



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**



## **BACHELOR OF VOCATIONAL PROGRAMME**

### **Digital Media & Film Making**

### **Syllabus & Structure**



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **BACHELOR OF VOCATIONAL PROGRAMME**

### **BACHELOR OF VOCATIONAL PROGRAMME**

It has been a long felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well groomed graduate. Ministry of HRD, Government of India had issued an Executive Order in September 2011 for National Vocational Education Qualification Framework (NVEQF). Subsequently, Ministry of Finance, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013, has issued a notification for National Skills Qualifications Framework (NSQF) which supersedes NVEQF. Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have/are being established. One of the mandates of Sector Skill Councils is to develop National Occupational Standards (NOSs) for various job roles in their respective industries. It is important to embed the competencies required for specific job roles in the higher education system for creating employable graduates. The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Programme Objectives**

- To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students coming out of 10+2 with vocational subjects.

### **Programme outcomes**

- A spectrum of student resources trained through a blended approach to education combining professional skills and general education.
- Students trained in specific niches of a professional field such that they are capable of professional success at every year of the course.
- Well established flexibility of multiple entry and exit for students to pursue formal education alongside professional orientation.
- Professional resources with skill sets incorporated through adherence to NSQF standards, with high employability at graduation level. These students can meet local, national and global work standards to notably contribute to the progress of the field of education administered to them through the programme.
- Vertical mobility for students with 10+2 qualification.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Digital Media and Film Making**

### **Introduction**

B.Vocational courses are a novel approach to learning and teaching, reaching beyond the curriculum to implement practical skills and provide maximum practical exposure. These courses are designed to eliminate the concepts of culture shock and on-job trainings in professional spheres. Students here avail hands-on training on the field of their interest alongside a considerable foundation in theory as well. Steep inclination towards practical exposure distinguishes the course.

### **Vision**

To incorporate the ideal of novelty in approach and practical orientation in the formal education system.

### **Mission**

To produce competent individuals who can contribute to the media world and facilitate drastic advancements in the field.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Course Objectives:**

1. To prepare students in the production aspects of Film and Digital Media, as required by the present industry environment across the globe.
2. To empower students in production & managerial aspects of the Digital media and film making with due emphasis on latest production techniques, along with marketing and branding management of various industry associated services.
3. To develop creative temperament and mindset needed in the content production segments of Digital Media and Film Making.
4. To inculcate competencies thereby enabling them to undertake professional work.
5. To provide an active industry interface by way of co-learning.
6. To take students through the entire pipeline of production process with regard to the content creation for various digital Media and film making field.

### **Course Outcome**

1. Students will be educated and trained in the arts of digital media and film making in practical adherence to national and global standards.
2. They will have had ample theoretical and practical exposure to the production, marketing and developmental aspects and opportunities in both digital media and film making, enabling them to pursue a profession with expertise in whichever area they prefer.
3. They will be well equipped with techniques and processes to creatively present their ideas and expertise in whatever niche they choose to pursue a career in.
4. The students will be competent and well trained in the professional dynamics of digital media and film making.
5. They will have had ample industry exposure to be well aware of the functioning of both industries and its requirements.
6. The students will be holistically trained in the many wide topics of film production and digital media management.



# SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)

UJIRE – 574 240

(Re-Accredited by NAAC at 'A++' Grade)

DAKSHINA KANNADA, KARNATAKA STATE

## B.Voc Course Strucure

B.Vocational (Diploma) I & II Semesters								
General Education/ General Component	Particulars	No of courses	Instruction hours per week	Duration of exams (Hrs)	Marks			Credits
					I.A	Final	Total	
	2 languages	1. English 2. Kannada/Hindi	2 hours X 2	3 hours	20	80	100	2(Cr)X2= 4
	1 Elective Foundation	1. Elective Foundation	2 hours X 1	3 hours	10	40	50	2(Cr)X1= 2
	2 core papers/ theory	1. Theory 1 2. Theory 2	3 hours X 2	3 hours	20	80	100	3 (Cr)X2= 6
Skill component/ Practical's	3 Practical's	1. Practical 1 2. Practical 2 3. Practical 3	6 hours X 3	3 hours	30	120	150	6 (Cr)X3= 18
	Total Credits							30 X 2 = 60

B.Vocational (Advanced Diploma) III & IV Semesters								
General Education/ General Component	Particulars	No of courses	Instruction hours per week	Duration of exams (Hrs)	Marks			Credits
					I.A	Final	Total	
	2 languages	1. English 2. Kannada/Hindi	2 hours X 2	3 hours	20	80	100	2(Cr)X2= 4
	1 Elective Foundation	1 Elective Foundation	2 hours X 1	3 hours	10	40	50	2(Cr)X1= 2
	2 core papers/ theory	1. Theory 1 2. Theory 2	3 hours X 2	3 hours	20	80	100	3 (Cr)X2= 6
Skill component/ Practical's	3 Practical's	1. Practical 1 2. Practical 2 3. Practical 3	6 hours X 3	3 hours	30	120	150	6 (Cr)X3= 18
	Total Credits							30 X 2 = 60



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

<b>B.Vocational (Degree) V &amp; VI Semesters</b>								
<b>General Education/ General Component</b>	<b>Particulars</b>	<b>No of courses</b>	<b>Instruction hours per week</b>	<b>Duration of exams (Hrs)</b>	<b>Marks</b>			<b>Credits</b>
					I.A	Final	Total	
	4 core papers/ theory	1. Theory 1 2. Theory 2 3. Theory 3 4. Theory 4	3 hours X 3	3 hours	20	80	100	3 (Cr)X4= 12
<b>Skill component/ Practical's</b>	3 Practical's	1. Practical 1 2. Practical 2 3. Practical 3	6 hours X 3	3 hours	30	120	150	6 (Cr)X3= 18
<b>Total Credits</b>								<b>30 X 2 = 60</b>
<b>3 years total Credits</b>								<b>60X3 = 180</b>

<b>SEMESTER I</b>						
<b>Subject Code</b>	<b>Subject Title</b>	<b>Marks</b>				
<b>General Paper</b>		<b>Hours of Instruction/Week</b>	<b>Credits</b>	<b>IA</b>	<b>Term End Exam</b>	<b>Total</b>
BVOCKAN101	Kannada	2	2	20	80	100
BVOCENG101	English	2	2	20	80	100
BVOCEF101	Indian Constitution	1	2	10	40	50
<b>Core Papers</b>						
BVOCDMFCT-101	Introduction to Film	3	3	20	80	100
BVOCDMFCT-102	Introduction to Digital Media & Social Media	3	3	20	80	100
<b>Skill components</b>						
BVOCDMFCT-101	Story Writing Exercise	6	6	30	120	150
BVOCDMFCT-102	Social Media Profile Building	6	6	30	120	150
BVOCDMFCT-103	Digital Media and marketing	6	6	30	120	150
		26	30	180	720	900





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

SEMESTER II						
Subject Code	Subject Title	Marks				
General Paper		Hours/ week	Credits	IA	Term End Exam	Total
BVOCKAN151	Kannada	2	2	20	80	100
BVOCENG151	English	2	2	20	80	100
BVOCEF02151	Human rights	1	2	10	40	50
<b>Core Papers</b>						
BVOCDMFCT-151	Understanding Film	3	3	20	80	100
BVOCDMFCT-152	Digital Media content	3	3	20	80	100
<b>Skill components</b>						
BVOCDMFCP-151	Screen play writing	6	6	30	120	150
BVOCDMFCP-152	Content creation for Digital Media	6	6	30	120	150
BVOCDMFCP-153	Understanding film& Digital Media content	6	6	30	120	150
		26	30	180	720	900

SEMESTER III						
Subject Code	Subject Title	Marks				
General Paper		Hours/week	Credits	IA	Term End Exam	Total
BVOCKAN201	Kannada	2	2	20	80	100
BVOCENG201	English	2	2	20	80	100
BVOCEF201	Environmental studies	1	2	10	40	50
<b>Core Papers</b>						
BVOCDMFCT-201	Cinematography and Light	3	3	20	80	100
BVOCDMFCT-202	Digital Branding	3	3	20	80	100
<b>Skill components</b>						
BVOCDMFCP-201	Screenplay and Camera	6	6	30	120	150
BVOCDMFCP-202	Application of Digital Branding concepts	6	6	30	120	150
BVOCDMFCP -203	Multimedia content & Branding	6	6	30	120	150
		26	30	180	720	900





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

SEMESTER IV						
Subject Code	Subject Title	Marks				
General Paper		Hours/week	Credits	IA	Term End Exam	Total
BVOCKAN251	Kannada	2	2	20	80	100
BVOCENG251	English	2	2	20	80	100
BVOCEF251	Gender equity	1	2	10	40	50
<b>Core Papers</b>						
BVOCDMFCT-251	Film Direction and Production	3	3	20	80	100
BVOCDMFCT-252	Digital Marketing	3	3	20	80	100
<b>Skill components</b>						
BVOCDMFCT-251	Directing a Scene	6	6	30	120	150
BVOCDMFCT-252	Implementation of Digital Marketing	6	6	30	120	150
BVOCDMFCT-253	Short Movie production and digital promotion	6	6	30	120	150
		26	30	180	720	900

SEMESTER V						
Subject Code	Subject Title	Marks				
Core Papers		Hours/week	credit	IA	Term End Exam	Total
BVOCDMFCT-301	Film Editing & Sound	3	3	20	80	100
BVOCDMFCT-302	Tools in Digital Media	3	3	20	80	100
BVOCDMFCT-303	Entertainment Media production	3	3	20	80	100
BVOCDMFCT-304	News and Digital Media	3	3	20	80	100
<b>Skill components</b>						
BVOCDMFCT-301	Film and other Editing	6	6	30	120	150
BVOCDMFCT-302	Implementation of Digital Media tools	6	6	30	120	150
BVOCDMFCT-303	News website and Multimedia Reporting	6	6	30	120	150
		30	30	170	680	850



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

SEMESTER VI						
Subject Code	Subject Title	Marks				
Core Papers		Hours/week	Credits	IA	Term End Exam	Total
BVOCDMFCT-351	Film Production and Marketing	3	3	20	80	100
BVOCDMFCT-352	Advanced study of News and Digital Media	3	3	20	80	100
BVOCDMFCT-353	Advanced Entertainment media Production	3	3	20	80	100
BVOCDMFCT-354	Entrepreneurship and Digital Media	3	3	20	80	100
<b>Skill components</b>						
BVOCDMFCP-351	Entertainment media production	6	6	30	120	150
BVOCDMFCP-352	Entrepreneurship prospects in Digital Media	6	6	30	120	150
BVOCDMFCP-353	Movie Production & Marketing	6	6	30	120	150
		30	30	170	680	850



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**EXAM PATTERN INTERNAL & SEMESTER DIGITAL MEDIA AND FILM MAKING**

**Theory internal assessment pattern for Digital Media & Film Making:**

<b>THEORY INTERNAL ASSESSMENT PATTERN</b>			
SEMESTER INTERNALS	TIME	MARKS	MODE OF CONDUCT
INTERNAL-I	1 HOUR	25	OFFLINE
INTERNAL-II	1 HOUR	25	ONLINE / MCQ
TOTAL		50	
<b>FINAL TOTAL</b>		<b>20 MARKS</b> (50 Marks converted to 20 Average Marks)	

**Practical Internal and External Assessment Pattern for Digital Media & Film Making.**

SEMESTER INTERNALS	TIME	MARKS
INTERNAL-I	2 HOUR	40
INTERNAL-II	2 HOUR	40
TOTAL		80
FINAL TOTAL		<b>30</b> (80 Marks converted to 30 Average Marks)



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

<b>PRACTICAL EXTERNAL ASSESSMENT PATTERN</b>			
SEMESTER END EXAM	TIME	MARKS	MODE OF CONDUCT
EXTERNAL EXAM	3 HOURS	120	Write-up: 60 Presentation: 30 Viva + Record: 15 + 15 = 30

**Final Exam Question Paper Pattern for Digital Media & Film Making**

<b>FINAL EXAM QUESTION PAPER PATTERN</b>			
OPTIONS	NUMBER OF QUESTIONS IN EACH PART	HEADING OF EACH PART	MARKS
PART -A	4	Answer any <b>Four</b> following questions each carries 5 Marks (4X5=20)	20
PART-B	3	Answer any <b>three</b> of the following questions each carries 10 Marks (10X3=30)	30
PART-C	2	Answer any <b>two</b> of the following questions each carries 15 Marks (15X2=30)	30
TOTAL			80



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

*Syllabus of*  
**BACHELOR OF VOCATIONAL PROGRAMME (Language)**  
**ON**  
**ENGLISH**

**English language for B Voc Programmes:**

Sl. No	Semester	Code No	Title of the Course
1.	I	BVOCENG-101	Speech Skills
2.	II	BVOCENG-151	Writing Skills
3.	III	BVOCENG-201	Business English
4.	IV	BVOCENG-251	Reading Literature and Professional Ethics



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **I SEMESTER**

### **BVOCENG-101: SPEECH SKILLS**

**30 hours - 100 marks - 2 credits**

#### **Speech Skills**

#### **Learning Objectives :**

1. To familiarize learners with the basics of English language – English sounds
2. To enable learners to achieve accuracy in pronunciation.
3. To enhance intelligibility and neutralization of accent.
4. To enable learners to use English language in communication.

#### **Course outcomes:**

CO1: To demonstrate the familiarity with the English sounds

CO2: To show awareness of the subtle differences and the use English sounds accurately

CO3: To neutralise mother tongue influence and use english intelligibly in conversation

CO4: To use the language effectively for basic communicational purposes

#### **Course content:**

##### **Unit-1**

1.The phonology of English - International Phonetic Alphabet [IPA]: consonants, vowels, Diphthongs and Consonant Clusters. Places and manners of articulation of sounds.

##### **Unit II**

2.The syllable and stress patterns: strong and weak forms. Sentence-stress-pause.

3.Intonation: patterns of intonation and use of them for reading and speaking purposes

##### **Unit III**

4.Greeting/Introduction/Leave Taking/ Making registers/Granting requests/Refusing requests/ Making Enquiries/Giving information/Giving Directions/ withholding information.

5. Describing people, process, procedure, objects/Narrative events. Extending Invitations/Accepting and Declining Invitation.

6. Making complaints and suggestion/ Apologizing/Offering Excuses. Negotiating and Persuading People/Expressing Dissent and Caution



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

#### **Unit IV**

7. Offering Emotional Support/Motivating People/Expressing Condolences

8. Warning/ Expressing Disapprovals and Displeasure Making Announcement / public addressing.

#### **Reference Books:**

1. Hornby A S, Oxford Advanced Learner's Dictionary OUP. Oxford. 2015. pt.
2. Pronouncing Dictionaries
3. Balasubramanian, T. English Phonetics for Indian Students (3rd Edition) Trinity Publications. New Delhi 2013. pt.
4. An Introduction to the pronunciation of English, ELBS London, 1989.
5. Advanced Learner Dictionary. Fifth edition, Oxford University Press, Oxford, 1996.
6. English Pronouncing Dictionary ,14th Ed., University Book Stall, New Delhi, 1991.
7. Handbook of Pronunciation of English Word, Prentice Hall, New Delhi, 1994.
8. A Course in Phonetics and Spoken English. CIEFL, Hyderabad
9. (A set of cassettes). Ahuja, Promila. Bown, G.
10. How to listen Letter, Sterling Publishers, New Delhi, 1990. Listening and spoken English, Longman, London 1990.
11. Notions in English, Cambridge University Press, Cambridge 1979.
12. Functions of English Students Book, Cambridge University Press, Cambridge 1981.
13. Functions of English Teachers Book, Cambridge University Press, Cambridge 1981.
14. Activities for language Teaching, Cambridge University Press, Cambridge, 1984.
15. Study listening, Cambridge University Press, 1983. Lend Me Your Ears, New Jersey, 1980.
16. Listening Cambridge Proficiency Examination
17. Practice listening, Cambridge University Press, Cambridge, 1987.
18. An Outline of English Phonetics, Ludhiana, Kalyani Publishers. 1979.
19. Teaching Spoken English and Communicative Skill. (Ed) (Resources book for teachers' series).
20. Better English Pronunciation Oxford University Press, Oxford, 1991.
21. English phonetics and Phonology, Oxford Univ. Press, Oxford 1991
22. A Course in Phonetics & Spoken English, Prentice Hall, N. Delhi, 1992





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **II SEMESTER**

### **BVOCENG-151: WRITING SKILLS**

**30 hours - 100 marks - 2 credits**

#### **Writing Skills**

#### **Learning Objectives :**

- To train the students about the academic writing
- To familiarize the basics and advanced academic presentations
- To introduce to reference skills, taking notes, referring and documenting data and materials
- To develop critical thinking and sharpen their accuracy in writing

#### **Course outcomes:**

CO1: To understand the mechanism of different modes of general and academic writing.

