -691	Lab on Genetic ModificationIn agriculture and Medicine	DSEBT-691A
IPR, Biosafety and ethicalissues	CBT -602	Environmental Biotechnology	DSEBT-602A
Lab on IPR, Biosafety andethical issues	CBT -692	Lab on Environmental Biotechnology	DSEBT-692A (Any one)
		Project/ Dissertation	DSEBT-691B

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus for Bachelor of Travel & Tourism Management (BTTM)Effective from 2018-2019 Admission Session

Curriculum Structure

1ST YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER I							
Theory							
1	TTM101	BASICS OF TOURISM	3	1	0		4
2	TTM102	PRINCIPLES OF MANAGEMENT	3	1	0		4
3	TTM103	PRINCIPLES OF MARKETING	3	1	0		4
SESSIONAL							
1	TTM184	ENGLISH LANGUAGE LAB			4		4
2	TTM185	BASIC COMPUTER LAB			4		4
TOTAL CREDIT							20
SEMESTER II							
Theory							
1	TTM201	TOURISM PRODUCT-I(NATURAL& RELIGIOUS)	3	1	0		4
2	TTM202	TOURISM GEOGRAPHY	3	1	0		4
3	TTM203	TOURISM MARKETING	3	1	0		4
4	TTM204	ORGANIZATIONAL BEHABIOUR	3	1	0		4
5	TTM205	BUSINESS COMMUNICATION	3	1	0		4
TOTAL CREDIT							20

2ⁿᵈ YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	TTM301	**TOURISM PRODUCT-II**	3	1	0		4
2	TTM302	**HUMAN RESOURCE MANAGEMENT**	3	1	0		4
3	TTM303	**TOURISM ECONOMICS**	3	1	0		4
4	TTM304	**LEGAL AND ETHICAL ISSUES IN TOURISM**	3	1			4
SESSIONAL							
1	TTM384	**FOREIGN LANGUAGE (FRENCH/SPENISH/CHINESE)**			4		4
		TOTAL CREDIT					20
SEMESTER IV							
Theory							
1	TTM401	**TOURISM PRODUCT III**	3	1	0		4
2	TTM402	**TRANSPORT IN TRAVEL AND TOURISM**	3	1	0		4
3	TTM403	**ACCOUNTING AND FINANCE FOR TOURISM**	3	1	0		4
4	TTM404	**ENVIRONMENTAL STUDY**	3	1	0		4
SESSIONAL							
1	TTM484	**FIELD TRIP REPORT**			2		2
2	TTM485	**FOREIGN LANGUAGE II (FRENCH/SPENISH/CHINESE)**			2		2
		TOTAL CREDIT					20

3RD YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
		SEMESTER V					
		Theory					
1	TTM501	INTERNATIONAL TOURISM	3	1	0		4
2	TTM502	TOURISM PLANNING AND POLICY	3	1	0		4
3	TTM503	STRATEGIC TOURISM MANAGEMENT AND ENTREPRENEURIAL DEVELOPMENT	3	1	0		4
4	TTM504	EVENT MANAGEMENT	3	1	0		4
5	TTM505	SPECIALIZATION (A/B/C)	3	1	0		4
		TOTAL CREDIT					20
		SEMESTER VI					
		Theory					
1	TTM601	TOURISM ORGANIZATION AND TRAVEL DOCUMENTATION	3	1	0		4
2	TTM602	ECO-TOURISM	3	1	0		4
3	TTM603	SPECIALIZATION(D/E/F)	3	1	0		4
		SESSIONAL					
1	TTM684	FIELD TRIP REPORT			4		4
2	TTM685	PROJECT ON INTERNATIONAL DESTINATION			4		4
		TOTAL CREDIT					20

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus for B.Sc. Media Science Programme
(Effective from Admission Session 2018-2019)

COURSE STRUCTURE

1ST YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER I							
Theory							
1	BMS101	Introduction to Media	3	1		40	4
2	BMS102	Language Practice: Reading Comprehension & Writing	2	2		40	4
3	BMS103	Photography	2			20	2
4	BMS104	Basic Computer Application	2			20	2
5	BMS105	Visual Design: Aesthetics and Application	2			20	2
Practical							
1	BMS191	Photography			2	20	2
2	BMS192	Basic Computer Application			2	20	2
3	BMS193	Visual Design: Aesthetics and Application			2	20	2
Sessional							
1	BMS181	World History & Current Affairs I	2			20	2
Total Credits							**22**
SEMESTER II							
Theory							
1	BMS201	Planning & Production (Television & Radio)	3	1		40	4
2	BMS202	Laws & Ethics of Media	3			30	3
3	BMS203	Print Media	3	1		40	4
4	BMS204	Writing for Media	2	2		40	4
Practical							
1	BMS291	Electronic Media Planning & Production		1	3	40	4
Sessional							
1	BMS281	World History & Current Affairs II	2			20	2
Total Credits							**21**

2NDYEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	BMS301	IntegratedMarketing CommunicationI(Marketing&Advertising)	3	1		40	4
2	BMS302	FilmStudies I+FilmDiary	3	1		40+20	4
Practical							
1	BMS391	FilmMakingI(Lab)		1	3	40	4
2	BMS392	AdvancedPhotographyLab		1	2	30	3
3	BMS393	DesignPageLayoutLab		1	3	40	4
Sessional							
1	BMS381	World History &CurrentAffairsIII	2			20	2
TotalCredits							**21**
SEMESTER IV							
Theory							
1	BMS401	DigitalMedia	4			40	4
2	BMS402	AdvancedTelevisionStudies	2			20	2
3	BMS403	IntegratedMarketing Communication II (Public Relations & CorporateCommunications)	3	1		40	4
4	BMS404	FilmStudiesII+FilmDiary	4			40+20	4
5	BMS405	UnderstandingStage Production	2			20	2
Practical							
1	BMS491	AdvancedTelevisionStudies Lab			2	20	2
2	BMS492	FilmMakingII		1	2	30	3
3	BMS493	StageProduction			2	20	2
TotalCredits							**23**

3RDYEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER V							
Theory							
1	BMS501	MediaResearchand Methodology	4			40	4
2	BMS502	Entrepreneurship&Media Management	4			40	4
3	BMS503	Ecology&Environmental Communication	3	1		40	4
4	BMS504	Special Papers (Choose anyone)504A-ElectronicMedia production 504B-Advertising,PR& Events 504 C -Film Making 504D-Print&CyberMedia 504E-Photography	2			20	2
Practical							
1	BMS591	Special Papers (Choose anyone)591A-ElectronicMedia production 591B-Advertising,PR& Events 591 C -Film Making 591D-Print&CyberMedia 591E-Photography	4			40	4
TOTALCredits							**18**
SEMESTER VI							
Theory							
1	BMS601	DigitalMarketing	3	1		40	4
Practical							
1	BMS691	SpecialPapers(Project) 691 A -ElectronicMedia production 691B-Advertising,PR& Events 691 C -Film Making 691D-Print&CyberMedia 691E-Photography		2	4	60	6
2	BMS692	SpecialPapers(Internship) 692 A -Electronic Media production 692B-Advertising,PR &Events			3	30	3

		692 C -Film Making 692D- Print&CyberMedia 692E-Photography					
		SESSIONAL					
1	BMS681	PersonalityDevelopment& Self Branding		1	1	20	2
		TOTALCREDITS					15

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

(Formerly West Bengal University of Technology)

**Syllabus for Bachelor in Supply Chain
ManagementEffective from the Academic Year
2018-19**

<u>**FIRST SEMESTER**</u>

Semester – 1st   **Credit Points– 4**

Paper: English   **Total Contact Hours - 40**

Paper Code: BBA (N) - 101

Module I: Grammar and Vocabulary   **(10L)**

Grammatical & Structural Aspects: Parts of Speech, Types of Sentences, Tense, Voice, Clause, Preposition, Degrees of Comparison, Subject Verb Agreement, Modals or Auxiliaries Simple/ Compound/Complex Sentences and Transformation of Sentences, Narration.

Vocabulary: Synonyms, Antonyms, Homonyms, Homophones, Idioms, Phrasal verbs, One Word Substitution

Error Correction : Identifying & Analyzing Grammatical Errors Pertaining to Usage of Verbs, Adjectives, Adverbs, Pronouns and Errors in Spelling & Punctuation

Module II: Reading   **(6L)**

Comprehension: Unseen passages, Contextual Meaning of Words, Précis

Interpretation & Summarizing: Interpretation of Visual Data in the Form of Tables, Graphs, Charts, Pie Charts and so on. Speed Reading, Understanding and Interpreting Business-Related Correspondences

Module III: Writing   **(15L)**

Letter Writing: Formal and Informal Letters, Business Letters, Letter to the Editor, Complaint Letter, Invitation Letters - Accepting & Declining Invitations, Making Enquiries, Placing Orders, Asking & Giving Information, Registering Complaints, Handling Complaints, Drafting Notices, Drafting Advertisements; Job Applications.

Paragraph and Essay Writing: Paragraph and Essay Writing on Recent Topics.

Module IV: Listening and Speaking   **(9L)**

Interactive Communication: Introducing Self, Greetings, Conversations, etc.

Pronunciation: Appropriate Stress, Intonation, Clarity, Business Etiquettes, Impromptu Speech, Debate,Role Play, Group Discussion, Presentation, Listening and Understanding Spoken and Formal English.

<u>**SECOND SEMESTER**</u>

Semester – 2nd   **Credit Points– 4**

Paper: Business Communication   **Total Contact Hours - 40**

Paper Code: BBA (N) - 201

Module I: Vocabulary   **(5L)**

Vocabulary Building: Synonyms, Antonyms, Idioms, Figures of Speech.

Module II: Business Communication	(15L)

Definition of Communication, Principles of Communication, Objectives, Communication Models and Processes, 7 Cs of Effective communication, Types of Communication, Channel & Media, Audience Analysis, Principles of Effective Communication.

Self-Development and Communication: Development of Positive Personal Attitudes; SWOT Analysis.

Corporate Communication: Formal and Informal communication Networks, Grapevine, Miscommunication (Barriers), Improving Communication.

