MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
A Unit of Maharaja Agrasen Technical Education Society
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC, Recognized by Bar Council of India;
ISO 9001: 2015 Certified Institution
Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA
www.maims.ac.in

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

LECTURE PLAN & RESOURCES

Academic Session: 2025-26 Semester - Fourth

Programme: BA (JMC) Semester: IV

Subject/Course: Television Programming and Production Code: BA (JMC) 206

Credits: 4 L/T/P:4/0/0

Faculty: Mr. Sumantra Sarathi Das

A. INTRODUCTION

Course Objective: On completion of this course, the student should be able to:

- Define TV as a medium of mass communication
- Distinguish and differentiate various TV programme formats
- Describe the process of production of TV programme

B. COURSE OUTCOMES:

At the end of the course, students will be able to:

COBA(JMC)206.1	Analyze the relevance of Television, history, styles, formats and aesthetics.

COBA(JMC)206.2	Apply story concepts, create script breakdowns and prepare budget for the production.

COBA(JMC)206.3	Identify different continuities, Makeup, Designing Sets, Floor Plan and Shot Division.

COBA(JMC)206.4	Illustrate systematic steps involved in Single and Multi-Camera Production with understanding of production personnel & their responsibilities.
COBA(JMC)206.5	Demonstrate competency in Writing, Shooting and Editing video footage in Studio and Field.

COBA(JMC)206.6	Analyze the tools and Techniques of pretesting and evaluation of various Television Programme.

C. PROGRAM OUTCOMES

PO1	**Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO2	**Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
PO3	**Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4	**Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
PO5	**Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6	**Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.
PO7	**Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

D. PROGRAM SPECIFIC OUTCOMES

PSO1	Understand the nature, basic concepts and aspects of Journalism and Mass Communication
PSO2	Analyze the Indian Media Scenario in global perspective in Socio - Economic - Political environmental context.

	accuracy and fairness across all media platforms.
PSO3	Apply editing, designing and production techniques and use of software relevant to dynamics of media world
PSO4	Understand the application of communication theories, research in pursuit of truth,

E. PEDAGOGY

- Lectures
- Presentations, Documentary Film Screening
- Classroom Activities: Debate, Quiz, Seminar
- Discussions, Questions & Answers
- Case Studies

F. EVALUATION

Criteria	**Description**	**Maximum Marks**
Internal Assessment	Mid-Term Exam	20
	Assignment/Attendance	5
External Assessment	End-Term Exam	75
TOTAL		100

G. GGSIPU SYLLABUS:

BA(JMC)206: TELEVISION PROGRAMMING AND PRODUCTION

L: 4 T/P: 0 **CREDITS: 4** **Total Marks: 100**

Unit I: **[Understanding the Medium]** **L:12**

1.Brief Historical Background of Television in India

2.Characteristics and Importance of Television

3.Various Formats of TV programmes

4.Stages of Programme Production

Unit II: **[Pre-Production]** **L:12**

1. Ideation, Programme Brief, Objectives, Synopsis, Research - Recce and Treatment
2. Scripting a Programme: Story Boarding and Script Breakdown
3. Maintaining Continuity, Make-up, Set-designs, Costumes, Props, Floor Plan 4. Budgeting

Unit III: [Production]
L:12

1.Steps involved in production and utilization of a TV programme

2.Production Personnel: Role and Responsibilities in Studio & Location Shoot

3. Single Camera Shoot

4. Multi Camera Shoot

Unit IV: **[Post - Production]** **L:12**

1.Video Editing: Concept and Process

2. Basics of Continuity Editing

3. Idea to Screen

4. Pretesting and Evaluation: Tools and Techniques

H. References:

1. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
2. Belavadi, V. (2013). Video production. New Delhi: Oxford University Press.
3. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
4. Millerson, G., &Millerson, G. (1999). Television Production. Oxford: Focal Press,13 edition.
5. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier.
6. Utz, P. (2006). Today's Video. Jefferson, NC: McFarland.
7. Zettl, H. (2005). Television Production Handbook, Cengage Learning.
8. www.tv-handbook.com/index.html

Note: Latest edition of text/reference books shall be used e-books and e material on Television Programming and Production Links:

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https://nios.ac.in/media/documents/srsec335new/ch13.pdf https://kkhsou.ac.in/eslm/E-SLM-for-Learner/6th%20Sem/Bachelor%20Degree/Mass%20Communication/Electronics%20%20Media%20telivition/Electronic%20Media%20Tel.%20(E)%206th%20Sem.%20Block-1/Unit%201%20Setting.pdf
https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L14.pdf https://www.slideshare.net/civivm/role-of-

televisionasamassmedium

https://wecommunication.blogspot.com/2012/03/characteristicsoftelevisionasmedium.html

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https://nios.ac.in/media/documents/srsec335new/ch15.pdf

https://www.scribd.com/presentation/375329466/Organizational-Structure-of-aTVNewsChannel

https://www.youtube.com/watch?v=ZGkzLOl70nQ https://boords.com/how-towrite-a-script

https://blog.pond5.com/9419-screenwriting101-7-basic-steps-to-writing-ascreenplay/

https://courses.lumenlearning.com/atddistanceminnesotacreativewriting/chapter/lesson-3-elements-of-a-fiction/ https://www.youtube.com/watch?v=YmcNryiQpYo

https://www.youtube.com/watch?v=Y2Mr3w0BEEU https://medium.com/visualstories/10simple-rules-of-visual-storytelling-4ee868498447

https://www.masterclass.com/articles/film-101-understanding-foley-sound-andwhyfoleysoundisimportant

https://www.csudh.edu/Assets/csudhsites/tvarts/docs/dma320tvindustrypersonnel.pdf

https://www.listeninglistening.com/uploads/6/4/4/8/6448263/crewrolesanddepartmentsguide.pdf https://pixelvalleystudio.com/pmf-articles/scriptcontinuitysheet-and-otherimportantfilmproduction-notes

https://www.google.com/search?q=Maintaining+various+Continuities+like+Script,+Action,+Look,+Props,+Background,&biw=1707&bih=802&tbm=isch&source=iu&ictx=1&vet=1&fir=auJVN5fYWqvzpM%252CLDGdKUnt7usXHM%252C_%253BksecAqgxFRjrM%252CjNVm98xHUD93WM%252C_%253B-DzkhtgIpSlgmM%252CtYuNEMXYEIDswM%252C_%253BB3fVDUYhp1gyAM%252CYCdv2p10PrutMM%252C_%253BjvcSR7IJUeR-XM%252C_jgZsLfFkz9M%252C_%253B_gevqzVeRkojuM%252CC0gJLccVcvO2gM%252C_%253BNUdCDG0OH3E

ENM %252CcpC8dlaUDYzVM%252C_%253B9sMvSt0LaUFswM%252C53cAxIMQEZh0OM%252C_%253Bshmqd

QImwv7jzM%252C8_XLpUoFaBIbRM%252C_%253BX54k_eyVWQLP9M%252C8_XLpUoFaBIbRM%

252C_&usg=AI4_kRd5cdxP9BgtfKpyLF3ONowQd0L6g&sa=X&ved=2ahUKEwjYr_ruyNT3AhUfR

mwGHeB9DQMQ9 QF6BAgGEAE#imgrc=auJVN5fYWqvzpM

https://www.thenewsmanual.net/Manuals%20Volume%202/volume2_49.htm

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SLMforLearner/1st%20Sem/Diploma/DCWE/WRITING%20FOR%20MEDIA/Unit%205.pdf

http://productionguildaccounting.com/developmentandpreproduction/budgetingandscheduling/

https://www.studiobinder.com/blog/productionbudget/

https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L16.pdf

http://egyankosh.ac.in/bitstream/123456789/8371/1/Unit2.pdf

https://www.jukolart.us/producing-for-tv/a-the-five-stages-of-tv-production.html

https://wwivirtualacademy.com/the-7-stages-of-

filmmakingdevelopmentpreproductionproduction-photography-wrap-post-production-

distribution/ https://www.kopiosto.fi/en/kopiosto/for-users-of-works/use-of-tv-

programmesineducation/ https://synectic.net/phase-2-concept-development/

https://wwivirtualacademy.com/the- 7stages-of-film-making-development-

preproductionproduction-photography-wrappostproductiondistribution/

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tv-industrypersonnel.pdf https://www.thedvigroup.com/videoproduction-blog/2016/07/the-benefits-of-visualspecial-
effects-for-videos/ https://www.youtube.com/watch?v=pmqqvAZ0LII&t=35s
https://99designs.com/blog/tips/types-of-graphic-design/ https://learn.g2.com/typesofgraphic-design https://www.egyankosh.ac.in/bitstream/123456789/74358/1/Unit-15.pdf
http://egyankosh.ac.in/bitstream/123456789/74356/1/Block-4.pdf
https://www.youtube.com/watch?v=0-QdBNLCNr8 https://www.youtube.com/watch?v=YNE4LKDg-Ts http://www.rapodar.ac.in/pdf/elearn/JournalismSem4Notesforstudents.pdf
https://r.search.yahoo.com/_ylt=AwrxzAF2MXpiJ0oAvwa7HAx.;_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1652204023/RO=10/RU=https%3a%2f%2fwww.mediacollege.com%2fvideo%2fediting%2ftutorial%2fmethods.html/RK=2/RS=t90inL1AjvmWTIkzk4Sm4vX lAGo-
https://r.search.yahoo.com/_ylt=AwrxzAF2MXpiJ0oAvQa7HAx.;_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1652204023/RO=10/RU=https%3a%2f%2ffilmdaft.com%2fvideoediting-101-the-different-typesofvideoediting%2f/RK=2/RS=3TOiUe8w4ex7oOs05eqA2ju69X0-
https://www.studiobinder.com/blog/what-is-a-montage-definition/
https://www.masterclass.com/articles/what-is-montage-in-filmmakinghowtocreateamemorable-montage https://blog.pond5.com/11099-13creativeeditingtechniquesevery-video-editor-shouldknow/ http://www.rapodar.ac.in/pdf/elearn/JournalismSem4Notesforstudents.pdf
https://www.ncsl.org/Portals/1/Documents/LINCS/Video_Editing_Guidelines_JeffFossett.pdf

