

COURSE SYLLABUS
DIPLOMA IN BUSINESS JOURNALISM
&
CORPORATE COMMUNICATION

Ist Semester

I. Communication and Business Communication

(Objective : The objective of the paper is to familiarize the students with different aspects of communication, mass communication and their areas of application like business communication along factors leading to effective communication)

1. Communication and Mass Communication – meaning, definition and scope, choice of communication channels in communication strategy.
2. Introduction to Communication Theory
3. Definition and importance of Business Communication.
4. Channels of communication
5. Means or media of communication
Verbal
Non verbal – body language / space language, paralanguage, sign language;
Perceptions/attitudes/beliefs/values/norms
6. Interpersonal/intrapersonal Business Communication
7. Business correspondence : Business letters/reports (annual committee etc.) précis/summarizing etc.
8. Guidelines for effective communication
9. Traditional Media – religious / coir groups, traditional art and theatre.
10. Audience research and feedback.

Suggested Reading

1. Business Communication Today - Boveen and Thill (1995), New York
2. Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
3. Effective Business Communication - Murphy and Hildebrandt (1991), New York: McGraw Hill
4. Communication in India : Some Observations and Theoretical implications - J.S. Yadava, IIMC
5. Communication Theory : Eastern and Western perspective- Lawrence D. Kincaid
6. Business Communication – R.K. Madhukar
7. Business Communication Today – Sushil Bahl

8. Successful Communication for Business Development – Angela Wadia
9. Developing Communication Skills – Krishna Mohan and Meera Banerji

II. Indian Business Environment

(Objective : To acquaint the students with the fundamentals of Economics, emerging sectors of the economy and governing laws in the frame work of changing business climate.)

1. Definition and scope of Economics
2. Fundamentals of Economics – Demand, Supply, Equilibrium, Price Mechanism and Elasticity. Forms of market and their working
3. Money-Demand for Money and Measures of Money supply.
4. Inflation and Deflation – types, causes, effects and control with specific reference to India
5. Public Finance - Growth and effects of Public expenditure with specific reference to India. Sources of Public Revenue, Direct or Indirect Taxes, Justice in Taxation, Evaluation of Indian Tax structure, Public vs Private Finance
6. Objectives and limitations of Monetary and Fiscal Policies, Financial issues in the Federal setup, Finance Commission
7. Role of Small Scale Industry and Public Sector
8. Rural Economy : Agriculture, Agrarian Policy and Land reforms
9. Changing Proportion of Agriculture, Industry and Services
10. Changing Industrial Culture – Emerging Industrial Sectors – High-tech. industries including information technology
11. Human Resource Management with reference to UNDP approach.
12. Current Industrial Policy, Basic Indian Industrial Legislations and its overview
13. Foreign Exchange and Balance of Payment problems
14. New Economic reforms and effects

Suggested Readings

1. Monetary Economics- S.B.Gupta
2. Indian Economy – Rudra Dutt and Sundhram
3. Macro Economics- Analysis and Policy – D.D. Chaturvedi
4. Macro Economics – Edward Shapiro
5. Indian Economy –S.K. Misra and V.K. Puri
6. Understanding the Problems of Indian Economy – Uma Kapila
7. Industrial Law – P.L. Malik
8. Business Economics : Theory & Application – Chaturvedi & Gupta

III Print and Electronic Media

(Objective : The paper aims at acquainting the students with print and electronic media and skills required for effective media and broadcasting Journalism.)