Effective Listening: Principles of Effective Listening, Factors Affecting Listening.

Modern Forms of Communicating: Fax, E-mail, Video Conferencing.

Module III: Verbal and Non- Verbal Communication	(10L)

Public Speaking, Speeches to Motivate, Group Discussion, Mock Interview, Seminars, Body Language, Individual Presentation, Group Presentation, Sales Presentation, Training Presentation.

Module IV: Writing	(10L)

Business letters and Memo Formats, Appearance Request Letters, Good News and Bad News Letters, Persuasive Letters; Sales Letters; Collection Letters, Agenda, Minutes of Meeting, Notice, Circular, BankingCorrespondence.

Report Writing: Introduction to a Proposal, Short Report and Formal Report, Report Preparation.

THIRD SEMESTER

Semester – 3rd   Credit Points– 4

Paper: Principles of Management   Total Contact Hours - 40

Paper Code: BBA (N) - 301

Module I: Concept And Nature Of Management	(4L)

a) Meaning & Definition of the term Management, Management as a Science or an Art, Management as a Profession, Management as a Process, Difference between Management & Administration; Levels of Management, Roles of a Manager, Quality of a good Manager, Significance of Management, Limitations of Management, Business Environment and its interaction with Management.

b) Management Theory   **(4L)**

Approaches to Management – Classical, Neo-classical and Modern Contributors to Management Thought – Taylor and Scientific Theory, Fayol's and Administrative Theory, Peter Drucker and Management Thought. Various Approaches to Management (i.e. Schools of Management Thought) Indian Management Thought.

Module II: Planning And Decision Making	(6L)

(a) Planning: Meaning, Definition, Process, Types, Principles, Significance & Limitations of Planning; Strategic Planning – Meaning & Process, MBO – Meaning, Process and Requirements for Implementation, Planning Premises – Meaning & Types, Forecasting – Meaning & Techniques.

(b) Decision Making – Meaning, Types, Process, Significance & Limitations.

Module III: Organization Design And Structure	(10L)

Organization – Meaning, Process, Principles, Organization Structure – Determinants and Forms: Line, Functional, Line & Staff, Project, Matrix and Committees; Formal and Informal Organization; Departmentation – Meaning and Bases; Span of Control – Meaning and Factors Influencing; Authority, Responsibility and Accountability; Delegation – Meaning, Process; Principles; Centralization and Decentralization   –   Meaning;Degree of Decentralization;   Difference   between   Delegation and Decentralization.

Module IV: Directing	(8L)

Motivation – Meaning , Definition, Significance & Limitations; Financial and non-financial incentives of Motivation

Leadership - Meaning , Definition, Significance of Leadership, Leadership styles

Type, Process and Barriers of Communication, Strategies to overcome the Barriers.

Module V: Controlling	**(4L)**
Controlling – Meaning, Steps, Types, Techniques, Significance, Limitations.	
Management of Change	**(4L)**
Concept, Nature and Process of Planned Change, Resistance to Change;	

Suggested Readings:
1. Weihrich and Koontz, et al: Essentials of Management; Tata McGraw Hill
2. Premvir Kapoor, Principles of Management, Khanna Publishing House (2018)
3. V.S.P Rao & Hari Krishna: Management-Text & Cases, Excel Books
4. Ramaswami T: Principles of Mgmt., Himalaya Publishing
5. Chandan, J. S: Management – Concepts and Strategies, Vikas Publishing
6. Dipak Kumar Bhattacharyya: Principles of Management - Text and Cases, Pearson.
7. Robbins, S. P: Management, Prentice Hall.

Paper: Managerial Economics   **Total Contact Hours – 40**

Paper Code: BBA (N) -302

Module-I
1. Introduction: Definition of Managerial Economics. Objective and Nature of Managerial Economics. **[2L]** **2. Profit Maximization Theory:** Assumptions and limitations. Alternative to Profit Maximization Theory (Baumol's Sales Revenue Maximization Theory Only).   **[3L]**
Module-II
1. Marginal Analysis: Break-Even Analysis for Managerial Decision Making.   **[4L]** **2. Business and Economic Models:** Basics of Game Theory: Pay-off, Pay-off Matrix, Maximin-Minimax principle, Saddle Point, Two person Zero Sum Game, Game with No Saddle Point and More Than One Saddle Point, Prisoners' Dilemma.   **[3L]**
Module-III
Optimization: Basic concept. Unconstrained Optimization with One Variable.   **[3L]**   **Constrained Optimization:** Substitution method. Lagrange method of optimization (Output Maximization Subject Cost Restriction).   **[5L]**
Module-IV
1. Indian Business Environment: Concept, Components and Importance of Business Environment. **[3L]2.Role of Government:** Monetary and Fiscal Policy; Industrial Licensing, Privatization; Objectives of NITI AYOG. Export-Import Policy; Regulation of Foreign Investment; Collaborations in the Light of Recent Changes. Parallel Economy: New Industrial Policy (1991).   **[6L]**   **3. Problems of Economic Growth: Unemployment:** Meaning, Types and Measurement of Unemployment in India, **Poverty:** Definition, Eradication, **Industrial Sickness:** Only Causes   **[3L]**
Module-V
1. International Environment: International Trading Environment: Indian Perspective   **[3L]** **2.**Trends in World Trade and the Problems of Developing Countries**.**   **[2L]** **3.** International Economic Institutions –GSP; GSTP, SAARC.   **[3L]**

