

AC- 19-3-2012
Item No. 4.34

UNIVERSITY OF MUMBAI



Revised Syllabus for the S.Y.B.A.

Programme : B.A.

Course : English

(Ancillary & Applied Component)

Semester III & IV

(As per Credit Based Semester and Grading System with effect
from the academic year 2012–2013)

University of Mumbai
Syllabus for S.Y.B.A. English (Ancillary)
Program: B.A.

Course: Indian Literature in English
Paper III & IV

(Credit Based Semester and Grading System with effect from the
academic year 2012-13)

1. Syllabus as per Credit Based Semester and Grading System:

- i) Name of the Programme : S.Y.B.A.
 - ii) Course Code : UAENG301& UAENG401
 - iii) Course Title :S.Y.B.A. Indian Literature in English
Papers III & IV
 - iv) Semester wise Course Contents : Enclosed the copy of syllabus
 - v) References and Additional References: Enclosed in the Syllabus
 - vi) Credit Structure : No. of Credits per Semester –03
 - vii) No. of lectures per Unit : 7
 - viii) No. of lectures per week : 3
2. Scheme of Examination : 4 Questions of 15 marks each
3. Special notes , if any : No
4. Eligibility , if any : No
5. Fee Structure : As per University Structure
6. Special Ordinances / Resolutions if any : No

Syllabus for SYBA Literature Paper III and Paper IV
(to be implemented from 2012-2013 onwards)

Objectives of the course:

- 1) To introduce learners to the various phases of evolution in Indian Writing in English
- 2) To acquaint learners to the pluralistic dimensions of this literature
- 3) To help them understand the different genres of this elective
- 4) To sensitize them to the value system of this literature
- 5) To make learners aware of prominent Indian writers whose works have been translated in English.

Semester I: Indian Literature in English
(Short Stories & Novel)

Course code- UAENG301

(3 Credits)

Lectures: 45

Unit 1: Concepts:

Lectures: 15

- i) The rise of English studies in India
- ii) Pre-independence fiction
- iii) The Partition as portrayed in the novel and short story
- iv) Women fiction writers
- v) Dalit fiction
- vi) Diasporic fiction
- vii) The postmodernist Indian English novel
- viii) Postcolonial fiction

Unit 2: Short Stories:

Lectures: 15

R. K. Narayan

The Martyr's Corner (from *Malgudi Days*, India Thought Publication, Madras, 1982, repr. 1998, ISBN 81-85986-17-7)

S.H.Manto

The Assignment (*Mottled Dawn*, 1997, Penguin Books India, ISBN 0-14-027212-7)

Salman Rushdie *Good Advice Is Rarer than Rubies* (from *East West*, Vintage Canada, 1994, ISBN 0 394-28150-0)

Waman Hoval *The Storeyed House* (from *The Poisoned Bread*, ed. Arjun Dangle, Orient Blackswan, 1994, ISBN 0 86311 254 4)

Unit 3: Novel:

Lectures: 15

Bibhutibhushan Bandopadhyay *Song of the Road* (original *Pather Panchali*, Indiana University Press, 1975, ISBN-10: 0253201861, ISBN-13: 978-0253201867)

OR

Amitav Ghosh *The Glass Palace* (Harper Collins, 2002, ISBN 9780007427468)

OR

Bhalchandra Nemade *Cocoon* (original *Kosala*, Macmillan Publication 1997, SBN 0333 92323 5)

Evaluation:

A) Internal Assessment – 40%

40 Marks

Sr. No.	Particulars	Marks
1	One Class test to be conducted in the given semester	10 Marks
2	One assignment based on curriculum to be assessed by the teacher concerned	20 Marks
3	Active participation in routine class instructional deliveries	05 Marks
4	Overall Conduct as responsible student, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities.	05 Marks

Following Methods can be for the tests and assignment (30 Marks):

Reviews of short stories by Indian writers followed by viva-voce
Reviews of books by Indian writers followed by viva-voce
Translation of short stories from Indian languages into English
Presentation on Reading (Short Stories or Novels from Indian literature)
(Indian) Author Study
Critical commentary on local legends

B) Semester End Examination Pattern

60 Marks

Question 1: Short notes on background (three out of five)

15 Marks

Question 2: Essay on short stories (one out of two)

15 Marks

- Question 3: Essay on novel (one out of two) 15 Marks
 Question 4: Two short notes, one from the novel and one from the short stories,
 out of two options each 15 Marks

**Semester II: Indian Literatures in English -- Paper II
 (Poetry & Drama)**

Course code- UAENG401

(3 Credits)

Lectures: 45

Unit 1: Concepts:

Lectures: 15

- i) Early Indian English poetry
- ii) Poetry after the 1950s
- iii) Women poets
- iv) Dalit poets
- v) Indian English non-fictional prose
- vi) Modern Indian drama in English and translation
- vii) Nativism

Unit 2: Poetry:

Lectures: 15

Henry Derozio	"To India – My Native land"
Rabindranath Tagore	"Authorship"
Nissim Ezekiel	"Poet, Lover, Birdwatcher"
Kamala Das	"An Introduction"
Agha Shahid Ali	"Postcard from Kashmir"
Menka Shivdasani	"The Atheist's Confession"
Kabir	"It is needless to ask of a saint the caste to which he belongs" (<i>santan jāt no pucho nirguniyan...</i>) (From <i>One Hundred Poems of Kabir</i> translated by Rabindranath Tagore)
Dilip Chitre	From <i>Says Tuka</i> : "I am cripple" "When he comes"

Unit 3: Drama:**Lectures: 15**

- Vijay Tendulkar : *Kamala*
(From *Five plays by Vijay Tendulkar*, OUP)
OR
- Partap Sharma : *Sammy*
(Rupa & Company, New Delhi in association
with Gandhi Smarak Nidhi, Mumbai, 2005)
OR
- Mohan Rakesh : *One Day in Ashadha* (original *Aashad ka Ek
Din*, National School of Drama)

Evaluation:**A) Internal Assessment – 40% 40 Marks**

Sr. No.	Particulars	Marks
1	One Class test to be conducted in the given semester	10 Marks
2	One assignment based on curriculum to be assessed by the teacher concerned	20 Marks
3	Active participation in routine class instructional deliveries	05 Marks
4	Overall Conduct as responsible student, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities.	05 Marks

Following Methods can be for the tests and assignment (30 Marks):

- Critical appreciation of Indian poems
Review of performances of Indian plays
Writing Poetry
Assignments on Indian plays
Assignments on Indian poets and playwrights
Assignments on theatre movements in India (IPTA, Prithvi, Chhabildas, etc.)
Converting short story into a script
Critical commentary/ presentations on non-fictional prose (Khushwant Singh, Raja Rao, Vinda Karandikar, Shashi Deshpande, etc.)

