

**3 Years UGC Approved B.Voc Degree Programmes
of Derozio Memorial College
Affiliating under WEST BENGAL STATE UNIVERSITY**



Bachelor of Vocation B.Voc [3 Years' Undergraduate Programmes under Undergraduate Curricular Framework (UGCF) With Multidisciplinary Courses] under NEP, 2020

B.Voc in Printing and Book Publishing

(Effective from Academic Year 2023-24)

1. Academic Credit - An academic credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.
2. Courses of Study – Courses of study indicate pursuance of study in a particular discipline. Every discipline shall offer three categories of courses of study, viz. Discipline Specific Core courses (DSCs) – sub-divided into Major and Minor Courses, Ability Enhancement Courses (AECs), Skill Enhancement Courses (SECs) and Value-added Courses (VACs).
 - a) Ability Enhancement course (AEC), Skill Enhancement Course (SEC) & Value Addition Course (VAC): These three courses shall be a pool of courses offered by all the Departments in groups of odd and even semesters from which students can choose.
 - I. AEC courses are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language and Literature subjects which will be mandatory for all disciplines.
 - II. SEC courses are skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. SEC courses may be chosen from a pool of courses designed to provide skill-based instruction and is offered by the Department of Commerce, West Bengal State University. The details, combination and related instruction is duly mentioned in the Admission Advisory issued in this regard, by the university authority.
 - III. VAC courses are value-based courses which are meant to inculcate ethics, culture, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students. The valued-added courses are to be taken from the fixed options provided by the university.

Structure of the 3-Year Multidisciplinary UG Programme

Table 3: Semester-wise and Course category-wise distribution of credits

SEM	Core Course (A)	Core Course (B)	Core Course (C)	MDC	AEC	SEC	VAC	Internship	Total credits
I	MA-1(5)	MB-1(5)	MC-1(5)		AE1(3)		VA1(3)		21
II	MA-2(5)	MB-2(5)	MC-2(5)		AE2(3)		VA2(3)	4**	21
Exit with Certificate									4**+42
III	MA-3(5)	MB-3(5)	MC-3(5)		AE3(3)	SE1(3)			21
IV	MA-4(5)	MB-4(5)	MC-4(5)	MD1(3)		SE2(3)		4**	21
Exit with Diploma									4**+84
V	MA-5(5)	MB-5(5)	MC-5(5)	MD2(3)		SE3(3)			21
VI	MA-6(5)	MB-6(5)	MC-6(5)	MD3(3)		SE4(3)		4**	21
Credits	Exit with B.Voc Degree								4**+126

3-year Multidisciplinary UG Degree: Students who wish to undergo a 3-year Multidisciplinary UG programme will be awarded UG Degree (B.Voc) after successful completion of three years, securing 130 credits (Table 3) which includes 4-credit of summer internship/apprenticeship/NSS/NCC/Study tour with Field Work.

Scheme of Syllabus and Examination Pattern according to UGC Guideline

(For the students admitted during the academic year 2023 Batch onwards)

B.Voc in Printing and Book Publishing MDC(DRAFT)

Distribution of Courses across the Semesters

Total Credits: **130(126 + Internship 4) over 3 Years** (6 Semesters)

SEM	Core Course (A)	Core Course (B)	Core Course (C)	MDC	AEC	SEC	VAC	Internship	Total
I	Graphic Communications in Book Printing (5)	Book Printing and Production Process (5)	Photo Editing and Cover Page Designing (5)		Communicative English/ Modern Indian Language- Bengali (1) (3)		Environmental Studies (3)		21
II	Magazine writing and Editing (5)	Publishing legislation and legal risks (5)	Basics of Journalism (5)		Communicative English/ Modern Indian Language- Bengali (2) (3)		Introduction to Cybersecurity and Web Technology (3)	NSS/NCC/Apprenticeship/ Study Tour/Internship [4**]	21
EXIT WITH CERTIFICATE									4**+42
III	Book Production management and marketing strategy (5)	HR Management Accounting and Business Development (5)	Printing materials in Advertising and Public Relations and Preparing a House Journal, Institutional Publications (5)		Communicative English/ Modern Indian Language- Bengali (3) (3)	Proof reading and copy editing techniques (3)			21
IV	Basics of Printing (5)	Colour Reproduction and Artistic Management (5)	Advertisement and Public Relations (5)	Advance Photography (3)		Basics of Computer fundamentals and Photo Editing (3)		NSS/NCC/Apprenticeship/ Study Tour/Internship [4**]	21
EXIT WITH DIPLOMA									4**+84
V	Digital Prepress and Typography (5)	Preparing a book for production (5)	Business Management (5)	Creative Writings for book and journal (3)		Page Make up (3)			21
VI	Planning for the printed material to be bound (5)	Digital Printing and Print Finishing Processes (5)	Preparing Leaflet, Banner, Magazine (5)	Web and blog Designing (3)		Behavioral Skill and personality Development (3)		NSS/NCC/Apprenticeship/ Study Tour/Internship [4**]	21
	30	30	30	9	9	12	6	4**	4**+126