Suggested Readings:

1.   Vinita Agarwal: Managerial Economics, Pearson.
2.   P. Chidambaram: Business Environment, Vikas Publishing
3.   Dutt R and Sundharam KPM: Indian Economy, S. Chand
4.   Misra SK and Puri VK: Indian Economy, Himalaya Publishing
5.   Sampat Mukherjee: Business & Managerial Economics, NCBA
6.   Sarkhel and Salim: An Introduction to Business Economics, Book Syndicate

Paper: Business Laws   **Total Contact Hours - 40**

Paper Code: BBA (N) - 303

Module I: INDIAN CONTRACT ACT 1872	**[20L]**

Elements of contract -Offer and Acceptance - Consideration - Legal capacity -Intention to create legal relations - Free Consent -Legality of the Object - Possibility of Performance - Void and Voidable Agreement- Contingent Contract -Discharge of Contract-Indemnity and Guarantee- Quasi Contract -Bailment and Pledgement - Agency Contract.

Module II: SALE OF GOODS ACT 1930	**[5L]**

Formation of contracts of sale**-**Goods and their classification, price **-**Conditions & Warranties**-**Performancethe contract of sale - Unpaid seller and his rights-Hire Purchase agreement, Auction

Module III: NEGOTIABLE INSTRUMENT ACT 1881	**[5L]**

Definition of negotiable instruments- Features-Types of negotiable instruments -Dishonor of a Negotiable Instrument

Module IV: CONSUMER PROTECTION ACT 1986	**[5L]**

Concept - Consumer protection Councils -Dispute Redressal Procedures

Module V: COMPANIES ACT 2013	**[5L]**

Concept -Type of Companies- Steps in formation of a company- Concept and features of AOA, MOA and Prospectus – Meetings.

FOURTH SEMESTER

Semester – 4th	**Credit Points– 4**
Paper:	**Production & Materials**
Management	**Total Contact Hours - 40**

Paper Code: BBA (N) - 401

Module I: Introduction to Production Planning and Control   **[4L]**
Production System, Types of Production, Planning and Control Functions, Relations with other Departments, Efficiency of Production Planning and Control
Plant Location & Layout: Approaches to Location, Choice, and Selection. Plant Design; Plant Layout – Product Layout and Process Layout, Advantages & Disadvantages.   **[5L]**
Module II:
Plant Maintenance: Types of Maintenance – Preventive, Predictive and Overhaul   **[2L]**
Work Study: Method Study; Motion Study; Work Measurement, Performance Rating, Standard Time, Time Study; Work Sampling.   **[5L]**
Module III:
Inspection and Quality Control: Types and Criteria of Inspection; Significance of Quality Control, Statistical Quality Control, Control Charts, Acceptance Sampling Plans.   **[8L]**
Module IV:
Purchasing Management: Purchase System, Policy and Procedure; Source Selection, Vendor Developmentand Evaluation; Legal Aspects of Buying.   **[8L]**
Module V:
Stores Management: Stores System and Procedures; Stores Accounting And Stock Verification; Disposal Of Surplus and Scrap.   **[8L]**

SUPPLYCHAINPRACTICE&PROCEDURE(4
credits) BSCM-501

Unit:1Conceptofsupplychain,Integratedsupplychain,GrowthofSupplychain,Strategicdecision
in supply chain.

Unit: 2 Definition of Supply Chain Management, Scope, Supply Chain
Management as a
ManagementPhilosophy,FunctionofSCM,WhySupplyChainManagement,Valuechai
n for Supply Chain Management.

Unit:3CustomerfocusinSupplyChainManagement,BuyersPerspective,SuppliersPerspective,
Stages of Development in Supplier Relations.

Unit: 4 Supply Chain Strategies – (i) Cycle View (ii) Push & Pull View. Achievement of strategic fit through
different steps, Obstacles to achieving Strategic Fit. Optimization of supply chain techniques and operation:
methods of cost reduction and operations optimization techniques.
Unit: 5 Role of Forecasting in a supply chain, Factors of Demand Forecast, Basic approach
to
DemandForecasting,RoleofAggregatePlanninginaSupplyChain,Problems,PlanningStrategie
s.

Semester-VI

MANAGEMENTOFSERVICEOPERATION(4credits)
BSCM-601

Unit-1-CustomerService–Availability,OperationalPerformance,ServiceReliability,basicServicePlatforms,and value added
services.

Unit2-Understandingthenatureofservice,;servicedesigndevelopmentandautomation Unit 3 –

Aligning service strategy, competitiveness ; service quality

Unit4–Servicefacilitydesignandlocation,Capacity managementinservices,demandandsupply management in services.
Unit–5Quantitativemodelsinmanagingserviceoperations.