CO2: To make professional presentation.

CO3: To demonstrate the reference skills, taking notes, referring and documenting data and materials.

CO4: To show higher level of critical thinking and sharpen their accuracy in writing.

#### **Course Content:**

##### **Unit 1**

##### **1. Writing as a skill**

Mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text  
– combining different sources – functional use of writing – personal, academic and business writing – creative writing

2. Writing process: Planning a text – finding materials - drafting – revising – editing - finalizing the draft; Computer as an aid – key board skills - word processing - desk top publishing



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Unit II**

3. Writing models: Essays - précis - expansion of ideas – dialogue;

4. letter writing – personal letters, formal letters - CV; Surveys – questionnaire; e-mail writing – fax - job application - report writing.

## **Unit III**

5. Presentation as a skill - elements of presentation strategies – audience – objectives – medium – key ideas - structuring the material - organizing content - audio-visual aids – handouts

## **Unit IV**

6. use of power point - clarity of presentation - non-verbal communication - seminar paper presentation and discussion.

5. Advertisements - USP - Slogans - Product details - contact details.

## **Reference Books:**

1. English for Effective Communication. Oxford University Press, 2013.
2. Write Rightly: A Course for Sharpening Your Writing Skills. (CUP) Module 4:
3. Guide to Presentations. Mary Munter and Lynn Russell. Pearson Education
4. Further reading:
5. Robert, Barraas. Students Must Write. London: Routledge, 2006.
6. Bailey, Stephen. Academic Writing. Routledge, 2006.
7. Hamp-Lyons, Liz, Ben Heasley. Study Writing. 2nd Edition. Cambridge Uty Press, 2008.
8. Ilona, Leki. Academic Writing. CUP, 1998.
9. McCarter, Sam, Norman Whitby. Writing Skills. Macmillan India, 2009.
10. Jay. Effective Presentation. New Delhi: Pearson, 2009.
11. Munter, Mary and Lynn Russell. Guide to Presentations. Pearson Education.
12. Mayor, Michael, et al, Ed. Longman Dictionary of Contemporary English. 5th Edition. London: Pearson Longman Ltd, 2009.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **III SEMESTER**

#### **BVOCENG-201: BUSINESS ENGLISH**

**30 hours - 100 marks - 2 credits**

##### **Business English**

##### **Learning Objectives :**

- To introduce the learners to the use of English language in business contexts
- To familiarize them with the differences and similarities in the spoken and written expressions.
- To train the students in verbal and nonverbal expressions in business situations
- To install employable skills among the students

##### **Course Outcomes:**

CO1: To use English language in business contexts

CO2: To show familiarity with the differences and similarities in the spoken and written expressions.

CO3: To use verbal and nonverbal expressions in business situations.

CO4: To demonstrate language skills in workplaces

##### **Unit I**

**Introduction to Business English-** face to face, telephonic communication, video conference, correspondences

**Job interviews,** press meets, business meets, business launches

##### **Unit II**

**Business Etiquette-** strong interpersonal and etiquette skills, communication skills, behaviour, mannerisms, dressing, postures, plans, and working for completion, deadlines, sincerity and friendly attitude, greetings, punctuality, dignity, civility, courtesies

##### **Unit III**

**Business Meetings:** Memo writing for meetings, procedures of conducting meeting, writing minutes, business presentations

**Writing Business letters-** order, request, follow up, cancellation, enquiry, adjustment, compliant, acknowledgement, resignation, reporting letter

##### **Unit IV**

**Business Projects:** Projects writing, Advertisements, teleconference and video conferencing



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**Reference Books**

1. Aspinall Tricia, Bethell George. Test your Business Vocabulary in Use. Cambridge University Press, 2003.
2. Bruce Kay, Parrish Betsy, Wood Allan. Business Review. Longman Group UK Limited, 1992.
3. Cambridge ESOL. BEC 1, 3. Cambridge University Press, 2001.
4. Deller Sheelagh, Jones Rodri. Vista. Advanced English Learning. Heinemann Publishers (Oxford) Ltd., 1992.
6. Encarta Encyclopedia Delux. Microsoft Corporation, 2004.
7. <http://en.wikipedia.org>
8. <http://jobsearchtech.about.com>
9. <http://resume-help.org>
10. <http://www.bbc.co.uk>
11. <http://www.jobsinusa.al.ru/>
12. Jones Leo, Alexander Richard. New International Business English. Cambridge University Press, 2003.
13. Kay Susan. Reward Intermediate Resource Pack. Heinemann English Language Teaching, 1995.
14. Lees Gerald, Thorne Tony. English on Business. Practical English for International Executives. Chancere International Publishers, 1993.
15. MacKenzie Ian. English for Business Studies. Cambridge University Press. 1997.
16. MacKenzie Ian. Financial English with Mini-dictionary of Finance. Language Teaching Publication Series, 1995.
17. MacKenzie Ian. Management and Marketing. Language Teaching Publications, 1997.
18. Mascull Bill. Business Vocabulary in Use, Advanced. Cambridge University Press, 2004.
19. Mascull Bill. Business Vocabulary in Use. Cambridge University Press, 2002.
20. Miller Roger LeRoy. Economics Today and Tomorrow. Glencoe Division of
21. Macmillan/McGraw-Hill School Publishing Company, 1995.
22. Misztal Mariusz. Tests in English Thematic Vocabulary. Intermediate and Advanced Level. Киев: «Знання», 1999.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

23. Naterop B. Jean, revel Rod. Telephoning in English. Third Edition. CambridgeUniversity Press, 2004.
24. Powell Mark. Business Matters. Language Teaching Publications, 1999.
25. Practice tests for IELTS. Edition 1. Cambridge University Press, 2000.
26. Practice tests for IELTS. Edition 2. Cambridge University Press, 2000.
27. Practice tests for IELTS. Edition 3. Cambridge University Press, 2000.
28. Sandler P.L., Stott C.L. Manage with English. Oxford University Press, 1993.
29. Vicki Hollett. Business Opportunities. Oxford University Press, 1999.
30. Vince Michael with Paul Emerson. First Certificate. Language Practice with Key.
31. English Grammar and Vocabulary. Macmillan Education, 2006.
32. Vince Michael with Peter Sunderland. Advanced Language Practice. Macmillan Education, 2003.
33. Wyatt Rawdon. Check your Vocabulary for English for the IELTS examination.
34. A workbook for students. Peter Collin Publishing, 2001.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **IV SEMESTER**

### **BVENG-251: READING LITERATURE**

#### **AND PROFESSIONAL ETHICS**

**30 hours - 100 marks - 2 credits**

#### **Reading Literature and Professional Ethics**

#### **Learning Objectives :**

- To introduce students to serious literature for a better understanding of human values
- To familiarize the complexes and challenges in life
- To train students in Interpretation of verbal expressions in poetry
- To familiarize narrative genre of literature

#### **Course Outcomes:**

CO1: To demonstrate the ability to analyze, both verbally and in writing, a text by applying various approaches the theme, plot, character, setting, et

CO3: To demonstrate the ability to use research to support original textual interpretations

CO4: To demonstrate the ability, both verbally and in writing, to relate texts with historical time periods and/or specific historical events; and

CO5: To demonstrate the ability to Recognize and understand major literary movements.

#### **Course Content:**

#### **Unit I- Novel -**

1. **Apprentice** by Arun Joshi

#### **Unit II**

2. "Resolution and Independence" by William Wordsworth

3. "Death of a Bird" by A D Hope

#### **Unit III-**

4. "The Collar" by John Donne

5. "My Last Duchess" by Robert Browning

6. "The Road Not Taken" by Robert Frost

#### **Unit IV**

7. "The Love Song of J. Alfred Prufrock" by T.S. Eliot

8. "Ode on a Grecian Urn" by John Keats



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Reference Books**

1. Joshi, Arun. Apprentice The. Orient Publishers. New Delhi. 2016. pt.

2. Norton Anthology of English Poetry. Vol. 1&2 WW Norton. London. pt.

The above English syllabus for UG Programmes (Core Courses, Open Elective Courses, Foundation Courses, Additional English Courses and BVoc English Language Courses) has been revised and approved in the BOS meeting (Online on Google Meet Platform) held on Friday, 14<sup>th</sup> August 2020





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at ‘A++’ Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

*Syllabus of*  
**BACHELOR OF VOCATIONAL**  
**[B VOC] PROGRAMME**(Language)  
ON  
**KANNADA**



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**ಪ್ರಸ್ತಾವನೆ**

ಕನ್ನಡ ಭಾಷೆ ಹಾಗೂ ಸಾಹಿತ್ಯಕ್ಕೆ ಪ್ರಾಚೀನವಾದ ಇತಿಹಾಸವಿದೆ. ಭಾರತದ ಪ್ರಾಚೀನ ಸಾಹಿತ್ಯ ಹಾಗೂ ಸಾಹಿತ್ಯ ಸಂಪನ್ನ ಭಾಷೆಗಳಲ್ಲಿ ಕನ್ನಡವೂ ಒಂದು. ಈ ಭಾಷೆಯ ಪ್ರಾಚೀನತೆ ಹಾಗೂ ಅದರಲ್ಲಿನ ಸಾಹಿತ್ಯ ಸಂಪನ್ನತೆ, ಸಾಂಸ್ಕೃತಿಕ ಮೌಲ್ಯಗಳನ್ನು ಗಮನಿಸಿ ಕೇಂದ್ರ ಸರ್ಕಾರವು ಕನ್ನಡಕ್ಕೆ ಶಾಸ್ತ್ರೀಯ ಭಾಷೆಯ ಸ್ಥಾನ-ಮಾನವನ್ನು ನೀಡಿ ಗೌರವಿಸಿದೆ. ಪ್ರಾಚೀನ ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಚಂಪೂ, ವಚನ, ರಗಳೆ, ಷಟ್ಪದಿ, ಸಾಂಗತ್ಯ, ಕೀರ್ತನೆ, ತ್ರಿಪದಿ ತತ್ವಪದ ಮೊದಲಾದ ವೈವಿಧ್ಯಮವಾದ ಸಾಹಿತ್ಯ ಪ್ರಕಾರಗಳು ಸೃಷ್ಟಿಯಾಗಿವೆ. ಹೊಸಗನ್ನಡ ಕಾಲಘಟ್ಟದಲ್ಲಿ ನವೋದಯ, ಪ್ರಗತಿಶೀಲ, ನವ್ಯ, ಬಂಡಾಯ, ದಲಿತ ಸಾಹಿತ್ಯ ಚಿಂತನೆಗಳು ಹುಲುಸಾಗಿ ಬೆಳೆದಿವೆ. ಇವು ನಾಡಿನ ಸಾಂಸ್ಕೃತಿಕ ಚರಿತ್ರೆಯನ್ನು ಕಟ್ಟಿಕೊಡುತ್ತವೆ. ಮುಂದಿನ ಜನಾಂಗ ಕನ್ನಡ ನಾಡು-ನುಡಿಯ, ಸಂಸ್ಕೃತಿಯ ಚಿಂತನೆಯೊಂದಿಗೆ ಸಂವೇದನಾಶೀಲವಾದ ವ್ಯಕ್ತಿತ್ವವನ್ನು ರೂಪಿಸಿಕೊಳ್ಳಲು ಕನ್ನಡ ಸಾಹಿತ್ಯ ಅಧ್ಯಯನದ ಅಗತ್ಯವಿದೆ.

**ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆಗಳ ಅಧ್ಯಯನ ಉದ್ದೇಶಗಳು**

- ಕನ್ನಡ ಭಾಷೆಯ ಸಂವಹನದಲ್ಲಿ ಪರಿಣತಿ ಸಾಧಿಸುವುದು
- ಭಾಷಾಶುದ್ಧಿಯ ಕಡೆ ಗಮನಹರಿಸುವುದು
- ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ಸಂವಾದ, ಪ್ರಬಂಧ ಮಂಡನೆ, ವಿಶ್ಲೇಷಣೆ, ಚರ್ಚೆ, ಗುಂಪು ಚರ್ಚೆ ಮೊದಲಾದವುಗಳ ಮೂಲಕ ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು. ಈ ಮೂಲಕ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಹಾಗೂ ಸಂವಹನ ಕೌಶಲಗಳನ್ನು ವೃದ್ಧಿಸಿಕೊಳ್ಳುವುದು.
- ಉದ್ಯೋಗಾಧಾರಿತ ಕೌಶಲ, ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆ ಮತ್ತು ಭಾಷಾ ಸಂವಹನಕ್ಕೆ ಪೂರಕವಾದ ಜ್ಞಾನ ಸಂಪಾದನೆ

**ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆಯ ಅಧ್ಯಯನ ಫಲಶ್ರುತಿ**

CO1:ಕನ್ನಡ ಭಾಷೆಯ ಸಂವಹನದಲ್ಲಿ ಪರಿಣತಿ ಹೊಂದಿರುವುದು

CO2:ವ್ಯಾಪಕವಾದ ಭಾಷೆಯ ಕೌಶಲಗಳನ್ನು ಮೈಗೂಡಿಸಿಕೊಂಡಿರುವುದು

CO3:ಭಾಷಾಶುದ್ಧಿಯನ್ನು ಮೈಗೂಡಿಸಿಕೊಂಡಿರುವುದು

CO4:ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳಾದ ಕಥೆ, ಕವನ, ಪ್ರವಾಸ ಕಥನ, ವಿಜ್ಞಾನ ಲೇಖನ, ಪರಿಸರ ಲೇಖನ, ಪ್ರಬಂಧ, ಅಂಕಣ ಬರಹ, ಪರಿಚಯ ಲೇಖನ, ಮೊದಲಾದ ಪ್ರಕಾರಗಳನ್ನು ಸಂವಾದ, ಪ್ರಬಂಧ ಮಂಡನೆ, ವಿಶ್ಲೇಷಣೆ, ಚರ್ಚೆ, ಗುಂಪು ಚರ್ಚೆ ಮೊದಲಾದವುಗಳ ಮೂಲಕ ಅರ್ಥೈಸಿಕೊಂಡಿರುವುದು. ಈ ಮೂಲಕ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಹಾಗೂ ಸಂವಹನ ಕೌಶಲಗಳನ್ನು ವೃದ್ಧಿಸಿಕೊಂಡಿರುವುದು

CO5:ಉದ್ಯೋಗಾಧಾರಿತ ಕೌಶಲ, ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆ ಮತ್ತು ಭಾಷಾ ಸಂವಹನಕ್ಕೆ ಪೂರಕವಾದ ಜ್ಞಾನ ಸಂಪಾದಿಸಿಕೊಂಡಿರುವುದು



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**B.VOC AS A DISCIPLINE**  
**PAPER DESCRIPTION**

Sl.No	Semester	Paper	Code No. of the paper	Title
1	I	I	BVOCKAN-101	ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ
2	II	II	BVOCKAN-151	ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ
3	III	III	BVOCKAN-201	ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ
4	IV	IV	BVOCKAN-251	ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**ಪÀ£ÀßqÀ ¨sÁµÁ ¥ÀwæPÉ-1**

**CzsÀâAiÀÄ£À GzÉYÃ±À**

1. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದುವುದು
2. ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಳ್ಳುವುದು
3. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳಾದ ಕಥೆ, ಕವನ, ಪ್ರವಾಸ ಕಥನ, ವಿಜ್ಞಾನ ಲೇಖನ, ವ್ಯಕ್ತಿಚಿತ್ರ, ಪ್ರಬಂಧ, ವಿನೋದ ಬರೆಹ, ಮೊದಲಾದ ಪ್ರಕಾರಗಳನ್ನು ಸಂವಾದ, ಪ್ರಬಂಧ ಮಂಡನೆ, ವಿಶ್ಲೇಷಣೆ, ಚರ್ಚೆ, ಗುಂಪು ಚರ್ಚೆ ಮೊದಲಾದುವುಗಳ ಮೂಲಕ ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು ಈ ಮೂಲಕ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಹಾಗೂ ಸಂವಹನ ಕೌಶಲಗಳನ್ನು ವೃದ್ಧಿಸಿಕೊಳ್ಳುವುದು

**¥sÀ®±ÀÄæw**

CO1 : ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಶುದ್ಧವಾಗಿ ಓದುವ, ಬರೆಯುವ ಕೌಶಲವನ್ನು ಗಳಿಸಿಕೊಂಡಿರುವುದು

CO2 : ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಂಡಿರುವುದು

CO3: ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳಾದ ಕಥೆ, ಕವನ, ಪ್ರವಾಸ ಕಥನ, ವಿಜ್ಞಾನ ಲೇಖನ, ವ್ಯಕ್ತಿಚಿತ್ರ, ಪ್ರಬಂಧ, ವಿನೋದ ಬರೆಹ, ಮೊದಲಾದ ಪ್ರಕಾರಗಳನ್ನು ಸಂವಾದ, ಪ್ರಬಂಧ ಮಂಡನೆ, ವಿಶ್ಲೇಷಣೆ, ಚರ್ಚೆ, ಗುಂಪು ಚರ್ಚೆ ಮೊದಲಾದುವುಗಳ ಮೂಲಕ ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು. ಈ ಮೂಲಕ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಹಾಗೂ ಸಂವಹನ ಕೌಶಲಗಳನ್ನು ವೃದ್ಧಿಸಿಕೊಂಡಿರುವುದು.