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https://nofilmschool.com/2015/12/10-different-kinds-montages-can-helpmakeyourfilmmoredynamic https://www.studiobinder.com/blog/what-is-the-180-degreerulefilm/ https://www.adobe.com/in/creativecloud/video/discover/what-is-the-

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https://economictimes.indiatimes.com/industry/media/entertainment/media/televisionratingagencies-barctam-form-a-meter-management-company/articleshow/48699382.cms

https://www.atsdr.cdc.gov/communityengagement/pce_program_phases.html

https://managementhelp.org/evaluation/program-evaluation-guide.htm

https://flickside.com/best-edited-movies/ https://www.quora.com/What-s-thebestmovietowatch-to-learn-about-editing

I. LECTURE PLAN: 48

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO

1.	Course introduction	Discussion	CO1	Assignment
2.	History of Television of India	Lecture https://www.davuniversity.org/images/files/studymaterial/History%20of%20DD.pdf https://nios.ac.in/media/documents/sr	CO1	Assignment
		sec335new/ch13.pdf		
3.	Importance of Television & Television as a medium of visual and audio communication	Lecture https://kkhsou.ac.in/eslm/ESLMfor-Learner/6th%20Sem/Bachelor%20Degree/Mass%20Communication/Electronics%20%20Media%20telivition/Electronic%20Media%20Tel.%20(E)%206th %20Sem.%20Block- 1 /Unit%201%20Setting.pdf https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communicati on_Eng_L14.pdf https://www.slideshare.net/civivm /role-of-televisionasamassmedium	CO1	Assignment

4.	Formats and types of TV Programme	Lecture & Discussion https://www.slideshare.net/anshulaga rg1/television-programmes-56228889 http://www.nraismc.com/wpcontent/uploads/2017/03/204-TV-JOURNALISM-backup.pdf	CO1	Assignment
5.	Difference between Fiction and non-fiction & other formats	Lecture cum Discussion http://www.nraismc.com/wpcontent/uploads/2017/03/204-TV-JOURNALISM-backup.pdf	CO1	Test
6.	The foundation of TV Production	Lecture cum Discussion http://www.nraismc.com/wpcontent/uploads/2017/03/204TVJOURNALISM-backup.pdf https://nios.ac.in/media/documents/sr	CO1	Test
		sec335new/ch15.pdf		
7.	Organizational set up and working of TV Channel	Lecture https://nios.ac.in/media/documents/sr sec335new/ch15.pdf https://www.scribd.com/presentation/375329466/OrganizationalStructure-of-a-TV-News-Channel https://www.youtube.com/watch?v=ZGkzLOl70nQ	CO1	Test

8.	Stages of Script Writing for Fiction and Non-Fiction	Lecture https://boords.com/how-to-write-ascript https://blog.pond5.com/9419screenwriting-101-7basicstepstowriting-a-screenplay/	CO1	Test
9.	Evolving idea into a Story & Synopsis to treatment	Lecture https://courses.lumenlearning.com/at ddistanceminnesota-creativewriting/chapter/lesson-3elements-of-a-fiction/ https://www.youtube.com/watch?v= YmcNryiQpYo	CO1	Test
10.	Importance of spoken words and its relevance with the visual narration	Lecture cum Discussion https://www.youtube.com/watch?v= Y2Mr3w0BEEU https://medium.com/visualstories/10simplerulesofvisualstorytelling-4ee868498447	CO1	Quiz

12.	Importance of music and special effects	Lecture	CO1	Quiz
13.	Understanding and writing of Ideation, Research, Synopsis, Genre & Story	Lecture cum Discussion http://www.nraismc.com/wpcontent/uploads/2017/03/204TV-JOURNALISM-backup.pdf	CO2	Assignment
14.	Understanding the difference between Script & Screenplay	Lecture cum Discussion http://www.nraismc.com/wpcontent/uploads/2017/03/204TV-JOURNALISM-backup.pdf	CO2	Test
15.	Learn to write the elements of Script and Screenplay	Lecture cum Discussion http://www.nraismc.com/wpcontent/uploads/2017/03/204TV-JOURNALISM-backup.pdf	CO2	Mid-Term Exam

16.	Learn to write Dialogues for Fiction	Lecture cum Discussion http://www.nraismc.com/wpcontent/uploads/2017/03/204TV-JOURNALISM-backup.pdf	CO2	Mid-Term Exam

17.	Understanding and Maintaining various Continuities like Script, Action, Look, Props, Background, Lighting, Color	Lecture cum Discussion http://www.nraismc.com/wpcontent/uploads/2017/03/204TVJOURNALISM-backup.pdf https://pixelvalleystudio.com/pmfarticles/script-continuitysheet-andother-important-film-productionnotes https://www.google.com/search?q=Maintaining+various+Continuities+like+Script,+Action,+Look,+Props,+Background,&biw=1707&bih=802&tbm=isch&source=iu&ictx=1&vet=1&fir=auJVN5fYWqvzpM%252CLDGdKUnt7usXHM%252C_%253Bksec AqgxFRjrM	CO3	MidTerm Exam

18.	Different Production personnel to maintain continuities	Lecture - https://www.csudh.edu/Assets/csudh sites/tvarts/docs/dma320tvindustry-personnel.pdf https://www.listeninglistening.com/uploads/6/4/4/8/6448263/crew-rolesand-departments-guide.pdf	CO 4	MidTerm Exam
19.	Writing for News Bulletins	Lecture cum Discussion https://www.thenewsmanual.net/Manuals%20Volume%202/volume2_49.	CO 2	MidTerm Exam
		htm https://kkhsou.ac.in/eslm/ESLMfor-Learner/1st%20Sem/Diploma/DCWE/WRITING%20FOR%20MEDIA/Unit%205.pdf		
20.	Writing News Package, V/o,	Lecture cum Discussion https://www.thenewsmanual.net/Manuals%20Volume%202/volume2_49. htm	CO2	Mid-Term

	Anchor Piece, PTC etc.	https://kkhsou.ac.in/eslm/ESLMfor-Learner/1st%20Sem/Diploma/DCWE/WRITING%20FOR%20MEDIA/Unit%205.pdf		Exam

21.	Understanding and preparing Budget for Various formats: Feature Films Short Films, Tele films, Daily Soaps, Reality Shows, Documentaries	Lectuhttp://productionguildaccounting.com/developmentandpreproduction/budgetingandscheduling/re	CO2	Mid-Term Exam

22.	Understand the importance of preparing of Budget	Lecture cum Discussion http://productionguildaccounting.com/developmentandpreproduction/budgetingandscheduling/ https://www.studiobinder.com/blog/p	CO2	Mid-Term Exam

		roduction-budget/		
23.	Learn to make budget and the elements of budget	Lecture cum Discussion https://www.studiobinder.com/blog/production-budget/	CO2	Mid-Term Exam

24.	Quiz			Mid-Term Exam
25.	Steps Involved in Production	Lecture https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L16.pdf http://egyankosh.ac.in/bitstream/123456789/8371/1/Unit-2.pdf https://www.jukolart.us/producing-for-tv/a-thefivestagesoftvproduction.html	CO4	Mid-Term Exam

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26.	Process of Shooting for Film	Lecture cum Discussion https://wwivirtualacademy.com/the-7-stages-of-filmmakingdevelopmentpreproductionproductionphotographywrappostproductiondistribution/	CO 4	Mid-Term Exam
27.	Utilization of TV programme	Lecture https://www.kopiosto.fi/en/kopiosto/ for-users-ofworks/useoftvprogrammes-ineducation/	CO 4	Mid-Term Exam

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28.	Conceptual idea stage to final edit	Lecture cum Discussion https://synectic.net/phase2conceptdevelopment/	CO4	Mid-Term Exam

		https://wwivirtualacademy.com/the-7-stages-of-filmmakingdevelopmentpreproductionproductionphotographywrappostproductio ndistribution/		
29.	Process of Film and Televisio n producti on	Lecture cum Discussion https://www.masterclass.com/articles /understanding-the-stagesoffilmproduction https://www.listeninglistening.com/uploads/6/4/4/8/6448263/crewrolesanddepartments-guide.pdf	CO4	MidTerm Exam

30.	Role of Production personnel: Producer, Director, Director of photography, Cameraperson, Light Designer and operator, Set Designer and graphic designer, Sound Engineer, Studio Technician.	Lecture cum Discussion https://www.listeninglistening.com/uploads/6/4/4/8/6448263/crewrolesanddepartmentsguide.pdf https://www.listeninglistening.com/uploads/6/4/4/8/6448263/crewrolesanddepartmentsguide.pdf https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L16.pdf https://www.csudh.edu/Assets/csudhsites/tvarts/docs/dma320tvindustrypersonnel.pdf	CO4	Assignment and MidTerm Exam
31.	Involvement of Production	Lecture https://www.listeninglistening.com/uploads/6/4/4/8/6448263/crew-	CO4	Assignment and Mid-
	Personnel in Single and Multi-Camera Productions. Online and Offline Productions	roles-and-departments-guide.pdf https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L16.pdf https://www.csudh.edu/Assets/csudhsites/tvarts/docs/dma320tvindustrypersonnel.pdf		Term Exam

