# **SACRED HEART COLLEGE (AUTONOMOUS)**

**Department of Management Studies** 

**BACHELOR OF BUSINESS ADMINISTRATION** 

[INTEGRATED MARKETING AND NEW MEDIA]

**Course plan** 

Academic Year 2016 - 17

Semester II

SI. No	Course Code	Title of the Course	Subject type	Number of credits	Total hours/ Semester	Subject section
1	15U2CCENG2	English II - Critical Thinking, Academic Writing and Presentation	Theory	4	72	Common Course-I
2	15U2CCFRN2	Language II - French for Business Communication	Theory	4	72	Common Course-II
3	15U2ARENV	Environmental Studies	Theory	4	72	Additional Core
4	16U2CRBBA4	Fundamentals of Marketing	Theory	3	72	Core Course
5	16U2CPBBA2	Organizational Behaviour	Theory	3	72	Complementary Course
6	16U2CRBBA5	Business Statistics	Theory	4	90	Core Course
7	16U2CRBBA6	Cinema Studies	Theory	3	72	Core Course

# **COURSE PLAN – FUNDAMENTALS OF MARKETING**

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	2
COURSE CODE AND TITLE	16U3CRBBA4 FUNDAMENTALS OF MARKETING	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72

	COURSE OBJECTIVES (COs)
1	Introduction to managerial decisions in the marketing area
2	To To understand how to identify target market
3	To educate marketing communication
4	To To understand the importance of channels in marketing
5	To study about the new trends in area of marketing

	MOD	ULE I		
Session	Topic	Method of Teaching	Value Additions	Remarks
1	Introduction to syllabus			
1	Marketing management	Lecture and discussion		
1	objectives of marketing	Lecture and discussion		
1	importance of marketing	Lecture and discussion		
2	Marketing concepts	Lecture and discussion		
1	consumer wants, needs	Lecture and discussion		
1	consumer insights	Lecture and discussion		
1	Benefits sought by the consumers	Lecture and discussion		
1	The impact of emotional benefits	Lecture and discussion		
1	possible source of insights	Lecture and discussion		
2	using insights	Lecture and discussion		
1	The role of an insight in product development	Lecture and discussion		

1	finding and development of insights	Quiz	
	MODI	JLE II	
2	Market segmentation	PPT	
1	Different types of market segmentation	PPT	
1	Target marketing	PPT	
1	Target Market	PPT	
1	Target market strategies	PPT	
2	Product positioning and differentiation	PPT	
1	choosing a differentiation	PPT	
1	positioning strategy	PPT	
2	changing the product positioning	PPT	
	MODU	JLE III	
2	Importance of product positioning in market	PPT	
1	Marketing mix	PPT	
1	product mix	PPT	
1	ptroducts and services	PPT	
2	levels of services	PPT	
1	classification of services	PPT	
1	product and service decisions	PPT	
1	Branding	PPT	
1	New produc development	PPT	
2	product life cycle	PPT	
1	Service marketing	PPT	
1	nature of marketing	PPT	
1	characteristics of service marketing	PPT	
1	Guest faculty	PPT	
	MODU	JLE IV	
1	Pricing	lecture and	
2	Importance of arising	discussion	
2	Importance of pricing	lecture and discussion	
		4.554551011	

1	Factors influencing pricing decisions	lecture and	
		discussion	
1	pricing strategies	lecture and	
		discussion	
1	marketing communication	lecture and	
		discussion	
2	promotion of product	lecture and	
		discussion	
1	Integrated marketing	lecture and	
	communication	discussion	
1	promotion mix strategies	lecture and	
		discussion	
1	push and pull strategy	lecture and	
		discussion	
2	Importance of advertising	lecture and	
		discussion	
1	public relations	PPT	
1	personal selling and sales	PPT	
	promotion		
1	Trade shows, Trade sales promotion	PPT	
1	consumers sales promotion	PPT	
1	publicity and direct marketing	PPT	
1	Benefits of Direct marketing	PPT	
1	Direct marketing channels	PPT	
1	Public and ethical issues in Direct	lecture and	
	marketing	discussion	
	MODI	JLE V	
1	Distribution channels	PPT	
1	types of marketing channel	PPT	
2	Importance of channel distribution	PPT	
1	multiple channel distribution	PPT	
1	corporate retailing	PPT	
1	new retail environment	PPT	
1	new trends in the area of marketing	PPT	