CO4: ಸಾಹಿತ್ಯ ಓದಿನ ಜ್ಞಾನವನ್ನು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ಅಳವಡಿಸಿಕೊಳ್ಳುವ ಸಾಮರ್ಥ್ಯ ಬೆಳೆಸಿಕೊಂಡಿರುವುದು



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**B.VOC ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-1**

**ಮೊದಲನೆಯ ಚತುರ್ಮಾಸ -ಪಠ್ಯಪುಸ್ತಕ ಮತ್ತು ಪಠ್ಯಕ್ರಮ**

ಬೋಧನಾ ಅವಧಿ: ವಾರಕ್ಕೆ 2 ಗಂಟೆ

ಒಟ್ಟು ಅಂಕಗಳು: 100

ಮೌಲ್ಯಾಂಕ: 2

ಅಂತಿಮ ಪರೀಕ್ಷೆ ಅಂಕಗಳು: 80

ಅವಧಿ: 32 ಗಂಟೆಗಳು

ಆಂತರಿಕ ಮೌಲ್ಯಮಾಪನ ಅಂಕಗಳು: 20

**ಪಠ್ಯ: ಕನ್ನಡ ಮನಸು**

ಪ್ರಸಾರಾಂಗ ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ

ನಿಗದಿತ ಪಾಠಗಳು

**ಘಟಕ-1 ಕಾವ್ಯ 20 ಅಂಕಗಳು**

01	ಶ್ರಾವಣ	ಬೇಂದ್ರೆ
02	ರೊಟ್ಟಿ ಮತ್ತು ಕೋವಿ	ಸು.ರಂ.ಎಕ್ಕಂಡಿ
03	ಕಲ್ಕಿ	ಕುವೆಂಪು

**ಘಟಕ-2 ಪ್ರಬಂಧ 20 ಅಂಕಗಳು**

01	ಡಾ.ವಿಶ್ವೇಶ್ವರಯ್ಯ	ವ್ಯಕ್ತಿ ಮತ್ತು ಐತಿಹ್ಯ
02	ದೋಣಿ ಹರಿಗೋಲುಗಳಲ್ಲಿ	ಶಿವರಾಮ ಕಾರಂತ
03	ಅಣ್ಣಪ್ಪನ ರೇಷ್ಮೆ ಕಾಯಿಲೆ	ಕುವೆಂಪು

**ಘಟಕ-3 ಲೇಖನ 20 ಅಂಕಗಳು**

01	ನಮ್ಮ ಎಮ್ಮೆಗೆ ಮಾತು ತಿಳಿಯುವುದೇ ?	ಗೊರೂರು ರಾಮಸ್ವಾಮಿ ಅಯ್ಯಂಗಾರ್
02	ಬೆಡ್ ನಂಬರ್ ಏಳು	ತ್ರಿವೇಣಿ
08	ಆನೆಹಳ್ಳದಲ್ಲಿ ಹುಡುಗಿಯರು	ವಿಜ್ಞಾನ ಲೇಖನ

**ಘಟಕ-4-ಸಂವಹನ ಕನ್ನಡ 20 ಅಂಕಗಳು**

01	ಕನ್ನಡ ಸರಿರೂಪ ಬಳಕೆ	ಡಾ.ಟಿ.ವೆಂಕಟಾಚಲ ಶಾಸ್ತ್ರಿ
02	ಪ್ರಚಾರ ಮಾಧ್ಯಮಭಿತ್ತಿ ಪತ್ರಿಕೆ, ಬ್ಯಾನರ್, ಆಹ್ವಾನ ಪತ್ರಿಕೆ, ಜಾಹೀರಾತು	ಜಿ.ಎನ್.ಮೋಹನ
03	ಭಾಷಾ ಸ್ವೀಕರಣ	ಸಂಗ್ರಹ



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-2**

**ಅಧ್ಯಯನ ಉದ್ದೇಶ**

1. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದುವುದು
2. ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಳ್ಳುವುದು
3. ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ಕವನ, ಕಥನ ಕವನ, ಅಂಕಣ ಬರಹ, ಪರಿಸರ ಲೇಖನ, ಪರಿಚಯ ಲೇಖನ, ಸಂವಹನ ಕನ್ನಡದ ಲೇಖನಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಳ್ಳುವುದು
4. ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳುವುದು
5. ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಳ್ಳುವುದು

**ಫಲಶ್ರುತಿ**

- CO1: ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದಿರುವುದು
- CO2: ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಂಡಿರುವುದು
- CO3: ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ಕವನ, ಕಥನ ಕವನ, ಅಂಕಣ ಬರಹ, ಪರಿಸರ ಲೇಖನ, ಪರಿಚಯ ಲೇಖನ, ಸಂವಹನ ಕನ್ನಡದ ಲೇಖನಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಂಡಿರುವುದು
- CO4: ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಂಡಿರುವುದು
- CO5: ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಂಡಿರುವುದು



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**ಪ್ರಥಮ ಪದವಿ B.VOC ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-2**  
**ದ್ವಿತೀಯ ಚತುರ್ಮಾಸ -ಪಠ್ಯಪುಸ್ತಕ ಮತ್ತು ಪಠ್ಯಕ್ರಮ**

ಬೋಧನಾ ಅವಧಿ: ವಾರಕ್ಕೆ 2 ಗಂಟೆ

ಒಟ್ಟು ಅಂಕಗಳು: 100

ಮೌಲ್ಯಾಂಕ: 2

ಅಂತಿಮ ಪರೀಕ್ಷೆ ಅಂಕಗಳು: 80

ಅವಧಿ: 32 ಗಂಟೆಗಳು

ಆಂತರಿಕ ಮೌಲ್ಯಮಾಪನ ಅಂಕಗಳು: 20

ಪಠ್ಯ: ಕನ್ನಡ ಮನಸು

ಪ್ರಸಾರಾಂಗ ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ

**ಘಟಕ-1 ಕಾವ್ಯ 20 ಅಂಕಗಳು**

01	ಬೆಳ್ಳಿಯ ಹಾಡು	ಸಿದ್ಧಲಿಂಗಯ್ಯ
02	ಎಲ್ಲ ಹುಡುಗಿಯರ ಹಾಡು	ಸವಿತಾ ನಾಗಭೂಷಣ
03	ಕೊಣವೇ ಗೌಡ	ಜಾನಪದ

**ಘಟಕ-2 ಕತೆ 20 ಅಂಕಗಳು**

01	ವೆಂಕಟಶಾಮಿಯ ಪ್ರಣಯ	ಮಾಸ್ತಿ
02	ನೀರು	ಬಸವರಾಜ ಕುಕ್ಕರಹಳ್ಳಿ
03	ವರ್ಜಿನ್ ಮೊಹಿತೊ	ಸತೀಶ್ ಚಪ್ಪರಿಕೆ

**ಘಟಕ-3 ಲೇಖನ 20 ಅಂಕಗಳು**

01	ಗುಬ್ಬಚ್ಚೆಯ ಗೂಡು	ಲಂಕೇಶ್
02	ಚೀಂಕ್ರ ಮೇಸ್ತಿ ಮತ್ತು ಅರಿಸ್ವಾಟಲ್	ಕೆ.ಪಿ.ಪೂರ್ಣಚಂದ್ರ ತೇಜಸ್ವಿ
08	ಕರ್ನಾಟಕ ಸಂಸ್ಕೃತಿಯ ಒಂದು ಚಿತ್ರ	ರಹಮತ್ ತರೀಕೆರೆ

**ಘಟಕ-4-ಸಂವಹನ ಕನ್ನಡ 20 ಅಂಕಗಳು**

01	ವೃತ್ತಿ ಶಿಕ್ಷಣದಲ್ಲಿ ಕನ್ನಡ ಮಾಧ್ಯಮ	ಎಸ್.ಸುಂದರ
02	ಸಂಕ್ಷಿಪ್ತ ಲೇಖನ	ಸಂಗ್ರಹ
03	ಲೇಖನ ಚಿಹ್ನೆಗಳು	ಸಂಗ್ರಹ
04	ವಿಕಿಪೀಡಿಯ ಲೇಖನ ಬರಹ	ಡಾ.ವಿಶ್ವನಾಥ ಬದಿಕಾನ





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-3**

**ಅಧ್ಯಯನ ಉದ್ದೇಶ**

1. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದುವುದು
2. ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಳ್ಳುವುದು
3. ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ವೈಚಾರಿಕ ಲೇಖನ, ವಿಜ್ಞಾನ, ಸಂಸ್ಕೃತಿ ಸಂಬಂಧಿ ಲೇಖನ, ವಿಮರ್ಶೆ, ಅನುಭವ ಕಥನಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಳ್ಳುವುದು
4. ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳುವುದು
5. ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಳ್ಳುವುದು

**ಘಟಕಗಳು**

- C01: ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದಿರುವುದು
- C02: ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಂಡಿರುವುದು
- C03: ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ಕವನ, ಕಥನ ಕವನ, ಅಂಕಣ ಬರಹ, ಪರಿಸರ ಲೇಖನ, ಪರಿಚಯ ಲೇಖನ, ಸಂವಹನ ಕನ್ನಡದ ಲೇಖನಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಂಡಿರುವುದು
- C04: ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಂಡಿರುವುದು
- C05: ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಂಡಿರುವುದು



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**ದ್ವಿತೀಯ ಪದವಿ B.VOC ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-3**  
**ತೃತೀಯ ಚತುರ್ಮಾಸ -ಪಠ್ಯಪುಸ್ತಕ ಮತ್ತು ಪಠ್ಯಕ್ರಮ**

ಬೋಧನಾ ಅವಧಿ: ವಾರಕ್ಕೆ 2 ಗಂಟೆ  
 ಮೌಲ್ಯಾಂಕ: 2  
 ಅವಧಿ: 32 ಗಂಟೆಗಳು  
 ಪಠ್ಯ: ನುಡಿವಣಿ  
 ಪ್ರಸಾರಾಂಗ ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

ಒಟ್ಟು ಅಂಕಗಳು: 100  
 ಅಂತಿಮ ಪರೀಕ್ಷೆ ಅಂಕಗಳು: 80  
 ಆಂತರಿಕ ಮೌಲ್ಯಮಾಪನ ಅಂಕಗಳು: 20

**ಘಟಕ-1 ಕತೆ 20 ಅಂಕಗಳು**

01	ನೋಂಬು	ಫಕೀರ ಮುಹಮ್ಮದ್ ಕಟ್ಟಾಡಿ
02	ಒಂದು ಒಸಗೆ ಒಯ್ಯುವುದಿತ್ತು	ಮಿತ್ರ ವೆಂಕಟ್ರಾಜ್
03	ಪ್ರತೀಕಾರ	ಪ್ರಹ್ಲಾದ್ ಅಗಸನಕಟ್ಟೆ

**ಘಟಕ-2 ಸೃಜನಶೀಲ ಬರಹಗಳು 20 ಅಂಕಗಳು**

01	ಮೊದಮೊದಲ ಕಲ್ಪನೆಗಳು	ಎ.ಎನ್.ಮೂರ್ತಿರಾವ್
02	ಬುಲ್‌ಡೋಜರ್	ನಾಗೇಶ್ ಹೆಗಡೆ
03	ಮಣಿಗಾರ	ತುಂಬಾಡಿ ರಾಮಯ್ಯ

**ಘಟಕ-3 ಲೇಖನಗಳು 20 ಅಂಕಗಳು**

01	ಹೊಸ ಸಾಹಿತ್ಯ ಹೊಸ ದೃಷ್ಟಿ	ಕುವೆಂಪು
02	ಪ್ರತಿಯೊಬ್ಬರಿಗೂ ಬರಹಗಾರರಾಗುವ ಆಸೆ, ಒಳ್ಳೆಯ ಬರವಣಿಗೆಯನ್ನು ಕಲಿಯಬಹುದು, ಕಲಿಸಲಾಗದು, ಬರವಣಿಗೆಗೆ ಬೇಕಾದ ತಯಾರಿ	ನಿರಂಜನ ವಾನಳ್ಳಿ
08	ಕಥೆ ಥಟ್ಟಂತ ಹುಟ್ಟಿಕೊಳ್ಳುವುದಿಲ್ಲ	ಗೋಪಾಲಕೃಷ್ಣ ಪೈ

**ಘಟಕ-4 ಸಂವಹನ ಕೌಶಲ 20 ಅಂಕಗಳು**

01	ವಿದ್ಯಾರ್ಥಿಗಳು ಈ ಮೇಲಿನ ಕತೆ, ಕಥನ ಕವನ ಹಾಗೂ ಕಥೆಗಳನ್ನು ಆಧರಿಸಿದ ತಲಾ 10 ಅಂಕಗಳ ಎರಡು ರೂಪಾಂತರಿತ ಮಾದರಿಗಳನ್ನು/ಬರಹಗಳನ್ನು ಬರೆದು ಸಲ್ಲಿಸಬೇಕು. ಅನುಸರಿಸಿ ಪ್ರಹಸನ	ರೂಪಕ
----	---	------



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-4

ಅಧ್ಯಯನ ಉದ್ದೇಶ

1. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದುವುದು
2. ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಳ್ಳುವುದು
3. ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ಕವನ, ಕಥನ ಕವನ, ಪರಿಸರ ಲೇಖನ, ಪರಿಚಯ ಲೇಖನ, ಅಂಕಣ ಬರಹ, ರೂಪಾಂತರಿತ ಬಾನುಲಿ ನಾಟಕ, ಪ್ರಹಸನ, ಹಾಸ್ಯ ನಾಟಕಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಳ್ಳುವುದು
4. ಕಥನ ಕವನ ಹಾಗೂ ಕಥೆಗಳನ್ನು ಆಧರಿಸಿದ ರೂಪಾಂತರಿತ ಮಾದರಿಗಳನ್ನು ಅನುಸರಿಸಿ ಪ್ರಹಸನ, ರೂಪಕ, ಕಥೆ, ಲೇಖನ, ಪ್ರಬಂಧ, ವಿಮರ್ಶೆ ಮೊದಲಾದ ಸೃಜನಶೀಲ ಬರವಣಿಗೆಗೆ ಪ್ರೋತ್ಸಾಹ ನೀಡುವುದು
5. ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳುವುದು
6. ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಳ್ಳುವುದು