Unit6-TheRoleofRevenueManagementintheSupplychain,RevenueManagementforMultiplecustomerSegments
,RevenueManagementfor–PerishableAsset,SeasonalDemand,Bulk&Spotcontracts.

Book:1.SupplyChainManagement ----SunilChopra&PeterMeindl(PHI)2.EssentialsofSupplyChainManagement----- Dr.
R.P Mohanty & Dr. S.G. Deshmukh(Jaico student edition)

PROJECTMANAGEMENT&SUPPLYCHAINPROCESSREDESIGN(4credits)
BSCM-602

Unit-1- WhatisProjectManagement.StepsinProjectManagement,DamingcycleforProjectManagement.Project Manager –
Roles & Responsibilities .

Unit-2–ProjectPlanning–Scope,Objective,ProjectFeasibilityStudy–technicalfeasibility–Scope,SocialCostBenefit Analysis –
steps.

Unit-3–TypesofProjectRiskinSupplyChain,Riskcomponents,MeasuresofRiskSensitivityAnalysis.

Unit-4–BasicStepsinDatacollectionforProjectManagement,system&Procedure. PlaninProject management–Communication, Man Management, Material Management, and Cost management.

Unit-5–ProjectControl–Program/Scope,Performance,Schedule,CostControl-MethodsofCostControl

Maulana Abul Kalam Azad University of Technology, WestBengal
(Formerly WestBengal University of Technology) Syllabus for M. Sc. In Biotechnology

SemesterI

Code	CourseTitle	Contact Hrs./wk	Credit
A	**Theory**	**L- T -P**	
MSBT-101	Biochemistry	3-0-0	3
MSBT-102	Laboratory techniques	3-0-0	3
MSBT-103	CellandMolecular Biology	3-0-0	3
MSBT-104	Biostatistics	3-0-0	3
MSBT-105	Microbiology	3-0-0	3
B	**Practical**		
MSBT-191	Biochemistry&Analytical Techniques Lab	0-0-6	3
MSBT-192	MicrobiologyLab	0-0-6	3
MSBT-193	CellBiologyLab	0-0-6	2
C			
MSBT-181	Seminar		1
SemesterTotal			24

Semester-II

Code	Course Title	Contact Hrs./wk	Credit
A	**Theory**	**L-T-P**	
MSBT-201	Plant and Animal Biotechnology	3-0-0	3
MSBT-202	Bioprocessess Technology	3-0-0	3
MSBT-203	Immunology	3-0-0	3
MSBT-204	Recombinant DNA Technology	3-0-0	3
MSBT-205	Bioinformatics	3-0-0	3
MSBT-206	Choice based courses (from MOOCS basket)		2
B	**Practical**		
MSBT-291	Recombinant DNA Technology Lab	0-0-6	3
MSBT-292	Immunology Lab	0-0-6	3
C			
MSBT-281	Seminar		1
Semester Total			**24**

Semester III

Code	Course Title	Contact Hrs./wk	Credit
	Theory	**L- T -P**	
MSBT-301	Food Biotechnology	3-0-0	3
MSBT-302	Environmental BioTechnology	3-0-0	3
MSBT-303	Genomics and proteomics	3-0-0	3
MSBT-304	IPR Biosafety and Bioethics	3-0-0	3

MSBT-305 Elective	Elective (ChoiceFromBasket)	3-0-0	3
MSBT-306(MOOCS)	(ChoicefromMOOCSBasket)		2
B	**Practical**		
MSBT-391	AppliedBioinformaticsLab	0-0-6	3
MSBT-392	BioprocessLab	0-0-6	3
C			
MSBT-381	ProjectProposal/seminar		1
SemesterTotal			**24**

Code	CourseTitle	Contact Hrs./wk	Credit
B	**Project**	**L- T -P**	
MSBT491	**Projectwork**	**3**	**22**
MSBT492	**JournalClub**	**3**	**1**
MSBT493	**IndustryandLab visit3**	**3**	**1**
SemesterTotal			**24**

Masters of Computer Science (24 months. Full Time)

1. Semester - I

A. THEORY							
SL. NO.	**CODE**	**THEORY**	**CONTACTS PERIODS/WEEK**				**CREDITS**
			L	**T**	**P**	**TOTAL**	
1	MCS101	Principles of Programming Languages	4	1	-	5	4
2	MCS102	Advanced DBMS	4	1	-	5	4
3	MCS103	Information Systems & Software Engineering	4	1	-	5	4

			L	T	P	TOTAL	
4	MCS104	Discrete Mathematics & Numerical Methods	4	1	-	5	4
5	MCS105	Corporate Culture & Communication	3	0	-	3	3
		Total of Theory				23	19
B. PRACTICAL							
6	MCS191	Programming Lab (C)	-	-	3	3	2
7	MCS192	Advanced DBMS Lab	-	-	3	3	2
		Total of Practical				6	4
		Total of Semester			29		23

Semester - II

A. THEORY							
SL. NO.	CODE	THEORY	CONTACTS PERIODS/WEEK				CREDITS
			L	T	P	TOTAL	
1	MCS201	Object Oriented Analysis & Design	4	1	-	5	4
2	MCS202	Data Structure and Analysis of Algorithm	4	1	-	5	4
3	MCS203	Advanced Computer Architecture	4	1	-	5	4
4	MCS204	Data Communication & Networking	4	1	-	5	4
		Total of Theory				20	16