	Topic	Nature of Assignment
1	Importance and objectives of marketing	Group
1	How to identify Target customers	Individual
1	Importance of channels in marketing	Individual
1	Effects of marketing in consumer buying decision	Group
1	Modern Marketing techniques	Individual

Textbook and references
Ramaswamy and Namakumari.(2005) Marketing management.Macmillan
Arunkumar and meenakshi(2007)Marketing management.Vikas
Lamb, Hair and Danniel M.C (2004). Marketing (7th ed). Thomson
Evans and berman

# **COURSE PLAN**

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	2
COURSE CODE AND TITLE	16U2CPBBA2 ORGANISATION BEHAVIOUR	CREDIT	3
HOURS/WEEK	4P	HOURS/SEM	72

COURSE OBJECTIVE
To understand the Behavioural science and its importance
To understand the significance of motivation and perception
To understand the the role of leader in business organization
To understand the the use of power and politics in formal organization
To understand the importance of work value and work culture

# Course structure

Session	Topic	Method of	Value Additions	Remarks
		Teaching		
1	Module -1 – Introduction	Lecture &	Knowledge	
		Discussion	updation	
1	Nature and definition of OB	Lecture &	Knowledge	
		Discussion	updation	
1	Scope of OB	Lecture &	Knowledge	
		Discussion	updation	
2	OB Modification	Lecture &	Knowledge	
		Discussion	updation	
1	Models of OB	Lecture &	Knowledge	
		Discussion	updation	
1	Challenges and opportunities for OB	Lecture &	Experimental	
		Case Study	learning	
1	Organization Goals and Involvemnet	Lecture &	Knowledge	
	of OB in structuring it	Discussion	updation	
1	Impact of Global and Cultural diversity	Lecture	Experimental	
	on OB.	&Roleplay	learning	
2	OB in practice today	Lecture &	Knowledge	
		Discussion	updation	
1	OB in practice today	Lecture	Experimental	
			learning	
1	Revision	Seminar	Presentation	
1	Class Test	Quiz	Result based	