**ಸಾಧನ**

- CO1: ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದಿರುವುದು
- CO2: ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಂಡಿರುವುದು
- CO3: ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ಕವನ, ಕಥನ ಕವನ, ಪರಿಸರ ಲೇಖನ, ಪರಿಚಯ ಲೇಖನ, ಅಂಕಣ ಬರಹ, ರೂಪಾಂತರಿತ ಬಾನುಲಿ ನಾಟಕ, ಪ್ರಹಸನ, ಹಾಸ್ಯ ನಾಟಕಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಂಡಿರುವುದು
- CO4: ಕಥನ ಕವನ ಹಾಗೂ ಕಥೆಗಳನ್ನು ಆಧರಿಸಿದ ರೂಪಾಂತರಿತ ಮಾದರಿಗಳನ್ನು ಅನುಸರಿಸಿ ಪ್ರಹಸನ, ರೂಪಕ, ಕಥೆ, ಲೇಖನ, ಪ್ರಬಂಧ, ವಿಮರ್ಶೆ ಮೊದಲಾದ ಸೃಜನಶೀಲ ಬರವಣಿಗೆಯನ್ನು ಮೈಗೂಡಿಸಿಕೊಂಡಿರುವುದು
- CO5: ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಂಡಿರುವುದು
- CO6: ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಂಡಿರುವುದು



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at ‘A++’ Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**ದ್ವಿತೀಯ ಪದವಿ B.VOC ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-4**  
**ಚತುರ್ಥ - ಪಠ್ಯಪುಸ್ತಕ ಮತ್ತು ಪಠ್ಯಕ್ರಮ**

ಬೋಧನಾ ಅವಧಿ: ವಾರಕ್ಕೆ 2 ಗಂಟೆ

ಒಟ್ಟು ಅಂಕಗಳು: 100

ಮೌಲ್ಯಾಂಕ: 2

ಅಂತಿಮ ಪರೀಕ್ಷೆ ಅಂಕಗಳು: 80

ಅವಧಿ: 32 ಗಂಟೆಗಳು

ಆಂತರಿಕ ಮೌಲ್ಯಮಾಪನ ಅಂಕಗಳು: 20

ಪಠ್ಯ: ನುಡಿವಣಿ

ಪ್ರಸಾರಾಂಗ ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

**ಘಟಕ-1 ಕಾವ್ಯ 20 ಅಂಕಗಳು**

01	ಬೆಳ್ಳಿಯ ಹಾಡು	ಸಿದ್ಧಲಿಂಗಯ್ಯ
02	ಎಲ್ಲ ಹುಡುಗಿಯರ ಹಾಡು	ಸವಿತಾ ನಾಗಭೂಷಣ
03	ಕೊಣವೇ ಗೌಡ	ಜಾನಪದ

**ಘಟಕ-2 ಲೇಖನಗಳು 20 ಅಂಕಗಳು**

01	ಅಗ್ಗದಲ್ಲಿ ಅಗ್ನಿದಿವ್ಯ	ನಾಗೇಶ್ ಹೆಗಡೆ
02	ಅಪಾರ್ಟ್‌ಮೆಂಟ್ ಆಖ್ಯಾನ	ವಸುಧೇಂದ್ರ
03	ಒಂದು ಅಪರೂಪದ ಪ್ರೇಮಕಥೆ (ನೇತ್ರಾವತಿ)	ಅಬ್ದುಲ್ ರಶೀದ್

**ಘಟಕ-3 ಸೃಜನಶೀಲ ಬರಹಗಳು 20 ಅಂಕಗಳು**

01	ಕರೆಗೆ ಹಾರ (ರೂಪಾಂತರಿತ ಬಾನುಲಿ ಸಂಗೀತ ನಾಟಕ)	ಜನಪದ
02	ಮುಟ್ಟಿಸಿಕೊಂಡವನು (ರೂಪಾಂತರಿತ ಬಾನುಲಿ ನಾಟಕ)	ಪಿ.ಲಂಕೇಶ್
08	ನೀವರ ಏನ್ ಕಮ್ಮಿ..?? (ನಗೆ ನಾಟಕ)	ಡಾ.ಬಸವರಾಜ ಸಾದರ

**ಘಟಕ-4 ಸಂವಹನ ಕೌಶಲ 20 ಅಂಕಗಳು**

01	ವಿದ್ಯಾರ್ಥಿಗಳು ಈ ಮೇಲಿನ ಕವನ, ಕತೆ, ಕಥನ ಕವನ ಹಾಗೂ ಸೃಜನಶೀಲ ಬರಹಗಳನ್ನು ಆಧರಿಸಿ ಲೇಖನ, ಕಿರುಚಿತ್ರ ಕಥೆ, ಸಾಕ್ಷ್ಯಚಿತ್ರ, ಲೇಖನ, ರೂಪಕ, ಕಿರುನಾಟಕ ಮೊದಲಾದ ತಲಾ 10 ಅಂಕಗಳ ಎರಡು ರೂಪಾಂತರಿತ ಮಾದರಿಗಳನ್ನು/ಬರಹಗಳನ್ನು ಸಲ್ಲಿಸಬೇಕು.
----	--



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**ಬೋಧನಾ ವಿಧಾನ**

1. ಪ್ರಾಯೋಗಿಕ ಕಲಿಕೆಗೆ ಒತ್ತು ನೀಡುವುದು ಹಾಗೂ ಈ ಮೂಲಕ ಅವರ ಓದು, ಬರಹ, ಸಂವಹನ ಶಕ್ತಿಯನ್ನು ಉದ್ದೀಪನಗೊಳಿಸುವುದು
2. ಈ ಕಾರಣಕ್ಕಾಗಿ ವಿದ್ಯಾರ್ಥಿಗಳ ಸಂವಹನ ಕೌಶಲಕ್ಕೆ ಪೂರಕವಾದ ಪಠ್ಯಕ್ರಮವನ್ನು ಹಾಗೂ ಕಲಿಕಾ ವಿಧಾನವನ್ನು ಅನುಸರಿಸುವುದು. ನಿದರ್ಶನಕ್ಕಾಗಿ-
  - ಕತೆ, ಕವನಗಳನ್ನು ವಿದ್ಯಾರ್ಥಿಗಳ ಗುಂಪುಗಳಿಗೆ ನೀಡಿ ಅವರೇ ಗುಂಪುಚರ್ಚೆ, ಸಂವಾದ, ವಿಶ್ಲೇಷಣೆ, ವಿಷಯ ಮಂಡನೆಗಳ ಮೂಲಕ ಅರ್ಥೈಸಿಕೊಳ್ಳುವಂತೆ ಮಾಡುವುದು
  - ಪ್ರವಾಸ ಕಥನಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ವಿದ್ಯಾರ್ಥಿಗಳೇ ತಮ್ಮ ಪ್ರವಾಸದ ಅನುಭವಗಳ ಕುರಿತು ಬರೆದ ಬರಹಗಳನ್ನು ಪ್ರಸ್ತುತ ಪಡಿಸಲು ಅವಕಾಶ ನೀಡುವುದು
  - ಅತ್ಯುತ್ತಮವಾದ ವ್ಯಕ್ತಿಚಿತ್ರಗಳನ್ನು ಓದಿ ಅದರ ಕುರಿತು ತಮ್ಮ ಅಭಿಪ್ರಾಯಗಳನ್ನು ಮಂಡಿಸುವುದು
  - ಪರಿಸರ ಕುರಿತ ಲೇಖನಗಳನ್ನು ಬರೆದು ಪ್ರಸ್ತುತ ಪಡಿಸುವುದು
  - ಹಾಸ್ಯ ಲೇಖನಗಳನ್ನು ಬರೆಯಲು ಉತ್ತೇಜನ ನೀಡುವುದು ಹಾಗೂ ಅವುಗಳನ್ನು ಪ್ರಸ್ತುತ ಪಡಿಸುವುದು
  - ವಿಜ್ಞಾನ ವಿಷಯಗಳಿಗೆ ಸಂಬಂಧಿಸಿದ ಲೇಖನಗಳನ್ನು ಬರೆಯಲು ಉತ್ತೇಜನ ನೀಡುವುದು ಅವುಗಳನ್ನು ಪ್ರಸ್ತುತ ಪಡಿಸುವುದು
  - ಕತೆ, ಕವನಗಳನ್ನು ಬರೆಯಲು ತರಬೇತಿ ನೀಡುವುದು ಹಾಗೂ ತರಗತಿಗಳಲ್ಲಿ ಅವುಗಳನ್ನು ಮಂಡಿಸಲು ಅವಕಾಶ ನೀಡುವುದು
  - ಕನ್ನಡ ವಿಕಿಪೀಡಿಯಾಕ್ಕೆ ಲೇಖನ ಬರೆಯಲು ಮಾಹಿತಿ ಹಾಗೂ ಉತ್ತೇಜನ ನೀಡುವುದು
  - ವಿಷಯವೊಂದನ್ನು ನೀಡಿ ಅದರ ಕುರಿತು ಬರವಣಿಗೆಗೆ ಪ್ರೋತ್ಸಾಹ ನೀಡುವುದು
  - ವಿಸ್ತಾರವಾದ ಲೇಖನವನ್ನು ಸಂಕ್ಷಿಪ್ತಗೊಳಿಸುವ ಕೌಶಲವನ್ನು ಪರಿಚಯಿಸುವುದು
  - ಭಾಷಾಂತರ, ಅನುವಾದ ಕೌಶಲಗಳನ್ನು ಪರಿಚಯಿಸುವುದು
  - ಡಾಕ್ಯುಮೆಂಟರಿಗಳಿಗೆ, ಕಿರು ಸಿನೆಮಾಗಳಿಗೆ ಸ್ಕ್ರಿಪ್ಟ್ ರೈಟಿಂಗ್ ಕಲೆಯನ್ನು ಹೇಳಿಕೊಡುವುದು



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

***Syllabus of***

**Bachelors of Vocational (B. Voc) Programme (Language)**

**On**

**HINDI**





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Preamble**

Hindi Language is found to be the subject highest spoken Language in the face of the earth by recent research (2005) done by Dr. Jayanthi Prasad Nautiyal. Today's world of Globalization and Technology has provided necessity to empower the students with required skills which will enable them to excel in this competitive world and get highest employment opportunity.

## **Learning Objectives:**

- The syllabus is designed to improve the student's language and creative skills through grammar.
- To enhance the creative skills in language
- Practical usability through translation and correction of sentences.
- Practical and official correspondence skills
- Listening and understanding skills through stories- essays
- Understanding the values of life through the subject

## **PAPER DESCRIPTION**

<b>Sl. No.</b>	<b>Semester</b>	<b>Paper</b>	<b>Code No. of Paper</b>	<b>Title</b>
1.	I	I	BVOCHIN-101	Hindi Language paper
2.	II	II	BVOCHIN-151	Hindi Language paper
3.	III	III	BVOCHIN-201	Hindi Language paper
4.	IV	IV	BVOCHIN-251	Hindi Language paper



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **I SEMESTER**

### **BVOCHIN-101:Hindi Prose and Essays**

**30 hours - 100 marks - 2 credits**

#### **Course outcome:**

CO1: To make the students aware of the Hindi writers through stories.

CO2: To make the students aware of the Hindi writers through essays

CO3: To learn basic grammar

CO4: To learn translations/Translate sentence

#### **Unit- I: Text Book – Prasangik Kahaniyan**

1. Bade ghar ki Beti : Premchand
2. Wats up Parampara: Padma Kumari
3. Malbe ka Maalik: Mohan Rakesh

#### **Unit-II: Text Book: Nibandh – Vichar Rachan**

1. Jeevan Saar: Premchand
2. Krodh: Ramachandra Shukla
3. Cheeni Feriwal: Mahadevi varma

#### **Unit-III: Grammar**

1. Ling Ki Paribhasha Aur Bhed – Ling Badaliye
2. Vachan ki Paribhasha Aur Bhed – Vachan Badaliye

#### **Unit-IV: Skill component**

1. Correction sentences
2. Translation English/Kannada to Hindi

#### **Reference for Books:**

- 1) Sugam Hindi vyakaran: Prof. Vamshidhar & Dharmpal(Shiksha Bharathi, Kashmirigate Delhi)
- 2) Ashuddi Samshodhan: Dr. Mihir - Lok Bharathi Prakashan Allahabad
- 3) Karyalaya Aalekhan Aur tippani:  
Karnataka Mahila Hindi Seva Samithi, Chamarajpet, Bangalore



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **II SEMESTER**

### **BVOCHIN-151:Hindi Prose and Essays**

**30 hours - 100 marks - 2 credits**

#### **Hindi Language**

##### **Course outcome:**

CO1: To make the students aware of the Hindi writers through stories.

CO2: To make the students aware of the Hindi writers through essays

CO3: To learn basic grammar

CO4: To learn translations/Translate sentence

##### **Unit-I: Text Book: Prasangik Kahaniya**

1. Kafan: Premchand
2. Shmashan:Mannu Bhandari
3. Janhavi:Jainendra Kumar

##### **Unit-II: TextBook: Nibandha – Vichar Rachana**

1. Beeshama Ko Kshama Nahi Kiya gaya : Hajari Prasad Dwivedi
2. Inspector Matadeen Chand Par: Harishankar Prasad
3. Bahata pani Nirmala: Irchidananda heeranand vatsayan Ajney

##### **Unit-III: Grammar and Letter writing**

1. Varno ki paribhasha – Bhed
2. Swar aur vyanjana – Paribhasha Aur Bhed

##### **Unit-IV: Skill Component**

1. Framing sentences from jumble words
2. Meaningful passage writing (with commas, full – stop) etc.
3. Translation English/Kannada to Hindi

##### **Reference text books:**

- 1) Sugam Hindi vyakaran: Prof. Vamshidhar & Dharmpal(Shiksha Bharathi, Kashmirigate Delhi)
- 2) Ashuddi Samshodhan: Dr. Mihir - Lok Bharathi Prakashan Allahabad
- 3) Karyalaya Aalekhan Aur tippani:  
Karnataka Mahila Hindi Seva Samithi, Chamarajpet, Bangalore



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **III SEMESTER**

#### **BVOCHIN-201: Hindi Language**

**30 hours - 100 marks - 2 credits**

##### **Course outcomes:**

CO1: To make the students aware of ancient and modern poets

CO2: To make the students aware of famous writers writing dramas

CO3: To learn Basic grammar

CO4: To learn the terminology

##### **Unit- I: Text Book: Ekanki Navaratna**

1. Prathishod: Dr. Ram Kumar varma
2. Mamatha Ka vish: Vishnu Prabhakar
3. Reharsal: Om Prakash 'Adithya'

##### **Unit-II: Text Book: Kavya Kusum**

(Medival Poetry)

1. Doha – Kabir
2. Madhushaala: Harivamsharai Bacchan
3. Gram Vadhu – Sumithranandan Pant

##### **Unit-III: Grammar & letter writing**

1. Samjna – Paribhasa Aur Bhed
2. Sarvanam – Paribhasa Aur Bhed

##### **Unit – IV: Skill Component**

1. Programme organization
2. Aamantharan Patra/Poster making /Vigyapan
3. Translation English /Kannada to Hindi

##### **Text books:**

1. Ekanki Navaratna: Dr. Kamble Ashok Jyothi Prakashan
2. Kavya Kusum: P. Jayaraman Arasnodaya Prakashan, Delhi

##### **Reference Books:**

1. Sugam Hindi vyakaran- Vamshidhar Dharmpal Shiksha Bharathi, Delhi
2. Aalekhan Aur Tippani – Karnataka mahila Hindi Seva Samathi Chamarajpet, Bangalore
3. Ashuddi Samshodhan – Dr. Mihir. Jaya Bharathi Prakashan, Allahabad