B) Semester End Examination Pattern 60 Marks

- Question 1: Short notes on background (three out of five) 15 Marks
Question 2: Essay on poetry (one out of two) 15 Marks
Question 3: Essay on play (one out of two) 15 Marks
Question 4: Two short notes, one from the play and one from poetry,
out of two options each 15 Marks

Recommended Reading:

1. Bassnett, Susan and Harish Trivedi (eds). 2002 [1999]. *Postcolonial translation: Theory and Practice*. London: Routledge
2. Bharucha, Nilufer and Vilas Sarang (eds). 1994. *Indian English Fiction, 1980-90: An Assessment*. Delhi: B R Publishers.
3. Bharucha, Nilufer and Vrinda Nabar (eds). 1998. *Mapping Cultural Spaces: Postcolonial Indian Literature in English, Essays in Honour of Nissim Ezekiel*. Delhi: Vision Books.
4. Bhongle, Rangrao (ed.). 2003. *The Inside View: Native Responses to Contemporary Indian English Novel*. Delhi: Atlantic Publishers.
5. Dangle, Arjun (ed). 1994. *Poisoned Bread*. Mumbai: Orient Longman.
6. Datta, Amresh. 1994. *The Encyclopedia of Indian Literature*. New Delhi: Sahitya Academy.
7. Deshpande G P (ed) 2004. *Modern Indian Drama: An Anthology*. New Delhi: Sahitya Academy.
8. de Souza, Eunice (ed). 2008. *Both Sides of The Sky: Post-Independence Indian Poetry in English*. New Delhi: National Book Trust.
9. de Souza, Eunice (ed). 2010 [2005]. *Early Indian poetry in English: An Anthology 1829-1947*. New Delhi: Oxford University Press.
10. de Souza, Eunice. 1997. *Nine Indian Women Poets*. Delhi, Oxford University Press.
11. de Souza, Eunice. 1999. *Talking Poems: Conversations With Poets*. New Delhi: Oxford University Press.
12. Devy, G N. 1987. *Critical Thought: An Anthology of 20th Century Critical Essays*. London: Oriental University Press.
13. Devy, G N. 1993. *After Amnesia: Tradition and Change in Literary Criticism*. Mumbai: Orient Longman.
14. Devy, G N. 1998. *Between Tradition and Modernity: India's Search for Identity*. Kolkatta; Sage Publications.

15. Devy, G N. 2001. *In Another Tongue: Essays on Indian English Literature*. New Delhi: Macmillan.
16. Devy, G N. 2002. *Indian Literary Criticism: Theory and Interpretation*. Mumbai: Orient Longman.
17. Dharwadker, Vinay and Ramanujan A. K.. 2006 [1994]. *The Oxford Anthology of Modern Indian Poetry*. New Delhi: Oxford University Press.
18. Ezekiel, Nissim and Mukherjee Meenakshi. 1990. *Another India: An Anthology of Contemporary Indian Fiction and Poetry*. New Delhi: Penguin Books.
19. George, K M. 1995. *Modern Indian Literature: An Anthology – Plays and Prose*. New Delhi: Sahitya Academy.
20. Haq, Kaiser (ed). 1990. *Contemporary Indian Poetry*. Columbus: Ohio State University Press.
21. Haq, Rubana (ed). 2008. *The Golden Treasure of Writers Workshop Poetry*. Calcutta: Writers Workshop.
22. Hoskote, Ranjit (ed). 2002. *Reasons for Belonging: Fourteen Contemporary Indian Poets*. New Delhi: Viking/Penguin Books India.
23. Iyer, Natesan Sharada. 2007. *Musings on Indian Writing In English: Drama*. Delhi: Sarup and Sons.
24. Jain, Jasbir (ed). *Creating Theory: Writers on Writing*. New Delhi: Pencraft International.
25. Karindikar, Vinda. 1991. *Literature as a Vital Art*. New Delhi: Sahitya Academy.
26. King, Bruce Alvin. 1991. *Three Indian Poets: Nissim Ezekiel, A K Ramanujan, Dom Moraes*. Madras: Oxford University Press.
27. King, Bruce. 1987. *Modern Indian Poetry in English*. Delhi: Oxford University Press.
28. Kirpal, Vinay (ed). 1996., *The Postmodern Indian English Novel*. Delhi: Allied Publishers.

29. Kirpal, Vinay. 1990. *The New Indian Novel in English*. Delhi: Allied Publishers.
30. Kumar, Nand. 2003. *Indian English Drama: A Study In Myths*. Delhi: Sarup and Sons.
31. Lal, Malashri 1995. *The Law of the Threshold: Women Writers in Indian English*. Shimla: Indian Institute of Advanced Studies.
32. Mehrotra, Arvind Krishna (ed). 1992. *The Oxford India Anthology of Twelve Modern Indian Poets*. Calcutta: Oxford University Press.
33. Mehrotra, Arvind Krishna (ed). 2003. *A History of Indian Literature in English*. New York: Columbia University Press. Distributed in India by Doaba Books Shanti Mohan House 16, Ansari Road, New Delhi.
34. Mukherjee, Meenakshi. 1985. *Realism and Reality: The Novel and Society in India*. Delhi: OUP..
35. Naik, M K. 1982. *A History of Indian English Literature*. Delhi: Sahitya Akademi.
36. Nemade,,Bhalchandra. 2009. *Nativism*. Shimla: Indian Institute of Advanced Studies.
37. Paranjape, Makarand (ed). 1997. *Nativism: Essays in Criticism*. Delhi: Sahitya Akademi.
38. Paranjpe, Makarand. 1993. *Indian Poetry in English*. Madras: Macmillan.
39. Paranjpe, Makarand. 1994. *An Anthology of New Indian English Poetry*. Delhi: Rupa Publications.
40. Parthasarathy, R. (ed). 1976. *Ten Twentieth-Century Indian Poets (New Poetry in India)*. New Delhi: Oxford University Press.
41. Perry, John Oliver. 1992. *Absent Authority: Issues in Contemporary Indian English Criticism*. Delhi: Sterling Publishers Pvt Ltd..
42. Rajan, Rajeswari Sunder (ed) 1992. *The Lie of the Land: English Literary Studies in India*. New Delhi: Oxford University Press.