UG Certificate: Students who opt to exit after completion of the first year and have secured 42 credits will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

UG Diploma: Students who opt to exit after completion of the second year and have secured 84 credits will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

3-year UG Degree: Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, securing 130 credits which include 4- credit of summer internship/apprenticeship.

3-year Multidisciplinary UG Degree: Students who wish to undergo a 3-year Multidisciplinary UG programme will be awarded UG Degree (B.A/B.Sc/B.Com/B.Voc) after successful completion of three years, securing 130 credits (Table 2) which includes 4- credit of NSS/NCC/Apprenticeship/ Study Tour/Internship. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

COURSE STRUCTURE FOR THE 3 YEARS' UNDERGRADUATE PROGRAMME WITH MULTIDISCIPLINARY COURSES

Subject Code	Subject Name	Credit	Marks Distribution			Nature of Course
SEMESTER-1			Internal Attendance (C.E.)	External (END SEM)	TOTAL	
PBPMCOR101T	GRAPHIC COMMUNICATIONS IN BOOK PRINTING	5	(40+10)	50	100	COR-1
PBPMCOR102T	BOOK PRINTING AND PRODUCTION PROCESS	5	(40+10)	50	100	COR-2
PBPMCOR103P	PHOTO EDITING AND COVER PAGE DESIGNING	5	(40+10)	50	100	COR-3
PBPMGAE101T	COMMUNICATIVE ENGLISH / MODERN INDIAN LANGUAGE- BENGALI (OPTIONAL)	3			50	AEC-1
PBPMVAC101T	ENVIRONMENTAL STUDIES	3			50	VAC
SEM.1TOTAL		21			400	
SEMESTER-2						
PBPMCOR204T	MAGAZINE WRITING AND EDITING	5	(40+10)	50	100	COR-4
PBPMCOR205T	PUBLISHING LEGISLATION AND LEGAL RISKS	5	(40+10)	50	100	COR-5
PBPMCOR206T	BASICS OF JOURNALISM	5	(40+10)	50	100	COR-6
PBPMGAE202T	COMMUNICATIVE ENGLISH / MODERN INDIAN LANGUAGE- BENGALI (OPTIONAL)	3			50	AEC-2
PBPMVAC202T	INTRODUCTION TO CYBER SECURITY AND WEB TECHNOLOGY	3			50	VAC
INTERN201M	NSS/NCC/APPRENTICESHIP/ STUDY TOUR/INTERNSHIP (OPTIONAL)	4*			50	Internship
SEM.2TOTAL		21			400	
EXIT WITH CERTIFICATE						4**+42
SEMESTER-3						
PBPMCOR307T	BOOK PRODUCTION MANAGEMENT AND MARKETING STRATEGY	5	(40+10)	50	100	COR-7
PBPMCOR308T	HR MANAGEMENT, ACCOUNTING AND BUSINESS DEVELOPMENT	5	(40+10)	50	100	COR-8
PBPMCOR309P	PRINTING MATERIALS IN ADVERTISING AND PUBLIC RELATIONS AND PREPARING A HOUSE JOURNAL, INSTITUTIONAL PUBLICATIONS	5	(40+10)	50	100	COR-9
PBPMGAE303T	COMMUNICATIVE	3			50	AEC-3

Draft UGCF B.Voc 3-Years' Undergraduate Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Board of Studies in B.Voc Degree Programmes, Derozio Memorial College affiliating under WBSU, held on 30.05.2023. and as resolved at the Workshop held on 12.09.2023.