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **IV SEMESTER**

### **BVOCHIN-201: Hindi Language 30 hours - 100 marks - 2 credits**

#### **Unit-I: Ekanki Navaratna**

1. Parda utavo Parda giravo: Upendranath Ask
2. Yaha Rona mana hai : Mamatha Kaliya
3. Bahut Bada saval: Mohan Rakesh

#### **Unit – II Text book Kavya Kusum**

1. Medieval Poetry
2. Kavithavali ka Amsh: Tulsidas

#### **Modern Poetry**

1. Yamaraj Ki Disha: Chandranath Devtale
2. Toota Pahiya: Dharmaveer Bharathi

#### **Unit – III: Grammer & Letter writing**

1. Vesheshan – Paribhasha Aur Bhed
2. Swa vrith lekhan – 2 types

#### **Unit – IV: Skill Component**

1. Bhent vartha – Politicians
2. Company Directors
3. Film Sameeksha
4. Samshipthikavan
5. Translaton

#### **Reference Books:**

1. Sugam Hindi vyakaran- Vamshidhar Dharmpal Shiksha Bharathi, Delhi
2. Aalekhan Aur Tippani – Karnataka mahila Hindi Seva Samathi Chamarajpet, Bangalore
3. Ashuddi Samshodhan – Dr. Mihir. Jaya Bharathi Prakashan, Allahabad



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**Syllabus of  
BVOC in  
Elective Foundation Course**



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Elective Foundation Course**

BVOCEF 101	Constitution Of India	2	1	40	10	50	2
BVOCEF 151	Human Rights And Gender Equity	2	1	40	10	50	2
BVOCEF-201	Enviornmental Science	2	1	40	10	50	2
BVOCEF-251	Gender Equity	2	1	40	10	50	2



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **BVoc in Elective foundation**

### **1 SEM**

## **INDIAN CONSTITUTION**

### **BVOCEF 101**

Total hours of instruction: 20

Teaching hours per week: 02

Total Marks: 50

### **Rationale**

1. To enable the students to understand the law of the land
2. To introduce the students to the central issues and themes imbibed in the Constitution
3. To familiarize the students with structure and functioning of various organs of Government
4. To familiarize the citizens with the concept of rights and duties

### **Learning Outcomes**

- Critically assess the actions in the political process and determine their motive
- Students will become familiar with a number of contemporary political issues and better understand their make-up and importance
- Students will understand the rules regulations by which they are governed .
- Will have the knowledge of Rights and Duties passed in constitutional sate
- Students will be able to better comprehend other's views and formulate, defend the ir own positions





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**UNIT I**

**4 hrs**

**Basics of Constitution**

- i. The constituent Assembly
- ii. Preamble
- iii. Salient features

**UNIT II**

**3 hrs**

**Fundamental Rights and Duties**

- i. Fundamental Rights
- ii. Fundamental Duties

**UNIT III**

**4 hrs**

**Union and State Legislature**

- i. Parliament – Lok Sabha and Rajya Sabha
- ii. State Legislature – Vidhana Sabha and Vidhana Parishad

**UNIT IV**

**4 hrs**

**Union and State Executive**

- i. President, Prime Minister and Council of Ministers.
- ii. The Governor and Chief Minister

**UNIT V**

**3 hrs**

**Union and State Judiciary**

- i. The Supreme Court of India
- ii. The High Courts

**UNIT VI**

**2 hrs**

**Local Governments**

- i. Rural and Urban
- ii. 73<sup>rd</sup> and 74<sup>th</sup> Amendments: Features



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**Books for Reference:**

1. Anup Chand Kapur, Indian Government and Politics, S. Chand and Co., New Delhi
2. Austin Granville, The Indian Constitution: Corner stone of a nation, Oxford University Press, New Delhi, 1972
3. Avasthi A.P., Indian Government and Politics, Lakshmi Narain Agarwal, Agra
4. Basu Durga Das, Introduction to the Constitution of India, Prentice Hall of India Pvt. Ltd., New Delhi, 1997
5. Bhagwan Vishnool & Vandana Mohla, Indian Government and Politics, Kalyani Publishers, Ludhiana, 2005
6. Das Hari Hara, Principles of Indian Constitution and Government, Himalaya Publishing House, Bombay, 1995
7. Johari J.C, Indian Government and Politics, Vishal Publications, Jalandhar , 1998
8. Fadia B.L., Indian Government and Politics, Sahitya Bhawan Publications, Agra, 1991
9. Fadia B.L., The Constitution of India, Sahitya Bhawan Publications, Agra, 2004
10. Government of India, Ministry of Law & Justice, New Delhi – 2003
11. Ghai K.K., Indian Polity, Kalyani Publishers, Ludhiana, 2003
12. Ghai K.K., Indian Government and Politics, Kalyani Publishers Ludhiana, 2002
13. Gupta D.C, Indian Government and Politics, Vikas Publishing House Pvt. Ltd. New Delhi, 1996
14. Hans Raj, Indian Political system, Surjeet Publications, New Delhi, 1999
15. Pylee M.V., India's Constitution, S. Chand & Co Ltd., New Delhi, 7<sup>th</sup> edition, 1999
16. Pylee M.V., An Introduction to the Constitution of India, Vikas Publishing House Pvt. Ltd., New Delhi, 2005
17. Rathod P.B. Indian Constitution: Government and Political System, ABD Publishers, Jaipur, 2004
18. Subhash C. Kashyap, Our Constitution, National Book Trust of India, New Delhi, 2001
19. Subhash C. Kashyap, Our Parliament, National Book Trust of India, New Delhi, 2001
20. Sikri S.L., Indian Government and Politics, Kalyani Publishers, New Delhi, 2004
21. Laxmikanth M., Indian Polity, Tata-McGram Hill Publishing Company, New Delhi, 2006



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Bvoc in Elective foundation**

**I1 SEM**

### **Human Rights**

**BVOCEF-151**

Total hours of instruction: 20

Teaching hours per week: 02

Total Marks: 50

#### **Rationale**

1. To enrich the knowledge of Human Rights to students
2. To understand the efforts to promote and protect human rights by individuals, NGO's, States and International Agencies
3. To provide students with an opportunity to engage as citizen's on issues involving human rights
4. To enable students to develop the capacity to analyse the social relationship
5. To sensitize the students about the gender issues endangering the sustenance of stable society

#### **Learning outcomes**

After studying this course, Will be able to:

- Understand the historical growth of the idea of human rights
- Demonstrate an awareness of the international context of human rights
- Demonstrate an awareness of the position of human rights in India
- Understand the importance of the Human Rights Act
- Analyze and evaluate concepts and ideas.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **UNIT I**

### **An Introduction to Human Rights**

**4 hrs**

- i. Human Rights – Meaning and features; Significance of the study
- ii. Universal Declaration of Human Rights

## **UNIT II International Protection and promotion of Human Rights**

**4 hrs**

- i. Universal Declaration of Human Rights
- ii: International Covenants –ICCPR and ICESCR

## **UNIT III**

**4hrs**

### **Human Rights in India**

- i Human Rights and Fundamental Rights
- ii: Role of Judiciary in the protection of Human Rights

**5 hrs**

## **UNIT IV**

### **Protection and promotion of Human Rights in India**

- i National Human Rights Commission – Composition and functions
- ii: Karnataka State Human Rights Commission – Composition and functions
- iii: Human Rights and NGOs
- iv: Human Rights and Media

## **UNIT V**

**3 hrs**

### **Issues and concerns in Human Rights**

- i Challenges to Human Rights promotion in India – Poverty, Illiteracy, Communal and caste conflicts, patriarchal values, lack of inclusive development
- ii Remedies against violation of Human Rights in India.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**Reference:**

1. "Protect Human Rights", <http://www.un.org/en/sections/what-we-do/protect-human-rights/index.html>
2. Aftab Alam, ed., *Human Rights in India: Issues and Challenges*, Delhi; Raj Publications., 2012
3. D.D. Basu, *Human Rights in Constitutional Law*, Gurgaon; Lexis Nexis, 2008
5. Upendra Baxi, *The Future of Human Rights*, New Delhi; OUP India, 2012
6. Upendra Baxi, *Human Rights in a Posthuman World: Critical Essays*, New Delhi; OUP, 2009
7. Andrew Clapham, *Human Rights A Very Short Introduction*, Oxford; OUP, 2015
8. Darren J. O'Byrne, *Human Rights An Introduction*, New York; Routledge, 2013
9. M.P.Dube and Neeta Bora, eds., *Perspectives on Human Rights*, Delhi; Anamika Pub., 2000
10. Manisha Priyam, Krishna Menon and Madhulikea Banerjee, *Human Rights, Gender and the Environment*, Chennai; Pearson Education, 2009
11. K.P. Saksena, ed., *Human Rights and the Constitution: Vision and Reality*, New Delhi; Gyan Pub., 2003
12. Piarey Lal Mehta and Neena Verma, *Human Rights Under the Indian Constitution: The Philosophy and Judicial Gerrymandering*, Delhi; Deep& Deep, 1999
13. K.S. Pavithran, *Human Rights in India: Discourses and Contestations*, New Delhi; Gyan Pub., 2018
14. H.O. Agarwal, *Human Rights*, Allahabad: Central Law Pub., 2016
15. Claude E. Welch, Jr., ed., *NGOs and Human Rights Promise and Performance*, Philadelphia, University of Pennsylvania Press, 2001
16. Asish Kumar Das and Prasant Kumar Mohanty, *Human Rights in India*, New Delhi; Sarup & Sons, 2007
17. C.J. Nirmal, *Human Rights in India, Historical, Social and Political Perspectives*, New Delhi, OUP, 20



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Bvoc in Elective foundation**

### **III SEMESTER**

## **ENVIRONMENTAL SCIENCE**

### **BVOCEF-201**

#### **ENVIRONMENTAL SCIENCE**

**12hours**

#### **I. Components of Environment Science:**

1. Ecological organization ( Organism, Population, Community, Ecosystem and Biome)
2. Energy flow, Food web, Ecological Pyramids, Hydrologic cycle.

#### **II. Environmental pollution**

1. Human population growth as a factor to increase pollution
2. Causes and control measures for soil, air (Noise to be included under Air pollution), water and radioactive pollution

#### **III. Conservation and Preservation of Environment**

1. Water conservation techniques
2. Solid waste management
3. Afforestation and Reforestation
4. Agencies involved in environmental protection– CPCB, IUCN, NEERI

#### **Books for reference**

##### **Basic Reading**

1. NCERT Biology Text Books Class XI and XII
2. Textbook of Environmental Studies by D.K. Astana and Meera Astana; S. Chand Publications New Dehli
3. Environmental Science by Erach Barucha UGC Publication.
4. National Policy on Disaster Management
5. Manual on Natural Disaster Management in India, NCDM, New Dehli, 2001



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **B.Voc in Elective foundation**

### **IV SEMESTER**

### **GENDER EQUITY**

### **BVOCEF-251**

Total hours of instruction: 20

Teaching hours per week: 02

Total Marks: 50

#### **Rationale**

1. To enrich the knowledge of Gender to students
- 2.To understand the efforts to promote and protect women ights by individuals, NGO's, States and International Agencies
- 3, To provide students with an opportunity to engage as citizen's on issues involving gender rights
- 4.To enable students to develop the capacity to analyse the social relationship
- 5.To sensitize the students about the gender issues endangering the sustenance of stable society

#### **Learning outcomes**

After studying this course, Will be able to:

- Understand the historical growth of the idea of women rights
- Demonstrate an awareness of the international context of Gender rights
- Understand the importance of the women Rights Act
- Analyze and evaluate concepts and ideas on gender



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**UNIT 1**

**Gender Equity- Basic Concepts**

**5 hrs**

- i. Sex and Gender
- ii. Masculinity and Femininity
- iii. Gender bias ,Gender Equity & Equality
- iv. Gender roles and stereotypes
- v. Need for Gender sensitization

**UNIT 11**

**5 hrs**

**Status of women in India**

- i. Sex Ratio
- ii. Education
- iii. Health
- iv. Economic
- v. Political

**UNIT 111**

**5 hrs**

**Discrimination and Violence**

- ii. Institutions of Gender Inequality- Family, Economy, Religion, Education and Political institutions.
- iii. Discrimination and Violence - Female Foeticide, Infanticide, Child Marriage, Domestic Violence, Unequal access to property, Unequal access to political participation.
- iv. Trafficking and commodification of Women's body, Representation of women in Media.

**UNIT IV**

**5 hrs**

**Gender Equity and Legal provisions 9 hours**

- i. Constitutional Provisions and State initiatives
- ii. National and State Commissions for Women





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**Books for Reference:**

1. Agnes, Flavia, *State Gender and the Rhetoric of Laws reform*, Bombay, RCEWA, SNTD, 1995
2. Agosin, Marjorie, *Women Gender and Human Rights*, New Delhi, Rawat, 1956
3. Ahuja, Ram, *Rights of Women*, New Delhi, Rawat, 1992
4. Avasti, Abha and Srivastav, *Modernity, Feminism and Women Empowerment*, New Delhi, Rawat, 2001
5. Bathala, Sonia, *Women Democracy and the Media*, New Delhi, Sage, 1998
6. Behura, N.K., and Mohanty, R.P., *Status and Empowerment of the Girl child*, New Delhi, Discovery Publishing House, 2005
7. Chattopadhyaya, Kamala, Devi, *Indian Women's Battle for Freedom*, New Delhi, Abhinav Publications, 1983
8. Chiranjivi Nirmal, *Human Rights in India*, OUP, New Delhi, 2001
9. Davidson, *Human Rights*, Buckingham Open University, 1992
10. Desai, Neera, and Patel, Vibhuti, *Indian Women; Change and Challenge in International Decade*, Bombay, Popular Prakashan, 1985
11. Devasia, Leelamma, Devasia, V.V., *Women in India*, New Delhi, Indian Social Institute, 1990
12. Devasia, V.V., and Leelamma, *Girl child in India*, New Delhi, Asish, 1991
13. Leah Levin, *Human Rights*, National Book Trust of India, New Delhi, 2002
14. Malhotra, Meenaskhi, *Empowerment of Women*, New Delhi, Isha Books, 2004
15. Malladi, Subbamma, *Women Tradition and Culture*, New Delhi, Sterling, 1985
16. Menon, Nivedita, *Gender and Politics in India*, New Delhi, Oxford University Press, 1999
17. Mishra, Jyothsna, *Women and Human Rights*, New Delhi, Kalpaz, 2000
18. Nussbaum, Martha, Glover, Jonathan, *Women Culture & Development*, New Delhi, Oxford, 1995
19. Okin, Susan, *Justice, Gender and the Family*, New York, Basic Books, 1989
20. Raj, Bala, *The Legal and Political Status of Women in India*, New Delhi, Mohit,



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

1999

21. Sen, Amartya, *Development as Freedom*, New Delhi, Oxford, 1999
22. Sen, Amartya, *More than One Hundred Million Women are Missing*, New York, Review of Books, 1990
23. Srinivas, M.N., *Some Reflections on Dowry*, New Delhi, Oxford, 1984
24. Sudha, D.K., *Gender Roles*, New Delhi, APH Publishing Corporation, 2000
25. Pandey Veena Pani, *International Perspectives on Human Rights* Mohit Publications, New Delhi, 1999
26. Young, Iris, Marian, *Inclusion and Democracy*, New York, OUP, 2000
27. *-Justice and the Politics of Difference*, New Jersey, Princeton University Press,

# **Digital Media and Film Making Syllabus (Theory & Practical)**



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Digital Media and Film Making**

### **I Semester Syllabus**

#### **BVOCDMFCT 101: Introduction to Film**

---

#### **Course Objective**

- To trace the history of world cinema
- To understand the various genres of Cinema
- To critically analyze and appreciate cinema as an art
- To know the importance of creative writer and his role in film and other creative forms
- To understand the Basics of creative writing

#### **Course outcome**

- Students develops a deeper understanding of world cinema
- Elaborative knowledge about genres and types of cinema
- Develops critically analyses of cinema
- Develop a basic understanding of the formal techniques necessary for the production of cinematic narratives
- Gain knowledge of creative writing and understand its scope in entertain mint media



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **UNIT - I**

**Evolution of Films:** Film as mass media, growth and development of films in India: silent era, talkies, commercial cinema, new wave films. Film Certification; Significance of CBFC

## **UNIT - II**

**World and Indian Cinema:** Introduction to visual Language, Reading a Film, Types of Films; Documentary, Animation Film, Feature Film, Short Films, Geners of Cinemaz

## **UNIT - III**

**Introduction to writing skill:** Preparation for writing, Qualities of Writer, Literary terms; Irony, types of irony, Imagery, Metaphor etc...

## **UNIT - IV**

**Fundamentals of Film Story:** Defining Story, Construction of Idea, Thematic Representation and Narrative forms; Plot, structure, atmosphere, Character etc...