Session	Tonic	Method of	Value Additions	
36331011	Topic	Teaching	Value Additions	
1	Module -II –Individual behaviour	Lecture &	Knowledge	
1	Wodule -II —Illawidaal bellaviodi	Discussion	updation	
2	Personality definition and meaning	Lecture &	Knowledge	
	reisonanty deminition and meaning	Discussion	updation	
1	Personality theories	Lecture &	Knowledge	
1	reisonality theories	Discussion	updation	
1	Perception and its role in individual	Lecture &	Knowledge	
	•	Discussion		
2	decision making		updation	
2	Personality and perception test	Lecture &	Knowledge	
		Discussion	updation	
1	Learning Definition and significance	Lecture &	Experimental	
_		Case Study	learning	
1	Learning Curve and theories	Lecture &	Knowledge	
		Discussion	updation	
1	Motivation Theories Hierarchy of	Lecture	Experimental	
	needs theory,	&Roleplay	learning	
2	Theory X and Y, Motivation- Hygine	Lecture &	Experimental	
	theory, Vrooms Expectancy theory.	Discussion	learning	
1	Guest lecture: Topic: How to motivet	Lecture &	Knowledge	
	millennial	Discussion	updation	
1	Revision	Seminar	Experimental	
			learning	
1	Class test	Quiz	Result based	
	Internal Test 1 on module 1 and 2			
Session	Topic	Method of	Value Additions	
	·	Teaching		
1	Module- III: Introduction to	Lecture &	Knowledge	
	interpersonal behaviour	Discussion	updation	
2	Interpersonal behaviour	Lecture &	Knowledge	
	•	Discussion	updation	
1	Interpersonal Communication and	Lecture &	Knowledge	
	case discussion	Discussion	updation	
1	Transaction Analysis	Lecture &	Knowledge	
	, , , , , , , , , , , , , , , , , , , ,	Discussion	updation	
1	Self test	Lecture &	Knowledge	
_	33 1831	Discussion	updation	
2	The Johari Window	Lecture &	Experimental	
_	The sonah willdow	Case Study	learning	
1	Leadership and Its Theories	Lecture &	Knowledge	
_	Leadership and its incomes	Discussion	updation	
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1	Prevailing Leadership styles in Indian	Lecture	Experimental	
_	Organisations.	&Roleplay	learning	
2	Leaders today	Lecture &	Experimental	
	Leader's today	Discussion	learning	
1	Guest lecture: Topic: Creating and	Lecture &	Knowledge	
_	leading a team	Discussion	updation	
1	Revision	Seminar	Experimental	
_	Revision	Semma	learning	
1	Class Test	Quiz	Result based	
Session	Topic	Method of	Value Additions	
30331011	Topic	Teaching	value / (darcions	
1	Module-IV: Introduction to group	Lecture &	Knowledge	
	behaviour	Discussion	updation	
2	Personality theory and test	Lecture &	Knowledge	
		Discussion	updation	
1	Types of Group Structures	Lecture &	Experimental	
		Case Study	learning	
1	Group decision making	Lecture	Experimental	
		&Roleplay	learning	
1	Teams Vs Groups	Lecture &	Knowledge	
		Discussion	updation	
1	Contemporary issues in managing	Lecture &	Knowledge	
	teams	Discussion	updation	
2	Inter group problems in organizational	Lecture &	Experimental	
	group dynamics	Case Study	learning	
1	Management of conflict	Lecture	Experimental	
		&Roleplay	learning	
1	Guest lecture: Topic: Importance of	Lecture &	Knowledge	
	group and team for success of an	Discussion	updation	
	organization			
1	Revision	Seminar	Knowledge	
			updation	
1	Class Test	Quiz	Experimental	
			learning	
Session	Topic	Method of	Value Additions	
		Teaching		
2	Module-V: Introduction to Change	Lecture &	Knowledge	
	management	Discussion	updation	
1	Change and Organisational	Lecture &	Knowledge	
	development	Discussion	updation	
1	Change Management basics	Lecture &	Knowledge	
		Discussion	updation	

1	Resistance to change	Lecture &	Experimental
		Case Study	learning
2	Approaches to manage organizational	Lecture &	Knowledge
	change	Discussion	updation
1	Organisational effectiveness	Lecture	Experimental
		&Roleplay	learning
1	Organisational culture	Lecture &	Knowledge
		Discussion	updation
1	Power and Politics in Organisational	Lecture &	Experimental
	Quality of work life	Discussion	learning
2	Recent advances in OB.	Lecture	Experimental
		&Roleplay	learning
1	Guest lecture: Topic: The Influence of	Lecture &	Experimental
	Power and Politics in modern	Discussion	learning
	organizations		
1	Revision	Seminar	Experimental
			learning
1	Class test	Quiz	Result based

### **COURSE PLAN – BUSINESS STATISTICS**

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	2
COURSE CODE AND TITLE	16U2CRBBA5 Business Statistics	CREDIT	3
HOURS/WEEK	5	HOURS/SEM	90

### **COURSE OBJECTIVES**

To describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis

To define and compute the various measures of central tendency

To understand the concept, define and compute the different measures of dispersion

To learn how correlation analysis describes the degree in which two variables are linearly related to each other

To understand the coefficient of determination as a measure of the strength and relationship between two variables

To use regression analysis to estimate the relationship between two variables

To learn why forecasting changes takes place over a time are an important part of decision making