32.	Understanding of Live and Recorded shows	Lecture cum Discussion https://www.youtube.com/watch?v=pmqqvAZ0LII&t=35s	CO4	Assignment and MidTerm Exam

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33.	Use of graphic and special effects. Animation graphics and Television Graphics	Lecture cum Discussion https://www.thedvigroup.com/videoproductionblog/2016/07/thebenefits-of-visual-specialeffects-forvideos/ https://www.izmofx.com/article/9visual-effectsvfxvariousvisualspecial-effects-techniques-2184-enus.htm	CO4	Assignment and MidTerm Exam
34.	Types of Graphics. Forms of graphics, Designing and reviewing graphics. Special effect software and usage	Lecture cum Discussion https://99designs.com/blog/tips/types-of-graphic-design/ https://learn.g2.com/typesofgraphic-design	CO4	Assignment and MidTerm Exam
35.	Quiz			Assignment and Mid-Term Exam

36.	Aesthetics & Technical Factors of Video Editing	Lecture https://www.egyankosh.ac.in/bitstream/123456789/74358/1/Unit-15.pdf http://egyankosh.ac.in/bitstream/123456789/74356/1/Block-4.pdf https://www.youtube.com/watch?v=0-QdBNLCNr8	CO5	Assignment and MidTerm Exam

37.	The art of editing	Lecture cum Discussion https://www.youtube.com/watch?v=YNE4LKDg-Ts http://www.rapodar.ac.in/pdf/elearn/JournalismSem4Notesforstudents.pdf	CO5	Assignment and MidTerm Exam

38.	Understanding Visual Juxtaposition	Lecture cum Discussion http://www.rapodar.ac.in/pdf/elearn/JournalismSem4Notesforstudents.pdf https://www.youtube.com/watch?v=YNE4LKDg-Ts http://www.rapodar.ac.in/pdf/elearn/JournalismSem4Notesforstudent s.pdf	CO5	Assignment and MidTerm Exam

39.	Types of Video Editing: Linear and Non-Linear. Offline and online editing. Cut to cut, assemble and insert.	Lecture cum Discussion https://r.search.yahoo.com/_ylt=AwrxzAF2MXpiJ0oAvwa7HAx.;_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1652204023	CO5	Assignment and MidTerm Exam

		/RO=10/RU=https%3a%2f%2fwww.mediacollege.com%2fvideo%2fediting%2ftutorial%2fmethods.html/RK=2/RS=t90inL1AjvmWTIkzk4Sm4vX lAGo- https://r.search.yahoo.com/_ylt=AwrxzAF2MXpiJ0oAvQa7HAx.;_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1652204023/RO=10/RU=https%3a%2f%2ffilmdaft.com%2fvideo-editing-101thedifferenttypesof-video-editing%2f/RK=2/RS=3TOiUe8w4ex7oOs05eqA2ju69X0-		

40.	Good editing techniques	Lecture cum Discussion https://r.search.yahoo.com/_ylt=Awr xzAF2MXpiJ0oAvQa7HAx.;_ylu=Y 29sbwNzZzMEcG9zAzEEdnRpZA MEc2VjA3Ny/RV=2/RE=1652204023/RO=10/RU=https%3a%2f%2ffilmdaft.com%2fvideo-editing-101thedifferenttypesofvideo- https://blog.pond5.com/1109913creativeeditingtechniqueseveryvideo-editorshould-know/	CO5	Assignment and MidTerm Exam

41.	Anticipating editing, Visual clarity crossing, distraction, confusing and frustrating edits, The illusion of time. Editing a montage	Lecture http://www.rapodar.ac.in/pdf/elearn/JournalismSem4Notesforstudents.pdf https://www.ncsl.org/Portals/1/Documents/LINCS/Video_Editing_Guidelines_JeffFossett.pdf	CO5	Assignment and MidTerm Exam

42.	Understanding the Montage	Lecture cum Discussion https://www.masterclass.com/articles/whatismontage-in-filmmakinghowtocreateamemorable-montage	CO5	Assignment and MidTerm Exam

43.	Types of Montage and importance of Montage	Lecture cum Discussion https://www.premiumbeat.com/blog/sovietmontage-theory-types/ https://nofilmschool.com/2015/12/10differentkinds-montages-can-helpmakeyourfilmmoredynamic	CO5	Assignment and MidTerm Exam

44.	Rules of maintaining Continuities during editing: 180* Rule, Looks Space, EnterExit Rule etc.	Lecture cum Discussion https://www.studiobinder.com/blog/ what-is-the-180-degree-rule-film/ https://www.adobe.com/in/creativecloud/video/discover/what-is-the-180degreerule.html	CO5	Assignment and MidTerm Exam
45.	Understanding the term TRP	Lecture cum Discussion https://www.javatpoint.com/trp-fullform	CO6	Assignment and MidTerm Exam

46.	Agencies for measuring TRP in India	Lecture cum Discussion, https://intin.co/a-historyofindiastvratingsmeasurement/ https://economictimes.indiatimes.com/industry/media/entertainment/media/televisionrating-agenciesbarctam-form-ametermanagementcompany/articleshow/48699382.cms	CO6	Assignment and Mid-Term Exam
47.	Designing, Evaluation and field testing of programme. Audience response	Lecture https://www.atsdr.cdc.gov/communityengagement/pce_program_phases.h tml https://managementhelp.org/evaluation/programevaluation-guide.htm	CO6	Assignment and MidTerm Exam
48.	Watch good film(s) to understand the good edit	Film Projection https://flickside.com/besteditedmovies/ https://www.quora.com/What-sthebest-movietowatchto-learn-aboutediting		Assignment and MidTerm Exam

J. ARTICULATION MATRIX: (MAPPING OF COs WITH POs & PSOs)

CO Number	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4
COBA(JMC)206.1	1	2	1	1	-	1	1	1	1	3	2
COBA(JMC)206.2	2	1	2	-	2	-	-	1	1	3	2
COBA(JMC)206.3	1	2	-	-	-	3	2	2	-	3	-
COBA(JMC)206.4	2	1	1	2	1	-	3	2	2	3	1
COBA(JMC)206.5	3	1	1	1	1	-	2	2	1	3	1
COBA(JMC)206.6	3	2	1	1	3	1	2	1	2	-	1

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Corr1elation

K. EXPECTATION FROM STUDENTS

1. Shall read the topics in advance before coming to the class.

2. Shall read newspaper and follow news to keep a track of latest in the field of development.

3. Shall be interactive in classes.

4. Shall complete all the assignments/projects in time.

5. Shall be punctual and regular in the classes (minimum 75% attendance as per GGSIP University Ordinance).

H. FACULTY CONTACT DETAILS

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MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
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Programme:_B.A LL.B **Semester: 3Rd**

Subject/Course: Family Law-I **Code: LLB 201**

Credits: 5 **L/T/P: L4 PSDA3 C5**

Session: 2025-26 **Faculty: Ms. Purnima Gupta**

Vision- To be Centre of Excellence in providing legal education, training, research and consultancy

Mission – The Mission of the Department of Law is " to offer quality legal education , training, research and consultancy and to embody the aspirations of the people and the community, by creating, preserving, integrating, transmitting and utilizing legal knowledge for the development".

A. Introduction:

The objective of the paper is to apprise the students with the laws relating to marriage, dissolution, matrimonial remedies, adoption, contemporary trends in family institutions in India, in particular the Hindus and Muslims

B Course Outcomes: At the end of the course, students will be able to:

COBALLB 201.1 – Define the concept of Institution of marriage and its various forms under Hindu Marriage Act.

COBALLB 201.2 – Describe various theories of dissolution of marriage includes mutual consent and irretrievable breakdown of marriage under Hindu Law.

COBALLB 201.3- Illustrate various provisions relating to marriage and divorce under Muslim Law.

COBALLB 201.4- Analyze concept of Law of Adoption, maintenance and guardianship under Hindu Law.

COBALLB 201.5- Develop the critical thinking among the students concerning various emerging trends in Family law.

COBALLB 201.6 –Apply the knowledge of personal laws practically.

C. PROGRAM OUTCOMES

PO1.Critical Thinking: Take informed actions after understanding the legal provisions well and identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives**.**

PO2.Effective Communication: To improve the communication skills and oratory skills through mooting, debating, negotiating and mediation exercises.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of social and legal issues and participate in civic life through volunteering.

PO5. Ethics: To inculcate professional ethics and to recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6. Environment and Sustainability: Understand the role of Law regarding issues of environmental and sustainable development.

PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

D PROGRAM SPECIFIC OUTCOMES

Upon completion of the course, the students will be able to

PSO.1 Understand, interpret, and analysis the facts with the help principle of law;

PSO.2 Apply legal knowledge to complex problem situations and offer potential solutions within a simulated professional context;

PSO.3 Ability to conduct effective research and develop the critical skill about the economic matters;

PSO.4 Demonstrate communication skills, including oral advocacy;

PSO.5 Articulate their independent views over contemporary crucial constitutional issues;

PSO.6 Understanding of different political, economic, cultural and legal structure of ancient and medieval periods.