	ENGLISH/MODERN INDIAN LANGUAGE-BENGALI(OPTIONAL)					
PBPMGSE301T	PROOF READING AND COPY EDITING TECHNIQUES	3			50	SEC-1
	SEM.3TOTAL	21			400	
SEMESTER-4						
PBPMCOR410T	BASICS OF PRINTING	5	(40+10)	50	100	COR-10
PBPMCOR411T	COLOUR REPRODUCTION AND ARTISTIC MANAGEMENT	5	(40+10)	50	100	COR-11
PBPMCOR412T	ADVERTISEMENT AND PUBLIC RELATIONS	5	(40+10)	50	100	COR-12
PBPMGMD401T	ADVANCE PHOTOGRAPHY	3	10	40	50	MDC-1
PBPMGSE402T	BASICS OF COMPUTER FUNDAMENTALS AND PHOTO EDITING	3			50	SEC-2
INTERN401M	NSS/NCC/APPRENTICESHIP/STUDY TOUR/INTERNSHIP(OPTIONAL)	4*			50	Internship
	SEM.4TOTAL	21			400	
EXIT WITH DIPLOMA						4**+84
SEMESTER-5						
PBPMCOR513T	DIGITAL PREPRESS AND TYPOGRAPHY	5	(40+10)	50	100	COR-13
PBPMCOR514T	PREPARING A BOOK FOR PRODUCTION	5	(40+10)	50	100	COR-14
PBPMCOR515T	BUSINESS MANAGEMENT	5	(40+10)	50	100	COR-15
PBPMGMD502T	CREATIEWRITINGS FOR BOOK AND JOURNAL	3			50	MDC-2
PBPMGSE503P	PAGE MAKE UP	3			50	SEC-3
	SEM.5TOTAL	21			400	
SEMESTER-6						
PBPMCOR616T	PLANNING FOR THE PRINTED MATERIAL TO BE BOUND	5	(40+10)	50	100	COR-16
PBPMCOR617T	DIGITAL PRINTING AND PRINT FINISHING PROCESSES	5	(40+10)	50	100	COR-17
PBPMCOR618P	PREPARING LEAFLET,BANNER, MAGAZINE	5	(40+10)	50	100	COR-18
PBPMGMD603T	WEB AND BLOG DESIGNING	3	10	40	50	MDC-3
PBPMGSE604T	BEHAVIORALSKILL AND PERSONALITY DEVELOPMENT	3			50	SEC-4
* INTERN601M	NSS/NCC/APPRENTICESHIP/STUDY TOUR/INTERNSHIP(OPTIONAL)	4*			50	Internship
	SEM.6TOTAL	21			400	
	GRANDTOTAL				2450	4**+126
EXIT WITH 3 Years B.Voc DEGREE						

PRINTING AND BOOK PUBLISHING SEMESTER - I

GRAPHIC COMMUNICATIONS IN BOOK PRINTING (PBPMCOR101T)

- Designing and Reproducing Graphic Images – Line Art & Continuous tone images
- Conventional Art and Copy Preparation – Planning & Design
- Typesetting & Typography – Elements of Type Design – The Nomenclature of type – Type Characters – Type Family – Type Font – The Point System – Basic Typographic Forms – Proof reading
- Preparation of Artwork and Reproduction Photography
- Electronic Pre-Press Reproduction
- Classification of Printing – Impact & Non-Impact – Letterpress – Offset – Gravure – Flexography – Screen & Digital Printing
- General Workflow for Print Production

BOOK PRINTING & PRODUCTION PROCESS (PBPMCOR102T)

- Anatomy of Book – Cover – Preliminary pages – Main Body (Text) - Back matter
- Workflow for Typographic Print Production
- Paper & Paper Sizes – GSM & its calculations
- Imposition – Sheet work – Half sheet work (Work & Turn) - Work & Tumble – Work & Twist
- Page Make-up – Pamphlets & Folders, Book work, Journals & Magazines, Catalogues, Newspaper pages
- Computer assisted Composition – PTS & DTP
- Printing Processes – Letterpress Presswork – Offset Lithographic Presswork - Gravure Presswork – Flexographic Presswork – Screen Printing Presswork
- Identification of Printing
- Proofing – Kinds of Proof – Photographic Proof – Press Proof

PHOTO EDITING AND COVER PAGE DESIGNING (PBPMCOR103P)

- Practical Assignments may be given on all the topics covered on the syllabus

COMMUNICATIVE ENGLISH (PBPMGAE101T)