Reference:

The Art of Dramatic Writing – Lajos Egri.

Screen writing for Narrative film and Television – William Miller.

Film script writing – Dwight V. Swain.

Aspects of the Novel- E.M. Forster.

Screenplay writing – Eugen vale.

The History of Film - *David Parkinson*

The Film Book: A Complete Guide to the World of Film - *Ronald Bergan*

Cinema Studies: The Key Concepts - *Susan Hayward*

Film History: An Introduction - *Kristin Thompson, David Bordwell*



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

## **Digital Media and Film Making**

### **I Semester Syllabus**

#### **BVOCDFCT-102: Introduction to digital media and social media**

---

#### **Course objectives:**

- To introduce the many possibilities of digital media and social media on the backdrop of mainstream media.
- To comprehend the functioning of the internet.
- To introduce the factors those facilitate and challenge the digital era of information.
- To practically implement the basic social media profile building skills.

#### **Course outcomes:**

- Students will be able clearly distinguish the impacts of digital media and social media as opposed to mainstream media.
- The understanding of basic functioning of the internet will enable them to see their internet usage patterns in a new light.
- The foundational concepts of the digital era will be strongly comprehended.
- Individual social media profiles will be better presented and managed, laying a foundation for audience approaches.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Introduction to internet and digital media:** World War 2 and advent of networking and internet | 'As we may think' | World Wide Web | E-mail | ARPANET

### **Unit 2**

**Types of digital media, features and their functions:** Social media | News portals | Blogs | Vlogs | Entertainment sites | E-newspapers | Gaming | Online shopping | Search engine

### **Unit 3**

**Factors influencing digital world:** digital divide – description | Causes | Importance | Bridging digital divide in India | Digital Dark Age | Prevention of digital Dark Age | 4 types of digital transformation

### **Unit 4**

**Introduction to social media:** Advent of social media | Types of social media | Basic profiling | Social media pages | Social media groups | Introduction to digital marketing | Introduction to social media marketing | Introduction to Social media analytics | Introduction to Facebook algorithm |



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **B.Vocational in Digital Media & Film Making**

### **I Semester practical syllabus**

#### **BVOCDMFCP-101: Story Writing Exercise**

---

#### **Objective**

- To get classical knowledge about story telling
- Improving elements of story telling
- Idea of developing Fictional Character
- Structural story writing on the basis of LCT
- Overall story writing developments

#### **Outcomes**

- Students will get idea of story writing in multiple ways
- Pupil will get clear idea about elements of story telling
- Students will develop fictional characters
- Students will get knowledge of structural story writing
- Students will get mastering knowledge of story writing process

#### **Practical Project**

Developing a Short Story

Writing Story for a Film





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Basics of Writing-** Idea to Ideation-Observation and writing a story- Imagining a situation and writing story-Interpreting a situation and developing a story- Real time observation and developing story.

### **Unit 2**

**Character development-** Developing own character's and marking characteristics- Character arch development-Character for particular genre-Promotion of Character

### **Unit 3**

**Story intense-** Observing a setting and developing characters and story-Story based on particular genre- LCT(Location, Character, Theme) Story development

### **Unit 4**

**Watching stories and review-**Elements of story review through video-Story telling video (Pakoda tales)- My story Exercise(Developing own story)



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**  
**I Semester Syllabus Practical**  
**BVOCDMFCP-102: Social Media Profile building**

---

**Objectives**

- To familiarize and foster excellence in all Microsoft applications.
- To train students in different types of formal writing.
- To introduce basic internet skills that can assist in effective information search, accumulation and dissemination.
- To customize individual social media profiles.

**Outcomes**

- Expertise in usage of Microsoft applications.
- Easy skills in formal writing such as e-mails and letters to higher authorities.
- Acquaintance of basic internet skills that lay a foundation to understanding digital media.
- Professional outlook in all social media profiles



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Basics of Microsoft office:** PowerPoint | creation of appealing slides, transitions, animation, content alignment and aesthetic appeal, inclusion of pictures and videos | Microsoft Word | Microsoft Excel

### **Unit 2**

**Basics of formal writing:** E-mails – Official, personal, to higher authorities | Formal letters – Leave letters, institutional letters, corporate letters | Online bio – Types, importance, writing exercises

### **Unit 3**

**Basic internet skills:** Search engine – Usage, keyword functions, types | E-mail – drafting, scheduling, attachments | Social media – Creation of profiles, writing bio and uploading suitable identity images

### **Unit 4**

**Personal profiling on social media:** Facebook | Instagram | Twitter | LinkedIn | Facebook page creation (long term assignment to be made in groups or individually)



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**B.Vocational in Digital Media & Film Making**

**ISemester syllabus Practical**

**BVOCDFMFCP-103:Digital Media and Marketing**

---

**Objective**

- Understanding importance of Social media Platforms
- Knowing platforms of digital media and film making
- Story presentation for digital media platforms
- Understanding case studies of new media
- Applying digital media platforms to film

**Outcomes**

- Customization of different social media platforms
- Effective usage of digital media platforms in film making
- Students get to know about story telling , presentation platforms
- Developing interest regarding research on new media use and outcomes
- Deeper knowledge about usage of digital media platforms in film



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Unit-1**

### **Stage 1: Basic profiling**

- Step 1: Refining individual Facebook account
- Step 2: Refining individual Instagram and Twitter accounts
- Step 3: Creation of student groups
- Step 4: Creation of Facebook pages

## **Unit-2**

### **Stage 2: Story exercises**

- Step 1: Understanding 'Pakoda tales'
- Step 2 : Story writing exercises
- Step 3: Verification of stories
- Step 4: Rehearsal presentation

## **Unit-3**

### **Stage 3: Story presentation for digital media**

- Step 1: YouTube as a story presentation platform
- Step 2 : Case studies of story tellers on YouTube
- Step 3: Recording of story
- Step 4: Publishing and discussion of individual story

## **Unit-4**

### **Stage 4: Case studies**

- Step 1: Case studies of social media celebrity profiles
- Step 2 : Case studies of social media profiles of movies
- Step 3: Redesigning celebrity profiles
- Step 4: Redesigning movie profiles



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Digital Media and Film Making**

### **II Semester Syllabus**

#### **BVOCDFCT-151: Understanding Film**

---

#### **Course objective**

- Demonstrate a general knowledge of the history of screenplay writing and screenplay writer
- Understand the key concepts of Screenplay writing
- Extensive understanding of stages of film production
- Deeper knowledge about Screenplay writing format
- Understanding Complete film production process

#### **Course outcome**

- Students will gain broad knowledge about history of screenplay writing and understand importance of significant screenplay writers
- Students will be able to understand the film production stages
- Students will demonstrate the importance of screenplay writing and film production
- Filmmaking students will learn screenwriting format elements in detail
- Film making students learn to develop complete film making process



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **UNIT - I**

**Understanding world and Indian Cinema;** Significance of Screenplay writing, Screen play writers- Global and Indian context.

## **UNIT - II**

**Stages of Film Production:** Pre-Production;scripting, storyboard, location research, Budget for feature film, scheduling process and practical problems, coordination process; Production; camera, lighting, sound, direction and Post Production;editing, audio mixing, Film Promotion

## **UNIT - III**

**Fundamentals of Film Screen play:** three act Structure; set-up, confrontation, resolution. Inciting incident, plot point 1, midpoint, plot point 2, climax.Non Linear structures and multiplenarratives

## **UNIT - IV**

**Screen play Drafting:**Classic Screen play format, Characterisation, Scene Structure, ShootingScript, Writing Dialogues, Use of sound in Script

## **Reference**

The Screenwriters work- SYD Filed

The Screenwriters Guide- SYD Filed

Film and the Director – Don Livingston

Art of Film – Ernst Lindgren.

How to read a Film - James Monaco,

Directing - Film Techniques and Aesthetics - Michael Robiger



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**  
**II Semester Syllabus**  
**BVOCDFMCT-152: Digital media content**

---

**Course objectives:**

- Introducing the varied types of content that students can experiment with on digital media platforms.
- Comprehending the differences in approach for different forms of digital media platforms with regard to content creation.
- Having a firm foundation in the legal aspects that bind content creation in India.
- Learning how to maintain consistency while getting better at the art of content creation for digital media.

**Course outcomes:**

- Students will be well aware of the varied forms that they can experiment with and find their niche.
- Students will be capable of different forms of content creation, keeping legal frameworks in mind.
- They will have a clear idea of the type of platforms they can showcase their content and, and alter their content based on custom requirements.
- They will be well aware of the techniques that can be used to promote their content on digital media and obtain feedback.





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Introduction to content writing:** Types of content – Creative | formal | articles | reports | advertisements - types | taglines | video | photographic | audio | reviews | criticisms | Common principles of content writing

### **Unit 2**

**Types of digital media content portals:** Social media | News portals | Online advertisements | Entertainment portals | Photographic portals | Videographic portals | Illustrative content

### **Unit 3**

**Legal aspects of public content:** plagiarism | copyright act | Defamation Act | Content outsourcing | Fake information | Fact checking | Legal case studies | Internet censorship | Cyber security and cyber laws

### **Unit 4**

**Content creation and implementation:** Obtaining feedback | Content dissemination | Post frequency and scheduling | Hashtags and keywords | Popular timings and participation analyses



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **B.Vocational in Digital Media & Film Making**

### **II Semester practical syllabus**

#### **BVOCDMFCP-151: Screenplay writing**

---

#### **Objective**

- Learning Pre screenplay drafting exercise
- Introducing screenplay writing format and other elements of screenplay writing
- Enhancing dialogue writing skill
- Practically understanding structure of screenplay
- Studying film production process in detail

#### **Outcome**

- Students will get knowledge of prescreen play drafting
- Students get to know about screenplay writing format with software
- Improved dialogue writing skill
- Students will get knowledge of screenplay structure
- Students will go through the film production process

#### **Practical Project**

Writing screen play

2 minute fiction Film



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Pre Screenplay exercise;** Story to visual exercise, Logline writing exercise (one line) for a story, synopsis (outline) writing exercise, Story Detailing (treatment) exercise, reviewing best screenplay movies.

### **Unit 2**

**Introduction:** Screenplay writing format introduction- writing a scene & understanding elements of scene (scene heading, parenthetical's etc...)-Character building activity, Dialogue writing for a scene-introduction to screen writing software (celtx & scrite)

### **Unit 3**

**Understanding structure of screenplay-** Watch and rewrite same screenplay(watch a short movie and reproduce same screenplay)-Writing inciting incident for a story, writing 1<sup>st</sup> plot and analysis, and writing 2nd plot and analysis, climax and analysis, final screenplay

### **Unit 4**

**Production process:** Story board making, budgeting a screenplay, Call sheet making, Location identification activity, Shooting script (blocking), producing a 2 Minutes movie based on above activity



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**

**II Semester Syllabus Practical**

**BVOCDFMFCP-152: Content creation for Digital media**

---

**Course objectives:**

- To assign numerous writing exercises to enable students to create contents that are relevant for digital media platforms.
- To analyze through case study method the different forms of content disseminated on digital media and their levels of success.
- To understand through case study method the legal implications of different forms of content dissemination on digital media.
- To create a self-managed content platform on digital media.

**Course outcomes:**

- Acquaintance and expertise in creating different forms of content that can be disseminated in theoretically comprehended digital media platforms.
- An understanding of levels of success and engagement that specific types of content can garner on digital media based on type of platform they are disseminated on.
- An exhaustive understanding of legal implications to be kept in mind while creating content for digital media.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Writing exercises** – Profile writing | Creative writing for digital media | News reports | Entertainment stories | Infographics | SEO articles | Research writing | Outsourcing types.

### **Unit 2**

**Case studies w.r.t contents** – Successful content disseminators on social media including Facebook, Instagram, Youtube, LinkedIn | Script transcription | Rewriting | Redesigning contents.

### **Unit 3**

**Case studies w.r.t legal issues** – Research, presentation and discussion of case studies w.r.t. Defamation | Plagiarism | Copyright.

### **Unit 4**

**Management of content** – Creation of blog | Management of previously created social media page | Mandatory content creation and updating the blog | Submission of contents on record

---



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **B.Vocational in Digital Media & Film Making**

### **II Semester syllabus**

#### **BVOCDMFCP- 153- Understanding film& Digital Media content**

---

#### **Objective**

- Understanding various trends in digital media contents
- Practical application of different digital media platforms individually
- Applying digital media content for movie Promotion
- Personalised digital content creation
- Understanding Movie reading techniques and its application in digital media

#### **Outcome**

- Research orientation for understanding digital media contents
- Creation of blog,youtube, facebook accounts and personalization according to industry needs
- Movie review and other digital content creation for movie promotion
- Watching movie and creating digital content
- Practical application of digital media platforms for movie promotion



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Unit-1**

### **Stage 1: Case study of content platforms on digital media**

- Step 1: Entertainment blogs
- Step2 : Social media profiles
- Step 3: Movie reviews
- Step 4: Trends in movie promotions

## **Unit-2**

### **Stage 2: Creation of individual content platform on digital media**

- Step 1: Blog creation
- Step2 : Blog setup
- Step 3: Finding a niche
- Step 4: Presentation of niche

## **Unit-3**

### **Stage 3: Content writing**

- Step 1: Writing movie reviews
- Step2 : Writing promotional content
- Step 3: Creating infographics
- Step 4: Entertainment articles

## **Unit-4**

### **Stage 4: Screenplay and blogging**

- Step 1: Movie screening
- Step2 : Discussion of movie
- Step 3: Re-thinking screenplay for blog
- Step 4: Writing and discussion of screenplay



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**

**III Semester Syllabus**

**BVOCDMFCT-201: Cinematography & Light**

---

**Course objective**

- Explore the progression of technology and broad artistic trends throughout the history of filmmaking.
- Demonstrate technical control over the basic cinematography
- Knowing deeper knowledge about elements of cinematography, including lighting and composition.
- Develop an understanding of collaboration between the cinematographer and director.
- Understanding the basic skills in the roles of camera assistant, gaffer and key grip.

**Course outcome**

- Students will get complete knowledge about history and developments of cinematography and camera technology
- Students will get knowledge about Camera
- Extensive understanding of Elements of cinematography and lighting technique
- Students get know about a cinematographer and his role with other crew members
- Students will get know about lighting department and role of Gaffer and key grip





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **UNIT - I**

**Origin and development of cinematography:** Evolution of Video camera, Application in present scenario, Different kinds of video production and camera formats. Cinematographer; Qualities and responsibilities of Cinematographer, Coordination of cinematographer with director, editor and art director. Converting Script to visual

## **UNIT - II**

**Different aspects of cinematography; aesthetics** of visual composition, different parts of camera and their functions, Camera lenses and their selection.

## **UNIT - III**

**Cinematographic properties:** Camera shots, Camera movements, Camera angles, Concept of imaginary line, Rules of Framing, application of elements of camera into a scene.

## **UNIT - IV**

**Lighting-** Concept of lighting, Uses of lights, Light sources, Lighting Techniques: Indoors & outdoors Lighting, techniques Various types of lights- Hard lights, Soft lights, Spotlights, multi lights, uses of skimmer, Uses of reflector, Light set up- Lighting at Night, Three point lighting.

## **Reference**

Light – Michael Freeman

Lighting for motion picture – Gerald Millerson

Professional Cinematography- Fredrick A. Talbot

Principles of Cinematography – W.F. Wheeler

The Five C's of Cinematography – Joseph V. Mascelli

Mascelli's Cine Work book - Joseph V. Mascelli



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**  
**III Semester Theory Syllabus**  
**BVOCDMFCT-202: Digital Branding**

---

**Course objectives:**

- To study the complete process of digital branding with an implementation based approach.
- To distinguish between the process and challenges of branding through traditional media and digital media.
- To clearly distinguish the multiple elements of branding and their applicability.
- To study the branding process employed by the most successful brands worldwide, and comprehend the possibilities of implementing global strategies locally.