Pedagogy: The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions &Answers • Case Study

F. Evaluation:

Criteria	**Description**	**Maximum Marks**
Internal Assessment	**Mid-Term Exam**	**10**
	Test/Quiz	**5**
	Assignment/Attendance	**10**
External Assessment	**End-Term Exam**	**75**
TOTAL		**100**

Fifth Semester

LLB Paper Code: BA LLB 201

Subject: Family Law-1 L4 PSDA3 C5

Objective: This paper is to orient students with importance of evidence for establishment of claims and the related rules and principles on contemporary basis.

Unit-I: Hindu Marriage and Dissolution (Lectures -10)

a. Institution of Marriage under Hindu Law

i. Evolution and Concept of the Institution of Marriage

ii. Forms, Validity and Void ability of Marriage b. Matrimonial Remedies

i. Restitution of Conjugal Rights ii.
ii. Judicial Separation

iii. iii. Dissolution of Marriage : Theories, Forms of Divorce, Grounds iv.

iv. Divorce by Mutual Consent

v. v. Irretrievable Breakdown as a Ground for Dissolution

Unit-II: Muslim Marriage and Dissolution of Marriage **(Lectures -10)**

a. *Nikah* (Muslim Marriage)

i. Definition, Object and Nature

ii. Essentials for Validity

iii. Obligations Arising out of Marriage – under Classical and Statutory Law b. Dissolution of Marriage

a. *Talaq*: Concept and Modes

b. Grounds:

i. Under Classical Law ii. Under Statutory Law:

Dissolution of the Muslim Marriage Act,1939

Unit-III: Adoption, Maintenance of Guardianship **(Lectures -10)**

a. Adoption:

(i) Nature

(ii) Law on adoption

(iii) Inter Country Adoption

b. Adoption: Conditions and Effect

(i) Ceremonies

(ii) Capability

(iii) Effect

c. Maintenance

(i) Entitlement

(ii) (ii) Enforcement

(iii) (iii) Maintenance Rights of Muslims

(iv) (iv) Maintenance under the Code of Criminal Procedure, 1973

d. Guardianship

Unit-IV: a. Provisions of Special Marriage Act, 1954 **10 Lectures** b. Emerging trends:

i. Surrogacy

ii. Live-in Relationship iii. IVF

iv. Domestic Violence v. Same Sex Marriage

PSDA (Professional Skill Development Activities) 3 Hrs/Week

Field Study

Visit to Family Court

Family Counselling

Visit to CARA

Essentials of Child Custody and Maintenance

H. Text/ Reference Books: Text Books:

1. Paras Diwan, Modern Hindu Law, Allahabad Law Agency, 1993

2. Mulla, Principles of Hindu Law, Lexis Nexis, 2007 3. A.A.A. Fyzee, Outlines of Mohammadan Law, Oxford University Press, 1974

3. Family law by Peeyushi Diwan Paras Diwan – Allahabad Law agency
4. Family Law (Allahabad Law Guide) by Sharvari Vaidy 5. Family Law - I by Prof kusum- Lexis Nexis-

Student Edition **References:**

1. Afzal Qutb, A Treatise on Faith Oriented Family Norms, 1990.

2. Kusum, Marriage and Divorce Law Manual, Universal Law Publishing Co. Pvt. Ltd.,2000

3. B.M. Gandhi, Family Law, Eastern Book Company, 2012

4. Tahir Mahmood, The Muslim Law of India, Law Book Company, 1980

5. Paras Diwan – Family Law, Allahabad Law Agency, 2001

6. Mulla, Principles of Mohammadan Law, Lexis Nexis, 1906

7. Dr. M.Afzal Wani, Islamic Law on Maintenance of Women, Children and Other Relatives, 1996.

8. Dr. M.Afzal Wani, Institution of Mahr in Islamic Law, 1996. 9. Family Law - I by Prof kusum- Lexis Nexis-5th

Edition

I. Lecture Plan:

Lecture No.	Topic (s)	Complete Book Reference/ URL of Digital source	Mode of Delivery	Corresponding CO	Mode of Assessing CO

1	Introduction to syllabus Who is a Hindu	https://www.indiacode.nic.in/handle/123456789/1560?locale=en Paras Diwan, Modern Hindu Law, Allahabad Law Agency, 1993	Discussion, lecture, PPT	COBA LLB 201.1	Weekly Test Mid Term End Term
2	Meaning of Hindu and Hinduism	https://www.dlshq.org/download/hinduismbk.pdf Paras Diwan, Modern Hindu Law, Allahabad Law Agency, 1993	Lect& Discussion, PPT	COBA LLB 201.1	Weekly Test Mid Term End Term
3	Sources of Hindu Law		Lect& Discussion, PPT	COBA LLB 201.1	Weekly Test Mid Term End Term
4	Origin Of Hindu and Muslim	https://en.wikipedia.org/wiki/History_of_Hinduism Paras Diwan, Modern Hindu Law, Allahabad Law Agency, 1993	Lect& Discussion, PPT	COBA LLB 201.1	Weekly Test Mid Term End Term

5	Institution of Marriage under Hindu Law i. Evolution and Concept of the Institution of Marriage	Paras Diwan, Modern Hindu Law, Allahabad Law Agency, 1993	Lect, Discussion & case study method , PPT	COBA LLB 201.1	Weekly Test Mid Term End Term

6	Contd..		Lect, Discussion case study method	COBA LLB 201.1	Weekly Test Mid Term End Term
7	ii. Forms, Validity and Voidability of Marriage	https://www.netlawman.co.in/ia/hindu-marriage-act-1955	Lect, Discussion & case study method	COBA LLB 201.1	Weekly Test Mid Term End Term
8	Contd.		Lect, Discussion & case study method		Weekly Test Mid Term End Term

9	b. Matrimonial Remedies i. Restitution of Conjugal Rights	https://www.academia.edu/3743392/Restitution_of_Conjugal_Rights	Lect, Discussion &case study method	COBA LLB 201.1	Weekly Test Mid Term End Term
10	b. Matrimonial Remedies ii. Judicial	https://lexpertassist.com/2020/11/05/matrimonial-remediesunderthe-hindu-marriage-act-1955/	Lect, Discussion & case study method	COBA LLB 201.2	Weekly Test Mid Term End Term

	Separation				
11	ii. Judicial Separation iii. Dissolution of Marriage : Theories, Forms of Divorce, Grounds	https://indianlawportal.co.in/theories-of-divorce-under-hindu-law/	Lect, Discussion & case study method, PPT	COBA LLB 201.2	Weekly Test Mid Term End Term

12	Contd.		Lect Discussion & case study method		
13	iv. Divorce by Mutual Consent Format	http://lc2.du.ac.in/DJCL2/10.Kusum%20lata%20Bawlia.pdf https://thelegalinfo.com/2020/03/23/divorce-mutual-consentformatdraft-pdf/	Lect Discussion & case study method	COBA LLB 201.2	
14	v. Irretrievable Breakdown as a Ground for Dissolution	http://www.legalservicesindia.com/article/676/IrretrievableBreakdownof-Marriage.html	Lect, Discussion & case study method		Weekly Test Mid Term End Term
15	**Muslim Marriage and Dissolution of Marriage**	https://mpra.ub.uni-muenchen.de/23194/1/Marriage_and_Divorce_in_Islam.pdf Tahir Mahmood, The Muslim Law of India, Law Book Company, 1980	Lect, Discussion & case study method	COBA LLB 201.3	

	a. *Nikah* (Muslim Marriage) – general intro				

16	i. Definition, Object and Nature of Muslim law	https://mpra.ub.uni-muenchen.de/23194/1/Marriage_and_Divorce_in_Islam.pdf Tahir Mahmood, The Muslim Law of India, Law Book Company, 1980	Lect, Discussion & case study method	COBA LLB 201.3	
17	Essentials for Validity of Muslim Marriage	https://mpra.ub.uni-muenchen.de/23194/1/Marriage_and_Divorce_in_Islam.pdf Tahir Mahmood, The Muslim Law of India, Law Book Company, 1980	Lect, Discussion & case study method	COBA LLB 201.3	
18	Contd.		Lect, Discussion & case study method		Weekly Test Mid Term End Term
19	Obligations Arising out of Marriage - under Classical and Statutory Law		Lect, Discussion & case study method	COBA LLB 201.3	

20	b. Dissolution of Marriage	https://lawcorner.in/what-is-talaq-under-muslim-law-how-talaqismade/ https://www.legalbites.in/library-muslim-law/	Lect, Discussion & case study method	COBA LLB 201.3	

	a. *Talaq*: Concept and Modes i.				
21	Grounds of Talaq	https://lawcorner.in/what-is-talaq-under-muslim-law-how-talaqismade/	Lect, Discussion & case study method	COBA LLB 201.3	Weekly Test Mid Term End Term
22	Grounds of Talaq Under Classical Law	https://www.academia.edu/8378365/Marriage_Dissolution_Practices_Laws_and_Islamic_Teachings Tahir Mahmood, The Muslim Law of India, Law Book Company, 1980	Lect, Discussion & case study method	COBA LLB 201.3	
23	Grounds of Talaq under Under Statutory Law: Dissolution of the Muslim Marriage Act,1939	http://chdslsa.gov.in/right_menu/act/pdf/muslim.pdf https://bhandarilawfirm.com/talaq-under-dissolution-ofmuslimmarriages-act-1939/ Tahir Mahmood, The Muslim Law of India, Law Book Company, 1980	Lect, Discussion & case study method	COBA LLB 201.3	Weekly Test Mid Term End Term