43. Rajan, Rajeswari Sunder(ed). 1999. *Signposts: Gender Issues in Post-Independence India*. New Delhi: Kali for Women; reprinted by Rutgers UP, 2000.
44. Rajan, Rajeswari Sunder. 1993. *Real and Imagined Women: Gender, Culture and Postcolonialism*. London and New York: Routledge.
45. Ravikant and Tarun K Saint (eds). 2001 *Translating Partition*. Delhi: Katha.
46. Rusdhie, Salman. 1997. *The Vintage Book of Indian Writing 1847- 1997*. London: Vintage.
47. Rushdie, Salman. 2010 [1992]. *Imaginary Homelands: Essays and Criticism 1981-1991*. New Delhi: Random House Publishers India Ltd..
48. Sarang, Vilas. 1990. *Indian English Poetry since 1950 – An Anthology*. Mumbai: Disha Books (Orient Longman).
49. Srivivas Iyengar, K R. 1962. *Indian Writing in English*. Delhi: Sterling Publishers Pvt Ltd..
50. Tharu, Susie J and K Lalitha. 1990. *Women Writing in India – Volumes I and II*. New Delhi: Oxford University Press.
51. Trivedi, Harish and Meenakshi Mukherjee. 1996. *Interrogating Post-colonialism: Theory, Text, Context*. Shimla: Indian Institute of Advanced Study.
52. Trivedi, Harish. *Colonial Transactions: English Literature and India*. Manchester: Manchester University Press.
53. Vishwanathan, Gauri. 1990. *Masks of Conquest: Literary History of British Rule in India*. Faber, 1990.

~~~~~

### **Syllabus Sub-Committee:**

Dr. Deepa Murdeshwar-Katre, Chairperson  
 Vidyavardhini's Colleges of Arts, Commerce & Science, Vasai Road, Dist. Thane  
 Dr. Charanjeet Kaur, C.H.M. College, Ulhasnagar  
 Dr. Hemangi Bhagwat, N.S.S. College, Tardeo, Mumbai  
 Dattaguru Joshi, Gogate-Walke College, Banda  
 Mahesh Deshmukh, Dandekar College, Palghar  
 Deepti Mujumdar, Patkar College, Goregaon, Mumbai

# **UNIVERSITY OF MUMBAI**

**University of Mumbai**

**Syllabus for S.Y.B.A. English (Ancillary)**

**Program: B.A.**

**Course: American Literature: Papers V & VI**

(Credit Based Semester and Grading System with effect from the academic year,  
2012-13)

1. Syllabus as per Credit Based Semester and Grading System:

- i) Name of the Programme : B.A.
  - ii) Course Code : UAENG302 &UAENG402
  - iii) Course Title : SYBA in English (Ancillary)  
American Literature: Papers V& VI
  - iv) Semester wise Course Contents : Enclosed the copy of syllabus
  - v) References and Additional References: Enclosed in the Syllabus
  - vi) Credit Structure : No. of Credits per Semester – 03
  - vii) No. of lectures per Unit : 15
  - viii) No. of lectures per week : 03
2. Scheme of Examination : 4 Questions of 15 marks each
3. Special notes , if any : No
4. Eligibility , if any : No
5. Fee Structure : As per University Structure
6. Special Ordinances / Resolutions if any : No

# Syllabus for SY BA American Literature Paper V and Paper VI

(to be implemented from 2012-2013 onwards)

## Objectives of the Course

- 1) To acquaint the learners of literature with the various genres and literary terms of twentieth century American Literature
- 2) To sensitize them to the themes and styles of American Literature
- 3) To introduce them to the socio-cultural milieu of twentieth century America through literary texts
- 4) To enhance their understanding of American, African American and Multicultural sensibilities by introducing them to the literary works representing them
- 5) To facilitate cross-cultural perspectives and discussions on American Literature

**Semester One: American Literature– Paper V (Short Story and Novel)**

**Course code-UAENG302**

**3Credits**

## Lectures: 45

**Unit 1: Terms:** Naturalism, Realism, Lost Generation, African American Fiction and Jewish American Fiction

(15 Lectures)

**Unit 2: Novel:** Gloria Naylor: *Women of Brewster Place* (only “Mattie Micheal,” “Etta Mae Johnson,” and “Kiswana Browne” to be taught)

**Or**

John Steinbeck: *Pearl*

(15 Lectures)

**Unit 3: Short Stories**

(15 Lectures)

Ernest Hemingway – “Hills Like White Elephants”

William Carlos Williams – “The Use of Force”

Bernard Malamud – “The Jew Bird”

Jamaica Kincaid – “Girl”

## Evaluation

### A) Internal Assessment – 40%

**40 Marks**

| Sr.No. | Particulars                                                                                                                                         | Marks    |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1      | One class test to be conducted in the given semester                                                                                                | 10 Marks |
| 2      | One assignment based on curriculum to be assessed by the teacher concerned                                                                          | 20 Marks |
| 3      | Active participation in routine class instructional deliveries                                                                                      | 05 Marks |
| 4      | Overall conduct as a responsible student, manners and articulation and exhibition of leadership qualities in organizing related academic activities | 05 Marks |

### Following methods can be used for the tests and assignment (30 Marks)

Reviews of Twentieth Century American Stories and Fiction followed by viva-voce

Quiz (Oral or Written)

Critical Appreciation of American Short Stories

Presentation on Reading (Short Stories or Novels)

Author Study (hand-written)

### B) Semester End Examination Pattern

**60 Marks**

Question 1: Short notes on terms (3 out of 5, in about 150 words each) : 15 Marks

Question 2: Essay on the novel (one out of two) : 15 Marks

Question 3: Essay on short stories (one out of two) : 15 Marks

Question 4: Two short notes, one from the novel and one from the short stories,  
out of four options : 15 Marks

|                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Semester Two: American Literature – Paper VI (Poetry and Drama)</b><br><b>Course code-UAENG402</b> <span style="float: right;"><b>3Credits</b></span> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|

**Lectures: 45**

**Unit 1: Terms:** Imagism in American Poetry, Beat Poetry, Confessional Poetry, Expressionism in American Drama and Harlem Renaissance (15 Lectures)

**Unit 2: Play:** Tennessee Williams: *Cat on a Hot tin Roof* or Eugene O’Neill: *Emperor Jones*  
(15 Lectures)

**Unit 3: Poems** (15 Lectures)

Langston Hughes: “Negro Speaks of Rivers”

“Weary Blues”

“I, Too, Sing America”

Robert Frost: “Mending Wall”

“Design”

“Birches”

### Evaluation

**A) Internal Assessment – 40% 40 Marks**

| Sr.No. | Particulars | Marks |
|--------|-------------|-------|
|--------|-------------|-------|



|   |                                                                                                                                                     |          |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1 | One class tests to be conducted in the given semester                                                                                               | 10 Marks |
| 2 | One assignment based on curriculum to be assessed by the teacher concerned                                                                          | 20 Marks |
| 3 | Active participation in routine class instructional deliveries                                                                                      | 05 Marks |
| 4 | Overall conduct as a responsible student, manners and articulation and exhibition of leadership qualities in organizing related academic activities | 05 Marks |

### **Following Methods can be used for tests and assignment (30 marks)**

Critical appreciation of unseen American poems

Play Reviews

Poetry Recitation (American Poems)