Session	TOPICS	Method of	Value Additions	Remarks
		Teaching		
1	introduction of statistics, meaning	Lecture &	Knowledge	
	and definition	Discussion	updation	
2	Objectives of statistics	Lecture &	Knowledge	
		Discussion	updation	
3	Functions and Limitations of	Lecture &	Knowledge	
	statistics	Discussion	updation	
4	Scope of statistics in Business,	Lecture &	Knowledge	
	Industry and Economics	Discussion	updation	
5	Concept of Data, Variable	Lecture &	Knowledge	
	population, Sample	Discussion	updation	
6	Concept of Classification of data	Lecture &	Knowledge	
	- Types	Discussion	updation	
7	Frequency Distribution	Lecture &	Knowledge	
		Discussion	updation	

8	Tabulation of Data	Lecture &	Knowledge
		Discussion	updation
9	Parts of table	Lecture &	Knowledge
		Discussion	updation
10	Requisites of table	Lecture &	Knowledge
	·	Discussion	updation
11	Introduction, Types of Central	Lecture &	Experimental
	Tendency Measures,	Discussion	learning
12	Qualities of good measure of	Lecture &	Experimental
	Central tendency, properties of A.M	Discussion	learning
13	Arithmetic mean – Computation	Lecture &	Experimental
	using Direct shortcut	Discussion	learning
14	Arithmetic mean – Computation	Solving more	Experimental
	using Direct shortcut	examples	learning
15	Arithmetic mean – Computation	Solving more	Experimental
	using Direct shortcut	examples	learning
16	Arithmetic Mean-step-deviation	Lecture	Experimental
	method	&Discussion	learning
17	Arithmetic Mean-step-deviation	Solving more	Experimental
	method	examples	learning
18	Arithmetic Mean-step-deviation	Solving more	Experimental
	method	examples	learning
19	problems on missing frequencies	Lecture &	Experimental
	(one or two)	Discussion	learning
20	problems on missing frequencies	Solving more	Experimental
	(one or two)	examples	learning
21	problems on missing frequencies	Solving more	Experimental
	(one or two)	examples	learning
22	problems on missing frequencies	Solving more	Experimental
	(one or two)	examples	learning
23	problems on combined Mean	Lecture &	Experimental
		Discussion	learning
24	problems on combined Mean	Solving more	Experimental
		examples	learning
25	corrected Mean	Lecture &	Experimental
		Discussion	learning
26	corrected Mean	Solving more	Experimental
		examples	learning
27	corrected Mean	Solving more	Experimental
		examples	learning
28	Weighted AM – Simple problems	Lecture &	Experimental
	of Weighted AM	Discussion	learning

29	Weighted AM – Simple problems	Solving more	Experimental
23	of Weighted AM	examples	learning
30	Median – computation for raw	Lecture &	Experimental
30	data	Discussion	learning
31	Median- discrete data	Lecture &	Experimental
31	ivieulari- discrete data	Discussion	learning
32	Median- continuous data	Lecture &	Experimental
32	Median- continuous data	Discussion	learning
33	Median- continuous data		-
33	Median- continuous data	Solving more	Experimental
24	Madian continuous data	examples	learning
34	Median- continuous data	Solving more	Experimental
25	24 1	examples	learning
35	Median- continuous data	Solving more	Experimental
		examples	learning
36	problems on missing frequencies	Solving more	Experimental
		examples	learning
37	problems on missing frequencies	Solving more	Experimental
		examples	learning
38	problems on missing frequencies	Solving more	Experimental
		examples	learning
39	Mode – computation of mode for	Lecture &	Experimental
	raw data	Discussion	learning
40	Mode-discrete data	Solving more	Experimental
		examples	learning
41	Mode-continuous data	Solving more	Experimental
		examples	learning
42	Mode-continuous data	Solving more	Experimental
		examples	learning
43	problems on Grouping and analysis	Lecture &	Experimental
	table	Discussion	learning
44	problems on Grouping and analysis	Solving more	Experimental
	table	examples	learning
	Test 1 on module 1 and 2	•	
45	Introduction, Types of dispersion	Lecture &	Experimental
	measures	Discussion	learning
46	Qualities of good measure of	Lecture &	Experimental
	dispersion	Discussion	learning
47	Range – Concept and simple	Lecture &	Experimental
77	problems	Discussion	learning
48	Quartile deviation – computation	Lecture &	Experimental
70	of QD and its coefficient for raw	Discussion	learning
	data	Discussion	Icarring
	uata		