1. Verbal Communication and Writing Skills
 - a. Grammar & Vocabulary
 - i) GRAMMAR
 - Tense

- Parts of Speech
- Phrasal Verb
- Appropriate Preposition
- Articles

ii) **VOCABULARY**

- **BUSINESS ENGLISH – COMMERCIAL ENGLISH**
- Abbreviations in Business/Commercial English, Appointments in Business/Commercial English, Booking a room – Business/Commercial English, Confirming a reservation in Business/Commercial English, Costs in Business/Commercial English, Delivery in Business/Commercial English, Faults, Complaints in Business/Commercial English, Information in Business/Commercial English, Orders in Business/Commercial English
- Refusing/Cancelling a reservation in Business/Commercial English, Sample letter in Business/Commercial English, Words in Business/Commercial English in a list
- **COMMON ERRORS**
- *at, by* in English – Common Errors, *become, get, go, turn* in English – Common Errors, *eat, food* in English – Common Errors, *give* in English – Common Errors, *the Internet* in English – Common Errors, Word order in English – Common Errors
- **CONFUSING WORDS**
- *because, as, since* or *for*, *big, great, high, large* or *tall*, *borrow* or *lend*, *bring* or *take*, *country* or *land*, *disability, handicap* or *impairment*, *do, go* or *play*, *electric, electrical, electronic* or *electronically*, *have* or *have got*, *it's* or *its*, *jail* or *prison*, *listen* or *hear*, *life, lives* or *live*, *look, see* or *watch*, *make* or *do*
- *mistake, error* or *fault*, *much* or *many*, *play, game* or *match*, *'s – is* or *has*, *say* or *tell*, *see, visit, attend* or *go to*, *since* or *for*, *sky* or *heaven*, *some* or *any*, *street* or *road*, *then* or *than*, *there is – there are*, *there, their* or *they're*, *this, that – these, those*, *to, too* or *two*, *when* or *if*, *which* or *what*, *who's* or *whose*, *wife, woman, lady – husband, man, gentleman*, *you're* or *your*
- **CUSTOM AND TRADITION**
- (Capital, Nationality, Language)
- **ENGLISH VOCABULARY**
- Abbreviations in English
- Analysing texts – Vocabulary – A – M * written separately
- Analysing texts – Vocabulary – N – Z
- Animals in English – Learning English with pictures – A – K
- Animals in English – Learning English with pictures – M – Z
- Animals in English – Vocabulary List
- Asking the way in English – Learning English with pictures
- Car, parts of the car – Learning English with pictures
- Colours in English – Learning English with Smiles
- Environment – Vocabulary List and Sentences in English
- Family, Relatives in English
- Feelings in English, Flowers in spring in English
- Football/Soccer – Vocabulary List
- Fruit in English – Learning English
- Geometry in English – Learning English with pictures
- Halloween – Vocabulary List
- Jobs in English – Vocabulary List

- Kinds of Sports in English – Vocabulary List
- Signs of the Zodiac – Learning English with pictures
- Sports in English – Vocabulary List
- Sports in English – A – K – Learning English with pictures
- Sports in English – L – Z – Learning English with pictures
- The menu in a restaurant – Useful words and phrases
- The points of the compass in English
- Things in the kitchen – Learning English with pictures
- Types of texts in English
- Vegetables – Learning English with pictures
- Weather, Weather forecast – Vocabulary List
- Work, Employment – Vocabulary List
- Working with texts – General Vocabulary
- IDIOMS INFORMAL ENGLISH
- Idioms in English Letters and E-mails, Informal English Vocabulary, Idioms – A – M, Informal English Vocabulary, Idioms – N – Z, Phrases with *as ... as ...*, Proverbs in English
- OPPOSITES – LIST IN ALPHABETICAL ORDER
- Opposites in English – Word list – A – F, Opposites in English – Word list – G – L, Opposites in English – Word list – M – R, Opposites in English – Word, list – S – Z
- SYNONYMS – LIST IN ALPHABETICAL ORDER
- Synonyms in English – Word list – A – F, Synonyms in English – Word list – G – L, Synonyms in English – Word list – M – R, Synonyms in English – Word list – S – Z
- SENTENCES FOR ROLE PLAY
- Asking the way – Sentences in English, At a hotel (guest – receptionist) – Sentences in English, At the restaurant (guest – waiter) – Sentences in English, Complex sentences, Conjunctions in English, Free time/Hobbies – Sentences in English, Meeting people – Sentences in English, Phrases for conversations in English, School life – Sentences in English, Sentences for phoning other people in English
- SENTENCES FOR SHORT TALKS
- At a hotel, At a souvenir shop, At a supermarket, At school, Going to the cinema, In Dresden, A talk with an English-speaking guest, Travelling
- SAMPLE TALKS AND PRESENTATION
- A talk about Calcutta, A talk about Delhi, Describing a place of interest
- TECHNIQUES IN THE CLASSROOM AND AT HOME
- Analysing texts (Summarizing a story, with its characters & opinion) Argumentative Essays, Classroom phrases in English Lessons, Creative Writing in English, Describing charts in English, Describing pictures in English, How to pass examinations, How to write a summary in English, Mnemonics help you to learn English, Nursery rhymes and tongue twisters in English, Parts of Speech in English, Phrases for discussions in English, Topics for creative writing in English, Topics for speaking in English Lessons, Writing better sentences in English, Writing informal letters or e-mails in English
- VARIOUS
- Cardinal and ordinal numbers in English, How to say the time in English – Examples and Reference, How to write numbers in words, Measures, Weights and Temperature conversion in English, Months, Days of the week in English, **Phrasal verbs in English – Summary, Quotes in**

