



HSNC BOARD'S

**SMT. MITHIBAI MOTIRAM KUNDNANI COLLEGE
OF COMMERCE AND ECONOMICS**

Vidyasagar Principal K.M. Kundnani Campus

Bandra (West), Mumbai – 50

Re-Accredited 'A' Grade by NAAC (3rd Cycle – May 2017)

Affiliated to University of Mumbai

Bachelor of Vocation (B. Voc.) Degree Course

B.VOC. (MEDIA, COMMUNICATION AND JOURNALISM)

Choice Based Credit System (CBCS) Academic Year: 2020-21

Submitted to



University of Mumbai

Fort, Mumbai, Maharashtra 400032

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B.VOC (MEDIA, COMMUNICATION AND JOURNALISM)

1. INTRODUCTION:

The University Grants Commission has launched another scheme of B.Voc. Degree programme to expand the scope of vocational education and also to provide vertical mobility to the students admitted into Community Colleges for Diploma programmes to a degree programme in the Universities and Colleges. While these two schemes were being implemented, it was also realized that there is a need to give further push to vocational education on a even larger scale. Accordingly, 'Deen Dayal Upadhyay Centres for Knowledge Acquisition and Upgradation of Skilled Human Abilities and Livelihood (KAUSHAL)' was also incorporated. Since all these three provisions serve a common purpose, all these schemes are merged into a single scheme for providing skill based education under National Qualification Framework.

The National Qualification Framework scheme intends to provide skills development based higher education as part of college or university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exit options such as Diploma or Advanced Diploma.

The B.Voc programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles 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.

2. 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 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
 - Community Colleges.

3. DEFINITIONS:

- **B.Voc:** Bachelor of Vocation- is a scheme introduced by UGC for skill development based higher education as part of college/university education.
- **NSQF:** National Skills Qualifications Framework
- **Programme:** A Programme refers to the entire course of study and examinations for the award of the B. Voc degree.
- **Semester:** A term consisting of a minimum of 450 contact hours distributed over 90 working days, inclusive of examination days.
- **Course:** Refers to the conventional paper, which is portion of the subject matter to be covered in a semester. A semester shall contain many such courses from general and skill development areas.
- **Credit:** B. Voc programme follows a choice based credit semester system and each Course has an associated credit.
- **Grade:** UGC – NSQF Guidelines has recommended the 10 point grade system to assess the students.

The proposed Bachelors of Vocational programme in Media, Communication and Journalism will be a judicious mix of skills, professional education related Media, Film Making, Advertising and Journalism and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the field of Media, Communication and Journalism.

4. ELIGIBILITY FOR ADMISSIONS:

Eligibility for admissions and reservation of seats for B.Voc (Media, Communication and Journalism) shall be according to the rules framed by the University of Mumbai from time to time. No student shall be eligible for admission to B.Voc. (Media, Communication and Journalism) unless he/she has successfully completed the examination conducted by a Board at the 10+2 level of schooling or its equivalent in any stream.

5. CURRICULUM:

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

6. DURATION:

The duration of the B.Voc (Media, Communication and Journalism) shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 540 hours of instruction in a semester.

7. PROGRAMME STRUCTURE:

The B.Voc (Media, Communication and Journalism) shall include:

- ✓ Language courses (English)
- ✓ General Education Components
- ✓ Skill Components
- ✓ Project
- ✓ Industrial Training
- ✓ Soft Skills and Personality Development Programmes
- ✓ Industrial or Study tours

8. COURSE STRUCTURE:

As per the UGC guidelines, there are multiple exit points for a candidate admitted in this course. If he/she is completing all the six credits successfully, he/she will get B.Voc Degree in Media, Communication and Journalism. If he/she is completing the first four semesters successfully, he/she will get an Advanced Diploma in Media, Communication and Journalism. If he/she is completing the first two semesters successfully, he/she will get a Diploma in Media, Communication and Journalism.

NSQF Level	General Education Credits	Skill Component Credits	Academic Duration	Exit Options / Awards
Year 1	24	36	Two Semesters	Diploma
Year 2	24	36	Four Semesters	Advanced Diploma
Year 3	24	36	Six Semesters	B.Voc Degree
Total	72	108		

9. SKILL COMPONENT WEIGHTAGE (60%):

- 1) As per the NSQF guidelines, for skills component, the model curriculum developed by the concerned Sector Skill Councils, wherever available, may be adopted or adapted in consultation with the industry partners.
- 2) Wherever the curriculum is not available, the same may be developed in consultation with the relevant Sector Skill Councils and industry partners. While doing so, the institutions may work towards aligning the curriculum with the National Occupational Standards being developed by the respective/allied Sector Skill Councils. This would promote national and global mobility of the learners, as well as higher acceptability by the industry for employment purposes.
- 3) Accordingly, the curriculum being developed by our college for B.Voc. (Media, Communication and Journalism) has been done with consultation from Media and Entertainment Sector Council and has been aligned with the curriculum proposed under National Occupational Standards.
- 4) The overall design of the skill development component along with the job roles selected has been done in such a manner that it leads to a comprehensive specialization in Media, Communication and Journalism domains.

- 5) The curriculum also focuses on work-readiness in terms of skills in each of the three years. Adequate attention has been given in curriculum design to practical work, on the job training, development of student portfolios and project work.

10. GENERAL EDUCATION COMPONENT WEIGHTAGE (40%):

- 1) As per the NSQF guidelines, for general education component, the curriculum developed adheres to the University of Mumbai norms as decided by the Board of Studies. It lays emphasis on offering courses that provide holistic development.
- 2) The general education component includes the courses which are supportive to core trade in addition to communication skills, soft skills, ICT skills, critical thinking, problem solving, environmental studies and value education.