49	O.D. computation of discrete data	Calving more	Evnorimental
49	Q.D-computation of discrete data	Solving more	Experimental
Ε0	O.D. computation of discrete data	examples	learning
50	Q.D-computation of discrete data	Solving more	Experimental
	O.D. commutation of continuous	examples	learning
51	Q.D- computation of continuous	Lecture &	Experimental
	data	Discussion	learning
52	Q.D- computation of continuous	Solving more	Experimental
	data	examples	learning
53	Standard Deviation – Computation	Lecture &	Experimental
	of SD and its coefficient for raw	Discussion	learning
54	Standard Deviation – Computation	Lecture &	Experimental
	of SD for discrete data	Discussion	learning
55	Standard Deviation – Computation	Solving more	Experimental
	of SD for discrete data	examples	learning
56	Standard Deviation – Computation	Lecture &	Experimental
	of SD for continuous data	Discussion	learning
57	Standard Deviation – Computation	Solving more	Experimental
	of SD for continuous data	examples	learning
58	TEST 2 on Module 3		
59	Objectives and uses of Time series	Lecture &	Experimental
	analysis	Discussion	learning
60	Components of Time series	Lecture &	Experimental
	·	Discussion	learning
61	Measurement of Trend by Moving	Lecture &	Experimental
	averages method	Discussion	learning
62	Measurement of Trend by Moving	Solving more	Experimental
	averages method	examples	learning
63	Measurement of Trend by Moving	Solving more	Experimental
	averages method	examples	learning
64	Least squares method	Lecture &	Experimental
		Discussion	learning
65	Least squares method	Solving more	Experimental
	20000 3400.03 111001100	examples	learning
66	Least squares method	Solving more	Experimental
	Least squares method	examples	learning
67	TEST 3 on Module 4	схаттрісз	learning
07	1E31 3 OII MOdule 4		
60	Correlation Magazina 9 Turns	Looturo 0	Evacrimental
68	Correlation – Meaning & Types	Lecture &	Experimental
	Construction Device the Construction	Discussion	learning
69	Spearman's Rank correlation	Lecture &	Experimental
		Discussion	learning