B. PRACTICAL							
5	MCS291	Object Oriented Programming Lab (using Java)	-	-	3	3	2
6	MCS292	Data Structure Lab	-	-	3	3	2
7	MCS293	Microprocessor and VHDL/Verilog Lab	-	-	3	4	3
		Total of Practical				10	7
		Total of Semester			30		23

Semester - III

A. THEORY

SL. NO.	CODE	THEORY	L	T	P	TOTAL	CREDITS
						CONTACTS PERIODS/WEEK	
1	MCS301	Operation Research	4	1	-	5	4
2	MCS302	Advanced Operating System	4	1	-	5	4
3	MCS303	Artificial Intelligence	4	1	-	5	4
4	MCSE301 A/B/C	Elective – 1	4	1	-	5	4
		Total of Theory				20	16
		B. PRACTICAL					
5	MCS391	OR Lab	-	-	3	3	2
6	MCS392	OS Lab (Unix)	-	-	3	3	2
7	MCS393	Seminar	-	-	3	3	2
8	MCS394	Industrial Training	-	-	-	-	4
		Total of Practical				09	10
		Total of Semester			29		26

Semester - IV

		A. THEORY					
SL. NO	**CODE**	**THEORY**	**CONTACTS PERIODS/WEEK**				**CREDITS**
			L	**T**	**P**	**TOTAL**	
1	MCSE401 A/B/C	Elective – 2	4	1	-	5	4
2	MCSE402 A/B/C	Elective – 3	4	1	-	5	4
		Total of Theory				**10**	**8**
		B. PRACTICAL					
3	MCS491	Dissertation	-	-	15	15	6
4	MCS492 A/B/C	Elective – 3 Lab	-	-	3	3	2
5	MCS493	Viva Voce	-	-	-	-	4
		Total of Practical				**18**	**12**
		Total of Semester			**28**		**20**

Elective Theory Papers for Semesters III & IV

Elective Set	Course Code	Topic
1	MCS E301A	Embedded Systems
	MCS E301B	Image Processing
	MCS E301C	Automata & Natural Language Processing
2	MCS E401A	Cloud Computing
	MCS E401B	Mobile Computing
	MCS E401C	Network Security
3	MCS E402A	Data Warehousing & Mining
	MCS E402B	Soft Computing
	MCS E402C	Social Network Analysis

Elective Practical Lab for Semester IV

Elective Set	Course Code	Topic
1	MCS 492A	Data Warehousing & Mining Lab
	MCS 492B	Soft Computing Lab
	MCS 492C	Social Network Analysis Lab

Syllabus for M.Sc Media Science

First Semester

Paper	Theory	Paper	Practical
MMC 101	Mass Media and Communication	MMC 107	Still Photography & Videography lab
MMC 102	Understanding Media in Historical Perspective	MMC 108	Life Style Management Skills: Advanced Soft Skills, Theatre Workshop

MMC 103	Introduction to Journalism	MMC 109	Basic Media Software (Lab)
MMC 104	Indian Constitution, Media Laws and Ethics		
MMC 105	Introduction to Advertising and Public Relations		
MMC 106	Introduction to Visual Language: Photography & Videography		

SEMESTER 1

Distribution of credit points

Theory

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 101	Mass Media & Communication	Lecture: 4 Tutorial: 1 Total: 5	6
2.	MMC 102	Understanding Media in Historical Perspective	Lecture: 4 Tutorial: 1 Total: 5	6
3.	MMC 103	Introduction to Journalism	Lecture: 4 Tutorial: 1 Total: 5	6
4.	MMC 104	Indian Constitution, Media Laws & Ethics	Lecture: 4 Tutorial: 1 Total: 5	6
5.	MMC 105	Introduction to Advertising & Public Relations	Lecture: 4 Tutorial: 1 Total: 5	6
6.	MMC 106	Introduction to Visual Language: Photography & Videography	Lecture: 4 Tutorial: 1 Total: 5	6

Total of theory: 36

Practicals

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 107	Still Photography & Videography Lab	Practicals: 4	5

2.	MMC 108	Lifestyle Management Skills: Advanced Soft Skills & Theatre Workshop	Practicals: 4	5
3.	MMC 109	Basic Media Software (Lab)	Practicals: 4	5

Total of practicals: 15

Total credit points in Semester 1: **51**

Second Semester

Paper	Theory	Paper	Practical
MMC 201	Development & Environmental Communications	MMC 206	Writing, Editing practicals: Publishing a newsletter
MMC 202	Folk, Traditional & Popular Media of India	MMC 207	Advanced Multimedia Software Lab:
MMC 203	Film Theory and Practice	MMC 208	Digital Filmmaking Lab
MMC 204	Applications of Information Technology in Media	MMC 209	Summer internship
MMC 205	New Media & Cyber Technology		

Semester 2 Distribution of credit points

THEORY

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 201	Development & Environmental Communications	Lectures: 4 Tutorial: 1 Total: 5	6
2.	MMC 202	Folk Traditional & Popular Media	Lectures: 4 Tutorial: 1 Total: 5	6

