



## SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)  
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution &  
Accredited by NAAC with "A" Grade)

Madagadipet, Puducherry - 605 107



### Department of Media Studies

### B.Sc. Visual Communication

### Minutes of 5<sup>th</sup> Meeting of Board of Studies

The fifth meeting of the Board of Studies in the Department of Media Studies for the UG Programme B.Sc. Visual Communication was held on 15<sup>th</sup> September 2022 at 10:00 A.M in the Department of Media Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College.

The following members were present for the BoS meeting

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms
<b>Chairman</b>		
1	<b>Mr. S. SATISH KUMAR</b> Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman
<b>Expert Nominated by the Vice-Chancellor</b>		
2	<b>Dr. S.TAMILARASI</b> HOD, Department of Visual Communication St. Joseph College of Arts and Science Trichy – 620002	Subject Expert University Nominee
<b>Subject Experts</b>		
3	<b>Mr. VELAYUTHAM. K</b> HOD Department of Visual Communication Mohamed Sathak College of Arts and Science Chennai – 600100	Subject Expert
4	<b>Mr. P. NAGARAJAN</b> HOD Prof. Dhanapalan College of Arts and Science Chennai – 603103	Subject Expert

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<b>Internal Members</b>		
5	<b>Mrs. R. Rajeswari</b> Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
6	<b>Ms. R. Sukanya</b> Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
<b>Co – Opted Members</b>		
7	<b>Dr. M.A. Ishrath Jahan</b> Associate Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Co-Opted Member
<b>Industry Expert</b>		
8	<b>Mr. SURIYA</b> Camera Man News 7 Tamil Chennai - 600 034	Industry Expert

**Agenda of the meeting****Item No.: BoS/UG/B.Sc. Visual Communication 5.1**

Welcome Address, presenting the value based recent credentials and achievements to the members.  
Introducing new faculties of the department to the committee

**Item No.: BoS/UG/B.Sc. Visual Communication 5.2**

Confirmation of minutes of the Fourth Meeting of the Board of Studies.

**Item No.: BoS/UG/B.Sc. Visual Communication 5.3**

To discuss and approve the modifications/revisions in the existing syllabi of B.Sc. Visual Communication Degree for the V to VI semesters as per Autonomous Regulations 2020.  
To review procedures and parameters for Internship and Project (VI Semester).  
To discuss placement strategies for final years.

**Item No.: BoS/UG/B.Sc. Visual Communication 5.4**

To discuss about the Innovative Teaching / Practices Methodology adopted to handle the emerging. / Advanced Technological concept courses like Constructive and Collaborative Teaching Methodology

**Item No.: BoS/UG/B.Sc. Visual Communication 5.5**


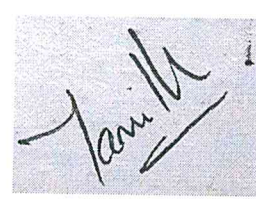

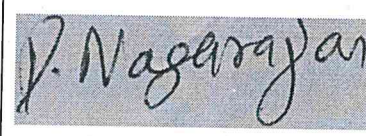

Any other item with the permission of chair.

**Minutes of the Meeting**

Item 5.1	Mr. S. Satish Kumar, Chairman, BoS opened the meeting by welcoming and introducing the external members, to the internal members. The attainments and awards of the Institution have been briefed for the benefit of the members of the Board. The meeting thereafter deliberated on agenda items that had been approved by the Chairman.					
Item 5.2	Chairman, BoS, appraised the minutes of 4 <sup>th</sup> BoS, its implementation and was approved by the BoS members.					
Item 5.3	The BoS Members approved the Curriculum Structure and Syllabus of the B.Sc. Visual Communication programme from the AY 2020-21 and recommended the same to academic council.					
	<b>Sl.No.</b>	<b>Regulation</b>	<b>Semester</b>	<b>Course Title with Course Code</b>	<b>Unit No.</b>	<b>Particulars</b>
	1	2020	VI	Media Management / A20VCT624		The Course title and syllabus of Media Management is changed to Media management and Entrepreneurship. The course and syllabus is modified to enhance the entrepreneurship skills in students.
2	2020	VI	New Media Studies/ A20VCT625		The Course title and syllabus of New Media Studies is changed to E-Learning and Designing. The course and syllabus is modified to provide latest trend syllabus which will fetch better industrial knowledge to the students.	
	(Given in Annexure- I)					
Item 5.4	Discussed about the Innovative Teaching Practice Methodology adopted to handle the emerging and Advanced Technological concept courses.					
Item 4.5	Discussed and received suggestions about the best channels to be opted for internship during the VI-semester.					


BOS 5<sup>th</sup> Minutes of Meeting

The meeting was concluded at 11.30 A.M with the vote of thanks by Mr. Satish Kumar S, Assistant Professor, Department of Visual Communication.