English, Signs of the Zodiac – Traits, SMS – Text messages, Temperature Conversion Fahrenheit – Celsius, The date in English – Writing and Spelling

- WORKING WITH TEXTS
- Types of texts in English, Working with texts – General Vocabulary

b. Writing

- Resume
- CV
- Emails (Formal)
- Letters
- Documents
- Paragraph

c. Use of Proper Language (both Vernacular and English)

d. Telephone Etiquettes

e. Reading and Accentuation (Pronunciation)

2. Verbal & Non - Verbal Communication / Interpersonal Skills/Paralinguistic Skills

- **Verbal Communication**
- Self-Presentation
- Group Discussion
- Preparation for job related Interview
- Mock interview Sessions
- **Non-Verbal Communication**
- Body Language
- Hand Gestures
- Mannerisms
- **Interpersonal Skills**
- Verbal communication
- Nonverbal Communication
- Listening
- Questioning
- Manners
- Problem Solving
- Social Awareness
- Self-Managements
- Responsibility & Accountability
- Assertiveness
- **Paralinguistic Skills**
- Pitch
- Loudness
- Fluency
- Rate
- **Overall Personality Development**

OR,

Modern Indian Language- Bengali (PBPMGAE101T)

AE-1: বাংলা ভাষা উচ্চারণ ও সাধারণ ব্যবহারিক বানান চর্চা, পূর্ণমান ৫০, ক্রেডিট ৩, কমপক্ষে ৪৫ ঘণ্টা

প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit I: রবীন্দ্রনাথ ঠাকুর: সহজপাঠ (১ম ও ২য় ভাগ), কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit II: রবীন্দ্রনাথ ঠাকুর: সহজপাঠ (৩য় ও ৪র্থ ভাগ), কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit III: বাংলা ব্যাকরণ: পদ পরিচয়, পদান্তর, সন্ধি, সমাস, ক্রিয়া ও ক্রিয়ার কাল, বাংলা বানান চর্চা

কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

গ্রন্থতালিকা:

১। পরেশচন্দ্র মজুমদার- বাংলা বানান বিধি, ২। পবিত্র সরকার- বাংলা বানান সংস্কার, সমস্যা ও সমাধান, ৩। নির্মল দাশ- বাংলা ভাষার ব্যাকরণ ও তার ক্রমবিকাশ, ৪। বামনদেব চক্রবর্তী- উচ্চতর বাংলা ব্যাকরণ, ৫। সুনীতিকুমার চট্টোপাধ্যায়- বাঙ্গলা ভাষা প্রসঙ্গে/ সংক্ষিপ্ত ভাষা-প্রকাশ বাঙ্গলা ব্যাকরণ, ৬। সুকুমার সেন- ভাষার ইতিবৃত্ত, ৭। পরেশচন্দ্র ভট্টাচার্য- ভাষাবিদ্যা পরিচয়।