1. Journalism – Definition & Scope
2. (a) Print Media, (b) Electronic Media-development of radio and T.V. in India - Satellite TV and emerging media landscape, Entry of private FM broadcasters in India
3. Print Journalism
 - Organisational structure
 - Newspapers/Magazines Management : circulations, advertising, editorial, library, production, storekeeping.
 - Business Media Ethics – Press Laws, State Control vs Freedom of Media – Broadcasting Bill Prasar Bharti, Press Council of India – debates in responsibility and accountability of journalists and publishers and consequences of misreporting, Press Legislature of India
4. Broadcasting Journalism – Radio and T.V. Production

Suggested Readings

1. Mass Communicators : Public relations, public opinion and mass media - Charles Side Steinberg, New York, Harper
2. Media and Communication, Charles Side Steinberg (1966), New York: Hastings House Publishers
3. Theories of Mass Communication, Lawrence DeFleur(1970), New York, Hasting House Publishers
4. Current Perspectives in Mass Communication Research, F. Kline, and P. Tichenor (1972), Baverley Hills, Sage Publications.
5. Mass Communication Theory : An Introduction - Denis McQuail, Sage Publication
6. Basic Journalism – Rangaswami Parthasarthy
7. Newspaper Business Management – Frank Thayer
8. Television in India – Gopal Saxena
9. Broadcasting in India – P.C. Joshi
10. T.V. Production – Gerald Millerson
11. Radio Production – Robert Mcleish

IV. Financial System and Analysis

(Objective : This paper aims to provide an overview of intensely competitive, deregulated and volatile financial environment and its regulatory mechanisms.)

1. Financial Environment

Concept of Finance, Finance and other disciplines, Corporate Financing, Money Market, Capital Market.

2. Financial Information

Fundamentals of stock market. Forecasting Stock market, Interpretation of Financial dailies and Financial Websites (e.g. www.indiainfoline.com, www.bloomberg.com, www.reuters.com etc.)

3. Long Term Sources of Finance

Investment directives & risks, Long term financing, Equity Capital, Preference Capital, Debenture Capital, Financing by Financial institutions, (New Issue Market, Secondary Market.)

4. Emerging Investment Scenario

Mutual Funds : Origin and Growth Schemes of Mutual Funds, Investment Patterns, Regulation of Mutual Funds, Authorization of New Mutual Funds, Mutual Funds : Present Status
Venture Capital : Venture projects, public and private agencies
Lease Financing : Concepts, Types, Tax problems, Legal aspects

5. Institutional Structure of Capital Market

-SEBI; SEBI and Free pricing of equity shares, Role of SEBI
-UTI – Activities and Investment pattern
-Credit rating agencies (CRISIL, ICRA, CARE) & their role

6. Financial Statement Analysis

- Ratio Analysis : Profitability ratios, Liquidity ratios, Activity ratios and Solvency ratios, Presentation of financial figures in qualitative and graphical manner, Analysis of Balance Sheet and Profit and Loss Accounts, Financial Manipulations and Irregularities

7. Financial Sector Reforms

Reforms in Insurance Industry
Reforms in Banking Industry
Capital Market Reforms.

Suggested Readings

1. Financial Management theory and Practice – Prasanna Chandra
2. Investment and Security - V.A. Avadhani
3. Market in India Investment Management – V.K. Bhalla
4. Corporate Finance – M.C Kucchal
5. Indian Financial System – Khan
6. Financial Management – Khan & Jain.

V. Information Technology and Cyber Journalism

(Objective : The paper deals with an introduction and application of computers networks, internet technologies, e-commerce and multimedia technology in communication along with the emergence of net communication as a mass media.)

1. Introduction to Computer Networks
 - Network Classification Services, Local Area Networks, Metropolitan Area Networks, Wide Area Network, Topology of Networks, Application of Networks, Video conferencing, Teletext and Videotext, Radiotext
2. Introduction to Internet technologies
 - Definition of Internet, about World Wide Web, about search engines, tools & services provided on internet (FTP, e-mail, chat, usenet, newsgroups etc.)
 - Markup languages – HTML, DHTML, Use of HTML in creation of web pages
3. Introduction to e-commerce
 - Definition of E-Commerce, role, advantages/disadvantages, E-Business-basics, definition, examples, strengths & advantages, offering new services via NET – advantages, Web technologies – HTML, XML
 - e-Security, Paying via the NET, e-shopping, e-Publishing (in detail)
 - EDI (Electronic Data Interchange) concepts, role of EDI, Advantages/Disadvantages of EDI
 - Information Super Highway- Concept and issues.
 - Demonstration of e-Publishing on the NET
4. Introduction to Multimedia technology
 - Definition of Multimedia, application of multimedia in communication and entertainment, Multimedia devices and user interface, Multimedia presentation and authority
 - Demonstration on Adobe PhotoShop/Illustrator, Flash.
5. Net Media, Net Communication
 - Concept, components and evolution.
 - Net convergence and journalism
 - Cyber Journalism
 - Changing format of News Presentation
 - Web Magazine and Web Newspaper
 - Challenges and opportunities for a journalist
 - Readers as publishers
 - Cyber Laws of various countries including India
 - Future of Cyber Journalism in India.