11. B.VOC. IN MEDIA, COMMUNICATION AND JOURNALISM:

This training program deals with domains like Media, Communication and journalism. In simple terms, mass communication is the transfer or exchange of data on a large scale to reach a wide audience. Examples include – TV, Radio, Films, Banners, Bill Boards, Digital Media, Newspapers, magazines, books etc. Mass communication consists of the following main aspects – source of information, medium through which the data is transferred or spread and the audience. Usually, the source is away from the audience. The process through which the data is circulated among the audience is known as mass communication. The medium of propagation (such as TV, print media, advertising etc.) plays a crucial role on the exchange of information. Mass communication professionals study the transfer of information from the source to the audience. They study the process of propagation, the effect of information on the audience, the way in which audience consumes the information, opinion of the audience, change in their emotional state and behaviour etc.

In many cases, the source of information is located away from the audience. Under such circumstances, a person usually collects the news, writes or distributes it to the public through any medium of mass communication. The person who collects, writes and distributes news is known as a journalist. He/she is responsible for covering news, events and other information right from the source of origin. Through different forms of mass communication, he/she transfers this information to the people/audience. Print media, broadcast media, digital media – journalists are hired by all forms of mass communication for obtaining, covering, writing, editing and distributing news, events and other forms of information. Journalism is a part of mass communication. It is a broad field and consists of different areas of specializations. Some such notable areas of specialization are –

- ✓ Sports journalism
- ✓ Investigative journalism
- ✓ Photojournalism
- ✓ Advocacy journalism and more...

The job profile of a journalist depends upon the nature of work that he/she carries out. For example – reporters are professionals who researches, writes and reports on information from the source. News anchors spend most of their time in newsroom, presenting the news. Editors edit and curate the information before publishing or broadcasting it.

B.Voc. Media, Communication and Journalism will train students in different areas of media, mass communication and journalism. The academic program is 3 years long. Students who have passed 12th class are eligible to pursue this course. B.Voc. Media, Communication and Journalism course also offers multiple exit options like –

- ✓ Diploma certificate after completing 1 year
- ✓ Advanced Diploma certificate after completing 2 years
- ✓ Bachelor's Degree after completing 3 years

12. The Programme Outcomes (POs) of B.Voc (Media, Communication and Journalism): At the completion of course the students:

- POs 1: Develop the ability to communicate while working in the Industry.
- POs 2: Learn professional skills from the Media industry.
- POs 3: Get the knowledge of different sectors which comes under Media Industry.
- POs 4: Understand the ethics and unwritten rule of the journalism.
- POs 5: Learn digital media skills to work in online media industry.
- POs 6: Know the different Media, Communication Theories and Communication models.
- POs 7: Know the practical aspects of Media, Communication & Journalism.
- POs 8: Learn the fundamentals of Print, Television & Radio Journalism.

13. Program Specific Outcomes (PSOs):

- PSOs 1: Understand the scope of Media, Communication & Journalism.
- PSOs 2: Study theoretical and practical term which used in Media, Communication & Journalism industry.
- PSOs 3: Publish the experimental newspaper & television bulletin.
- PSOs 4: Study the practical aspect of online media & produce online content.
- PSOs 5: Describe how media industry will help to solve our social as well the issues which are related to human being

14. SALIENT FEATURES OF THE B.VOC. COURSE: The Program allows the learner the following:

- Mobility between vocational and general education by alignment of degrees with NSQF.
- Recognition of Prior Learning (RPL), allowing transition from non-formal to organized job market.
- Standardized, consistent, nationally acceptable outcomes of training across the country through a national quality assurance framework.
- Global mobility of skilled workforce from India, through international equivalence of NSQF.

- Mapping of progression pathways within sectors and cross-sectorally.
- Approval of NOS/QPs as national standards for skill training.
- Projects, case studies, presentations, moot courts, mock stock and industrial visits ensure a good blend of theory and practical in the course.
- Industry endorsed program that provides the exposure of working in the industry during the Summer Internship which is a compulsory component.
- The department also conducts various seminars and workshops to make the students well-versed in vocational courses.
- The subject combinations are better suited to current environments, industry requirements and employment opportunities
- The structure of the course is holistic and is aimed at making students not just successful wealth managers but aware and responsible too
- The subject matrix aims at building the pyramid of their knowledge with a steady base of general subjects with each higher level adding precise specialisation
- Through various practical sessions and simulations, students will be shown what the first few weeks at the first job will look like. So, when they actually are at their job, they will be better prepared to take on challenges.

The Scheme of Teaching and Examination is as under:
FIRST YEAR – SUMMARY

Year -I : SEMESTER – I								
Course	Title of the Course	Course Code	Credits	Hours	Hrs./ Week	CIE	EXT	Total
General	Business Economics – I	GEN-111	4	60	4	25	75	100
General	Environmental Studies – I	GEN-112	4	60	4	25	75	100
General	Business Communication – I	GEN-113	4	60	4	25	75	100
Skill	Film Appreciation – I	SKILL-111	4	60	4	25	75	100
Skill	Search Engine Optimisation	SKILL-112	4	60	4	25	75	100
Skill	Basic Make Up	SKILL-113	4	60	4	25	75	100
Skill	Script Researcher	SKILL-114	6	90	6	40	60	100