24	**Adoption, Maintenance of Guardianship** a.Adoption: Nature of	http://docs.manupatra.in/newsline/articles/Upload/E8EFE493114B4E5B-A014-682EB1729301.pdf	Lect, Discussion & case study method	COBA LLB 201.4	

	Adoption				
25	a. Adoption: Law on adoption	http://docs.manupatra.in/newsline/articles/Upload/E8EFE493114B-4E5B-A014-682EB1729301.pdf Paras Diwan, Modern Hindu Law, Allahabad Law Agency, 1993	Lect, Discussion & case study method	COBA LLB 201.4	Weekly Test Mid Term End Term
26	Inter Country Adoption	http://docs.manupatra.in/newsline/articles/Upload/AAE0786F285D-424E-B557-16F742371D48.pdf	Lect, Discussion & case study method	COBA LLB 201.4	Weekly Test Mid Term End Term

27	b. Adoption: Conditions and Effect (i) Ceremonies (ii) Capability (iii) Effect	Paras Diwan, Modern Hindu Law, Allahabad Law Agency, 1993	Lect, Discussion & case study method	COBA LLB 201.4	Weekly Test Mid Term End Term
28	c. Maintenance	https://acadpubl.eu/hub/2018-120-5/3/249.pdf	Lect, Discussion & case study	COBA LLB 201.4	

	(i) Entitlement (ii) Enforcement (iii) Maintenance Rights of Muslim Women		method		
29	(iv) Maintenance under the Code of Criminal Procedure, 1973	https://acadpubl.eu/hub/2018-120-5/3/249.pdf https://bhandarilawfirm.com/maintenance-under-hindu-law/	Lect, Discussion & case study method	COBA LLB 201.4	Weekly Test Mid Term End Term
30	Cases on maintenance	https://bhandarilawfirm.com/maintenance-under-hindu-law/	Lect& Discussion	COBA LLB 201.4	
31	Guardianship	https://www.mylawman.co.in/2019/11/guardianship-underhindulaw.html https://www.scribd.com/doc/236126754/Guardianship-UnderHindu-Law	Lect, Discussion & case study method	COBA LLB 201.4	Weekly Test Mid Term End Term

32	Contd.	Paras Diwan, Modern Hindu Law, Allahabad Law Agency, 1993	Lect, Discussion & case study method	COBA LLB 201.4	

33	b. Emerging trends: i. Surrogacy	http://www.legalserviceindia.com/legal/article-1255-surrogacy-inindia.html https://www.thehindu.com/opinion/op-ed/Ending-discriminationinsurrogacy-laws/article11640850.ece	Lect, Discussion & case study method	COBA LLB 201.5	Weekly Test Mid Term End Term
34	ii. Live-in Relationship	https://jcil.lsyndicate.com/wp-content/uploads/2016/08/ArindhamBaruah.pdf	Lect, Discussion & case study method	COBA LLB 201.5	Weekly Test Mid Term End Term
35	iii. IVF	https://www.researchgate.net/publication/290393768_Invitro_Fertilisation Family law- By shivani Goswami	Lect, Discussion & case study method	COBA LLB 201.5	Weekly Test Mid Term End Term
36	iv. Same Sex marriage	http://www.delhihighcourt.nic.in/library/articles/legal%20education/Homosexuality%20in%20India%20%20The%20invisible%20conflict.pdf https://www.academia.edu/26521155/Same_Sex_Marriage Family law- By shivani Goswami	Lect, Discussion & case study method	COBA LLB 201.5	Weekly Test Mid Term End Term
37	v. Domestic Viloence	https://www.icrw.org/wp-content/uploads/2016/10/Domestic-Violence-in-India-1-Summary-Report-of-Three-Studies.pdf Family law- By shivani Goswami	Lect, Discussion & case study method	COBA LLB 201.5	Weekly Test Mid Term End Term

38	Contd.	Family law- By shivani Goswami	Lect, Discussion	COBALLB 201.5	Weekly Test Mid Term End Term
39	Provisions of Special	https://acadpubl.eu/hub/2018-120-5/3/247.pdf	Lect, Discussion	COBALLB 201.5	Weekly Test Mid
	Marriage Act, 1954				Term End Term
40	Contd.		Lect& Discussion	COBALLB 201.5	Weekly Test Mid Term End Term

J. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs & PSOs)

CO Number	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
COBALLB101.1	**1**	**2**	**1**	**2**	**1**	**-**	**2**	**3**	**2**	**-**	**2**	**1**	**-**
COBALLB101.2	**1**	**2**	**1**	**2**	**1**	**-**	**3**	**2**	**2**	**-**	**2**	**1**	**-**
COBALLB101.3	**2**	**2**	**2**	**2**	**2**	**-**	**2**	**2**	**2**	**-**	**2**	**1**	**-**

COBALLB101.4	**2**	**1**	**2**	**2**	**2**	**-**	**3**	**3**	**1**	**-**	**2**	**1**	**-**
COBALLB101.5	**3**	**2**	**2**	**2**	**2**	**-**	**2**	**2**	**2**	**-**	**2**	**1**	**1**
COBALLB101.6	**3**	**2**	**1**	**2**	**2**	**-**	**3**	**2**	**3**	**-**	**2**	**1**	**-**

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

1. Shall read the topics in advance before coming to the class
2. Shall participate in discussions
3. Shall be regular in the class (minimum 75%attendance as per GGSIP University Ordinance)
4. Shall complete all the assignments in time
5. Shall be punctual in class

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Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
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LECTURE PLAN & RESOURCES

Academic Session: Oct 22-Jan 2023 Semester: First

Programme: BBALL.B (H) Semester: 1st Subject/Course: Quantitative Techniques Code: BBALLB 121 Credits: 05
L4 PSDA3 C5 Session: 2025-26 Faculty: Ms. Preeti Goel

A Introduction: The objective of this course is to: (i) develop student's familiarity with the basic concept and tools in statistics and operations research; (ii) enable students understand the nuances of correlation analysis together with pitfalls and limitations; (iii) acquaint them as to various assignment models and general structures of transportation problems. **B. Course Outcomes: At the end of the course, students will be able to:**

COBBALLB121.1	Learning of statistical tools and techniques assist in resolving complex problems which serves as a valuable guide to the decision makers.
COBBALLB121.2	Knowledge as to correlations assists students in determining relationships between variables by which they can help their clients in deciding future course of actions.
COBBALLB121.3	The discussions in linear programming techniques equip students to achieve optimum utilization of available productive resources which is crucial to transform them into a skillful professional.

C. Program Specific Outcomes

PSO1.	**Critical Thinking:** Take informed actions after understanding the legal provisions well and identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives**.**
PSO2.	**Effective Communication:** To improve the communication skills and oratory skills through mooting, debating, negotiating and mediation exercises.

PSO3.	**Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
PSO4.	**Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of social and legal issues and participate in civic life through volunteering.
PSO5.	**Ethics:** To inculcate professional ethics and torecognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PSO6.	**Environment and Sustainability:** Understand the role of Law regarding issues of environmental and sustainable development.
PSO7.	**Self-directed and Life-long Learning**: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

D. Program Outcomes

PO.1.	Improve critical self-reflection and interpersonal skills
PO.2.	Sharpen managerial, entrepreneurial and leadership competency
PO.3.	Learn the art of managing themselves and the clients, which are equally important to become a successful legal professional
PO.4.	Management and Law Programme is important in an extremely competitive area and challenging area of Corporate Law which requires strong communication skills and sharp interpersonal skills
PO.5.	Provide insights into organizational behavior, working in a team and building a team.

E. Pedagogy: The pedagogy would be the combination of the following techniques: -
- Lectures
- Presentations/PPTs
- Discussions, Questions & Answers

F. Evaluation:

Criteria	Description	MaximumMarks
Internal Assessment	**Mid-Term Exam**	**10**
	PSDA	**15**
External Assessment	**End-Term Exam**	**75**
TOTAL		**100**

G. Syllabus:

Subject: Quantitative Techniques **Paper code: BBA LLB 121**

Objective: The objective of this course is to: (i) develop student's familiarity with the basic concept and tools in statistics and operations research; (ii) enable students understand the nuances of correlation analysis together with pitfalls and limitations; (iii) acquaint them as to various assignment models and general structures of transportation problems

UNIT-I: Statistics **(Lectures-10)**

a. Definition, Importance and Limitation,
b. Collection of data and formation of frequency distribution,
c. Graphic presentation of Frequency distribution - Graphics, Bars, Histograms, Diagrammatic.
d. Measure of Central Tendency - Mean, Median and Mode,
e. Partition values - quartiles, deciles and percentiles;

f. Measures of variations - Range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation and Lorenz Curve.

UNIT-II: Correlation Analysis **(Lectures-10)**

a. Correlation Coefficient,
b. Assumption of Correlation Analysis;
c. Coefficients of Determination and Correlation;
d. Measurement of Correlation - Karl Pearson's Methods; Spearman's Rank correlation;
e. Regression: meaning, assumption, regression lines, ordinary least square method of regression;
f. Pitfalls and Limitations Associated with Regression and Correlation Analysis.

UNIT-III: Linear Programming **(Lectures-10)**

a. Concept and Assumptions Usage in Business Decision Making,
b. Linear Programming Problem: Formulation,
c. Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality; Concept, Significance.