3.	MMC 203	Film Theory & Practice	Lectures: 4 Tutorial: 1 Total: 5	6
4.	MMC 204	Applications of Information Technology in Media	Lectures: 4 Tutorial: 1	6

			Total: 5	
5.	MMC 205	New Media & Cyber Technology	Lectures: 4 Tutorial: 1 Total: 5	6

Total of theory: 30

PRACTICALS

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 206	Writing Editing Practicals: Publishing a newsletter	Practicals: 4	5
2.	MMC 207	Advanced Multimedia Software Lab	Practicals: 4	5
3.	MMC 208	Digital Filmmaking Lab	Practicals: 4	5
4.	MMC 209	Summer Internship	Practicals: 4	5

Total of practicals: 20

Total credit points of the semester: 50

Third Semester

	Print and Cyber Media		
Paper	**Theory**	**Paper**	**Practical**
301A	Management Principles and Media Business	305A	Print Practical including photo journalism: Publishing a tabloid/ newspaper
302A	Communication Research	306A	Conducting a media research related to print or cyber media
303A	Advanced Print Journalism & Photo Journalism	307A	Web Journalism Practicals: Creating an Interactive Web Page using Dreamweaver
304A	Cyber Journalism		

	Electronic & Entertainment Media (Radio & Television)		
Paper	**Theory**	**Paper**	**Practical**

301B	Management Principles and Media Business	305B	Production of a studio based television programme using a multi camera set up
302B	Communication Research	306B	Conducting a media research related to television or radio
303B	Radio: Theory & Practice	307B	Production of a Radio Drama/ Documentary

Paper	Theory	Paper	Practical
304B	Television Journalism		

			Multimedia & Visual Communication: Graphics & Animation		
Paper	**Theory**	**Paper**	**Practical**
301C	Management Principles and Media Business	305C	Design Software Lab: Designing invitation cards, brochures, book covers
302C	Research on Visualization & Design Strategies	306C	Animation Software Lab: Making a one minute 2D animation film
303C	Graphic Design Principles, Typography & Layout	307C	Video / Composting Lab
304C	Principles, Styles and History of Animation		

			Marketing Communication: Advertising, PR & Event		
Paper	**Theory**	**Paper**	**Practical**
301D	Management Principles and Media Business	305D	Publicity for an event; Preparing press kit; Organizing a press conference
302D	Research on Copywriting & Visualization Strategies	306D	Comprehensive Multimedia Ad Campaign
303D	Marketing Fundamentals & Corporate Communications	307D	Corporate film making
304D	Consumer Behaviour& Brand Management		

Semester 3 Distribution of credit points

Print & Cyber Media specialization
THEORY

	Paper code	Subje ct	Contact hours/week	Credit points

1.	MMC 301 A	Management Principles & Media Business	Lectures: 4 Tutorial: 1 Total: 5	6
2.	MMC 302 A	Communication Research	Lectures: 4 Tutorial: 1 Total: 5	6

3.	MMC 303 A	Advanced Print Journalism & Photo Journalism	Lectures: 4 Tutorial: 1 Total: 5	6
4.	MMC 304 A	Cyber Journalism	Lectures: 4 Tutorial: 1 Total: 5	6

Total of theory: 24 credit points

PRACTICALS

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 305 A	Print Practicals including Photo Journalism: Publishing a tabloid/ newspaper	Practicals: 4	5
2.	MMC 306 A	Conducting a media research related to print & cyber media	Practicals: 4	5
3.	MMC 307 A	Web journalism practicals: Creating a web page using dreamweaver	Practicals: 4 Project: 2	6

Total of practicals: 16 credit points

Total credit points of the semester: 40

Electronic & Entertainment Media specialization
THEORY

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 301 B	Management Principles & Media Business	Lectures: 4 Tutorial: 1 Total: 5	6
2.	MMC 302 B	Communication Research	Lectures: 4 Tutorial: 1 Total: 5	6

3.	MMC 303 B	Radio Theory & Practice	Lectures: 4 Tutorial: 1 Total: 5	6

	Paper code	Subject	Contact hours/week	Credit points
4.	MMC 304 B	Television Journalism	Lectures: 4 Tutorial: 1 Total: 5	6

Total of theory: 24 credit points

PRACTICALS

	Paper code	Subje ct	Contact hours/week	Credit points
1.	MMC 305 B	Production of studio based television programme using multi camera set up	Practicals: 4 Project: 2	6
2.	MMC 306 B	Conducting a media research related to television or radio	Practicals: 4	5
3.	MMC 307 B	Production of a radio drama/documentary	Practicals: 4	5

Total of practicals: 16 credit points

Total credit points of the semester: 40

Multimedia & Visual Communication specialization
THEORY

	Paper code	Subje ct	Contact hours/week	Credit points
1.	MMC 301 C	Management Principles & Media Business	Lectures: 4 Tutorial: 1 Total: 5	6
2.	MMC 302 C	Research on Visualization & Design Strategies	Lectures: 4 Tutorial: 1 Total: 5	6
3.	MMC 303 C	Graphic Design principles, Typography & layout	Lectures: 4 Tutorial: 1 Total: 5	6

