

BAJMC LESSON PLAN

Semester: First	Subject: Computers Applications for Communication
Session:2025-26	Teacher: Savita Nagar

Month	Topic
July 2025	Introduction to Computers-history and Generations. Origin And Growth of Computers.
August 2025	Use of Computers in Human Life. Computers Applications in Communication functions Types of Computers, Various Parts and Functions of Computers Computer- Hardware and Software. Test and assignment
September 2025	Internet-Origin and developmental journey , Use of Internet for Communication function Introduction to Operating Systems. Memory-Real and Virtual; ROM and RAM. Test and Assignment
October 2025	Working with Text, Important Commands. MS-Word, MS-Office-Applications. • MS-Excel Applications Test and assignment
November 2025	Computer Graphics-Basics and use in Mass Communication MS Powerpoint, Corel Draw Introductio to Basics of Computer Design Softwares Test and assignment Revision

BAJMC LESSON PLAN

Semester:Third	Subject: Advertising : An Introduction (Minor)
Session:2025-26	Teacher: Savita Nagar

Month	Topic
July 2025	Definition, nature, scope, and objectives of advertising Historical development of advertising (global and Indian context)
August 2025	Role and functions of advertising Impact of advertising on society and economy Classification of advertising: product, service, public service, corporate, social, government, etc. Types of Advertisements: Print, electronic, outdoor, digital, social advertising, etc.
September 2025	Elements of an advertisement: headline, body copy, slogan, logo, visuals Ad copywriting for print, radio, TV, digital, and outdoor media, creativity in advertising and basics of ad layout Advertising Media, Agencies: Types, Role and Functions Overview of advertising media: print, electronic, cinema, outdoor, digital, Prominent Advertising Agencies Test and Assignment
October 2025	Criteria for media planning, Branding through Advertising Advertisement as a marketing tool Advertising Campaign: Scope, Planning, Target Audience, Process Importance and methods of advertising research: pre-testing, post-testing
November 2025	Advertising laws and ethical issues related to Advertising and others, Regulatory bodies: ASCI (Advertising Standards Council of India),etc. Case studies in Indian advertising, Contemporary issues in Advertising, Prominent Advertisement Professionals Test and assignment Revision

BAJMC LESSON PLAN

Semester: Third	Subject: Communication Models and Theories
Session:2025-26	Teacher: Savita Nagar

Month	Topic
July 2025	Communication models: meaning and definition, role and relevance Asistotle model
August 2025	Berol's SMCR model Lasswell's model Shannon & Weaver's model Osgood's model Wilbur Schramm's Model Test and assignment
September 2025	Importance and utility of models of communication George Gerbner's Model Westley And Maclean's Model Newcomb's Model Dance Model Test and Assignment
October 2025	Theories of Communication- Introduction & meaning, scope and significance Hypodermic Needle Theory, magic bullet theory Two-step, Multi Step Theory Test and assignment
November 2025	Play Theory, Individual Difference Theory, cultivation theory ,Uses & Gratification Theory, Agenda Setting Theory, Normative theories of the press Test and assignment Revision

LESSON PLAN

Semester: Fifth	Subject: Media Management
Session:2025-26	Teacher: Savita Nagar

Month	Topic
July 2025	Definition of Management Concept, Significance and Functions of Management
August 2025	Media Management- Basics Ownership Patterns in Media Organizational Structure- Newspapers Test and assignment
September 2025	News Agencies- PTI, UNI, BHASHA, VAARTA Organizational Structure- Advertising Agencies Organizational Structure- Radio, T.V. Test and Assignment
October 2025	Role of various Dept./ sections in Media Organization Govt. Agencies- Press Information Bureau (PIB), D.A.V.P., N.F.D.C. Test and assignment
November 2025	Media Marketing- Techniques/ News Trends Media and Branding Important Media Houses in India Test and assignment Revision

LESSON PLAN

Semester: Third	Subject: Current Issues In Media
Session:2025-26	Teacher: Savita Nagar

Month	Topic
July 2025	Introduction of the subject Coverage of Crime News in Media
August 2025	Media and Current Investigative News Stories Media and Current Gender Issues 3.4 Media and Current Sports Related News Test and assignment
September 2025	Media and Life Style Journalism Page 3 Journalism, Current Issues Test and Assignment
October 2025	Celebrities in News, Places in News Positive News Stories Test and assignment
November 2025	Inspiring News- Items Test and Assignment Revision

LESSON PLAN

Semester: First	Information and Communication Technology
Session: 2025	Teacher: Savita Nagar

Month	Topic
July 2025	Radio and television broadcasting Satellite: history, types, frequency & functions Ku band, L band, C band. Cable TV transmission, DTH, Digital Transmission, Over the Top Platforms
August 2025	Signal generation & transmission, Video Streaming & It's formats, Signal transportation using FTP Spectrum & Spectrum Management, Microwave links, Terrestrial transmission, Optical fiber, wireless & advanced telephony, AM, FM & PM transmission Computers, LAN, WAN & MAN, Internet & Intranet, E-mail, Development Journey of Internet Test and assignment
September 2025	Role of computers in various mass media, Application of ICT in Mass Communication Facsimile, videotext, Tele text, Multimedia Printing Process, Letterpress Offset printing, Test and Assignment
October 2025	Screen printing and other printing methods, Printing Design related soft wares Land line telephone, Mobile telephone, Use and applications of mobile in mass communication Test and assignment
November 2025	Internet Technology for Journalism & Mass Communication Media Convergence Media Convergence for Mass Communication Test and assignment, Revision

LESSON PLAN

Semester: Third	Media Management
Session: 2025	Teacher: Savita Nagar

Month	Topic
July 2025	Present Media Scenario, explanation of media in India Emergence of Digital Media, Regional Media, etc.
August 2025	Media as a Corporate Entity, Media as an Industry Media- Mission, or Profession, emerging trends & challenges Media Management- Principles, functions, significance 2.2 Ownership Pattern of Media- Individual Ownership, Trust, Society, Partnership, Private Ltd., Public Ltd. 2.3 Organizational structures of Media Organizations Test and assignment
September 2025	New Trends in Media Management, Innovative practices Media Management- Different Management functions Depts. Of media organizations- Editorial, Marketing, Circulation, Human Resources, Material Management H.R. Policies for Media personnel, Wage Board, etc. Test and Assignment
October 2025	Brand Building for Media Media Economics- Management & financial aspects of Media organizations Revenue generation strategy, budgeting & finance, capital costs, production costs Production and Scheduling, Commercial Marketing policies for revenue generation, Test and assignment
November 2025	Creativity in marketing Media organizations- Indian Newspaper Society (INS), RNI, ABC, DAVP, etc. Test and assignment, Revision