UNIT-IV: Transportation and Assignment Problems **Lectures-10)**

a. General Structure of Transportation Problem,
b. Different Types Methods for Finding Initial Solution by North-West Corner Rule,
c. Least Cost Method and Vogel Approximation Method and Testing for Optimality.
d. Assignment Problem: Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment,
e. Travelling Salesman Model.

PSDA (Professional Skill Development Activities) **1 Hr/Week**

- Assignments on measure of central tendency.
- Assignments on Correlation and regression.

- Assignments on Linear Programming problems and decision making.
- Assignments on Transportation and Assignment Problems

H. Text/ Reference Books:

Text Books:

1. N.D. Vohra, Quantitative Techniques in Management, McGraw Hill India, New Delhi, 2017(5thEdn.).
2. S.P. Gupta & P.K. Gupta, Quantitative Techniques and Operation Research, Sultan Chand & Sons, New Delhi, 2014.

Reference Books:

1. S. Rajagopalan & R. Sattanathan, Business Statistics and Operations Research, McGraw Hill Education, New Delhi, 2009 (2ndEdn.).
2. J.K. Sharma, Operations Research: Theory & Application, Macmillan India Ltd, Noida (UP), 2012 (5thEdn.).
3. Barry Render, Ralph M. Stair, Michael E. Hanna, T.N. Badri, Quantitative Analysis for Management, Pearson Education, New Delhi, 2016 (12thEdn.).
4. Naval Bajpal, Business Statistics, Pearson Education India, New Delhi, 2013 (2ndEdn.).

LECTURE PLAN:

Lecture No.	Topic (s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	**UNIT 1** Definition, Importance and Limitations of Statistics (contd….)	Lectures and Discussions	COBBALLB 121.1	Mid Term End Term
2	Definition, Importance and Limitations of Statistics	Lectures and Discussions	COBBALLB 121.1	Mid Term End Term

3	Collection of data and formation of frequency distribution	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
4	Collection of data and formation of frequency distribution (contd….)	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
5	Graphic presentation of Frequency distribution - Graphics, Bars	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
6	Graphic presentation of Frequency distribution - Histograms, Diagrammatic	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
7	Measure of Central Tendency - Mean	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
8	Measure of Central Tendency - Median	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
9	Measure of Central Tendency - Mode	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
10	Partition values - quartiles, deciles and percentiles;	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
11	Measures of variations - Range, IQR, quartile	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
12	Measures of variations - Deciles and percentiles, quartile deviation	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
13	Measures of variations – Standard Deviation	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term

14	Lorenz Curve	Lectures, Discussions, Practical Qs	COBBALLB 121.1	Mid Term End Term
15	**UNIT 2** Correlation Coefficient	Lectures and Discussions	COBBALLB 121.2	Mid Term End Term
16	Assumption of Correlation Analysis	Lectures and Discussions	COBBALLB 121.2	Mid Term End Term
17	Coefficients of Determination and Correlation	Lectures, Discussions, Practical Qs	COBBALLB 121.2	Mid Term End Term
18	Measurement of Correlation - Karl Pearson's Method	Lectures, Discussions, Practical Qs	COBBALLB 121.2	Mid Term End Term
19	Measurement of Correlation - Karl Pearson's Methods (contd……)	Lectures, Discussions, Practical Qs	COBBALLB 121.2	Mid Term End Term
20	Measurement of Correlation - Spearman's Rank correlation	Lectures, Discussions, Practical Qs	COBBALLB 121.2	Mid Term End Term
21	Regression: Meaning, assumption,	Lectures and Discussions and Presentation	COBBALLB 121.2	Mid Term End Term
22	Regression Lines	Lectures, Discussions, Practical Qs	COBBALLB 121.2	Mid Term End Term
23	Ordinary least square method of regression	Lectures, Discussions, Practical Qs	COBBALLB 121.2	Mid Term End Term
24	Ordinary least square method of regression (contd…….)	Lectures, Discussions, Practical Qs	COBBALLB 121.2	Mid Term End Term
25	Pitfalls and Limitations Associated with Regression and Correlation Analysis	Lectures and Discussions	COBBALLB 121.2	Mid Term End Term

26	**UNIT 3** Concept of Linear Programming, Assumptions and Usage in Business Decision Making	Lectures and Discussions	COBBALLB 121.3	Mid Term End Term
27	Linear Programming Problem: Formulation	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
28	Linear Programming Problem: Formulation (contd…..)	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
29	Methods of Solving: Graphical	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
30	Methods of Solving: Simplex	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
31	Methods of Solving: Simplex (contd…..)	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
32	Linear Programming Problems with mixed constraints	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
33	Linear Programming Problems with mixed constraints (contd…..)	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
34	Duality - Concept, Significance	Lectures and Discussions	COBBALLB 121.3	Mid Term End Term
35	Duality - Concept, Significance (contd…..)	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
36	**UNIT 4** General Structure of Transportation Problem	Lectures and Discussions	COBBALLB 121.3	Mid Term End Term

37	Different Types Methods for Finding Initial Solution by North-West Corner Rule	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
38	Least Cost Method	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
39	Vogel Approximation Method	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
40	Testing for Optimality	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
41	Testing for Optimality (contd….)	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
42	Assignment Problem: Hungarian Assignment Method	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
43	Unbalanced assignment problems, restrictions in assignment	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
44	Travelling Salesman Model	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term
45	Travelling Salesman Model (contd….)	Lectures, Discussions, Practical Qs	COBBALLB 121.3	Mid Term End Term

DIGITAL RESOURCES

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S. No.	Topic	Source/URL
1	Statistics – Meaning, Functions, Limitations	https://www.youtube.com/results?search_query=meaning+of+statistics https://www.youtube.com/watch?v=df_Rtm4HmJg https://www.youtube.com/watch?v=uqEKroQ0UpY
2	Data Collection	https://www.youtube.com/watch?v=rONAxIyTg5o https://www.youtube.com/watch?v=WNZP7NAURlg
3	Measures of Central Tendency	https://www.youtube.com/watch?v=XsXO0ogPMxs https://www.youtube.com/watch?v=BDSsLU2xUB4 https://www.youtube.com/watch?v=RFiFEjIfIRA https://www.youtube.com/watch?v=U910l2-dUGg
4	Measures of Dispersion	https://www.youtube.com/watch?v=5_TuK1yCPD4 https://www.youtube.com/watch?v=iaqAYdCXw14
5	Standard Deviation	https://www.youtube.com/watch?v=3n0NB_IodDI https://www.youtube.com/watch?v=OeMHauqWlxk
6	Lorenz Curve	https://www.youtube.com/watch?v=pWrWB_YFQ8c https://www.youtube.com/watch?v=aj0klEFbgZk
7	Correlation – Meaning and Importance	https://www.youtube.com/watch?v=cRDVMWklO7c https://www.youtube.com/watch?v=ShO0W6e0d4s
8	Karl Pearson's Correlation Coefficient	https://www.youtube.com/watch?v=ipIlcMg3s_o https://www.youtube.com/watch?v=Z_0c8UuHdCM
9	Spearman Rank Correlation	https://www.youtube.com/watch?v=bzF4zB5hMKs https://www.youtube.com/watch?v=qsUu-9zULJA
10	Regression Analysis	https://www.youtube.com/watch?v=D6WMKF1l_X8 https://www.youtube.com/watch?v=mHnsXF8wH6c https://www.youtube.com/watch?v=DqFOHWAklyo
11	Linear Programming	https://www.youtube.com/watch?v=knZrhVkZ71Q&list=PLU6SqdYcYsfLewoQPYjgg7SMBLjSV704v https://www.youtube.com/watch?v=N77SoX_OsAs https://www.youtube.com/watch?v=mOsJbsb3zbQ
12	Duality Theory	https://www.youtube.com/watch?v=SN67lGlID7M https://www.youtube.com/watch?v=0wKVBalDUsk

13	Transportation Problem	https://www.youtube.com/watch?v=8M0tQKZzdDY&list=PL23dd-8zssJDLv4Zc6975_FKKd4MXwsTC https://www.youtube.com/watch?v=tvNNKorAWog&list=PL23dd-8zssJDLv4Zc6975_FKKd4MXwsTC&index=2 https://www.youtube.com/watch?v=wuYVUZWJre8&list=PL23dd-8zssJDLv4Zc6975_FKKd4MXwsTC&index=4 https://www.youtube.com/watch?v=kiDZjlSSlFw
14	Assignment Problem	https://www.youtube.com/watch?v=I3CNzKUFINY https://www.youtube.com/watch?v=rrfFTdO2Z7I
15	Travelling Salesman Model	https://www.youtube.com/watch?v=k3I2eThAErc https://www.youtube.com/watch?v=sScR-w7Knpk

J. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs & PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
COBALLB 121.1	**2**	**2**	**2**	**-**	**-**	**-**	**2**	**2**	**2**	**2**	**1**	**1**	**1**
COBALLB 121.2	**2**	**1**	**2**	**-**	**-**	**-**	**2**	**-**	**-**	**2**	**2**	**-**	**1**
COBALLB 121.3	**2**	**2**	**-**	**1**	**-**	**-**	**-**	**1**	**-**	**2**	**-**	**-**	**-**

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

1. Shall read the topics in advance before coming to the class
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3. Shall be regular in the class (minimum 75%attendance as per GGSIP University Ordinance)

4. Shall complete all the assignments in time
5. Shall be punctual in class

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DEPARTMENT OF ECONOMICS

LECTURE PLAN & RESOURCES

Academic Session: Mar 2023-June 2023 **Semester: FOURTH**

Programme: Economics (H) **Credit:5**
Subject/Course: Intermediate Macro Economics II **L/T/P: 4/1/0**
Code: BAECO204

Faculty: Kshama Aggarwal

A. Introduction:

To familiarize the students with different concepts of macro variables, their determinants and impact.