Year -I : SEMESTER – II								
Course	Title of the Course	Course Code	Credits	Hours	Hrs./ Week	CIE	EXT	Total
General	Business Economics – II	GEN-211	4	60	4	25	75	100
General	Environmental Studies – II	GEN-212	4	60	4	25	75	100
General	Business Communication – II	GEN-213	4	60	4	25	75	100
Skill	Film Appreciation – II	SKILL-211	4	60	4	25	75	100
Skill	Search Engine Marketing	SKILL-212	4	60	4	25	75	100
Skill	Prosthetics Make Up	SKILL-213	4	60	4	25	75	100
Skill	INTERNSHIP	SKILL-214	6	90	6	40	60	100

SEMESTER – I

Paper Name – Business Economics

Semester:	I	Component	General Education
Paper Name:	<i>Business Economics – I</i>	Paper Code:	GEN-111
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Preamble

The syllabus of Business Economics offers theoretical and analytical skills to the students so that they will analyse and interpret data for effective decision making in the corporate world or be able to pursue higher studies at the Master's level in Business Economics, Economics and Management. In the rapidly changing globalised market scenario, the need was felt to equip students with the capability to handle consumer, economic, and financial aspects and other techniques to understand the dynamic of economics as well the business world.

Semester I – Syllabus – [GEN 111]

Module	Content/Topic/Description	Lectures
I	Introduction to Business Economics: Scope and Importance of Business Economics - Basic tools used in Economics - Principle Opportunity Cost - Incremental and Marginal Concepts – Basic economic relations – functions, equations – Total, Average and Marginal relations –Marginal analysis in decision making – Market forces and Equilibrium – Basics of market demand, market supply and equilibrium price – shifts in the demand and supply curves and equilibrium	15
II	Demand Analysis: Demand Function – Nature of demand curve under different markets – Elasticity of Demand – Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional) Demand Forecasting – Meaning and significance – methods of demand forecasting – survey and statistical methods of demand forecasting	15
III	Theory of Production: Production Function – short run production function – Isoquants – Properties of Isoquants – Isocost Line – Producer Equilibrium – Law of Variable Proportions – Long run production function and Laws of Returns to Scale – Expansion path – Economies and Diseconomies of Scale – Internal and External –Scope	15

	Economies	
IV	Theory of Cost: Cost concepts – accounting cost and economic cost, implicit and explicit cost, social and private cost, historical cost and replacement cost, sunk cost and incremental cost -fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run Extension of cost analysis – Long Run Average Cost Curve – Planning Curve – L Shaped LAC Curve – Cost reduction through Learning curve	15

Section II – References – [GEN 111]

No.	Description
1	Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2	Hirchey .M., Managerial Economics, Thomson South western (2003)
3	Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4	Frank R.H, Bernanke.B.S.,Principles of Economics (Tata McGraw Hill (ed.3)
5	Gregory Mankiw., Principles of Economics, Thomson South western (2002)
6	Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
7	Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)
8	Browning, EK. & Zupan, “Microeconomic Theory and Applications”, Wiley
9	Mankiw G N, “Principles of Economics”, John Wiley & Sons
10	Pindyck R S. & Rubinfeld D L, “Microeconomics”, PHI
11	Samuelson & Nordhaus,” Microeconomics”, Mcgraw-hill
12	Varian H. R, “Intermediate Microeconomics”, W. W. Norton & Company

Paper Name – Environmental Studies

Semester:	I	Component	General Education
Paper Name:	<i>Environmental Studies – I</i>	Paper Code:	GEN-112
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester I – Syllabus – [GEN 112]

Module	Content/Topic/Description	Lectures
I	Environment and Ecosystem: Environment: Meaning, definition, scope and its components; concept of an ecosystem: definition, Characteristics, components and types, functioning and structure; Food Chain and Food Web- Ecological Pyramids - Man and environment relationship; Importance and scope of Environmental Studies.	13
II	Natural Resources and Sustainable Development: Meaning and definitions; Classification and types of resources, factors influencing resource; Resource conservation- meaning and methods- 1 and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development	13
III	Populations and Emerging Issues of Development: Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India; Human population and environment- Environment and Human Health – Human Development Index – The World Happiness Index	13
IV	Urbanisation and Environment: Concept of Urbanisation– Problems of migration and urban environment changing land use, crowding and stress on urban resources, degradation of air and water, loss of soil cover impact on biodiversity, Urban heat islands – Emerging Smart Cities and safe cities in India - Sustainable Cities	13
V	Reading of Thematic Maps and Map Filling: Reading of Thematic Maps(4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth and Flow map, Pictograms - Only reading and interpretation. Map Filling: (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. Concept and Calculation of Ecological Footprint	8

Paper Name – Business Communication

Semester:	I	Component	General Education
Paper Name:	<i>Business Communication – I</i>	Paper Code:	GEN-113
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester I – Syllabus – [GEN 113]

Module	Content/Topic/Description	Lectures
I	<p>Theory of Communication:</p> <p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world, Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels – Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>	20
II	<p>Obstacles to Communication in Business World:</p> <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual</p>	15

	business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour	
III	Business Correspondence: Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation]	10
IV	Language and Writing Skills: Commercial Terms used in Business Communication Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc. [Interpretation of technical data, Composition on a given situation, a short informal report etc.] Activities: ♣ Listening Comprehension ♣ Remedial Teaching ♣ Speaking Skills: Presenting a News Item, Dialogue and Speeches ♣ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. ♣ Reading Comprehension: Analysis of texts from the fields of Commerce and Management	15

Paper Name – Film Appreciation – I

Semester:	I	Component	Skill Education
Paper Name:	<i>Film Appreciation – I</i>	Paper Code:	SKILL-111
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

PREAMBLE

Film making is vast subject & involves many skills. **Film appreciation** is first step to learn and appreciate what goes into film making. In appreciation process one has to 'observe' every different aspect of visual as well as verbal. Camera is the prime story teller and verbals just support it.