**Course outcomes:**

- Students will be well-versed with the concepts of digital branding and be capable of formulating strategies for the same.
- They can identify and design various novel branding elements based on exhaustive comprehension of the requirements of a brand.
- Students can choose the right digital platforms, identify their audience and design strategies to promote a brand identity effectively.
- Students will be capable of breaking the process of branding down when they come across a successful brand identity and identify elements that are worthy of emulation, development and implementation.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Unit 1**

**Introduction to branding:** Understanding branding | Importance of branding | Mainstream media branding | Outdoor media branding | Online media branding | Process of branding | Platforms for online branding

## **Unit 2**

**Tools/elements of branding:** Contents – Brand voice and style sheet | logos | taglines | packaging | jingles | digital mascots | colour | design | brand ambassadors | Keywords | Hashtags | Posters | Advertisements

## **Unit 3**

**Creation of a digital brand:** Budgeting | Selection of primary media – Consumer bio and behaviour patterns | Implementation of tools | Sustaining a brand identity | Altering brand identities for different platforms

## **Unit 4**

**Attributes of the branding process:** E-mail branding | Tracking progress | Obtaining feedback | Updating brand identities | Competition analysis | Crisis management | Case studies



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**B.Vocational in Digital Media & Film Making**

**III Semester practical syllabus**

**BVOCDMFCP-201: Screenplay and Camera**

---

**Objective**

- Understanding Movie camera
- Application of camera elements in a movie
- Advanced approach of camera elements
- Understanding practical application of camera for a movie
- Knowing production process of a film

**Outcome**

- Expertise in camera and components of movie camera
- Applying knowledge of camera elements
- Deeper knowledge about camera and light and its application in a movie production
- Real time shooting expertise for students
- Analytical knowledge about camera and content



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Understanding Camera-**Video camera & Photography camera | cinema camera

setting and basics | Cinema camera and other accessories | disassembling the Camera

and learning the components of Camera

### **Unit 2**

**Application of camera-** Analyzing cinematography (watching cinema and decoding)

| Understanding & Applying camera shots & angle, movements | Shot breakdown

for a scene & discussion | Shoot a scene

### **Unit 3**

**Advanced Approach-** Understanding light & setting | applying mise en

scene(elements of shot) | Outdoor Shooting using different Camera Settings | indoor

shooting using different Camera Settings

### **Unit 4**

**Production-** Shooting two minute fiction applying camera & screenplay

### **Practical Project**

2 Minute silent movie.

Shoot a scene with light and Camera technique



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Digital Media and Film Making**

### **III Semester Syllabus**

#### **BVOCDMFCEP-202: Practical: Application of digital branding concepts**

---

#### **Course objectives:**

- Comprehension of digital branding elements through case study method.
- Creation of self-inspired branding tools for a brand that students can hypothetically launch on their own.
- Employment of multimedia approach to digital branding through creation of multimedia elements.
- Developing a full-fledged brand identity combining all the elements and principles of digital brand identity and organizing a staged launch to obtain feedback.

#### **Course outcomes:**

- A thorough understanding of elements of digital branding such that new brand identities can be created based on past experience.
- Experience creating brand elements that can be launched on digital media.
- Creation of multimedia brand identities befitting digital media platforms.
- Capability to develop a complete brand identity and launching it online, obtaining feedback and making necessary alterations.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

Case studies of retail brands | Identification of branding elements | Elaborating impacts of elements | Presentation

### **Unit 2**

Assignment of product topics | Selection of appropriate tools based on a topic | Creation of branding tools | Presentation

### **Unit 3**

Multimedia implementation in branding | Identifying an area of expertise in branding | Multimedia approach to create an element | Presentation

### **Unit 4**

Interaction with a client | Developing a digital brand | Obtaining feedback from client | Presentation



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**B.Vocational in Digital Media & Film Making**

**III Semester practical syllabus**

**BVOCDMFCP-203: Multimedia content & Branding**

---

### **Objective**

- Understanding Branding strategy process
- Research oriented branding strategy development
- Understanding multimedia approach for branding
- Practical application of branding strategy process
- Understanding Professional presentation of strategy

### **Outcome**

- Client initiative Branding strategy
- Developing brand elements according to client need and presenting
- Using multimedia (video, audio, graphics, logo) for branding
- Executing multimedia plans
- Professional brand presentation





## **Unit 1**

### **Stage 1: Strategy development**

- Step 1 – Forming and submitting interview questions
- Step 2 – Interviewing the client and submitting product identity
- Step 3 – Devising a brand identity based on the answers given by the client, determining the elements of the brand
- Step 4 – Explaining the meaning and importance of each element and presenting it to the client for approval.

## **Unit 2**

### **Stage 2: Brand development**

- Step 1 – Primary research and presentation of findings
- Step 2 – Developing brand elements
- Step 3 – Presenting first round of designs to the client along with background, importance and expected outcome of each element
- Step 4 – Redesigning elements based on client feedback

## **Unit 3**

### **Stage 3: Multimedia approach**

- Step 1 - Devising a multimedia strategy for the product based on previous study and research
- Step 2 - Presenting strategy to clients and making alterations based on feedback
- Step 3 - Executing multimedia strategy
- Step 4 - Presentation of outcome to client and documentation of experiences

## **Unit 4**

### **Stage 4: Presentation**

- Step 1 – PPT presentation
- Step 2 – Document submission of complete project report
- Step 3 – Submission of multimedia production



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

- **Step 4 – Presentation to the panel.**

## **Digital Media and Film Making**

### **IV Semester Syllabus**

#### **BVOCDMFCT-251: Film Direction and Production**

---

##### **Course objective**

- Analyze the historical and theoretical foundations of filmmaking; direction
- Students will complete an extensive body of amateur work as directors.
- Students will get complete knowledge about film budgeting
- Effectively manage the resources and logistics required to produce a film
- Understanding role and work nature of different roles in film production

##### **Course outcome**

- Students will get handful information and knowledge about history of direction and foundation of film making
- Students will get complete idea about direction department and they can work as amateur directors
- Students will able to do classified budget for his production
- Students will learn how to handle production and work as a team
- End of the course students performs each role prescribed in film production through that he will get complete idea about each department in production



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **UNIT - I**

**Introduction to direction:** Understanding world and Indian Cinema Directors(Alfred Hitchcock,Akira kurosova, James Cameron, Charlichaplin, Steven Spielberg,Chrostpher Nolan, Dadasaheb palke, Satyajith ray,Rajkumar Hirani, Girish kasaravlli, Puttanna Kangal, Adoor Gopal Krishanan etc.), Film theories and understanding.

## **UNIT - II**

**Concept of Direction;** The story and its development, aesthetics and authorship, Visual language, visualization method, Director team andhis role, Knowledge and understanding of the vocabulary of Cinema. Representing visual space. Composition, Continuity, Figurative narration,

## **UNIT - III**

**Film Production process:**Cinema as federal art,Art Director, Production manager, assistant director, associate director, Producer, associate producer, line Producer and other artistic and technical teams.

## **UNIT - IV**

**Budgeting a film;**Technique of Budgeting, role of director in budgeting, budgeting format

## **Reference**

In the Blink of an Eye : Walter Murch

Deep Focus: Reflections on Cinema: Satyajith ray

On directing film: David Mamet

Something like an autobiography: Akira kurosova

The Film makers Handbook: S.Ascher & E.Pinus

Directing Film techniques &Aesthetics: Michel Rabger & Mic Hurbis-Cherrier



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**  
**IV Semester Syllabus**  
**BVOCDFCT-252: Digital Marketing**

---

**Course objectives:**

- To elaborate the differences, advantages and disadvantages, evolution and need for digital marketing on the backdrop of traditional marketing
- To enable students to comprehend the needs, techniques and creative requirements of the process of digital marketing and be capable of catering to them.
- To introduce the technical requirements of digital marketing and train students in the same aspect.
- To comprehend and implement the elaborate process of consumer feedback and consequential strategy creation important for sustenance of a brand through digital marketing.

**Course outcomes:**

- Students will have in-depth understanding of the need for digital marketing and the techniques that are associated with it.
- Digital marketing techniques will be practically explored.
- Students will elaborately study the success and failure cases in digital marketing and thoroughly analyse them.
- They will also learn the methods of client interaction and client feedback in a practical manner.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Introduction to advertising:** Advertising on mainstream media | Evolution of advertising | Introduction to marketing | Common principles of marketing

### **Unit 2**

Types of marketing | Types of advertising | Introduction to digital marketing | Evolution of digital marketing | Consumer journey on digital media | Buyer persona

### **Unit 3**

**Need for digital marketing:** Types of digital marketing | Types of digital ads | Designing digital ads | Google and marketing | Social media marketing | E-mail marketing | Audience targeting | User generated content

### **Unit 4**

Influencer marketing | Affiliate marketing | Programmatic advertising | Conversational marketing | Ad personalization | Visual search | Predictive and augmented analytics



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**B.Vocational in Digital Media & Film Making**

**IV Semester practical syllabus**

**BVOCDMFCP-251: Directing a Scene**

---

**Objective**

- Understanding direction technique
- Reading classic movies and Understanding direction process
- Knowing application of direction
- Getting knowledge of direction process
- Understanding a scene and direction

**Outcome**

- Expertise in direction technique by watching classics
- Will come to know about collective output visualization
- Expertise in direction through mock shoot
- Students will get deeper knowledge about Direction Process
- Real time directing experience

**Project**

Directing a Scene using elements of Direction

Budgeting a Short Movie



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Pre-Directing Activity:** Visualizing scene, Understanding direction technique by reviewing classic movies

### **Unit 2**

**Applied Direction:** Understanding direction through mock shoot, aesthetically beautifying scene, collective output visualization (direction team discussion)

### **Unit 3**

**Direction Process:** Scene break down, scheduling exercise, Casting Process, failing reference for all departments, Costume, location, property management, editing report format writing

### **Unit 4**

**Direction:** Directing a scene using elements of direction



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**

**IV Semester Syllabus Practical**

**BVOCDMFCP-252: Implementation of digital marketing**

---

**Course objectives:**

- Comprehending and practicing the setting up of social media marketing tools.
- Defining target audience for marketing strategies and creating proper buyer persona.
- Staging an online product/service launch along with implementation of marketing strategies and their real-time execution.
- Creating, budgeting and executing digital media advertisements.

**Course outcomes:**

- Expertise in creating, sustaining and utilizing business accounts in social media marketing tools.
- Clear idea of target audience defining through creation of buyer persona.
- Acquaintance with the complete idea of launching and marketing a product/service online.
- Expertise in creating and disseminating different types of digital media advertisements.





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Understanding basic tools:** Setting up social media ads manager | Implementing Words and Google ads on blog | SEO execution

### **Unit 2**

**Defining target audience:** Case studies of buyer persona | Creating buyer persona | Establishing target audience on social media ads

### **Unit 3**

**Product launch exercise:** Launching a product/service online | Popularity gaining techniques | Designing custom marketing strategy based on requirements

### **Unit 4**

**Running social media ads:** Budgeting | Designing different types of social media ads – carousel, PPC, PPV | Analytics



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**B.Vocational in Digital Media & Film Making**

**IV Semester practical syllabus**

**BVOCDMFCEP-253: Short Movie production and digital promotion**

---

**Objective**

- Understanding co-relation between direction and promotion
- Research on Advanced promotional strategies for digital media
- Practical application of film production
- Practical understanding of promotional strategies
- Knowing effective execution methods of film and promotional strategies

**Outcomes**

- Expertise in mapping of promotional strategies for a movie
- Executing Advanced promotional techniques
- Film production
- Devising promotional strategies for individual film
- Identification of promotional tools and final launch of product



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Unit-1**

### **Stage 1: Co-relation between direction and promotion**

- Step 1: Interaction with short movie director
- Step2 : Identifying promotional strategies for digital media
- Step 3: Mapping of promotional strategies
- Step 4: Presentation

## **Unit-2**

### **Stage 2: Production**

- Step 1: Creation of story
- Step2 : Screenplay
- Step 3: Presentation
- Step 4: Production

## **Unit-3**

### **Stage 3: Promotional strategies**

- Step 1: Devising promotional strategies for individual film
- Step2 : Presentation in written format
- Step 3: Presentation
- Step 4: Alteration of strategies based on feedback

## **Unit-4**

### **Stage 4: Execution**

- Step 1: Identification of promotional tools
- Step2 : Creation of posts
- Step 3: Product launch
- Step 4: Analytics



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Digital Media and Film Making**

### **V Semester Syllabus**

#### **BVOCDMFCT-301:Film Editing& Sound**

---

#### **Course objective**

- Understanding historical perspective of editing
- Have a thorough working knowledge of non-linear editing software.
- Better understand techniques editors use to construct stories.
- Knowledge of editing software's
- Knowledge of sound in film

#### **Course Outcome**

- Students will get clear idea about editing technology and growth
- Basic working knowledge in nonlinear editing
- Students will get idea about how to construct stories with the help of editing
- Students will gain Working idea of video editing of software tools
- Students will get knowledge of importance of sound and he will able to work on that



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **UNIT - I**

**Introduction to Editing;** History of film editing, Principles of editing, Linear & Nonlinear Editing, on line & off line Editing, Significance of editing in film, Case study of best edited movies

## **UNIT - II**

**Idea of Editing;** Basic idea of video editing; Different stages of Editing Process – sorting, assemble, rough cut, final cut , Basic concept of Continuity, 180 Degree Rule, 30 degree rule, Rhythm and pace in editing. Transition and types of cuts, Analysis of film sequences from editing point of view.

## **UNIT - III**

**Editing Applications:** Technology in film editing, Introduction to Editing Software's, Montage editing, Sound and visual editing. Fiction and nonfiction editing- different styles of editing, Basic colour correction

## **UNIT - IV**

**Film and Sound technology;** History of sound technology in film, Significance of sound in film, Background music, Technical aspects of sound, sound formats, types of recording; Folly, synch sound, Rerecording & Dubbing

## **Reference**

The Techniques of Film Cutting Room – Earnest Walter

Film and the Director – Don Livingstone

How to Edit – Hugh Baddeley

The technique of Film Editing - Karel Reisz and Gavin Miller

The Technique of Film and Video Editing

- Kendan Cyger



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**  
**V Semester Syllabus**  
**BVOCDMFCT-302: Tools in digital media**

---

**Course objectives:**

- To introduce the technical end of the digital world to students and exhibit the vast availability of technical support for all forms of digital endeavours.
- To enlist social media tools and understand their applicability in different areas through which social media marketing can be achieved.
- To enlist and understand the applicability of website and blogging tools to create better digital destinations.
- To comprehend the facets of app development through the vantage point of a digital media expert and study its execution.

**Course outcomes:**

- Students will have been introduced to a wide array of organic and paid digital media tools that they can utilize based on the area they would like to focus on.
- Social media tools will be understood by students to execute advanced social media strategies for activities ranging from simple promotions to brand marketing.
- Website tools will allow students to design and launch their own blogs/websites with advertisements enabled.
- Students will be able to make use of the many Google tools that provide profound information and assistance towards effectively marketing a brand identity. These tools can be utilized by students themselves, or be comprehended for usage for client requirements in the future.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Introduction to technical end of digital media:** web development | Functioning of SEO | Analytical tools | Marketing tools | Content creation tools | Engagement tools

### **Unit 2**

**Social media tools - Analytics:** Promotions - organic and paid tools - how they work | Facebook Algorithm | Features of ads manager | Polls | Social media management apps | Facebook business manager

### **Unit 3**

**Website tools:** Website template designing | Wordpress and other blogging platforms | CMS | Paid servers and free servers | Chatbots | Semantic keyword search tools | Video hosting | Website analytics

### **Unit 4**

**Advanced analytical tools:** Insights tools and their usage | Apps - Designing an app | Keyword research | OTT platforms -evolution, types



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

## **Digital Media and Film Making**

### **V Semester Syllabus**

#### **BVOCDMFCT-303:Entertainment media Production**

---

#### **Course Objective**

- To make understand the dynamics of Entertainment media
- To gain the knowledge about programme pattern in entertainment media
- To understand Fiction and Nonfiction forms of entertainment media very effectively
- To understand the production parameters of entertainment media
- To understand extensively about working role of entertainment media experts

#### **Course outcome**

- Students will get know about entertainment media dynamics
- Students will get exclusive information about different programme pattern in entertainment media.
- Students will get to know about working knowledge various types of entertainment media
- Students will get knowledge about production parameters of entertainment media
- Pupil will get know different role and responsibility of entertainment media experts





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **UNIT - I**

**Introduction to Entertainment media;** Introduction to television, programme pattern in television, Entertainment media over view (National & international), History of entertainment production, Television and entertainment industry, Entertainment media production format (International, National, regional), Types of entertainment media,

## **UNIT - II**

**Production of Fiction:** Introduction to fiction programmes (National and international, regional), genera's of fiction shows (soap operas and mega serials), narrative strategy of fictional programs (Soap opera scripting style), Socio cultural understanding of soap operas, foreign and Indian soap operas, case study of soap operas.