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms	Signature
<b>Head of the Department (Chairman)</b>			
1	<b>Mr. S. SATISH KUMAR</b> Assistant Professor Department of Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman	
<b>Expert Nominated by the Vice-Chancellor</b>			
2	<b>Dr. TAMILARASI</b> HOD, Department of Visual Communication St. Joseph College of Arts and Science Trichy – 620002	Subject Expert University Nominee	
<b>Subject Experts</b>			
3	<b>Mr. VELAYUTHAM. K</b> HOD Department of Visual Communication Mohamed Sathak College of Arts and Science Chennai – 600100	Subject Expert	
4	<b>Mr. NAGARAJAN</b> HOD Prof. Dhanapalan College of Arts and Science Chennai – 603103	Subject Expert	
<b>Internal Members</b>			
5	<b>Mrs. R. Rajeswari</b> Assistant Professor Department of Media Studies Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	

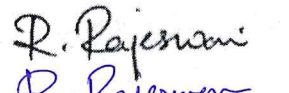
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Co – Opted Members			
7	<b>Dr. M.A. Ishrath Jahan</b> Associate Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Co-Opted Member	
Industry Expert			
8	<b>Mr. SURIYADEEPAN</b> Camera Man News 7 Tamil Chennai - 600 034.	Industry Expert	
<b>Note :</b> Mr. Suriyadeepan From News 7 Tamil was not reachable through any mode since Bos till date.			



Mr.Satish Kumar S  
Assistant Professor/ B.Sc.Visual Communication  
Chairman –BoS (B.Sc.Visual Communication)

  
**R. Rajeswari**  
Head of the Department  
(R.Rajeswari)

  
**Dean SAS**  
(S. Muthulakshmi)

**Dr. S. Muthulakshmi**  
Dean  
School of Arts and Science  
Sri Manakula Vinayagar Engineering College  
[An Autonomous Institution]  
Puducherry -605107

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# ANNEXURE I

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Dr. S. Muthu  
Dean  
School of Arts and  
Bil Manasa Vinayaga Engineering College  
(An Autonomous Institution)  
Puducherry - 605 007

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SEMESTER – VI										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A20VCT624	Media management and Entrepreneurship	DSC	3	1	0	4	25	75	100
2	A20VCT625	E- Learning and Designing	DSC	3	1	0	4	25	75	100
3	A20VCE6XX	DSE IV*	DSE	3	1	0	4	25	75	100
<b>Practical</b>										
4	A20VCL626	Short film/Documentary Production	DSC	0	0	4	2	50	50	100
5	A20VCP627	Phase I -Project (Media Internship) Phase II – Elective	DSC	0	0	10	5	40	60	100
<b>Skill Enhancement Course</b>										
6	A20VCS606	Digital Marketing	SEC	0	0	4	2	100	0	100
<b>Employability Enhancement Course</b>										
7	A20VCC606	Video Editing – Premiere Pro	EEC	0	0	2	-	100	0	100
<b>VI Semester Total Credits/Marks</b>							<b>21</b>	<b>365</b>	<b>335</b>	<b>700</b>

*R. Rajeswar*

B.Sc. Visual Communication

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**Course Objective:**

- To enable the students to be able to describe the principles, need and functions of media management.
- To enable the students to describe the structure and functions of print media organization.
- To understand the economics of media organisation.
- They make the students to get to know the set up and practices of media organizations
- To understand the vital role that media play in the production of news, information, and entertainment in a democratic society

**Course Outcome:**

*After completion of the course, the students will be able to*

**CO1** : obtain understanding of media organizations and its types.

**CO2** : bring out the differences between media as business and media as a social institution. **CO3** : have an in-depth knowledge of how media organizations are managed.

**CO4** : increase clear idea of how print media works, its various functions and departments.

**CO5** : have a deeper understanding of the relationship between media and its market, the production and revenue aspects, along with the risks involved with the economics of media.

**UNIT I**

**(12 Hrs)**

Media Management and its principles – Functions – Nature of leadership in Mass Media – Factors influencing good management. Evolution of Entrepreneurship, Corporate entrepreneurship, Importance and significance of growth of entrepreneurial activity, Concept of entrepreneur, Characteristics and qualities of entrepreneurs, Classification and types of entrepreneurs, Women entrepreneurs, Theories of entrepreneurship, Contribution of Mc Clelland and Joseph Schumpeter

**UNIT II**

**(12 Hrs)**

Entrepreneurial development programme (EDP), Idea generation – sources and methods, Identification and classification of ideas, Environmental Scanning and SWOT analysis, Preparation of project plan, Components of an ideal business plan – market plan, financial plan, operational plan, and HR plan, Project formulation – project report significance and contents