The film is called seventh art. It is a blend of six prime arts. These six arts are:

1. Literature
2. Music
3. Dance
4. Sculpture
5. Architecture
6. Photography

'The Seventh Art' is the art of blending the above six into a whole.

SEMESTER I – SYLLABUS – [SKILL 111]

Module	Content/Topic/Description	Lectures
I	Literature: Germ, Drama & Moral <ul style="list-style-type: none"> ▪ The basic storyline. ▪ The exploration of storyline into the full length expansion. ▪ Transforming into script ▪ Planning a screenplay ▪ Breaking into shot divisions ▪ Writing scene <ol style="list-style-type: none"> a) Dialogues & description b) Planning shots c) Building sequence ▪ Lyrics if required ▪ Off screen Narration if planned part 	15
II	Music: Audio element: <ol style="list-style-type: none"> a) Dialogue delivery b) Voice modulation <ul style="list-style-type: none"> ▪ Pace ▪ Pitch ▪ Tone c) Planning Pauses (purposeful) 	15

	<ul style="list-style-type: none"> d) Silence areas e) Sound effect <ul style="list-style-type: none"> ▪ On field ▪ Natural ▪ Foley sounds ▪ Dramatic sound effect ▪ Background music ▪ Composing Songs if ever 	
III	Dance: Character bearing: Body language <ul style="list-style-type: none"> a) Postures b) Gestures c) Eye contacts d) Expressions e) Interaction f) Movements g) Insertions h) Symbolic frames i) ix. Camera angles (to portray weaker or stronger positions) 	15
IV	Sculpture: Transforming raw artist into characteristic appearance <ul style="list-style-type: none"> a) Basic make-up b) Get-up c) Costumes d) Body marks e) Age signs f) Symbolic appearance (profession, mindset, nature) g) g. Dramatic look 	15

Paper Name – Search Engine Optimisation

Semester:	I	Component	Skill Education
Paper Name:	<i>Search Engine Optimisation</i>	Paper Code:	SKILL-112
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

SEMESTER I – SYLLABUS – [SKILL 112]

Module	Content/Topic/Description	Lectures
I	Introduction to SEO: Internet and Search Engine Basics Importance of Internet Marketing Importance of Search Engines <ul style="list-style-type: none"> - Types of search engines - How search engines work - How websites are ranked based upon search terms Importance of search for websites Areas of operation for Search Engine Optimization Professionals Searching for the right keywords to bring maximum traffic	15
II	Understanding SERP: On-Page Optimization <ul style="list-style-type: none"> ▪ Keyword Research with Google Keyword Planner ▪ Page naming (URL) ▪ Meta tags ▪ Meta tags optimization ▪ Page speed optimization tool ▪ Redirection tags 	15
III	Off Page Optimization: <ul style="list-style-type: none"> - Backlinks - Google page ranks - Increasing page rank - Free classifieds - Blog submissions - Forums - Forum Signatures and Commenting - Link building - Free links / Paid links - How to promote homepage - RSS Feeds submission - Tracking the links and page rank 	15

IV	Search Engine Algorithms: <ul style="list-style-type: none">- How Algorithms work- HTML Basics for SEO- Page rank technology- Search Engine Penalties- Google Algorithm Updates	15
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Paper Name – Basic Make-up

Semester:	I	Component	Skill Education
Paper Name:	<i>Basic Make-up</i>	Paper Code:	SKILL-113
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

SEMESTER I – SYLLABUS – [SKILL 113]

Module	Content/Topic/Description	Lectures
I	<p>Objective: This unit is about preparing to alter the artists' appearance in accordance with requirements – Practical & theory learning both</p> <p>The user/individual on the job needs to know and understand: The principles of cosmetology and hair care How to undertake a script breakdown and understand shot-wise hair and make-up requirements How to interpret the look of each character accurately How to identify whether time affects the look of the character at the beginning and as the story unfolds How to label material containers clearly with complete information necessary for safe use. How to carry out a skin analysis and identify potential skin allergies and reactions How to carry out hair elasticity tests Importance of prep & prime & consultation Safe and hygienic methods to store, handle and dispose of make-up and/or hair equipment, tools, hazardous substances Health and safety legislation applicable to make up and/or hair equipment and hazardous substances</p>	15
II	<p>Objective: This unit is about understanding hair and make-up requirements to meet the demands of Director, Production Designer and/or artists Scope: This unit/task covers the following:</p> <ul style="list-style-type: none"> • Understanding requirements Obtaining ideas about character's look • Identifying the design concept • Determining the production requirements <p>(Practical & Theory learning both)</p>	15
	<p>Catering to clients & development of various looks: Day makeup Soft smoky eyes Party to bridal Intense smoky eyes Techniques including HELO EYES, ARABIC WING TECHNIQUE, & others as per requirements of the industry The principles of cosmetology and hair care The theory of skin and hair The human anatomy and face structure</p>	