Assignments on Poets and Playwrights (American)

Quiz

Dialogue Writing or Script Writing (adaptations from American short stories)

### **B) Semester End Examination Pattern**

**60 Marks**

Question 1: Short notes on terms (3 out of 5, in about 150 words each) : 15 Marks

Question 2: Essay on the play (one out of two) : 15 Marks

Question 3: Essay on poems (One out of two) : 15 Marks

Question 4: two short notes, one from the play and one from the poem out of four: 15 marks

### **References**

Abrams, M. H. *A Glossary of Literary Terms*. (8th Edition) New Delhi: Akash Press, 2007.

Baldick, Chris. *The Oxford Dictionary of Literary Terms*. Oxford: Oxford University Press, 2001.

- Bloom, Harold, ed. *Short Story Writers and Short Stories*. New York: Chelsea House, 2005.
- Boyers, Robert, ed. *Contemporary Poetry in America*. New York: Schocken, 1974.
- Cook, Bruce. *The Beat Generation*. New York: Scribners, 1971.
- Gould, Jean. *Modern American Playwrights*. New York: Dodd, Mead, 1966.
- Drabble, Margaret and Stringer, Jenny. *The Concise Oxford Companion to English Literature*. Oxford: Oxford University Press, 2007.
- Fowler, Roger. Ed. *A Dictionary of Modern Critical Terms*. Rev. ed. London: Routledge & Kegan Paul, 1987.
- Harmon, William; Holman, C. Hugh. *A Handbook to Literature*. 7th ed. Upper Saddle River, NJ: Prentice-Hall, 1996.
- Hassan, Ihab. *Contemporary American Literature, 1945-1972: An Introduction*. New York: Ungar, 1973.
- Hassan, Ihab. *Radical Innocence: Studies in the Contemporary American Novel*. Princeton, N. J.: Princeton University Press, 1961.
- Henderson, Stephen, ed. *Understanding the New Black Poetry*. New York: William Morrow, 1973.
- Hoffman, Daniel, ed. *Harvard Guide to Contemporary Writing*. Cambridge, Mass.: Harvard University Press, 1979.
- Hudson, William Henry. *An Introduction to the Study of Literature*. New Delhi: Atlantic, 2007.
- Kernan, Alvin B., ed. *The Modern American Theater*. Englewood Cliffs, N. J.: Princeton Hall, 1967.
- Kiernan, Robert F. *American Writing since 1945: A Critical Survey*. New York: Frederick Ungar, 1983.
- Lawrence, Shaffer. *History of American Literature and Drama*. New Delhi: Sarup, 2000.
- Lewis, Allan. *American Plays and Playwrights of the Contemporary Theatre*. Rev. Ed. New York: Crown, 1970.
- Moore, Harry T., ed. *Contemporary American Novelists*. Carbondale: Southern Illinois University Press, 1964.
- Pattee, Fred Lewis. *The Development of the American Short Story: An Historical Survey*. New York: Biblo and Tannen, 1975.

Rosenblatt, Roger. *Black Fiction*. Cambridge, Mass.: Harvard University Press, 1974.

Scholes, Robert. *Radical Sophistication: Studies in Contemporary Jewish American Novelists*. Athens: Ohio University Press, 1969.

Stepan chev, Stephen. *American Poetry since 1945: A Critical Survey*. New York: Harper and Row, 1965.

Vendler, Helen. *Part of Nature, Part of Us: Modern American Poets*. Cambridge, Mass.: Harvard University Press, 1980.

Voss, Arthur. *The American Short Story: A Critical Survey*. Norman: Univ. of Oklahoma Press, 1980.

**Syllabus Prepared by:**

Dr. Dinesh Kumar (Convener) VG Vaze College, Mulund.

**Members:**

Dr. Shilpa Sapre Bharmal, D. B. J. College, Chiplun.

Dr. Pratima Das, Smt. CHM College, Ulhasnagar.

Dr. Sunila Pillai, RKT College, Ulhasnagar.

Ms. Neeta Chakravarty, RJ College, Ghatkopar.

Ms. Vijayalakshmi Nair, Burhani College, Mazagaon.

\*\*\*\*\*

**University of Mumbai**  
**Syllabus for S.Y.B.A. in Journalism (Applied Component)**

**Programme: B.A.**

**Course: Introduction to Journalism**

(Credit Based Semester and Grading System with effect from the academic year,  
2012-13)

1. Syllabus as per Credit Based Semester and Grading System:

- i) Name of the Programme : B.A.
  - ii) Course Code : UAJOUR301 & UAJOUR401
  - iii) Course Title :SYBA Introduction to Journalism (Applied Component)  
Papers I & II
  - iv) Semester wise Course Contents : Enclosed the copy of syllabus
  - v) References and Additional References: Enclosed in the Syllabus
  - vi) Credit Structure : No. of Credits per Semester – 02
  - vii) No. of lectures per Unit : 15
  - viii) No. of lectures per week : 04
2. Scheme of Examination : 4 Questions of 15 marks each
3. Special notes , if any : No
4. Eligibility, if any : No
5. Fee Structure : As per University Structure
6. Special Ordinances / Resolutions if any : No

# **Syllabus for SY BA Introduction to Journalism (Applied Component) Paper 1 and Paper 2**

**(to be implemented from 2012-2013 onwards)**

## **Objectives of the Course**

- 1) To acquaint the learners with the basic concepts of journalism and to familiarize them with the different departments of a newspaper
- 2) To sensitize them to the styles of journalistic prose
- 3) To introduce them to reporting, editing and feature writing
- 4) To enable the students to apply their learning with a career perspective on journalism

|                                                                                                      |
|------------------------------------------------------------------------------------------------------|
| <b>Semester One: Introduction to Journalism: Paper 1 (Fundamentals of Journalism and Reporting )</b> |
|------------------------------------------------------------------------------------------------------|

|                               |
|-------------------------------|
| <b>Course code- UAJOUR301</b> |
|-------------------------------|

|                  |
|------------------|
| <b>2 Credits</b> |
|------------------|

## **Lectures: 60**

**Unit 1: Introduction** - What is news, Evolution of Indian Press, News Agencies, Electronic Journalism, Ethics in Journalism (15 Lectures)

**Unit 2: Organisation and structure of newspaper-** Circulation, Advertising, Editorial and Mechanical Departments (15 Lectures)

**Unit 3: Basics of Reporting** - News Value, News Gathering, Readers' interest, qualities and aptitude necessary for a reporter, Types of report, Depth reporting (15 Lectures)

**Unit 4: Writing of Reports** - Basic principles: objectivity, accuracy, speed, clarity and, Parts of a news report, 5Ws, Headline writing, Types of Leads, and Report writing (15 Lectures)

## Evaluation

### A) Internal Assessment – 40%

**40 Marks**

| Sr.No. | Particulars                                                                                                                                         | Marks    |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1      | One class test to be conducted in the given semester                                                                                                | 10 Marks |
| 2      | One assignment based on curriculum to be assessed by the teacher concerned                                                                          | 20 Marks |
| 3      | Active participation in routine class instructional deliveries                                                                                      | 05 Marks |
| 4      | Overall conduct as a responsible student, manners and articulation and exhibition of leadership qualities in organizing related academic activities | 05 Marks |

### Following methods can be used for the tests and assignment (30 Marks)

Reports on college and local events

Interviews of celebrities

Comparative study of different news papers and news channels

Analysis of newspaper reports (style, coverage, accuracy and details)

Review of news channels

### B) Semester End Examination Pattern

**60 Marks**

Question 1: Essay on Unit 1(one out of two) : 15 Marks