(Note : The training in IT will be modulated keeping in view the changes every year by the department. The aim is to have hands on course with students practicing with the inputs in the presence of instructor.)

Suggested Readings

1. Economics of Information Technology and the Media – Linda Low, World Scientific, Bangalore
2. Multimedia – Making to Work – Toy Voughan : Osborne Mcgrams
3. Teach yourself Internet – Need Smell
4. HTML/DHTML : BPB
5. Electronic Commerce Principles and Practice – H. Bidgoli : Academic Press.
6. Enterprise Electronic and Mobile Commerce – Y.K. Jain : Memlata Cyber Tech Publication
7. E-Commerce – Strategy, Technologies and Applications- David Whitley
8. The E-Business (R) evolution – David Amor
9. Online Journalism - Jim Hell, Pluto, 2001
10. Web Production (II Edition) – Jason Whittaker, Routlodge,2001
11. Introduction to Information Technology : Tuban, Rainer Potter, John Wiley Publication, 2001

IInd Semester

VI Global Information Scenario

(Objective : This paper aims to provide a perspective of the emerging modern world system that has a significant impact on Global Communication Scenario and Inter-Cultural and Cross-Cultural Communication.)

1. Foreign Policy in India : change and continuity in the post cold war era, adoption of non-alignment and its relevance
2. Role of United Nations : its role, prospects and limitations, peace keeping activities, specialized agencies like UNICEF, UNESCO, ILO
3. Regional organizations : SAARC, ASEAN, EU, etc. and their role.
4. International Economic Order, WTO, Globalisation and its impact, role of IMF, World Bank
5. Emerging World Information Scenario
6. Intercultural Communication
7. Cross Cultural Communication

Suggested Readings

1. India's Foreign Policy – Harish Kapur
2. India's Foreign Policy – V.P. Dutt
3. Non-Alignment and the Non-Aligned Movement in the present world order – M.S. Rajan
4. The United Nations : International Organisation and World Politics – Rober Riggs and Jack Plans
5. Regional Corporations and Development in South Asia Volume I & II – Bhabhani Sen Gupta
6. International Relations – Dr. Krishnaveni Muthiah
7. Communication and Culture – Tony Schirato and Susan Yell

8. Intercultural Communication – Fred E Jandt
9. International Management Cross Cultural Dimensions – Richard Mead, Cambridge, Black Well
10. Bridging Cultural Barriers for Corporate Success : How to manage the multi-cultural work force – Sondra Thiederman, New York: Lexington Books.
11. Intercultural Communication – K.B. Mathur
12. Communication and Culture – P.C. Joshi

VII PR and Corporate Communication

(Objective : The objective of this paper is to deal with theory and practice of Public Relations and Corporate Communication that is imperative & crucial for building up of an image of any corporate entity.)