B. Course Outcomes: At the end of the course, students will be able to:

BAECO204.1	Interpret various theoretical issues related to an open economy
BAECO204.2	Interpret the national and international policies related with capital flows and have understanding of foreign exchange market

BAECO204.3	Recall the long run dynamic issues like growth and technical progress.
BAECO204.4	Appraise different theories of consumption that can be applied to analyze real life situation.
BAECO204.5	Summarize the formal modeling of a macro economy in terms of mathematical and analytical tools.

BAECO204.6	Interpret various investment and portfolio money demand theories

C. PROGRAM OUTCOMES

PO1	**Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives**.**
PO2	**Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
PO3	**Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
PO4	**Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
PO5	**Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6	**Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.
PO7	**Self-directed and Life-long Learning**: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

D. Program Specific Outcomes

PSO1	Demonstrate the behavioural patterns of different economic agents with advancement in theoretical subject matter and their applications.

PSO2	Build problem solving skills and logical ways to deal with various socio-economic issues using economic theories and concepts.
PSO3	Analyze trends in macroeconomic variables at regional, national, and global levels in context of functions of economic institutions.
PSO4	Construct theoretical and policy research using economic models and communication skills in an articulated manner.

E. Pedagogy: The pedagogy would be the combination of the following techniques: - •

- Lectures
- Presentations
- Discussions,
- Questions &Answers

F. Evaluation:

Criteria	**Description**	**Maximum Marks**
Internal Assessment	**Minor Exam**	**20**
	Internal Assessment through classroom presentation or Assignments	**5**
External Assessment	**End-Term Exam**	**75**
TOTAL		**100**

G.Syllabus:

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BA(H) Economics

BBA 204: Intermediate Macro Economics II

L-4, T/P-1, **Credits: 05** **Max Marks: 75**

Objectives: To familiarize the students with different concepts of macro variables, their determinants and impact. Course Contents

Unit-I: Open economy-I

Balance of payment- Short run economy-Mundell–Fleming model- Foreign exchange market: Risk, Hedging, Speculation ,Interest rate arbitrage

Unit-II: Open economy-II

Exchange rate: Measures and Determination- Purchasing power parity-Monetary approach to balance of payment- Portfolio balance model- Exchange rate overshooting - J curve

Unit-III: Models of Growth

Capital accumulation- Golden rule of capital-Population Growth- Technical progress- Solow model-Growth empirics'- Endogenous growth model

Unit-IV: Consumption and investment

Keynesian Consumption Function- Fisher Intertemporal choice- Life cycle and permanent income hypothesis-Random Walk Model- Business fixed investment- Residential and inventory investment- Portfolio Theories of money demand- Baumol, Tobin's and Friedman

H. Text/ Reference Books:

- Salvatore, D. ((2013)) International Economics, Wiley, 11th edition
- Dornbusch, R and Fischer, S.(1994)), Macro-Economics ,McGraw Hill,6th edition.

- Mankiw, N.G.(2010), Macroeconomics,Wiley,7th ed.
- Olivier,B.(2017), Macro-Economics, Pearson Education ,7th edition
- Dornbusch, R, Fischer, S and Startz, R(1994), Macro-Economics ,McGraw Hill,10th edition

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I . Digital Resources:

S. No.	Topic/ Title	Source/ URL
1.	Balance of Payment	https://www.investopedia.com/terms/b/bop.asp
2.	Foreign Exchange Market	https://www.lariba.com/sitephp/pdf/Malaysia%20-%20GOLD%20%20Hedging%20With%20Dinar.pdf
3	Exchange Rate	https://www.khanacademy.org/economics-financedomain/apmacroeconomics/ap-macro-resources-and-exampreparation/every-graphused-in-ap-macroeconomics/a/the-foreign-exchangemarket-model
4	Mundell Fleming Model	https://www.grips.ac.jp/teacher/oono/hp/lecture_F/lec08.htm
5	Monetary Approach to BOP	https://www.economicsdiscussion.net/balance-ofpayment/monetaryapproach-to-balance-of-payments-adjustmenteconomics/30972
6	Exchange Rate Overshooting	https://www.economics.utoronto.ca/jfloyd/modules/xrov.html
7	Solow Model	https://corporatefinanceinstitute.com/resources/knowledge/economics/solow-growth-model/
8	Endogenous Growth Model	https://www.investopedia.com/terms/e/endogenousgrowththeory.asp
9	Life cycle income hypothesis	https://www.economicshelp.org/blog/27080/concepts/lifecyclehypothesis/

10	Permanent Income hypothesis	https://www.britannica.com/topic/revenue-economics

J. Lecture Plan:

Lecture No.	Topic (s)	Complete Book Reference/ URL of Digital Resource	Mode of Delivery (Pedagogy subpoint applicable)	Corresponding CO	Mode of Assessing CO
	DEPARTMENT OF ECONOMICS				
L1	**UNIT1 Open economy-I** Introduction to BOP	Dornbusch, R and Fischer	Discussion	CO1	Quiz
L2	Types of Exchange rate	Dornbusch, R and Fischer	Question and Answer	CO1,CO2	Quiz
L3	Goods market equilibrium with trade balance and Repercussion effect	Dornbusch, R and Fischer	Discussion	CO1,CO2	Quiz
L4	Capital Mobility, Introduction to Mundell Fleming model	Dornbusch, R and Fischer	Lecture	CO1,CO2	Mid Term Exam
L5	Mundell Fleming model under fixed exchange rate system	Dornbusch, R and Fischer	Lecture	CO1, CO2, CO5	Assignment
L6	Mundell Fleming model under flexible exchange rate system	Dornbusch, R and Fischer	Discussion/ case study	CO1, CO2, CO5	Class Test

L7	Beggars Thy neighbor	Dornbusch, R and Fischer	Question Answer	CO1, CO2	Class Test
L8	IS – LM Model derivation in open economy	Dornbusch, R and Fischer	Classroom activity	CO1, CO5	Class Test
L-9	Case study and questions	Dornbusch, R and Fischer	Discussion	CO2, CO5	Quiz
L 10	Introduction to foreign exchange market	Dornbusch, R and Fischer	Lecture	CO2	Assignment
L 11	Foreign exchange swap, Future and options	Dornbusch, R and Fischer	Lecture	CO2, CO5	Quiz

L 12	Equilibrium in foreign exchange market	Dornbusch, R and Fischer	Discussion	CO2, CO5	Quiz
L 13	Law of one price	Dornbusch, R and Fischer	Lecture	CO2	Quiz
L 14	Fisher effect	Dornbusch, R and Fischer	Lecture	CO2	Quiz
L 15	Numericals	Dornbusch, R and Fischer	Question-Answer	CO5	Quiz
L 16	**UNIT II : Open economy-II** Introduction	Salvatore, D	Lecture	CO2, CO1	Quiz
L 17	Exchange rate: Measures	Salvatore, D	Presentation	CO2, CO5	Quiz

L-18	Determination of Exchange rate equilibrium	Salvatore, D	Lecture	CO2, CO5	Quiz

L-19	Monetary approach to balance of payment	Salvatore, D	Lecture	CO2, CO5	Class Test
L-20	Monetary approach to BOP under flexible exchange rate	Salvatore, D	Classroom activity	CO2, CO5	Class Test
L-21	Portfolio balance model	Salvatore, D	Presentation	CO2, CO5	Quiz
L-22	Exchange rate overshooting	Salvatore, D	Lecture	CO2, CO5	Quiz
L-23	J-curve	Salvatore, D	Discussion	CO2, CO5	Mid Term Examination
L-24	**UNIT III :** Models of Growth Introduction	Olivier,B	Question-Answer	CO3	Mid Term Examination
L-25	Harrod Domar model	Olivier,B	Lecture	CO3, CO5	Quiz

L-26	Limitations of Harrod Domar model	Olivier,B	Lecture	CO3	Quiz
L-27	Introduction to Solow model	Olivier,B	Presentation	CO3	Quiz
L-28	Cobb douglas production function under Solow model	Olivier,B	Lecture	CO3, CO5	Class Test
L-29	Solow Diagram	Olivier,B	Lecture	CO3	Class Test
L-30	Golden rule of capital	Olivier,B	Lecture	CO3	Assignment
L-31	Population Growth	Olivier,B	Lecture	CO3	Quiz
L-32	Comparative statistics	Olivier,B	Lecture	CO3, CO5	Assignment
L-33	Properties of steady state	Olivier,B	Discussion	CO3	Quiz

L-34	Solow model with technical progress	Olivier,B	Classroom Activity	CO3, CO5	Quiz
L-35	Evaluation of solow model	Olivier,B	Discussion	CO3, CO5	Quiz
L-36	Growth empirics'	Olivier,B	Presentation	CO3, CO5	Mid Term Examination
L-37	Endogenous growth model	Olivier,B	Lecture	CO3, CO5	Mid Term Examination

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L-38	Numericals	Olivier,B	Lecture	CO5	Quiz
L-39	**UNIT IV: Consumption and investment** Introduction	Mankiw	Lecture	CO4, CO6	Quiz
L-40	Permanent income hypothesis	Mankiw	Lecture	CO4	Quiz
L-41	Lifecycle income hypothesis	Mankiw	Lecture	CO4, CO5	Quiz