Question 2: Essay on Unit 2 (one out of two) : 15 Marks

Question 3: Essay on Unit 3 (one out of two) : 15 Marks

Question 4: Unit 4 –Students to write a short report or to write some leads on the basis of given headlines (one out of two) :15 Marks

**Semester Two: Introduction to Journalism: Paper 2 (Editing, Feature Writing and Page Making)**

**Course code- UAJOUR401**

**2 Credits**

**Lectures: 60**

**Unit 1: Basics of Editing:** Principles of editing, editorial policy, role of the Editor, role of the News Editor, role of Chief Sub-editor, role of Sub-editors (15 lectures)

**Unit 2: Editing Process:** Language and style, editing for space, editing for correctness, editing for clarity, compiling, editing on computer (15 lectures)

**Unit 3: Feature Writing:** Types of features: Obits, Reviews, Columns, Trend stories, How to write features (15 lectures)

**Unit 4: Design and Make up:** Make up and its functions, Types of Layout: Horizontal , Vertical Make up, Circus Make up, Modular layout, Broadsheet layout, tabloid layout, page-making on the computer, Fonts and Typography (15 lectures)

## Evaluation

**A) Internal Assessment – 40%**

**40 Marks**

| Sr.No. | Particulars                                                                                                                                         | Marks    |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1      | One class test to be conducted in the given semester                                                                                                | 10 Marks |
| 2      | One assignment based on curriculum to be assessed by the teacher concerned                                                                          | 20 Marks |
| 3      | Active participation in routine class instructional deliveries                                                                                      | 05 Marks |
| 4      | Overall conduct as a responsible student, manners and articulation and exhibition of leadership qualities in organizing related academic activities | 05 Marks |

**Following Methods can be used for tests and assignment (30 marks)**

Writing reviews of books, films or plays



Writing features on college-specific topics, or food, festivals, culture and travel

Wall magazine or campus newspaper

Classroom Presentations on some syndicated articles

**Semester End Examination Pattern** **60 Marks**

Question 1: Essay on Unit 1(one out of two) : 15 Marks

Question 2: Essay on Unit 2 (one out of two) : 15 Marks

Question 3: Essay on Unit 3 (one out of two) : 15 Marks

Question 4: Unit 4 –Students to write a short feature or to edit a report (one out of two)  
:15 Marks

**References**

Kamath. M V. *Professional Journalism*. New Delhi: Vikas Publishing House, 1980.

Mencher, Melvin. *Basic News Writing*. New Delhi: Universal Book Stall, 1992.

Menon, P. K. *Practical Journalism*. Jaipur: Avishkar Publishrs, 2005.

Natrajan. J. *History of Indian Journalism*. New Delhi: Ministry of Information and Broadcasting, 1995.

Parthasarathy, Rangaswami. *Basic Journalism*. New Delhi: MacMillan India Ltd. 1989.

Parthasarathy, Rangaswami. *Here is the News! Reporting for the Media*. New Delhi: Sterling Publishers, 1994.

Prasad, Shrada. Rukun Advani (et al) *Editors on Editing*. New Delhi: National Book Trust, 2004.

Selvaraj, Madhur. *News Editing and Reporting*. New Delhi: Dominant Publishers, 2005

**Syllabus Prepared by:**

Dr. Dinesh Kumar (Convener) VG Vaze College, Mulund.

**Members:**

Dr. Susmita Dey, VG Vaze College

Dr. Nilakhi Roy, VG Vaze College

**University of Mumbai**  
**Syllabus for S.Y.B.A. Applied Component**

**Program: B.A.**

**Course : Mass Communication**

(Credit Based Semester and Grading System with effect from the academic year,  
2012-13)

1. Syllabus as per Credit Based Semester and Grading System:

- i) Name of the Programme : B.A.
- ii) Course Code : UAMASSCOM301 & UAMASSCOM401
- iii) Course Title :SYBA Mass Communication (Applied Component)  
Papers I & II
  
- iv) Semester wise Course Contents : Enclosed the copy of syllabus
- v) References and Additional References: Enclosed in the Syllabus
- vi) Credit Structure : No. of Credits per Semester – 02
- vii) No. of lectures per Unit : 15
- viii) No. of lectures per week : 04
  
- 2. Scheme of Examination : 4 Questions of 15 marks each
  
- 3. Special notes , if any : No
  
- 4. Eligibility , if any : No
  
- 5. Fee Structure : As per University Structure
  
- 6. Special Ordinances / Resolutions if any : No

## **SYBA – MASS COMMUNICATION: Paper 1 ( APPLIED COMPONENT )**

**2 Credits**

### **Objectives**

1. To introduce the learners to major aspects of communication.
2. To develop among the students a historical perspective of the development of various Mass Media.
3. To develop a critical understanding of Mass Media with regard to their role, potentialities and impact in modern India.
4. To introduce some practical skills necessary to take up a career in Media Industry.

**SEMESTER- I**

**60 Lectures**

**Subject code- UAMASSCOM301**

### **UNITS**

1. A ) Communication Theory ( 15 lectures)
  - a. Elements and process of communication
  - b. Types - interpersonal, group and mass communication
  - c. Modes - verbal and non-verbal
  - d. Means – traditional , modern and digital
  - e. Functions/ objectives – information transmission, education , advertising, entertainment, etc.
  - f. Barriers – physical, linguistic, psychological and cultural

B ) Nature of Indian audience - demography, psychology and sociology of the Indian Mass
2. Functions of Mass Media in Modern India ( 15 lectures )
  - a. Entertainment – Cinema , television and radio
  - b. Publicity / propaganda /advertising - print media , radio and television
  - c. Education / Instruction/ Awareness building – print media, radio , television ( mass campaigns for specific issues- social concerns, environment, human rights, gender , equality, etc.)

- d. Socio-political criticism / opinion building – print media , radio , cinema and television

3. Print Media ( 15 lectures )

- a. Invention / Origin and technological advancement of print media
- b. Newspaper in India – the beginning , development and landmarks
- c. Major newspapers in English , Hindi and Marathi at present
- d. Major formats of newspaper and their target audience
- e. The making of a daily – personnel and stages involved
- f. Magazines – their types and readership

4. Radio ( 15 lectures)

- a. Invention / Origin and technological advancement of radio
- b. Broadcasting in India – the beginning , development and landmarks
- c. Major formats and their target audience – news, radio plays, talks, music , commercials , etc.
- d. Making of a radio programme- personnel and stages involved

## **SEMESTER-II**

### **MASS COMMUNICATION: Paper II (APPLIED COMPONENT)**

**Subject code- UAMASSCOM401**

**2 Credits**

**60 Lectures**

#### **UNITS**

1. Television ( 15 lectures )

- a. Invention / Origin and technological advancement
- b. Telecasting in India – the beginning , development and landmarks
- c. Major formats and their target audience- news, debates, interviews, daily soaps, reality shows , etc.
- d. Making of a television programme - personnel and stages involved

2. Cinema ( 15 lectures )

- a. Invention / Origin and technological advancement
- b. Cinema in India – the beginning , development and landmarks
- c. Types – Documentaries , feature films , art films , etc.
- d. making of a film - personnel and stages involved

3. Internet and Social Networking Sites ( 15 lectures )