প্রশ্নের ধরন: ১ ও ২ একক থেকে একটি করে ব্যাখ্যামূলক/রচনামূলক/বোধমূলক প্রশ্নের উত্তর দিতে হবে। শব্দসংখ্যা অনধিক ৩০০ হওয়া বাঞ্ছনীয়। প্রশ্নের মান হবে ১০। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে ; অর্থাৎ ২ x ১০=২০ এবং ১ ও ২ একক থেকে ৫ মানের একটি করে সংক্ষিপ্ত ব্যাখ্যামূলক/টীকা জাতীয়/বোধমূলক/ বিশ্লেষণমূলক প্রশ্নের উত্তর দিতে হবে। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে ; অর্থাৎ ৫ x ২= ১০। শব্দসংখ্যা অনধিক ১৫০ হওয়া বাঞ্ছনীয়। একক ৩ থেকে মোট ২০ নম্বর প্রশ্নের উত্তর দিতে হবে। এস্থলে প্রশ্নের মান নির্ধারণের ক্ষেত্রে প্রশ্নকর্তার স্বাধীনতা থাকবে।

ENVIRONMENTAL STUDIES (PBPMVAC101T)

UNIT-I-THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

UNIT II-NATURAL RESOURCES

UNIT III-ECOSYSTEMS

UNIT IV-BIODIVERSITY

UNIT V-POLLUTION

PRINTING AND BOOK PUBLISHING SEMESTER - II

MAGAZINE WRITING AND EDITING (PBPMCOR204T)

- News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification
- Articles, features, types of features and human-interest stories, leads for features, difference between articles and features.
- Articles, features, types of features and human-interest stories, leads for features, difference between articles and features.
- Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headlines, style sheet, importance of pictures, selection of news pictures
- Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents
- Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader
- Opinion pieces, op. Ed page
- Page Lay-out
- Trends in sectional news
- Week-end pullouts,
- Supplements, Backgrounders

PUBLISHING LEGISLATION AND LEGAL RISKS (PBPMCOR205T)

- Use of publications and intellectual property rights
- Legal Aspects-Introduction to book publishing laws and ethics
- Freedom of Publishing- importance as a human right
- Shops & Establishment Act- relevant provisions, trade license, labour rules, wages, service conditions etc.-Relevant provisions of various taxes
- Intellectual Property Right --Copy Rights --Subsidiary Rights – Translation Rights- Co-Publishing -- Foreign Rights --Co-Edition etc
- Piracy – definition and anti-piracy measures
- Plagiarism – definition and measures to prevent plagiarism
- Contract with author / editor – meaning and scope -- types -- explanation
- Royalty -- relevant sections -- meaning and scope -- case studies
- Relevant provisions of Press and Registration of Books Act, 1867
- Relevant provisions of Delivery of Books and Newspapers (Public Libraries) Act, 1954
- Relevant provisions of Indian Postal Act-Relevant provisions of import and export policies
- Harmful Publications, Defamation, Sedition, Obscenity, Public Tranquility, Magic Remedy etc.
- Ethics in book publishing -- code of ethics -- features and importance
- Taxation for the publishing industry

BASICS OF JOURNALISM (PBPMCOR206T)

Unit-1- Concept of News

- News- Concept, Definition, Value, Element & Objectivity
- Types of News, Structuring & Function of Newsroom of different media
- Story Form- Inverted Pyramid, Intro/Leads, Types of Lead etc.
- Sources of the News, News Gathering

Unit-2- Writing for Different Media

- Writing Styles needed in the Field of Journalism
- Art of Writing- Articles Features, Reviews, Letter to editor, Radio Talk, Radio Feature, Television News script etc.
- Editorial & Column Writing, News Dispatch
- Writing for Magazine, News Portal

Unit-3- Reporting: Principles & Techniques

- Concept and Process, Reporting Skills
- Various Types of Reporting- Parliamentary, Legislature, Educational, sports, Crime, Business, Health, Development etc.
- Characteristics of Reporting Department & their Functions
- Interview- Definition, Types & Preparation

Unit-4- Editing

- Editing Fundamentals- Meaning, Purpose, Tools, Typography
- Editing Principles—6C's
- Editing Software in Print - Quark Express, In-Design
- Production- Front, Mid, Supplement Page for Newspaper & Layout of Magazine

Practical- Student will produce Tabloid Newspaper/Magazine/ News Portal which will be evaluated by concerned faculty.