## **UNIT - III**

**Nonfiction Production:** Introduction to Nonfiction Production, nonfiction genera's; reality show, countdown show, competition. History of reality show, ethical dimension of reality show, types of reality show; music, dance, cookery, adventure, sports, quiz. Case study of reality show, socio cultural impact of reality show

## **UNIT - IV**

**Production parameters:** Production parameters of soap operas and reality show, roles and responsibility of various departments in fiction and non-fictional programmes, Quality of Soap opera and reality show writer. Embedded Advertisement /Sponsership

## **Reference**

1. John Fiske, Television Culture
2. Stuart Allan, News Culture;
3. Rob Tannen, I Want my MTV
4. Sam Brenton, Reuben Cohen, Shooting People: Adventures in Reality TV



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**  
**V Semester Syllabus**  
**BVOCDMFCT-304: News and digital media**

---

**Course objectives:**

- To study the evolution and types of news presentation on mainstream media, and compare and contrast it with the advent of news of digital platforms.
- To understand the functioning, possibilities and organizational structure of news websites.
- To study and practice the creation of news contents based on the many facets of news presentation based on different platforms and other digital dynamics.
- To explore the multimedia prospects of news presentation on digital media and excel at its creation.

**Course outcomes:**

- Students will have a clear understanding of the dynamics and rules of news presentation on digital media and will be capable of adhering by them.
- They will have comprehended the functionality and possibilities of news websites in the current world, and how they can consider a career in the same.
- They will be well aware of and trained in content creation for news website.
- Students will also be capable of producing and processing multimedia content for effective presentation of multimedia content.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Unit 1**

**Understanding news:** Traditional presentation of news – techniques and evolution |  
Mainstream news platforms | Understanding presentation based on platform |  
Introduction to digital news platforms

## **Unit 2**

**News websites:** Creation of news websites | Organizational structure of news  
websites | Legal prospects of news websites | Job profiles in news websites

## **Unit 3**

**Content in news websites:** Types of reports in news websites | Report writing |  
Report translation | Other forms of textual content on news websites | Creation of  
other forms of content

## **Unit 4**

**Multimedia content and news websites:** Photography for news websites |  
Videography for news websites | Multimedia content processing for news websites  
- Photo and video editing



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**B.Vocational in Digital Media & Film Making**

**V Semester practical syllabus**

**BVOCDMFCP-301:Film and other Editing**

---

**Objective**

- Understanding practical application of editing
- Knowing different tools of Editing
- Comprehension language of Film editing
- Understanding fictional and non fictional editing
- Grasping types of film editing

**Outcomes**

- Expertising in Film Editing Software
- Students get to know about tools and elements of film editing
- Expertise in building a scene through editing
- In detail knowledge about non fictional (news, graphics) editing
- Expertise in different types of editing



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Introduction to Editing:** Editing Software introduction (Adobe Premier), Capturing Raw Data, Editing - Action Sequence/ match cut / continuity match, Working with Multi Layers, Effects, Applying Transitions, Compositing, Video Output

### **Unit 2**

**Tools of Editing;** storage and folder management, Techniques of assembling rushes, editing silent rush, edit with sound (music, dialogue, voice over) edit with script.

### **Unit 3**

**Flow of Editing:** Basic techniques of building a scene in editing (Continuity, matching, overlapping, shot to shot transition, Rough cut, insert title). Non fictional editing techniques (news, website, info graphics)

### **Unit 4**

**Final touch:** Trailer cut, teaser cut, promo editing, motion editing, Edit a Short movie, Edit a nonfiction production.

### **Practical Work**

Script based Editing

Editing a Sequence (2Minute)

Short Film/nonfiction production Editing



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**

**V Semester Syllabus Practical**

**BVOCDMFCP-302: Implementation of digital media tools**

---

**Course objectives:**

- Designing and creating a self-managed website.
- Execution of previously discussed marketing strategies through different types of marketing tools.
- Experimentation with different types of Google tools available.
- Advanced application of digital media tools for betterment of self-managed digital media platforms.

**Course outcomes:**

- A well managed website created through implementation of custom-recognized that can be a consistent exercise to experiment with the dynamics of digital media.
- Expertise in management of marketing tools.
- Complete comprehension of Google tools and their applicability.
- Betterment of self-managed digital platform through identification, customization and implementation of advanced designing and marketing tools.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

Designing blog | Creating a website structure | Templates | Layouts | Using content tools and plug-ins

### **Unit 2**

Marketing tools on social media | Advanced business manager features | Designing platform specific ads | Running ads through social media tools

### **Unit 3**

Google analytics | Google marketing tools | SEO marketing | Designing an app | Budgeting for app development

### **Unit 4**

Wordads | Google Adsense | Google + | Google webmaster tools | Adwords keyword planner | Google Trends



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**

**V Semester Syllabus Practical**

**BVOCDMFCP-303: News website & Multimedia reporting**

---

### **Objective**

- Analyzing news websites on the backdrop of traditional news media
- Analyzing multimedia approach for news room
- Understanding new media reporting
- Customized understanding of parts of news website
- Practical application of multimedia in newsroom

### **Outcomes**

- Approached expertise in news website and new media platforms
- Practical implication of multimedia tools in news room
- Expertise in new media reporting
- Practical knowledge of parts of news website
- Creation of Customized news website





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Unit-1**

### **Stage 1: Case studies**

- Step 1: Compare and contrast different types of news websites
- Step2 : Analyse news websites on the backdrop of traditional news media
- Step 3: Analyse multimedia approach
- Step 4: Presentation

## **Unit-2**

### **Stage 2: Reporting sub-categories**

- Step 1: Translation of reports
- Step2 : Textual interviews for digital media
- Step 3: Video interviews for digital media
- Step 4: News presentation on digital media

## **Unit-3**

### **Stage 3: Parts of a news website**

- Step 1: Technical reviews
- Step2 : Lifestyle blogging
- Step 3: Timeless videos
- Step 4: Features

## **Unit-4**

### **Stage 4: Parts of a news website - 2**

- Step 1: Different types of reporting
- Step2 : Types of news photography and videography
- Step 3: Trends in news presentation - podcasts
- Step 4: Creation of B.Voc news website



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Digital Media and Film Making**

### **VI Semester Syllabus**

#### **BVOCDMFCT-351: Film Production- Marketing**

---

#### **Course objective**

- Knowledge about film marketing
- Elaborative understanding of film market research
- Effective understanding of association new media in film marketing
- Basic knowledge about OTT platforms and its production
- Complete understanding of film production and marketing in various platforms

#### **Course outcome**

- Students will get practical knowledge about marketing his films
- Pupil will go for case study and do research to understand film market
- Students will get applied knowledge about new medias and methods of application in films
- Tutee will get complete idea about structure of OTT platforms and OTT content
- Undergraduate will get execution idea about film production and marketing



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **UNIT - I**

**Introduction to Film Market:** Importance of marketing of film national and international, Basics of Marketing, Laws of Marketing, The Business of Film production (world view), Distribution and Exhibition

## **UNIT - II**

**Research:** Idea about film market, Market research, Audience research, Methods of film marketing in India, film industry marketing in India case study, film festivals, Film organizations in India, Generation of Reviews.

## **UNIT - III**

**New media film Marketing:** Online Marketing, New Media Publicity, New media mix, new media review and ratings (IMDB, Rotten Tomatoes).

## **UNIT - IV**

**Advance Market and platforms:** Understanding OTT platforms, content patterns in OTT platforms, certification and ratings of OTT platforms, revenue patterns on OTT platforms, case study on OTT platform production

## **Reference**

Handbook of Motion picture production - WILLIAMS B. ADAMS

Production Management for film and video -R. JATE

Film production management - FOCAL PRESS

Film Censorship -GUY PHELPS



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

## **Digital Media and Film Making**

### **VI Semester Syllabus**

#### **BVOCDFCT-352:Advanced study of news and digital media**

---

#### **Course objectives:**

- To comprehend the process and execution of live telecasting of news on digital media from various sources.
- To study and practice the tools that can be used for providing live news updates through digital media.
- To introduce students to the world of news marketing, the techniques of it, and the important process of fact checking.
- To understand the aspects of creating a career in digital news media.

#### **Course outcomes:**

- Students will be creatively and technically equipped with the strategies of live news updates on digital media.
- They will have the training to stream live news from various sources on digital platforms.
- They will be well trained in the process of news marketing and equipped with the techniques of fact verification.
- Students will have a clear idea about the career prospects in digital news media and how they can find their niche.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Live news telecasting:** Platforms for live updates | Types of live updates | Advantages and challenges of live updates

### **Unit 2**

**Technical aspects of news telecasting:** Differences in mainstream news and digital news live | Telecasting from studio | Telecasting from live locations

### **Unit 3**

**News marketing:** News website establishment | SEO and news | News and keywords | News analytics | News boost on social media | Fact checking and news verification | Tools for news verification

### **Unit 4**

**Job profiles on digital news media:** Finding a niche | How to apply | Succeeding in online news media | Case studies of local news media



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **Digital Media and Film Making**

### **VI Semester Syllabus**

#### **BVOCDFCT-353: Advanced Entertainment media Production**

---

#### **Course Objective**

- To understand the changing perspective of entertainment media
- To gain knowledge about news trends of entertainment media
- Advanced knowledge of Web series making
- Understanding New Entertainment media & marketing
- To get an overview of documentary film making

#### **Course outcome**

- Students will get know about new perspective of entertainment media
- Students will get new trends and programme patterns of new entertainment media
- Students will get advanced knowledge of web series making
- Pupil will go through various new marketing tips of entertainment media
- Students will understand documentary film making



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

## **UNIT - I**

**Introduction:** Changing perspectives of entertainment media (Global & India), understanding new platforms of entertainment media (Global & India, Netflix, prime, Indian platforms), types of new entertainment media (web series, podcast, photo story), case study of new trends in entertainment media

## **UNIT - II**

**New trends of Entertainment media:** Understanding patterns of new entertainment media, Introduction to web series, types of web series, scripting pattern of web series, organizational structure of web series, case study of popular web series.

## **UNIT - III**

**New Entertainment media & marketing:** entertainment media and digital media, new entertainment media marketing techniques, compare and contrasting of new entertainment media market and traditional marketing, case study of new marketing technology

## **UNIT - IV**

**Documentary films:** Introduction to documentary (Globe & India), types of documentary films, new techniques of documentary films, case study of popular documentary

## **Reference**

1. Documentary: A History of the non-fiction Film by Erik Barnouw
2. A History of Narrative Film by David A. Cook
3. Documentary Display: Re-visiting Nonfiction Film and Video by Keith Beattie
4. Documentary Films in India: Critical Aesthetics at Work by Aparna Sharma
5. A Fly in the Curry: Independent Documentary Film in India by K. P. Jayshankar
6. Filming Reality: The Independent Documentary Movement in India by Shoma A. Chatterjee



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**

**VI Semester Syllabus**

**BVOCDFCT-354: Entrepreneurship and digital media**

---

**Course objectives:**

- To introduce the possibilities of digital media entrepreneurship as an idea.
- To study and comprehend the dynamics of establishing digital service firms and the factors associated with it.
- To facilitate the students with client approaching and convincing skills, which can enable them to brand themselves.
- To comprehend the dynamics of the global and local digital markets, and their applicability to specified niches.

**Course outcomes:**

- Students will have explored the possibilities of taking up digital media entrepreneurship with guided understanding of the dynamics of it.
  - They will be well aware and trained in the aspects of establishment of entrepreneurial firms in their specified area.
  - They will be capable of branding and sustaining their own brand identity based on effective client pitches and approaches.
  - Students will have comprehended the global and national standards of digital media entrepreneurship, industrial expectations and the possibilities they have ahead of them.
-





**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Understanding entrepreneurship:** Digital entrepreneurship | Types of digital entrepreneurship | Platforms for digital entrepreneurship | Metaverse and NFTs | Pre-requisites for digital entrepreneurship

### **Unit 2**

**Establishing the firm:** Types of digital income sources | Types of digital markets | Budgeting and budget components | Ancillaries | Franchise marketing

### **Unit 3**

**Client approaches:** Tailoring pitches – written and spoken | Client feedback process | Marketing the firm | Brand requirements

### **Unit 4**

**Industrial psychology:** Global digital market | Global digital businesses | Local digital market | Application of marketing principles to local digital market | Crisis management



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**B.Vocational in Digital Media & Film Making**

**VI Semester practical syllabus**

**BVOCDMFCEP-351: Entertainment media production**

---

**Objective**

- Understanding types of entertainment media production
- To gain knowledge of Fiction show production in silver screen
- Understanding Non fiction show Production
- Practical implications of Fiction Show production
- Practical understanding of Non fiction production

**Outcomes**

- Expertise in entertainment media production
- Students will get practical understandings of Soap opera productions
- Students will get comprehensive exposure of Planning and production design of Non fiction shows
- Fiction and Non fiction Practical production

**Project**

Soap opera with 5 Episode

Reality Show plan



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Fiction show:** Generating idea for mini soap opera, Creation of one-line for story, screenplay writing for soap opera, Dialogue writing for serials, episode banking technique.

### **Unit 2**

**Non Fiction show:** Planning for a reality show, scripting for reality show, production design for reality show.

### **Unit 3**

**Creation-1:** Producing 5 episode soap opera in any language (group Activity)

### **Unit 4**

**Creation-2:** Creating Mock reality show plan with production design (group Activity)



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
**UJIRE – 574 240**  
**(Re-Accredited by NAAC at 'A++' Grade)**  
**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**

**VI Semester Syllabus**

**BVOCDMFCP-352: Practical: Entrepreneurship prospects in digital media**

---

**Course objectives:**

- To enable students to understand the prospects of entrepreneurship in digital media and conceptualize a business plan.
- Designing start-up plan with expert help.
- Identifying potential clients and comprehending the dynamics of client interaction, client satisfaction and requirements.
- Enabling management of crises, sustaining and developing brand identity and managing a digital media firm.

**Course outcomes:**

- An understanding of entrepreneurship prospects and ability to conceptualize a start-up through identification of a niche.
- Ability to strategically design and present a start-up plan.
- Experience in dealing with clients, comprehending client mentality and obtaining feedback.
- Ability to manage a digital media firm with real-time crisis management circumstances, budget challenges and development prospects.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

### **Unit 1**

**Entrepreneurship training:** Basic entrepreneurship principles | Finding your niche

| Starting a business

### **Unit 2**

**Establishing firm identity:** Presentation of firm idea | Branding one's own firm |

Market presence

### **Unit 3**

**Client identification and interaction:** Creating pitches | Presentation of pitches |

Client feedback

### **Unit 4**

**Crisis management:** Identifying crises | Case studies of crisis management |

Application of crisis management principles



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**Digital Media and Film Making**

**VI Semester Syllabus Practical**

**BVOCDFMFCP-353: Movie Production & Marketing**

---

### **Objective**

- Categorical Implementation of movie production method
- Comprehension knowledge of movie production
- Categorical Implementation of Movie Promotion platforms
- Understanding the techniques of movie launch
- Post launch knowledge

### **Outcomes**

- Students will get knowledge of practically implementation of each production process of a movie
- They will produce complete feature length movie
- Students will explore digital media and other platforms to market their film
- Expertise in movie launch and marketing
- Students turns into a Professional film maker



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**

**UJIRE – 574 240**

**(Re-Accredited by NAAC at 'A++' Grade)**

**DAKSHINA KANNADA, KARNATAKA STATE**

**Unit-1**

**Stage 1: Complete feature film production**

**Unit-2**

**Stage 2: Promotion of movie on all platforms**

**Unit-3**

**Stage 3: Launch and screening**

**Unit-4**

**Stage 4: Presentation and analysis**