  - a. Invention /Origin and technological advancement of internet
  - b. Internet as a mass media – its role and importance as a global media
  - c. Social networking sites - their beginning and growth as a Mass media
  - d. Social networking sites – their nature , advantages and disadvantages
  
4. Media related concerns & issues ( 15 lectures )
  - a. Journalistic values- truth, objectivity, credibility, right to publish and right to privacy
  - b. Ownership, control , governance and management of different media
  - c. Censorship and freedom of expression
  - d. Comparative merits and limitations of different Mass Media in India
  - e. Effects of various media on specific audiences - Women , children, youth , etc.
  - f. Contribution of Mass Media to national development

**Evaluation ( Semester End Exam) – 60 marks**

**SEMESTER-I**

- Q-1- A) 1) Objective questions like filling in the blanks , true/false, match pairs covering Part A & B ----- 7 marks  
 2) Short notes on Part B ( 2 out of 4 ) ----- 8 marks  
 OR  
 B) Long answer question on Part –A -----15 marks  
 OR  
 C) Essay type question on Part- B-----15 marks
- Q-2 Essay type question (A or B or C ) on one of the functions and the respective Media that is prominently / effectively performing the same in contemporary India..The answers should be illustrative reflecting the candidate’s adequate exposure to the media.  
 e.g.  
 A) Modern Indian Cinema as a social critic -----15 marks  
 OR  
 B) Television as an effective advertiser-----15 marks  
 OR  
 C) The entertainment value of radio in recent times -----15 marks
- Q-3 A) Essay type question on a OR b -----15 marks  
 OR  
 B) Essay type question on d OR e -----15 marks

OR

C) Short notes ( 3 out of 5 ) on a , c, d, e and f -----15 marks

Q-4 A) Essay type question on a OR b -----15 marks

OR

B) Essay type question on c OR d -----15 marks

OR

C) Short notes ( 3 out of 5 ) on a ,b, c, and d-----15 marks

### SEMESTER-II

Q-1 A) Essay type question on a OR b -----15 marks

OR

B) Essay type question on c OR d -----15 marks

OR

C) Short notes ( 3 out of 5 ) on a ,b, c, and d-----15 marks

Q-2 A) Essay type question on a OR b -----15 marks

OR

B) Essay type question on c OR d -----15 marks

OR

C) Short notes ( 3 out of 5 ) on a ,b, c, and d-----15 marks

Q-3 A) Essay type question on a OR b -----15 marks

OR

B) Essay type question on c OR d -----15 marks

OR

C) Short notes ( 3 out of 5 ) on a , c, and d-----15 marks

Q-4 A) Essay type question on a OR d -----15 marks

OR

B) Essay type question on e OR f -----15 marks

OR

C) Comment - ( 2 out of 4 ) on a ,b, c, d, and e-----15 marks

### **Internal Evaluation ( 40 marks )**

1. Group projects – ( e.g.)
  - a. publication of college wall-magazines
  - b. audience / readership survey ,
  - c. Media industry visit and its PPP,
2. Group discussion on media related issues / current events and their treatment by media, etc
3. Individual projects- comparative / critical studies of programmes / channels / media, etc

### **Bibliography:**

1. Acharya A.N : Television in India, Manas Publications, New Delhi,1987.
2. Ahuja B. N. : History of Press., Press Laws and Communications ,Surjeet Pub. New Delhi. 1989.
3. Bittner, John: Mass Communication : An introduction , Prentice-Hall, New Jersey. 1980.
4. Bugoon et al : Human communication , 3rd Edn., Sage, New Delhi, 1994.
5. Chattergy P.C. : Broadcasting in India , Sage ( II nd ed.) New Delhi , 2000
6. Devereux Eoin : Understanding the Media ( 2<sup>nd</sup> ed.) , Sage , 2007
7. Folkerts Jean and Stephem Lacey : The Media in Your Life ( 3<sup>rd</sup> ed.) , Pearson Education , 2004
8. Joseph M.K. : Freedom of the Press , Anmol Pub. New Delhi, 1997
9. Kamath M V.: Professional Journalism , Vikas Pub. New Delhi .1980.



10. Keval Kumar: An Introduction to Mass Communication
11. Khan & K. Kumar : Studies in Modern Mass Media, Vol.1 & 2. , Kanishka Pub. 1993.
12. Mc Luhan et al. : Media, Message and Language , USA, 1980.
13. Mcquail, Dennis and Windahl, Sven : Communication Models , Longman, London.1981.
14. Narula Uma : Mass Communication Theory and Practice , Haranand, NewDelhi, 1994
15. Parthasarathy R. : Journalism in India , Sterling pub. New Delhi.1989.
16. Puri Manohar : Art of Editing , Praga Pub., New Delhi. 2006.
17. Ranganathan Maya and Rodrigues Usha : Indian Media in a Globalised World, Sage, 2010
18. Rangaswamy Parthasarthy : Journalism in India , Sterling, New Delhi , 1987
19. Rantanen, Terhi. : Media and Globalisation , Sage, London. 2005.
20. Rodman George : Making Sense of Media : An Introduction to Mass Commucination , Longman , 2000
21. Sankhder B M : Press, Politics and Public Opinion in India , Deep Pub. New Delhi, 1984.
22. Schramm & Porter :Men, Woman , Messages and Media , Harper & Row pub. NY 1982.
23. Seetharaman S : Communication and culture , Associate pub. Mysore, 1991.
24. Shrivastava. K.M : Radio and TV Journalism , Stering Pub., 1989.
25. Singhal Arvind and Rogers Everest : India's Communication Revolution: From Bullock Carts to Cyber Marts , Sage, 2000
26. Srivastava K. M. : Media towards 21st Century, Sterling Pub. New Delhi. 1998.
27. Vilanilam J.V. : Development Communciatiopn in Practice, Sage , 2009
28. Yvonne Jewkes : Media and Crime , Sage, 2010

---

Syllabus revision committee :

Dr. A. Y. Pitre ( Convener )  
Prof. L.B. Patil  
Prof. R .S. Mali

**University of Mumbai**  
**Syllabus for S.Y.B.A. in Business Communication (Applied**  
**Component)**

**Program: B.A.**

**Course : Business Communication**

(Credit Based Semester and Grading System with effect from the academic year,  
2012-13)

1. Syllabus as per Credit Based Semester and Grading System:

- i) Name of the Programme : B.A.
- ii) Course Code : UABC301
- iii) Course Title : SYBA Business Communication Papers I & II  
(Applied Component)
  
- iv) Semester wise Course Contents : Enclosed the copy of syllabus
- v) References and Additional References: Enclosed in the Syllabus
- vi) Credit Structure : No. of Credits per Semester – 02
- vii) No. of lectures per Unit : 15
- viii) No. of lectures per week : 04
  
- 2. Scheme of Examination : 4 Questions of 15 marks each
  
- 3. Special notes , if any : No
  
- 4. Eligibility , if any : No
  
- 5. Fee Structure : As per University Structure
  
- 6. Special Ordinances / Resolutions if any : No

## Syllabus for Business Communication: F.Y. B. Com and SYBA

*Course Objectives: 1. To develop awareness of the complexity of the communication process*

*2. To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener*

*3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups*

*4. To develop effective writing skills so as enable students to write in a clear, concise, persuasive and audience centered manner*

*5. To develop ability to communicate effectively with the help of electronic media*

**Semester I – Paper I**

**Total lectures: 60**

**Course code: UABC301**

### Unit 1: Theory of Communication

#### **1. Concept of Communication –**

Meaning, Definition, Process, Need, Feedback  
Emergence of Communication as a key concept in the Corporate and Global world  
Impact of technological advancements on Communication

#### **2. Channels and Objectives of Communication –**

##### **Channels--**

Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine

##### **Objectives of Communication--**

Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees  
(A brief introduction to these objectives to be given)

#### **3. Methods and Modes of Communication –**

3

Methods: Verbal and Nonverbal

Characteristics of Verbal Communication