Spearman's Rank correlation   Solving more   Experimental   learning				
Spearman's Rank correlation	70	Spearman's Rank correlation	Solving more	Experimental
Regression   Ines   Solving more   Experimental   Iearning			examples	learning
Test	71	Spearman's Rank correlation	Solving more	Experimental
Correlation			examples	learning
Table	72	Karl Pearson's co efficient of		· I
Correlation		correlation	Discussion	learning
Table	73	Karl Pearson's co efficient of	Solving more	Experimental
Correlation   Examples   Earning		correlation	examples	learning
Total Probable error	74	Karl Pearson's co efficient of	Solving more	Experimental
Discussion   Learning		correlation	examples	learning
Test	75	Probable error	Lecture &	Experimental
Discussion   Learning			Discussion	learning
77 Concurrent deviation method.  8 Regression – Meaning  78 Regression – Meaning  79 Regression lines  80 Properties of Regression lines and regression coefficient  81 problems on regression lines  82 problems on regression lines  83 problems on regression lines  84 Regression coefficient  85 Regression coefficient  86 Regression Coefficient  87 Regression Coefficient  88 Revision on Module 1,2  89 Revision on Module 5  89 Revision on Module 5  PT, Discussion,  Experimental learning  Experimental lea	76	Concurrent deviation method.	Lecture &	Experimental
Regression - Meaning			Discussion	learning
Regression - Meaning	77	Concurrent deviation method.	Solving more	Experimental
Discussion   learning   Regression lines   Solving more   Experimental   learning   Regression lines   Solving more   Experimental   learning   Regression coefficient   Discussion   learning   Regression coefficient   Discussion   learning   Regression coefficient   Discussion   learning   Regression coefficient   Discussion   learning   Regression coefficient   Solving more   Regression coefficient   Regression coe			examples	learning
Regression lines	78	Regression – Meaning	Lecture &	Experimental
Regression Coefficient   Solving more   Experimental   learning			Discussion	learning
B0	79	Regression lines	Solving more	Experimental
regression coefficient Discussion learning  81 problems on regression lines Solving more examples learning  82 problems on regression lines Solving more examples learning  83 problems on regression lines Solving more examples learning  84 Regression coefficient Lecture & Experimental learning  85 Regression Coefficient Solving more examples learning  86 Regression Coefficient Solving more examples learning  87 TEST 4 on Module 5  88 Revision on Module 1,2 PPT, Discussion, Lecture Problems  89 Revision on Module 5 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving Problems			examples	learning
81    problems on regression lines	80	Properties of Regression lines and	Lecture &	Experimental
Regression Coefficient   Solving more   Experimental   learning		regression coefficient	Discussion	learning
Solving more examples   Experimental learning	81	problems on regression lines	Solving more	Experimental
Regression Coefficient   Solving more   Experimental   learning			examples	learning
Solving more examples   Experimental learning	82	problems on regression lines	Solving more	Experimental
Regression coefficient   Lecture & Experimental			examples	learning
Regression coefficient   Lecture & Experimental Discussion   Learning	83	problems on regression lines	Solving more	Experimental
B5 Regression Coefficient Solving more examples learning  86 Regression Coefficient Solving more examples Experimental learning  87 TEST 4 on Module 5  88 Revision on Module 1,2 PPT, Discussion, Lecture Problems  89 Revision on Module 3,4 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving Problems			examples	learning
Regression Coefficient   Solving more   Experimental   learning	84	Regression coefficient	Lecture &	Experimental
Regression Coefficient Solving more examples Experimental learning  87 TEST 4 on Module 5  88 Revision on Module 1,2 PPT, Discussion, Lecture Problems  89 Revision on Module 3,4 PPT, Discussion, Lecture Problems  90 Revision on Module 5 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving Problems			Discussion	learning
86 Regression Coefficient Solving more examples Experimental learning  87 TEST 4 on Module 5  88 Revision on Module 1,2 PPT, Discussion, Lecture Problems  89 Revision on Module 3,4 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving	85	Regression Coefficient	Solving more	Experimental
87 TEST 4 on Module 5  88 Revision on Module 1,2 PPT, Discussion, Lecture Problems  89 Revision on Module 3,4 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving Problems			examples	learning
87 TEST 4 on Module 5  88 Revision on Module 1,2 PPT, Discussion, Lecture Problems  89 Revision on Module 3,4 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving	86	Regression Coefficient	Solving more	Experimental
88 Revision on Module 1,2 PPT, Discussion, Lecture Problems  89 Revision on Module 3,4 PPT, Discussion, Solving Problems  90 Revision on Module 5 PPT, Discussion, Solving			examples	learning
Revision on Module 3,4 PPT, Discussion, Solving Lecture Problems  90 Revision on Module 5 PPT, Discussion, Solving	87	TEST 4 on Module 5		
89 Revision on Module 3,4 PPT, Discussion, Solving Lecture Problems 90 Revision on Module 5 PPT, Discussion, Solving	88	Revision on Module 1,2	PPT, Discussion,	Solving
Lecture Problems 90 Revision on Module 5 PPT, Discussion, Solving			Lecture	Problems
90 Revision on Module 5 PPT, Discussion, Solving	89	Revision on Module 3,4	PPT, Discussion,	Solving
			Lecture	Problems
Lecture Problems	90	Revision on Module 5	PPT, Discussion,	Solving
			Lecture	Problems