**UNIT III**

**(12 Hrs)**

Media Organization and its types - Newspapers, Cinema, Radio, Television, Magazines and Online Media – Ownership & Schedule Patterns of Print and Electronic Media – News agencies and syndicates - ANI, PTI, IANS, Reuters, AFP, etc – Ownership and Organization structures Measures and Features of Media Industry, Publishing Industry, Interactive Media Industry, Computer Gaming Industry – Media Production-its process

**UNIT IV**

**(12 Hrs)**

Media Buying and Planning – Objectives & Nature of Planning - Economics for Media – News gathering, Processing, Advertising, Printing, and Circulation – Management Problems in planning – Media plan Development and criteria



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**Course Objectives**

- To apprise the students of growing importance of E-learning technology for communication purposes
- To encourage them to understand the principles of eLearning
- To make the students understand the functioning of a Learning Management System (LMS)
- To give the students an understanding of Theories & models of Instructional Designing
- To expose the students to the world of Creating storyboards, Structure of an interactive e-lesson

**Course Outcomes**

*After completion of the course, the students will be able to*

**CO1** – explain the implication of concepts of E-Learning and Benefits of eLearning

**CO2** - understand and account for the impact of Rapid Authoring Tools in E learning

**CO3** - describe, analyse and discuss the various theories & models of Instructional Designing and its objectives

**CO4** - impart skills on analyzing the target audience and understand the trends in e learning

**CO5**- review and discuss the instructional methods, delivery strategy and the evaluation strategy.

**UNIT I E- learning**

**(12 Hrs)**

What is E-Learning. • Benefits of eLearning • Different types of eLearning Synchronous training Asynchronous training - VSAT, Podcast, CBT, WBT Webinar, ILT, mobile learning, eLearning and blended • Levels of eLearning

**UNIT II Rapid Authoring Tools**

**(12 Hrs)**

Rapid Authoring Tools • Basic introduction to feature of a few tools – Photoshop, Flash, Illustrator, Articulate • Identify what rapid authoring tools are? • Distinguish between some features of commonly used tools. Storyline, Articulate Studio.

**UNIT III Theories & models of Instructional Designing**

**(12 Hrs)**

Theories & models of Instructional Designing, Learning Designs, Motivational Designs, ARCS Model, ADDIE Model, Gagne's Nine Events of Instruction, Kirkpatrick Model and WIIFM. Bloom's taxonomy, Bloom's verbs and writing objective.

**UNIT IV Designing an e-learning course**

**(12 Hrs)**

Designing an e-learning course, Identifying and organizing course content, Needs analysis, Analysing the target audience, Identifying course content, Integrating media elements. Trends in e-learning.

**UNIT V Instructional design**

**(12 Hrs)**

Instructional design – Creating storyboards, Structure of an interactive e-lesson, Techniques for presenting content, trends in storyboarding for e-learning. Defining - instructional methods, delivery strategy, Good practices and the evaluation strategy.

**Text Books**

1. John Vernon Pavlik New Media Technology, Allyn & Bacon, 1997
2. Timothy Samara (2007) Design Elements, A Graphic Style Manual
3. Tim Slade (2018) The eLearning Designer's Handbook!



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**UNIT V**

**(12 Hrs)**

Electronic Media – Govt. policies in India – Principles of Television and Radio Management in India – Government owned electronic media (AIR, DD, PIB) and issues in their management – Private Channels – Globalization & its nature - Social Commitment v/s Profit making – Quality Control and Cost Effective Techniques

**Text Books**

1. Rayudu C S, Media And Communication Management.
2. Mocavatt & Pringle, Electronic Media Management  
Mehra, Newspaper Management.
3. Rucker & Williams, Newspaper Organization and Management.

**Reference Books**

1. Sindhvani, Newspaper Economics and Management.
2. Herbert Williams Newspaper Organization and Management
3. Block et al, "Managing in the Media", Focal Press

**Web References**

1. <https://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0089.xml>
2. <https://www.mtsu.edu/programs/media-management/>
3. <https://com.miami.edu/media-management-bsc/>

*P. Rajeman*

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**Reference Books**

1. Schermerhorn, Hunt and Osborn, (2008) Organisational behavior, John Wiley, 9th Edition
2. N. Buzzetto-More (2007) Reading in A Digital Age: e-Books Are Students Ready For This Learning Object?
3. Jon Samsel Writing for Interactive Media, Allworth Press

**Web Reference:**

1. <http://www.fao.org/3/i2516e/i2516e.pdf>
2. <https://www.sensepublishers.com/media/3115-instructional-design-for-learning.pdf>  
<https://michelemartin.typepad.com/addie.pdf>

*P. Beijerman*

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