Characteristics of Non-verbal Communication

Business Etiquette

Modes: Telephone and SMS Communication

3

(General introduction to Telegram to be given)

Facsimile Communication [Fax]

Computers and E- communication

Video and Satellite Conferencing

#### **4. Problems in Communication /Barriers to Communication --**

3

Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers. Ways to Overcome these Barriers

#### **5. Listening –**

2

Importance of Listening Skills

Cultivating good Listening Skills

#### **6. Introduction to Business Ethics**

2

- ❖ Concept and Interpretation
- ❖ Importance of Business Ethics
- ❖ Personal Integrity at the workplace
- ❖ Business Ethics and media
- ❖ Computer Ethics
- ❖ Corporate Social Responsibility

Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:

- Surrogate Advertising
- Patents and Intellectual Property Rights
- Dumping of Medical/E-waste
- Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace
- Piracy
- Insurance
- Child Labour

### Unit 2: Business Correspondence

- 1. Theory of Business Letter Writing** -- 2  
 Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block  
 Principles of Effective Letter Writing  
 Principles of effective Email Writing
- 2. Personnel Correspondence** – 10  
 Statement of Purpose  
 Job Application Letter and Resume  
 Letter of Acceptance of Job Offer, Letter of Resignation  
 [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]

### Unit 3: Language and Writing Skills

- 1. Commercial Terms used in Business Communication**
- 2. Paragraph Writing** -- 8  
 Developing an idea, using appropriate linking devices, etc  
 Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]

| <b>A) Internal Assessment – 40%</b> |                                                                                                                                                     | <b>40 Marks</b> |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Sr.No.</b>                       | <b>Particulars</b>                                                                                                                                  | <b>Marks</b>    |
| 1                                   | One class test to be conducted in the given semester                                                                                                | 10 Marks        |
| 2                                   | One assignment based on curriculum to be assessed by the teacher concerned                                                                          | 20 Marks        |
| 3                                   | Active participation in routine class instructional deliveries                                                                                      | 05 Marks        |
| 4                                   | Overall conduct as a responsible student, manners and articulation and exhibition of leadership qualities in organizing related academic activities | 05 Marks        |

#### Activities

1. Listening Comprehension
2. Remedial Teaching
3. Speaking Skills: Presenting a News Item, Dialogue and Speeches

Editing,

4. Paragraph Writing: Preparation of the first draft, Revision and Self –

Rules of spelling.

5. Reading Comprehension: Analysis of texts from the fields of Commerce and Management

**Semester II –Business communication Paper II**  
**Course code UABC401**

**Total lectures-45**  
**2 Credits**

**Unit 1: Presentation Skills**

**1. Presentations –** (to be tested in tutorials only)

Principles of Effective Presentation  
Effective use of OHP  
Effective use of Transparencies  
How to make a Power-Point Presentation

**Unit 2: Group Communication**

**1. Interviews –**

Group Discussion  
Preparing for an Interview  
Types of Interviews – Selection, Appraisal, Grievance, Exit

**2. Meetings --**

Need and Importance of Meetings, Conduct of Meeting and Group Dynamics  
Role of the Chairperson, Role of the Participants  
Drafting of Notice, Agenda and Resolutions

**3. Conference –**

Meaning and Importance of Conference  
Organizing a Conference  
Modern Methods: Video and Tele – Conferencing

**4. Public Relations –**

Meaning  
Functions of PR Department  
External and Internal Measures of PR

**Unit 3: Business Correspondence**

**1. Trade Letters –**

Order, Credit and Status Enquiry, Collection (just a brief introduction to be given)

45

**Only following to be taught in detail:-**

Letters of Inquiry  
Letters of Complaints, Claims, Adjustments  
Sales Letters, promotional leaflets and fliers  
Consumer Grievance Letters  
Letters under Right to Information (RTI) Act

[Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]

**Unit 4: Language and Writing Skills**

**1. Reports –**

Parts, Types  
Feasibility Reports, Investigative Reports

## 2. Summarisation --

4

Identification of main and supporting/sub points  
Presenting these in a cohesive manner

| A) Internal Assessment – 40% |                                                                                                                                                     | 40 Marks |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Sr.No.                       | Particulars                                                                                                                                         | Marks    |
| 1                            | One class test to be conducted in the given semester                                                                                                | 10 Marks |
| 2                            | One assignment based on curriculum to be assessed by the teacher concerned                                                                          | 20 Marks |
| 3                            | Active participation in routine class instructional deliveries                                                                                      | 05 Marks |
| 4                            | Overall conduct as a responsible student, manners and articulation and exhibition of leadership qualities in organizing related academic activities | 05 Marks |

1. Presentations
2. Group Discussion
3. Mock Interviews
4. Mock Meetings / Conferences
5. Book Reviews/Summarization
6. Reading Comprehension: Analysis of texts from the field of Literature

[Suggested Books for Book Reviews: Books from the fields of Management, Finance, and Literature

Like – Sun Tzu :The Art of War, Eliyahu M. Goldratt : The Goal , Eliyahu M. Goldratt: It's Not Luck , Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, John Christen: Fish, Chetan Bhagat One Night At A Call Center, Chetan Bhagat My Three Mistakes , Arindam Choudhary: Count Your Chickens Before They Hatch ,Stephen Covey :Seven Habits of Successful People, George Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire ]

[N.B.: The above list is only indicative and not prescriptive.]

### Paper Pattern for Examinations

#### F. Y. B. Com

#### Semester I Examination

Marks 60

|            |                                                                                                                                                                   |             |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Question 1 | Short Notes (based on Chs. 1,2 and 3 from Unit 1)<br>[3 out of 5]                                                                                                 | 15          |
| Question 2 | Essay Type / Detailed Answer Q (based on Chs. 4,5 and 6 from Unit 1)<br>[2 out of 3]                                                                              | 15          |