	ASSIGNMENTS AND SEMINARS					
SI No	Module	Topic	Nature of Assignment	Remarks		
1	1	collection of data	Group			
2	2	calculation of Arithemetic Mean by various Method	Individual			
3	3	Calculation on finding missing frequencies and combined mean	Individual			
4	4	computation of Mode	Individual			
5	5	computation of Median	Individual			
6	6	computation of S.D and Q.D	Individual			
7	7	Time Series	Group			
8	8	Regression	Individual			
9	9	Correlation	Individual			
10	Probable error and Concurrent Deviation 10 10 Method Individual					
	TEXTBOOKS AND REFERENCES					
	Business Mathematics By 1. Sancheti D. C. & Kapoor V. K, Eleventh Edition, Sultan					
1	1   Chand & Sons, 2012					

### **COURSE PLAN –CINEMA STUDIES**

PROGRAMME	BACHELOR OF BUSINESS ADMINISTRATION	SEMESTER	2
COURSE CODE AND TITLE	16U2CRBBA6 Cinema Studies	CREDIT	3
HOURS/WEEK	4	HOURS/SEM	72

# COURSE OBJECTIVES Students will be equipped with various editing knowledge (chronological editing, cross cutting etc) The students will be familiar with sound and colour integration Students will gain knowledge in various film genre Students will get a clear picture on the evolution of film Students will be equipped with knowledge for making short films

		Method of	Value	
Session	Topic	Teaching	Additions	Remarks
	Editing: chronological editing, cross	Lecture &	Knowledge	
1	cutting , montage , continuity editing	Discussion	updation	
	Editing: chronological editing, cross	Lecture &		
2	cutting , montage , continuity editing	Discussion		
	Editing: chronological editing, cross	Lecture &		
3	cutting , montage , continuity editing	Discussion		
	Editing: chronological editing, cross	Lecture &		
4	cutting , montage , continuity editing	Discussion		
	Editing: chronological editing, cross	Lecture &		
5	cutting , montage , continuity editing	Discussion		
		Lecture &	Knowledge	
6	continuity cuts , jump cuts ,match cuts	Discussion	updation	
		Lecture &		
7	continuity cuts , jump cuts ,match cuts	Discussion		
		Lecture &		
8	continuity cuts , jump cuts ,match cuts	Discussion		

		Lecture &	
10	continuity cuts , jump cuts ,match cuts	Discussion	
		Lecture &	Knowledge
11	30 degree rule ,180 degree rule	Discussion	updation
	55 deg. ce raie ,255 deg. ce raie	Lecture &	apadion
12	30 degree rule ,180 degree rule	Discussion	
	55 deg. ce raie )255 deg. ce raie	Lecture &	
13	30 degree rule ,180 degree rule	Discussion	
		Lecture &	Practical
14	Sound and colour in the movies	Discussion	learning
		2.30033.011	164111116
	The production, distribution and	Lastina O	Ma suda da s
1.5	reception	Lecture &	Knowledge
15	of films; censorship	Discussion	updation
	The production, distribution and		
	reception	Lecture &	
16	of films; censorship	Discussion	
	The production, distribution and		
	reception	Lecture &	
17	of films; censorship	Discussion	
	The production, distribution and		
	reception	Lecture &	
18	of films; censorship	Discussion	
19	Test 1 on module 1 and 2	Discussion	
19		1 1 0	Kan lada
20	The Major genres: Narrative, avant-	Lecture &	Knowledge
20	garde, documentary	Discussion	updation
	The Major genres: Narrative, avant-	Lecture &	
21	garde, documentary	Discussion	
	The Major genres: Narrative, avant-	Lecture &	
22	garde, documentary	Discussion	
	The Major genres: Narrative, avant-	Lecture &	
23	garde, documentary	Discussion	
	The Major genres: Narrative, avant-	Lecture &	
24	garde, documentary	Discussion	
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25	The Major genres: Narrative, avant-	Lecture &	
25	garde, documentary	Discussion	
	The Major genres: Narrative, avant-	Lecture &	
26	garde, documentary	Discussion	
	The Major genres: Narrative, avant-	Lecture &	
27	garde, documentary	Discussion	