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L-42	Comparison between LCY and PYH	Mankiw	Lecture	CO4	Quiz
L-43	Keynesian Consumption Function	Mankiw	Lecture	CO4, CO5	Quiz
L-44	Current income hypothesis	Mankiw	Discussion	CO4, CO5	Quiz
L-45	Fisher Intertemporal choice	Mankiw	Question-Answers	CO4, CO5	Quiz
L-46	Random Walk model	Mankiw	Lecture	CO4	Quiz
L-47	Business Fixed Investment: Neo classical approach	Mankiw	Lecture	CO6	Assignment
L-48	Business Fixed Investment: Alternate approaches, Credit Rationing	Mankiw	Lecture	CO6	Assignment
L-49	Residential investment and inventory investment	Mankiw	Lecture	CO6	Quiz
L-50	Portfolio Theories of money demand	Mankiw	Lecture	CO6	Quiz

J. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs& PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4

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COBAECO103.1	2	-	-	-	1	-	3	-	-	-	3
COBAECO103.2	3	-	2	-	2	2	-	-	-	-	2
COBAECO103.3	-	1	-	2	-	1	2	-	1	3	2
COBAECO103.4	3	-	-	-	-	-	-	2	-	1	-
COBAECO103.5	2	2	-	-	-		2	-	2	-	1
COBAECO 103.6	-	2	-	1	-	1	-	-	2	-	3
COBAECO103	2.5	1.5	2.0	2.0	1.5	1.5	2.3	2.0	1.5	2.0	2.0

"-"- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

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L. **Faculty Contact Details**:

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Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Sector 22, Rohini, Delhi -110086;
www.maims.ac.in

Programme: BBA 206 **Semester: 4 Subject-Research Methodology** **Code: 206** **Credits:** 04
L/T/P: 4/0/0 **Session: Even**
Faculty: Dr. Sumedha Dutta

A. **Introduction:**

The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research methodology can help the business manager in decision making.

Syllabus:

BBA 206- Research Methodology

L-4, T-0 **Credits: 4** **External Marks :75**

Objective: The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research methodology can help the business manager in decision making.

Course Content:

UNIT 1 Lectures - 14

Introduction of Marketing Research: Meaning of Research; Scope of business research; Purpose of research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups and Data Series; Conception, Construct, Attributes, Variables and Hypothesis.

UNIT 2 Lectures - 14

Research Process: An overview; Problem Identification and Definition; Selection of Basic Research Methods – Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies, Questionnaire Design.

Process

UNIT 3 Lectures – 14

Measurement: Definition; Designing and writing items; Uni - dimensional and Multidimensional scales; Measurement Scales – Ordinal, Nominal, Interval and Ratio; Ratings and Ranking Scale, Thurston, Likert and Semantic Differential Scaling, Paired Comparison, Reliability and Validity Scale.

Sampling: Steps, Types, Sample size decision, secondary data sources.

Hypothesis Testing: Tests concerning means & proportions, ANOVA, Chi square test and other non – parametric tests.

UNIT 4 Lectures – 14

Report Preparation: Meaning, Types and layout of research report; Steps in report writing; Citations; Bibliography and Annexure in report; JEL Classification.

Computerized Data Analysis: An overview, features, and role of Computerized Data Analysis (Advanced Excel/SPSS or any other analytical software) (Introductory aspects only)

H. Suggested Readings

Text Books:

1. **Research Methodology methods and Techniques, C R Kothari, 2019, New Age International Publisher, Delhi.**

References:

2. **Marketing Research, Malhotra Naresh, 2008, 5th edition, Pearson Education, Delhi.**
3. **Research Methodology concept and cases, Deepak Chawla and Neena Sondhi, 2016, Second Edition, Vikas Publishing House Pvt. Ltd., Delhi.**

Digital Resources:

S. No.	Topic / Title	Source/ URL
1	Unit-1	http://southcampus.uok.edu.in/Files/Link/DownloadLink/RM%20U1%20P1.pdf. https://www.researchgate.net › download › 1.pdf. http://cbsmohali.org/course_material/second_semester/RM%20MATERIAL.pdf **https://sk.sagepub.com/reference/hdbk_mktgresearch/n5.xml**
2	Unit-2	https://library.sacredheart.edu/c.php?g=29803&p=185902 https://research-methodology.net/research-methodology/research-types/
		https://libguides.rutgers.edu/c.php?g=337288&p=2273209 **https://sk.sagepub.com/reference/hdbk_mktgresearch/n5.xml**
3	Unit-3	https://medcraveonline.com/BBIJ/sampling-and-sampling-methods.html https://hal.archives-ouvertes.fr/index/index https://www.vedantu.com/commerce/types-of-sampling-methods https://www.researchgate.net/publication/266864633_Questionnaire_design_and_scale_development. https://sk.sagepub.com/reference/hdbk_mktgresearch/n5.xml. https://www.statstutor.ac.uk/resources/uploaded/2questionnairedesign2.pdf.
4	Unit-4	https://sk.sagepub.com/reference/hdbk_mktgresearch/n5.xml https://www.deakin.edu.au/students/studying/study-support/academic-skills/reportwriting https://drtc.isibang.ac.in/ldl/bitstream/handle/1849/343/Tech%20reportPGrao.pdf?sequence=1&isAllowed=y

H. Lecture Plan: separate sheet attached (No. of Lectures should be as per GGSIP University Syllabus)

Lecture No.	Topic(s)	Mode of Delivery	Mode of Delivery	Corresponding CO	Mode of Assessing CO

1	**UNIT 1**	Define Research	Lecture	**CO BBA202.1**	Assignment/ Test/ Quiz
2		Aims and Objectives of Research	Lecture		
3		Scope of Research in business application	Lecture		
4		Types of Research	Lecture		
5		Types of Research	Discussion		
6		Unit of analysis	Lecture		
7		Types of variables	Lecture		
8		Types of variables	Lecture		
9		Concept, construct, Attributes	Case Study		
10		Hypothesis and its Types	Lecture		
11		Revision	Lecture		
12	**UNIT-2**	Process in Research	Lecture	**CO BBA202.2**	
13		Steps in Research Formulation	Examples & Discussion		
14		Steps in Research Formulation	Lecture		
15		Formulating the Research Problem	Presentation		
16		Choice of Research Design	Lecture		
17		Types of Research Design	Lecture		
18		Types of Research Design	Lecture		
19		Experimental Design	Lecture		
20		Types of Experiential Design: Laboratory & Field	PPT	**CO BBA202.3**	Assignment/ Test/ Quiz
21		Types of Experiential Design: Laboratory & Field	Lecture		
22		Survey Method	Lecture		
23		Observational Method	Lecture		
24		Interview Method	Examples & Discussion		
25		Existing Database Research	Lecture		
26		Longitudinal; Cross-sectional & Panel Studies	Lecture		
27		Revision	Cases		
28	**UNIT-3**	Questionnaire design Process	Lecture		
29		Designing & Writing items	Lecture		
30		Designing & Writing items	Lecture	**CO BBA202.4**	

31		Uni dimensional & Multidimensional Scale	Lecture		
32		Measurement Scale: Nominal/Ordinal/Interval/Ratio	Lecture		
33		Measurement Scale: Nominal/Ordinal/Interval/Ratio	Lecture		
34		Rating and Ranking Scale	Lecture		
35		Thurstone Scale, Likert, Semantic	Practical Questions		
36		Differential Scaling	Practical Questions		
37		Reliability & Validity of Scale	Practical Questions		
38		Reliability & Validity of Scale	Practical Questions		
39		Steps of Sampling design	Lecture		
40		Types of Sample Designs	Presentation		
41		Types of Sample Designs	Presentation		
42		Determining the Sample Size	Practical in lab		
43		Secondary Data sources	Practical Questions		Assignment/ Test/ Quiz
44		Hypothesis Testing	Practical Questions	**COBBA202.5**	
45		Test concerning means and proportions	Practical Questions		
46		Measurement of Central Tendency	Practical Questions		
47		ANNOVA	Practical Questions		
48		Chi-square test	Practical Questions		
49		Non-Parametric test: Krussal-Wallis etc.	Practical Questions		
50	**Unit-4**	Report Preparation	Presentation		
51		Interpretation and Report Writing	Lecture	**CO BBA 202.6**	
52		Citation	Presentation		

53		Computerized Data Analysis: SPSS	Presentation		

J. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs& PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
COBBA206.1	-	-	-	-	2	-	1	2	1	3	-
COBBA206.2	-	-	-	-	-	-	2	-	-	-	-
COBBA206.3	3	1	3	1	-	-	-	1	-	-	2
COBBA206.4	3	-	-	-	-	-	-	1	1	-	-
COBBA206.5	3	3	3	-	-	2	3	2	2	3	3
COBBA206.6	-	3	3	-	-	-	-	-	-	-	1
COBBA206	1.5	1.2	1.5	0.2	0.3	0.3	1.0	1.0	0.7	1.0	1.0

K. Expectations from Students:

- Shall read the topics in advance before coming to the class
- Shall participate in discussions
- Shall be regular in the class (minimum 75%attendance as per GGSIP University Ordinance)
- Shall complete all the assignments in time • Shall be punctual in class

L. Faculty Contact Details:

Name: **Designation:** **Room & Block No.:** **Mobile/WhatsApp No.:** **Email**	Dr. Sumedha Dutta Associate Professor Block 9 9899297925 sumedhadutta.faculty@maims.ac.in