1. Theory and practice of PR, definition, role and functions
2. PR in changing social and political environment
3. Types of Public and Tools of PR
4. Art of persuasion, feed back, campaign planning and strategies
5. Financial PR
6. Media Tracking – Cross Country issue propaganda
7. Definition, scope and functions of Corporate Communication
8. Corporate identity/philosophy/image
9. Corporate Culture/Citizenship/Philanthropy/Social Responsibility
10. Publicity – Concept and scope of Private PR
11. Image, Event and Conference Management
12. Counselling, Crisis/Disaster Management

Suggested Readings

1. Public Relations : Cases and Poblems – B.Canfield and Moore Homewood III, Irwin Publications
2. Corporate Communication : Principles, Techniques and Strategies - Kogan Page 1997
3. Planning and Managing a Public Relations Campaign – a step by step guide – Anne Gregory
4. Public Relations – a Scientific Approach – Baldev Sahai
5. Handbook of Public Relations in India – D.S. Mehta
6. Public Relations – Frank Jefkins
7. Effective Public Relations – Scott M Culti and Allen H Center
8. Public Relations in India – J.N. Kaul

VIII Advertising and Marketing

(Objective : The objective of this paper is to expose the students to functions, strategies and techniques of advertisement as well as social and economic effects of advertising.)

1. Introduction to Advertising –meaning, function, scope and types of Advertising
2. Social and economic impact of advertising
3. Advertising agency, its functional strategy and operational network
4. Advertising and the marketing communication environment, customer care.
5. Advertising background, planning and strategy
6. Brand promotion, USP positioning
7. Account planning and research
8. Direct marketing, issue support, public affairs, lobbying
9. Social marketing (advertising)/public service advertising.

Suggested Readings

1. Advertising Management – David Aaker, Rajeev Batra and John Mayers 1992, New Delhi. Prentice Hall of India
2. Marketing Management – Philip Kotler, 1999, New Delhi, Prentice Hall of India
3. Principles of Marketing (4th Edition) – Philip Kotler and Gary Armstrong (2001), New Delhi, Prentice Hall of India.
4. Advertising Fundamentals – Philip Ward Burton
5. Advertising Management – Rajiv Batra Etal
6. Advertising Management – T. Klappner
7. Advertising-its role in modern Marketing –Dunn, Barban, Krugman, Reich.
8. Advertising, Sales and Promotion Management – S.A. Chunawalla
9. Advertising : Principles and Practices (5th Edition) – William Wells, John Burnett and Sandra Morioty

IX Reporting and Editing – Theory and Process

(Objective : This paper deals with various aspects of news making process, the concepts and techniques of proficient reporting and editing of news along with application of these techniques for specialized reporting.)

1. News sources, ingredients of news, newsdesk, news strategy, writing the lead copy editing
2. Reporting, attributes of reporter, functions of reporter in a democracy, responsibility of a reporter
3. Specialised Reporting – interpretative, investigative, crime, defence, sports, political fashion, culinary, educational, legal etc.
4. Organisational structure and functions : News bureau, chief reporter, reporter, sub-editor and news editor, chief sub editors

5. Features : concept, types, ingredient and styles
6. Concept and principles of editing, editing practices, editing news agency stories, editing features and articles
7. Newspaper production, technical specification, typography, photography.
8. Photo feature and photo journalism and editing
9. Essentials of electronic editing

(Field Work : The students will be expected to do practical reporting and edit copies written by editorial reporters and journalists and produce lab journals.)

Suggested Readings

1. Into the Newsroom – An Introduction to Journalism – Leonard Ray Teel & Ron Taylor (1992) New Delhi, Prentice Hall.
2. Subediting for Journalists – Wgnyford Hicks and Tim Holmes, London, Routledge
3. The Journalist’s Handbook – M.V. Kanath
4. Editing and Design – Harold Evans
5. Getting started in Photo Journalism – Lee Payne
6. Copy Reading and News Editing – Howard B Taylor & Jacop Schen
7. The Professional Journalist – John Hohenberg
8. Reporting – Mitchell V Charnley
9. A Handbook of Editing – T.J.S. George

X. Project

Each student would select a theme in consultation with the faculty and submit a project report based on their summer training as well as integrated course learning.

Various activities will be organized during the course

Group Discussion, Colloquium, Photography, Audition, Speeches, - Prepared vs. imprompt, Personality Development, Mock interviews, Conferences, Meetings, Rewriting of News, House Newspapers and Journals, Preparing Interview Schedules, Questionnaire, Sampling, Experimental Survey, Web Page designing.