	The Maior program Normative event	1 0	
20	The Major genres: Narrative, avant-	Lecture &	
28	garde, documentary	Discussion	
	Other genres: Thriller, melodrama,		
	musical, horror, western, animation	Lecture &	Knowledge
29	film, historical, mythological	Discussion	updation
30	Test 2 on Module 3		
	The silent era; classic Hollywood		
	cinema, Neo-Realism, French New	Lecture &	Knowledge
31	wave,	Discussion	updation
	The silent era; classic Hollywood		
	cinema, Neo-Realism, French New	Lecture &	
32	wave,	Discussion	
	The silent era; classic Hollywood		
	cinema, Neo-Realism, French New	Lecture &	
33	wave,	Discussion	
	The silent era; classic Hollywood		
	cinema, Neo-Realism, French New	Lecture &	
34	wave,	Discussion	
	The silent era; classic Hollywood		
	cinema, Neo-Realism, French New	Lecture &	
35	wave,	Discussion	
	The silent era; classic Hollywood		
	cinema, Neo-Realism, French New	Lecture &	
36	wave,	Discussion	
		Lecture &	Knowledge
37	Indian Cinema	Discussion	updation
		Lecture &	
38	Indian Cinema	Discussion	
		Lecture &	
39	Indian Cinema	Discussion	
		Lecture &	
40	Indian Cinema	Discussion	
		Lecture &	
41	Indian Cinema	Discussion	
		Lecture &	
42	Indian Cinema	Discussion	
		Lecture &	
43	Indian Cinema	Discussion	
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44	Indian Cinema	Discussion	
		Lecture &	
45	Indian Cinema	Discussion	

4.6		Lecture &	
46	Indian Cinema	Discussion	<del> </del>
47	Market de la companya	Lecture &	
47	World cinema	Discussion	
4.0		Lecture &	
48	World cinema	Discussion	
4.0		Lecture &	
49	World cinema	Discussion	<del>                                     </del>
_		Lecture &	
50	World cinema	Discussion	
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51	World cinema	Discussion	
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52	World cinema	Discussion	
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53	World cinema	Discussion	
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54	World cinema	Discussion	
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55	World cinema	Discussion	
		Lecture &	
56	World cinema	Discussion	
47	Test 3 on Module 4		
	Sergei Eisenstein, Andre Bazin , auteur	Lecture &	Knowledge
48	theory	Discussion	updation
- 10	licory	Lecture &	Knowledge
49	Christian Metz and Laura Mulvey	Discussion	updation
7.5	S	Lecture &	apaation
50	Christian Metz and Laura Mulvey	Discussion	
	S	Lecture &	
51	Christian Metz and Laura Mulvey	Discussion	
- 51	Christian Wictz and Laura Widivey	Lecture &	
52	Christian Metz and Laura Mulvey	Discussion	
J2	Christian Mictz and Laura Mulvey	Lecture &	
53	Christian Metz and Laura Mulvey	Discussion	
- 33	Christian Wictz and Laura Mulvey	Lecture &	
54	Christian Metz and Laura Mulvey	Discussion	
34	Christian ivietz and Laura ividivey	Lecture &	
	Christian Motz and Laura Mulyay	Discussion	
55	Christian Metz and Laura Mulvey		
r.c	Cinoma and culture	Lecture &	
56	Cinema and culture	Discussion	

		Lecture &	
57	Cinema and culture	Discussion	
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58	Cinema and culture	Discussion	
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59	Cinema and culture	Discussion	
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60	Cinema and culture	Discussion	
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61	Cinema and culture	Discussion	
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62	Cinema and culture	Discussion	
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63	Cinema and culture	Discussion	
		Lecture &	
64	Cinema and culture	Discussion	
		Lecture &	
65	Cinema and society	Discussion	
		Lecture &	
66	Cinema and society	Discussion	
		Lecture &	
67	Cinema and society	Discussion	
		Lecture &	
68	Cinema and society	Discussion	
		Lecture &	
69	Cinema and society	Discussion	
70	Test 4 on Module 5		
		PPT,	
		Discussion,	
71	Revision on Module 1,2,3	Lecture	
		PPT,	
		Discussion,	
72	Revision on Module 4 and 5	Lecture	