	<p>The fundamentals and principles of drawing and colour theory</p> <p>The history of make-up, including period styles and techniques</p> <p>The features, advantages and disadvantages of different hair and make-up products (such as eye-liners, hair spray etc.), tools (such as combs, brushes etc.) and equipment (such as dryers, straighteners etc.)</p> <p>How to estimate the cost and time it would take to create the look keeping in mind the creative requirements</p> <p>Health and safety guidelines, including safe usage of hair and make-up products, common allergies etc.</p>	
III	<p>Objective: This unit is about managing hair, make-up and prosthetics resources and supplies, and making purchases whenever necessary</p> <p>Scope: This unit/task covers the following:</p> <ul style="list-style-type: none"> • Evaluating material and equipment • Selecting and purchasing relevant products/services • Monitoring stocks of products <p>(Theory learning in classroom)</p>	15
	<p>Select the providers of materials and equipment and purchase adequate quantity and type of products, in line with creative, technical and budgetary requirements, in consultation with/supervision of Senior Designers and Producers if necessary</p> <p>Monitor and replenish stock of hair, make-up, as per requirements</p> <p>The user/individual on the job needs to know and understand:</p> <p>The technical, resource, budget and time constraints applicable</p> <p>The list of vendors from whom the organization has procured materials and supplies in the past</p> <p>The role and requirements of key departments be liaised with, especially costumes, camera and lighting where the team has the maximum interaction</p> <p>The hair, make-up and agreed upon with the director/ production designer and artists</p>	
IV	<p>Objective: This unit is about contributing towards maintaining a healthy, safe and secure working environment</p> <p>Scope: This unit/task covers the following:</p> <ul style="list-style-type: none"> • Understanding the health, safety and security risks prevalent in the workplace • Knowing the people responsible for health and safety and the resources available • Identifying and reporting risks • Complying with procedures in the event of an emergency <p>(Theory learning in classroom)</p>	15
	<p>To be competent, the user/individual on the job must be able to:</p> <p>Understand and comply with the organisations current health, safety and security policies and procedures</p> <p>Understand the safe working practices pertaining to own occupation</p> <p>Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises</p> <p>Participate in organization health and safety knowledge sessions and drills</p> <p>Identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>Ensure own personal health and safety, and that of others in the workplace through precautionary measures</p>	

Paper Name – Script Researcher

Semester:	I	Component	Skill Education
Paper Name:	<i>Script Researcher</i>	Paper Code:	SKILL-114
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

SEMESTER I – SYLLABUS – [SKILL 114]

Module	Content/Topic/Description	Lectures
I	Basic understanding of script research	15
	<p>Understand the artistic and communication goals of the concept, which may be self-created, provided in a brief, or arrived at via discussions with relevant personnel (Director, Executive Producer etc)</p> <p>Be aware of the intended medium (eg: feature film, short film, serialized tv series, miniseries, documentary), and evaluate how this affects viewer engagement with the concept</p> <p>Understanding of the intended target audience, and evaluate how this affects the concept (eg: language, pacing, maturity of themes etc)</p> <p>Understanding of any relevant cultural, social or political issues that need to be taken into account</p> <p>Identify, research and understand key elements of the concept, including Premise • Setting • Genre • Central themes • Primary mood/tone • Broad character arcs • Major narrative/plot point Structure • Light and sound Outline key elements of the concept, along with additional notes, critiques and development ideas in various formats, which may include: • Taglines • Loglines • Pitches • One page synopsis Exposés Running diary/annotations • Storyboards</p>	
II	Research	15
	<p>Identify the research required by analyzing the concept, or by taking a clear brief from relevant personnel (scriptwriter, script editor, Director, Producers)</p> <p>Understand the basics of scriptwriting, story structure, character creation to be able to carry out appropriate research for the scriptwriting process Identify relevant sources of information, and conduct primary (interviews, discussions) or secondary (reports, courses) research</p> <p>Liaise periodically with relevant personnel (scriptwriter, script editor, Director, Producers) to provide updates on research and be made aware of any other research requirements, as appropriate</p>	
III	Development of script	15
	<p>The scriptwriter's requirements about the nature, goals and scope of the script</p> <p>The genre and timelines for story delivery and budget within which the script would need to be delivered</p> <p>Common legal, ethical and regulatory considerations Regulations and policies of the organisation relating to script writing</p> <p>B. Technical Knowledge The user/individual on the job needs to know and</p>	

	<p>understand:</p> <p>How to construct a story and develop a script for different types of productions</p> <p>The essentials of scriptwriting including characters, characterization, plotting, structure and dramaturgy</p> <p>Script-writing norms and guidelines including style, format, structure and length applicable to different industries, audiences, genres, regions, language and cultures</p> <p>The context of the script with reference to other similar existing work</p> <p>Elements of the story outline including the story plot, structure, theme</p>	
IV	Technology & Law	15
	<p>How to work on word processing software and screenwriting, formatting software like Final Draft, Movie Magic and Celtx</p> <p>How to type in regional language using Unicode</p> <p>Narrative templates like the 3-act structure, plot point, Blake Snyder's beat sheet (save the cat) and hero's journey</p> <p>Applicable copyright norms and intellectual property rights</p>	

SEMESTER – II

Paper Name – Business Economics

Semester:	II	Component	General Education
Paper Name:	<i>Business Economics – II</i>	Paper Code:	GEN-211
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester II – Syllabus – [GEN 211]

Module	Content/Topic/Description	Lectures
I	Market Structure – I: Introduction to Market Structure – Classification of Markets – Principles of Profit maximisation – Producer Surplus Perfect competition – Features – Short-run and Long-Run equilibrium of a firm – Short-run and Long-Run equilibrium of Industry maximisation and the competitive firm's supply curve – Short run and long run equilibrium of a firm and of industry Monopoly – Features – Sources of monopoly power – Short-run and Long-run equilibrium of a firm under Monopoly	20
II	Market Structure – II: Monopolistic competition: Competitive and Monopolistic elements of monopolistic competition- equilibrium of firm under monopolistic competitions, monopolistic verses perfect competition, excess capacity and inefficiency Oligopolistic Market: Key attributes of oligopoly- Collusive and non-collusive oligopoly market – Price rigidity – Cartels and price leadership – Introduction to Cournot; Stackelberg's model and Bertrand model;	15
III	Pricing Methods: Cost oriented pricing methods: cost –plus (full cost) / mark-up pricing – marginal cost pricing – Multiple product pricing – Transfer pricing Discriminating Pricing – Meaning – Conditions – Types – Degrees – Equilibrium of Discriminating Monopolist – Dumping – Types – International Price Discrimination	15
IV	Capital Projects and Budgeting: Project planning – Features and Significance – Capital Budgeting – Meaning and importance – Steps in capital budgeting – Techniques of Investment appraisal Methods to Evaluate Capital Projects – Payback period method – Net present value method and Internal rate of return method (Numerical Problems)	10