| Question 3 | A) Job Application Letter and Resume<br>B) Personnel Letters (2 out of 3)<br>(Statement of Purpose<br>Letter of Acceptance of Job Offer<br>Letter of Resignation) | 7<br>8      |
| Question 4 | A) Writing a paragraph (on 1 out of 2 topics)<br>B) Editing a given paragraph (for better organization)<br>C) Remedial Grammar                                    | 5<br>5<br>5 |

#### Semester II Examination:

Marks 60

|            |                                                                                                                                                                        |             |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Question 1 | Short Notes (based on Chs. 1 & 2 from Unit 2)<br>[3 out of 5]                                                                                                          | 15          |
| Question 2 | Essay Type (based on Chs. 3 & 4 from Unit 2)<br>[2 out of 3]                                                                                                           | 15          |
| Question 3 | Letters [3 out of 5]<br><br>(i) Letter of Inquiry<br>(ii) Complaint/Claims/Adjustment Letter<br>(iii) Sales Letter<br>(iv) Consumer Grievance Letter<br>(v) RTI Letter | 15          |
| Question 4 | (A) Drafting of Reports [1 out of 2]<br>(B) Drafting of Notice, Agenda and 2 Resolutions<br>(C) Summarisation                                                          | 7<br>4<br>4 |

**Paper Pattern for Examinations**

**S Y. B. A**

**Semester I Examination** **Marks 60**

|                       |                                                                                                                                                                   |             |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Question 1            | Short Notes (based on Chs. 1, 2 and 3 from Unit 1)<br>[3 out of 5]                                                                                                | 15          |
| Question 2<br>Unit 1) | Essay Type / Detailed Answer Q (based on Chs. 4, 5 and 6 from<br>[2 out of 3]                                                                                     | 15          |
| Question 3            | A) Job Application Letter and Resume<br>B) Personnel Letters (2 out of 3)<br>(Statement of Purpose<br>Letter of Acceptance of Job Offer<br>Letter of Resignation) | 7<br>8      |
| Question 4            | A) Writing a paragraph (on 1 out of 2 topics)<br>B) Editing a given paragraph (for better organization)<br>C) Remedial Grammar                                    | 5<br>5<br>5 |

**Semester II Examination:** **Marks 60**

|            |                                                                                                                                                                        |        |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Question 1 | Short Notes (based on Chs. 1 & 2 from Unit 2)<br>[3 out of 5]                                                                                                          | 15     |
| Question 2 | Essay Type (based on Chs. 3 & 4 from Unit 2)<br>[2 out of 3]                                                                                                           | 15     |
| Question 3 | Letters [3 out of 5]<br><br>(i) Letter of Inquiry<br>(ii) Complaint/Claims/Adjustment Letter<br>(iii) Sales Letter<br>(iv) Consumer Grievance Letter<br>(v) RTI Letter | 15     |
| Question 4 | (A) Drafting of Reports [1 out of 2]<br>(B) Drafting of Notice, Agenda and 2 Resolutions                                                                               | 7<br>4 |



**Suggested Reading:**

1. Agarwal, Anju D(1989) A Practical Handbook for Consumers, IBH.
2. Alien, R.K.(1970) Organisational Management through Communication.
3. Ashley,A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
4. Aswalthapa, K (1991)Organisational Behaviour, Himalayan Publication, Mumbai.
5. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
6. Bahl,J.C. and Nagamia,S.M. (1974) Modern Business Correspondence and Minute Writing.
7. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
8. Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group USA.
9. Banerjee, Bani P (2005) Foundation of Ethics in Mangement Excel Books
10. Businessworld Special Collector's Issue: Ethics and the Manager
11. Barkar, Alan(1993) Making Meetings Work, Sterling Publications Pvt. Ltd., New Delhi.
12. Basu,C.R.(1998) Business Organisation and Management, T.M.H.New Delhi.
13. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
14. Bhargava and Bhargava(1971) Company Notices, Meetings and Regulations
15. Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
16. Bovee Courtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
17. Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.
18. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwell Co., Chicago.
19. Dayal, Ishwar(1981) Managing Large Organizations: A Comparative Study.
20. Drucher,P.F.(1970) Technology, Management and Society, Pan Books London.
21. Drucher,P.F.(1974)Management Responsibilities Practices, Heinemann, London.
22. Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.Calcutta.
23. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
24. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.
25. Frailley, L.E. (1982) Handbook of Business Letters, Revised Edn. Prentice Hall Inc.
26. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi.
27. Fritzsche, David J (2005) Business Ethics: A Global and Managerial Perspective McGraw Hill

28. Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.
29. Ghanekar,A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
30. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey.
- 31.Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly Response Books
- 32.Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line Response Books
33. Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall, New Jersey.
34. Lesikar, Raymond V and Petit, John D.(1994) Business Communication: Theory and Application , Richard D. Irwin Inc. Illinois.
35. Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.
- 36.M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill
37. Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
38. Majumdar,P.K.(1992) Commentary on the Consumer protection Act, Prentice, New Delhi.
39. McQuail, Denis (1975),Communication, Longman.
40. Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
- 41.Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company
42. Monippalli, M.M. (1997),The Craft of Business Letter Writing, T.M.H. New Delhi.
43. Montagu,A and Matson , Floyd(1979) The Human Connection, McGraw Hill,New York.
44. Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.
45. Parry, John (1968) The Psychology of Human Communication.
46. Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.
47. Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd
48. Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc.
- 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
- 50.Sadri Sorab, Sinha Arun and Bonnerjee peter (1998) Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited
- 51.Shekhar, R.C (1997) Ethical Choices in Business Response Books
52. Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
- 53.. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo.

**This syllabus was put together by following professors:**

**Dr. Marie Fernandes , Convener**

**Dr. Hemangi Bhagwat**

**Dr. Kamala Gopalan**

**Prof. Beena Pant**

**Prof. Susan Lobo**