SHRI VILE PARLE KELAVANI MANDAL's
USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE & COMMERCE
Bhakti Vedanta Swami Marg, North-South Road No. 1
Juhu Scheme, Vile Parle (West), Mumbai 400 056.
NAAC Accrediated "A" grade

CRITERIA 7.1.9

USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE

SYLLABUS SUPPORTING CONSTITUTIONAL OBLIGATIONS: VALUES, RIGHTS, DUTIES AND RESPONSIBILITIES OF CITIZENS

Sr.No.	Syllabus
1	BMS Syllabus
2	BMM Syllabus

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Revised Syllabus of Courses ofBachelor of Management Studies (BMS)Programme at Semester I with Effect from the Academic Year 2016-2017

Skill Enhancement Courses (SEC)

5. Foundation Course -I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	**45**

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Sr. No.	Modules / Units
1	**Overview of Indian Society**
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	**Concept of Disparity- 1**
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media;Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	**Concept of Disparity-2**
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	**The Indian Constitution**
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	**Significant Aspects of Political Processes**
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

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BMM syllabus

	2.Interpretation	Interpretation: Meaning, Difference between interpretation and translation	
	3Role of a translator	Translator and his role in media, Qualities , Importance of Translator, **Challenges faced by translator**	
Total Lectures			**48**

SYLLABUS DESIGNED BY:

1. Gajendra Deoda (Convenor)
2. Smita Jain.
3. Shobha Venktesh.

INTERNAL EVALUATION METHODOLOGY
(any two to be selected- one individual and one group evaluation) **20 Marks**

1. Project/Assignment
2. Debate & Group discussion
3. Presentation
4. Skit /Play in any 2 languages
5. Translation of any famous short story or folk or fable

BIBLIOGRAPHY:

1. **Word Power Made Easy by Norman Lewis**
2. **Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar**
3. **Wren and martin for English Grammar**

02

PROGRAM	**BAMM**
YEAR	**FYBMM**
SEMESTER	**I**
COURSE:	**FOUNDATION COURSE –I**
COURSE CODE	BAMMFC-101
PAPER	**2**
TOTAL MARKS	**100 (75 : 25)**
NO OF LECTURES	**48**

SEMESTER 1	
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**
BAMMFC-101	FOUNDATION COURSE –I

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COURSE OUTCOME :			
1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India.			
Note:	Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS has unanimously decided to follow the syllabus for BAMM for Semester -I.		
MODULE	**Topics**	**COURSE OUTCOME:**	**Lectures**
Unit : 1 :	**Overview of Indian Society:**	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	**05**
Unit : 2 :	**Concept of Disparity - 1:**	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	**10**
Unit : 3 :	**Concept of Disparity - 2 :**	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	**10**
Unit : 4 :	**The Indian Constitution :**	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	**10**
Unit : 5 :	**Significant Aspects of Political Processes :**	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	**10**

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Unit : 6 :	**Growing Social Problems in India :**	a. Substance abuse- impact on youth & challenges for the future b. HIV/AIDS- awareness, prevention, treatment and services c. Problems of the elderly- causes, implications and response d. Issue of child labour- magnitude, causes, effects and response e. Child abuse- effects and ways to prevent f. Trafficking of women- causes, effects and response. **Note: 15 lectures will be allotted for project guidance** **Unit Number 6 will not be assessed for the Semester End Exam**	15

03

PROGRAM	**BAMM**
YEAR	**FYBMM**
SEMESTER	**I**
COURSE:	**VISUAL COMMUNICATION**
COURSE CODE	**BAMMVC 103**
PAPER	**3**
TOTAL MARKS	**100 (75 : 25)**
NO OF LECTURES	**48**

SEMESTER I

COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**
BAMMVC 103	VISUAL COMMUNICATION

COURSE OUTCOME

1. To provide students with tools that would help them visualize and communicate.
2. Understanding Visual communication as part of Mass Communication
3. To acquire basic knowledge to be able to carry out a project in the field of visual communication
4. To acquire basic knowledge in theories and languages of Visual Communication
5. The ability to understand and analyze visual communication from a critical perspective

MODULE	TOPICS	DETAILS	LECTURES
	DEVELOPMENT OF VISUAL COMMUNICATION		
I	**INTRODUCTION TO VISUAL COMMUNICATION**	1. History and development of Visuals 2. Need and importance of visual communication 3. Visual Communication as a process	**10**

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