Section II – References – [GEN 211]

No.	Description
1	Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2	Hirchey .M., Managerial Economics, Thomson South western (2003)
3	Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4	Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
5	Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
6	Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
7	Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,
8	Arthur O Sullivan and Steven M.S, “Microeconomics- Principles, Applications and Tools”, Pearson
9	Joseph E.S and Carl E.W, “Principles of Microeconomics”, W.W. Norton & Company 17
10	Lipsey & Chrystal, “Economics” Oxford University Press.
11	Robert E. Hall and Dr. Marc L, “Microeconomics- Principles and applications”, Cengage Learning

Paper Name – Environmental Studies

Semester:	II	Component	General Education
Paper Name:	<i>Environmental Studies – II</i>	Paper Code:	GEN-212
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester II – Syllabus – [GEN 212]

Module	Content/Topic/Description	Lectures
I	Solid Waste Management for Sustainable Society: Classification of solid wastes – Types and Sources of Solid Waste ; Effects of Solid Waste Pollution- Health hazards, Environmental Impacts; Solid Waste Management – solid waste management in Mumbai- Schemes and initiatives run by MCGM – role of citizens in waste management in Mumbai	13
II	Agriculture and Industrial Development: Environmental Problems Associated with Agriculture: Loss of Productivity, Land Degradation ,desertification - Uneven Food Production – Hunger, Malnutrition and Food Security – Sustainable Agricultural practices Environmental Problems Associated with Industries – pollution -Global warming, Ozone Layer Depletion , Acid rain, - Sustainable Industrial practices – Green Business and Green Consumerism, Corporate Social Responsibility	13
III	Tourism and Environment: Tourism: Meaning, Nature, Scope and importance –Typology of tourism classification; Tourism potentials in India and challenges before India; New Tourism Policy of India; Consequences of tourism : Positive and Negative Impacts on Economy, Culture and environment- Ecotourism	13
IV	Environmental Movements and Management: Environmental movements in India: Save Narmada Movement, Chipko Movement, Appiko Movement, Save Western Ghat and Save Jaitapur; Environmental Management: Concept, need and relevance; Concept of ISO 14000 and 16000; Concept of Carbon Bank and Carbon Credit. EIA - Environment Protection Acts – Concept and components of Geospatial Technology Applications of GST in Environmental Management.	13
V	Map Filling: Map filling of Konkan and Mumbai (Environmentally significant features and GST centers) using point, line and polygon segment. Concept and Calculation of Environmental Performance Index (EPI)	8

Section II – References – [GEN 212]

No.	Description
1	Singh, Savindra, 2011 : Environmental Geography, PrayagPustakBhavan,Allahabad, India
2	Gautam Alka, 2009 : Environmental Geography, ShardaPustakBhavan, Allahabad,India
3	Odum E.P. (1971) : Fundamentals of Ecology,W.B. Saunders, Philadelphia
4	Botkin D.B. & Keller E.A.,1995 : Environmental Science, John Wiley & Sons, New York
5	McKinney M.L. &Schoch R.M.,1998 : Environmental Science, Jones & Bartlett
6	Publishers, London • Allaby M. 2002 : Basics of Environmental Sciences, Routledge, London
7	Detwyler T.R., 1971: Man's Impact on Environment, McGraw-Hill, New York
8	Rao K.L. 1975 : India's Water Wealth, Orient Longman Ltd. New Delhi
9	Ahirrao W.R. & others, ParyavaranVijnan (Marathi), NiraliPrakashan, Pune

Paper Name – Business Communication

Semester:	II	Component	General Education
Paper Name:	<i>Business Communication – II</i>	Paper Code:	GEN-213
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

Semester II – Syllabus – [GEN 213]

Module	Content/Topic/Description	Lectures
I	Presentation Skills: Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation	10
II	Group Communication: Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	15
III	Business Correspondence: Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail: Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [<i>Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.</i>]	15
IV	Language and Writing Skills: Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	10
Tutorials	Presentations, Group Discussion, Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension: Analysis of texts from the field of Literature [Suggested Books for Book Reviews: Books from the fields of	10

	<p>Management, Finance, and Literature Like – Sun Tzu :The Art of War, Eliyahu M. Goldratt : The Goal , Eliyahu M. Goldratt: It's Not Luck , Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, John Christen: Fish, Chetan Bhagat One Night At A Call Center, Chetan Bhagat My Three Mistakes , Arindam Choudhary: Count Your Chickens Before They Hatch ,Stephen Covey :Seven Habits of Successful People, George Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire]</p> <p>[N.B.: The above list is only indicative and not prescriptive.]</p>	
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Section II – References – [GEN 213]