4.	MMC 304 C	Principles, styles & History of Animation	Lectures: 4 Tutorial: 1	6

			Total: 5	

Total of theory: 24 credit points

PRACTICALS

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 305 C	Design Software Lab: Designing invitation cards, brochures, book covers	Practicals: 4	5
2.	MMC 306 C	Animation Software Lab: Making a one minute 2D animation film	Practicals: 4	5
3.	MMC 307 C	Video / Composting Lab	Practicals: 4 Project: 2	6

Total of practicals: 16 credit points

Total credit points of the semester: 40

Marketing Communication (PR, Advertising & Event) specialization
THEORY

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 301 D	Management Principles & Media Business	Lectures: 4 Tutorial: 1 Total: 5	6
2.	MMC 302 D	Research on Copywriting & Visualization Strategies	Lectures: 4 Tutorial: 1 Total: 5	6
3.	MMC 303 D	Marketing Fundamentals & Corporate Communications	Lectures: 4 Tutorial: 1 Total: 5	6

4.	MMC 304 D	Consumer behaviour & Brand Management	Lectures: 4	6
			Tutorial: 1	
			Total: 5	

Total of theory: 24 credit points

PRACTICALS

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 305 D	Publicity for an Event: Preparing Press Kit, Organizing Press Conference	Practicals: 4	5
2.	MMC 306 D	Comprehensive Multimedia Ad Campaign	Practicals: 4	5
3.	MMC 307 D	Corporate Filmmaking	Practicals: 4 Project: 2	6

Total of practicals: 16 credit points

Total credit points of the semester: 40

Fourth Semester

	Print & Cyber Media		
Paper	**Theory**	**Paper**	**Practical**
401A	Comparative Media Studies	402A	Live Project
		403A	Dissertation & Viva
		404A	Opening a website & content creation
		405A	Internship

	Electronic & entertainment media (Radio & Television)		
Paper	**Theory**		**Practical**
401B	Comparative Media Studies	402B	Live Project
		403B	Dissertation & Viva
		404B	Production of a television news bulletin
		405B	Internship

	Multimedia & Visual Communication:

	Graphics & Animation		
Paper	Theory		Practical
401C	Advanced animation techniques	402C	Live Project: Developing corporate identity through logo & corporate stationery

	403C	Dissertation & Viva
	404C	Production of a TVC with animation
	405C	Internship

	Marketing Communication: Advertising, PR & Event			
Paper	**Theory**		**Practical**	
401D	Principles of Event Management	402D	Live Event Project
		403D	Dissertation & Viva
		404D	Planning and Executing an Exhibition
		405D	Internship

Semester 4
Distribution of
credit points

Print & Cyber Media specialization
THEORY

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 401 A	Comparative Media Studies	Lectures: 4 Tutorial: 1 Total: 5	6

Total of theory: 6 credit points

PRACTICALS

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 402 A	Live project	Field work: 6	6
2.	MMC 403 A	Dissertation & Viva	Research work: 6	6

3.	MMC 404 A	Opening a Website & Content Creation	Practicals: 4 Project: 2	6
4.	MMC 405 A	Internship	Field work: 6	6

Total of practicals: 24 credit points
Total credit points of the semester: 30

Electronic & Entertainment Media specialization
THEORY

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 401 B	Comparative Media Studies	Lectures: 4 Tutorial: 1 Total: 5	6

Total of theory: 6 credit points

PRACTICALS

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 402 B	Live project	Field work: 6	6
2.	MMC 403 B	Dissertation & Viva	Research work: 6	6
3.	MMC 404 B	Production of a Television News Bulletin	Practicals: 4 Project: 2	6
4.	MMC 405 B	Internship	Field work: 6	6

Total of practicals: 24 credit points
Total credit points of the semester: 30

Multimedia & Visual Communication specialization
THEORY

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 401 C	Advanced Animation Techniques	Lectures: 4 Tutorial: 1 Total: 5	6

Total of theory: 6 credit points

PRACTICALS

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 402	Live project: Developing Corporate Identity through	Field work: 6	6

	Paper code	Subject	Contact hours/week	Credit points
	C	Logo & Corporate Stationery		
2.	MMC 403 C	Dissertation & Viva	Research work: 6	6
3.	MMC 404 C	Production of a TVC with animation	Practicals: 4 Project: 2	6
4.	MMC 405 C	Internship	Field work: 6	6

Total of practicals: 24 credit points

Total credit points of the semester: 30

Marketing Communication(PR, Advertising & Event) specialization
THEORY

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 401 D	Principles of Event Management	Lectures: 4 Tutorial: 1 Total: 5	6

Total of theory: 6 credit points

PRACTICALS

	Paper code	Subject	Contact hours/week	Credit points
1.	MMC 402 D	Live Event Project	Field work: 6	6
2.	MMC 403 D	Dissertation & Viva	Research work: 6	6
3.	MMC 404 D	Planning & Executing an Exhibition	Practicals: 4 Project: 2	6
4.	MMC 405 D	Internship	Field work: 6	6