No.	Description
1	Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.
2	36.M. Ashraf, Rizvi (2006) Effective Technical Communication Tata McGraw Hill
3	Martson, John E. 1963) The Nature of Public Relations, McGraw Hill, New Delhi.
4	Majumdar,P.K.(1992) Commentary on the Consumer protection Act, Prentice, New Delhi.
5	McQuail, Denis (1975), Communication, Longman.
6	Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
7	41.Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company
8	Monippalli, M.M. (1997),The Craft of Business Letter Writing, T.M.H. New Delhi.
9	Montagu,A and Matson , Floyd(1979) The Human Connection, McGraw Hill,New York.
10	• Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.
11	Parry, John (1968) The Psychology of Human Communication.
12	Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.
13	Peterson, Robert A and Ferrell, O.C (2005) Business Ethics: New Challenges for Business Schools and Corporate Leaders Prentice Hall of India Pvt., Ltd.
14	Phillip, Louis V. (1975) Organisational Communication- The Effective Management, Columbus Grid Inc. 49.. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A.
15	Sadri Sorab, Sinha Arun and Bonnerjee peter (1998) Business Ethics: Concepts and Cases Tata McGraw Hill Public Company Limited
16	Shekhar, R.C (1997) Ethical Choices in Business Response Books
17	Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pilman and Sons Ltd. London.
18	53. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo

Paper Name – Film Appreciation – II

Semester:	II	Component	Skill Education
Paper Name:	<i>Film Appreciation – II</i>	Paper Code:	SKILL-211
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

SEMESTER II – SYLLABUS – [SKILL 211]

Module	Content/Topic/Description	Lectures
I	Architecture: Place, Era, Time of the day	20
	<ul style="list-style-type: none"> a. Basic sets (Place of shoot) b. Ambience (Poor house or rich apartment etc.) c. Symbolic identity (Office, hospital, restaurant etc.) d. Era of happening e. Marks of historic influence f. Marks of happenings g. Scope for camera plot & lighting plot h. Property & movement paths 	
II	Photography: Camera as story teller	20
	<ul style="list-style-type: none"> a. Composition <ul style="list-style-type: none"> i. Various rules (Thirds ratio, Balance, Frame withinb, Leading lines etc) ii. Odd framing (Breaking rules to create tension) iii. Tilt frames (Put to restlessness) iv. Unusual viewpoint b. Sequence c. Lighting <ul style="list-style-type: none"> i. Ambient ii. Dramatic iii. Object/portrait iv. Time of the day d. Colour & significance e. Perspective f. Camera movements <ul style="list-style-type: none"> i. Panning ii. Tracking iii. Dolly in & out iv. Crane g. Frame rate <ul style="list-style-type: none"> i. Slow motion ii. Rapid motion h. Lens <ul style="list-style-type: none"> i. Block or zoom <ul style="list-style-type: none"> 1. Depth of field (Deep/Shallow) 2. Bokeh (blurry bubbles for mood) 	

	ii. Wide/Normal/Telephoto 1. Lens movements a. Zoom in & out iii. Filters 1. Colour enhancement 2. Colour correction 3. Polariser 4. Gradation 5. Neutral density i. Colour temperature 1. Warm/Cool/ Neutral 2. Ambience 3. Mixed colour light	
III	Blend of all the above is Cine Art:	20
	a. Director: Pre production & Production b. Director of photography: Storyboarding & On floor c. Editor: Sequencing & threading into full length film i. Linear Sequence ii. Non-linear sequence (flashback) iii. Stock shots iv. Still insertions v. Symbolic frames vi. Pace management vii. Shock treatment viii. Dissolve ix. Transitions d. Dubbing: i. Dialogue ii. Sound effects iii. Music iv. Silence	

Paper Name – Search Engine Marketing

Semester:	II	Component	Skill Education
Paper Name:	<i>Search Engine Marketing</i>	Paper Code:	SKILL-212
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

SEMESTER II – SYLLABUS – [SKILL 212]

Module	Content/Topic/Description	Lectures
I	Basics of Search Engine Marketing	15
	<ol style="list-style-type: none"> 1. Introduction to Search Engine Marketing <ol style="list-style-type: none"> a. Concept b. Scope c. Advantages and Disadvantages of Search Engine Marketing 2. Social Media platforms 3. Search engine marketing tools <ol style="list-style-type: none"> a. Online Advertisement, Online Marketing Research, Online PR 4. Web Analytics 5. Promoting Web Traffic 6. Latest developments and Strategies in Digital Marketing. 	
II	Research and identify target keywords	15
	<ol style="list-style-type: none"> 1. Perform keyword research <ol style="list-style-type: none"> a. Identify and research company's products and services b. Brand positioning c. Target audience research and what they search d. Evaluation of the keywords by their relevancy, search volume, bid amount and competition 2. Create final list of target keywords for bidding <ol style="list-style-type: none"> a. Understanding bidding b. Introduction to quantitative keyword research tools and statistics c. Introduction to search volume, bid amount and competition 	
III	Set-up pay-per-click (PPC) campaigns	15
	<ol style="list-style-type: none"> 1. Creation of advertisement groups <ol style="list-style-type: none"> a. Creation of campaign structure b. How to create advertisement groups c. Keywords strategy and the advertisement groups d. Creating advertisement copy with embedded destination URL 2. Creation of advertisement copy <ol style="list-style-type: none"> a. Coordination and creation of effective ad copy b. Optimization of campaign performance 	

	<ul style="list-style-type: none"> c. Split test <p>3. Organization of target keywords</p> <ul style="list-style-type: none"> a. Key words themes and organization b. Assignment of keywords to respective advertisement groups <p>4. Set-up advertisement extensions</p> <ul style="list-style-type: none"> a. Identify relevant advertisement extensions that can be added to the campaigns b. Set-up advertisement extensions for the campaigns to improve performance <p>5. Set-up conversion tracking based on the campaign goals</p> <ul style="list-style-type: none"> a. Identify advertising goals b. Set up conversion tracking c. Understanding leads, sales, tracking, pixels, etc. <p>6. Set-up keyword bidding and daily budget for the campaigns</p> <ul style="list-style-type: none"> a. Bidding strategies and goal optimization b. Budget allocation 	
IV	Track campaign performance and prepare reports:	10
	<p>1. Evaluate the campaign outcome</p> <ul style="list-style-type: none"> a. How to measure the average cost per click, click-through ratio, conversion rates, total spends, cost per acquisition and ROI for each campaign b. How to track the performance at the keyword level c. Identification of the best and worst performing keywords d. Analyse and compare the performance of brand versus non-brand keyword campaigns e. Create a report summarizing the performance of pay-per-click (PPC) campaigns for the stakeholders <p>2. Compare performance with competitors</p> <ul style="list-style-type: none"> a. Usage of auction insight report to get the competitor comparison statistics such as impression share, average advertisement position etc. b. Creation of competitor comparison report using the data available in auction insights to analyse campaign's performance 	
V	Ethics issues and Legal provisions	5
	<ul style="list-style-type: none"> a. Issues Relating to Privacy and Security b. E commerce laws in India c. IT Act 2000 	

Paper Name – Basics of Prosthetics

Semester:	II	Component	Skill Education
Paper Name:	<i>Basics of Prosthetics</i>	Paper Code:	SKILL-213
Credits:	4	Academic Hours:	Total: 60 Hours 1 period: 60 Minutes
Evaluation System:	Continuous	Evaluation Type:	CIE – 25 Marks EXE – 75 Marks Total – 100 Marks

SEMESTER II – SYLLABUS – [SKILL 213]

Module	Content/Topic/Description	Lectures
I	<p>Objective: The objective of the unit is to provide fundamental learning, usage & development of prosthetics</p> <ul style="list-style-type: none"> ▪ The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> ▪ The principles of prosthetics ▪ Techniques such as moulding, casting, sculpting etc. and materials such as clay, rubber, silicone, plastic etc. used to create prosthetics ▪ The fundamentals of Skin theory ▪ The human anatomy and face structure ▪ The fundamentals and principles of drawing and colour theory ▪ Theory of bruising and application techniques including blood, dirt etc. ▪ The history of make-up, including period styles and techniques ▪ Appropriate techniques, materials and methods for sculpting, moulding and casting prosthetics, realistic masks and anatomical props such as body parts, heads etc. ▪ How to ensure that appropriate block release agents and sealers are used ▪ How to trim and mark the completed impression accurately and prevent it from deterioration, distortion or damage ▪ How to use the correct make-up, colouring and finishing techniques for the prosthetics ▪ How to clean tools and equipment ▪ Storage and disposal methods for prosthetic pieces and used materials ❖ How to obtain a replica of the artist's features without defects or distortion of the cast 	15
II	<p>Objective: this unit is about creating, applying, maintaining and removing prosthetics to meet design requirements</p> <p>Scope: This unit/task covers the following:</p> <ul style="list-style-type: none"> ▪ Understanding requirements ▪ Creating prosthetics ▪ Removing prosthetic <p>To be competent, the user/individual on the job must be able to:</p>	15

	<ul style="list-style-type: none"> Identify and confirm requirements for prosthetic pieces as per the design brief Create pattern to fit the individual artists' head/body shape using accurate measurements to produce a bald cap, facial parts, scars etc. Creating prosthetics: <ul style="list-style-type: none"> Produce original large life casts for face/ full head/ sectional and body casts, and original small life casts for prosthetic pieces (facial features) as required Create large/extensive prosthetics (e.g. large facial pieces, multiple or overlapping appliances and large body pieces) and small prosthetic pieces (e.g. small facial parts) as required Prepare the artist's skin, hair, facial hair and clothing and apply skin compatible adhesives in positions that permit the required mobility and security of the prosthetics during shooting Position prosthetics to meet the design requirement on camera Removing prosthetics : Remove the cast safely and restore the artist's skin and hair to its original condition 	
III	<p>Objective: This unit is about managing hair, make-up and prosthetics resources and supplies, and making purchases whenever necessary</p> <p>Scope: This unit/task covers the following:</p> <ul style="list-style-type: none"> Evaluating material and equipment Selecting and purchasing relevant products/services Monitoring stocks of products 	15
	<ul style="list-style-type: none"> Select the providers of materials and equipment and purchase adequate quantity and type of products, in line with creative, technical and budgetary requirements, in consultation with/supervision of Senior Designers and Producers if necessary Monitor and replenish stock of hair, make-up or prosthetics resources, as per requirements The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> The technical, resource, budget and time constraints applicable The list of vendors from whom the organization has procured materials and supplies in the past Special requirements of the director/ production designer / artists' (if any) The role and requirements of key departments be liaised with, especially costumes, camera and lighting where the team has the maximum interaction The creative and technical requirements of the production 	
IV	<p>Objective: The aim of this unit is to provide understanding of laws, health & safety norms & precautions for prosthetics</p>	10
	<ul style="list-style-type: none"> Understanding the laws relating to prosthetics in the country Understand and comply with the organisations current health, safety and security policies and procedures Understand the safe working practices pertaining to own occupation Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires 	

	<p>or others which may involve evacuation of the premises</p> <ul style="list-style-type: none"> ▪ Participate in organization health and safety knowledge sessions and drills ▪ Identify aspects of your workplace that could cause potential risk to own and others health and safety ▪ Ensure own personal health and safety, and that of others in the workplace through precautionary measures 	
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