Essential Readings:

The Journalists Handbook - M.V. Kamath

Editing: A Handbook for the Journalist - George, T.J.S.

News Reporting and Editing - Srivastava, K.M.

News Reporters and News Sources - Herbert Staretz

COMMUNICATIVE ENGLISH (PBPMGAE202T)

READING AND WRITING COMPETENCE

Unit 1: Accurate Grammatical Usage

- Common Grammatical Errors
- Sentence Structure
- Phrasal Verbs and Idioms
- Word Class: Lexical and Functional Category
- Understanding American expressions

Unit 2: Reading Comprehension

- Skimming and Scanning, Identifying Main Ideas, Drawing inferences
- Summarizing
- Critical Reading

Unit 3: Writing Composition

- Precis
- Composition: Reflective, Descriptive, Narrative and Argumentative
- Dialogue Writing

RECOMMENDED READINGS:

- *A Practical English Grammar* – A.J. Thomson, A.V. Martinet – OUP
- *Function in English*- Jon Blundell et al- OUP
- *Oxford Practice Grammar* – John Eastwood – OUP
- *A Remedial English Grammar* – F.T. Wood
- *Word Power Made Easy*- Norman Lewis- Penguin2
- *Intermediate English Grammar*- Raymond Murphy- CUP
- *Advanced Grammar in Use*- Martin Hewings- CUP
- *Practical English Usage*- Michael Swan- OUP
- *Oxford Word Skills*- OUP
- *Functions of English* - Lee Jones- CUP
- *Practice Makes Perfect: Advanced English Reading and Comprehension* – Diane Engelhardt McGraw Hill
- *Write Rightly: A Course for Sharpening your Writing Skills*, Geetha Rajeevan, CUP
- *Writing with a Purpose*, C. Tickoo and J. Sasikumar, OUP

OR,

Modern Indian Language- Bengali (PBPMGAE202T)

AE-2 চলচ্চিত্র ও বাংলা সাহিত্য, পূর্ণমান ৫০, ক্রেডিট ৩, কমপক্ষে ৪৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit I: সভ্যজিৎ রায়- বিষয় চলচ্চিত্র, কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

চলচ্চিত্রের ভাষা: সেকাল ও একাল, চলচ্চিত্র রচনা: আঙ্গিক, ভাষা ও ভঙ্গি, চলচ্চিত্রের সংলাপ প্রসঙ্গে

Unit II: ধীমান দাশগুপ্ত- সিনেমার অ আ ক খ, কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

সিনেমার শিল্পরূপ: শিল্প কী- সিনেমা কি শিল্প- সিনেমার শিল্পরূপ: বিবিধ সম্পর্ক- সাহিত্য ও

চলচ্চিত্র- কবিতা ও চলচ্চিত্র- নাটক ও চলচ্চিত্র- চিত্রকলা ও চলচ্চিত্র- সংগীত ও চলচ্চিত্র - আদিম

শিল্পকলা ও চলচ্চিত্র- স্থাপত্য ও চলচ্চিত্র- নৃত্য ও চলচ্চিত্র - আলোকচিত্র ও চলচ্চিত্র- ভাবীকালের শিল্পকলা ও চলচ্চিত্রের ভবিষ্যৎ।

Unit III: চণ্ডী মুখোপাধ্যায়- সিনেমায় রবীন্দ্রনাথ/রবীন্দ্রনাথের সিনেমা(প্রতিভাস), কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

(১। মধু বসু-র 'গিরিবালা', ২। 'দেনাপাওনা' রবির নয়, শরৎ-এর, ৩। নরেশ মিত্র-র 'বউ ঠাকুরাণীর হাট' অভিনয়ে উত্তম, গানে লতা, ৪। রবীন্দ্রনাথের তিনটি গল্প নিয়ে সভ্যজিৎ রায়ের 'তিন কন্যা', ৫। রবীন্দ্রনাথের 'নষ্টনীড়' রূপান্তরিত হল সভ্যজিৎ রায়ের 'চারুলতা', ৬। রবীন্দ্র-ভাবনায় চিরকালই অনুপ্রাণিত ছিলেন ঋত্বিক ঘটক, ৭। ঋত্বিক ঘটকের 'চোখের বালি' একবিংশ শতাব্দীর প্রথম রবীন্দ্র চলচ্চিত্র, ৮। রবীন্দ্রনাথের 'চতুরঙ্গ' উপন্যাস নিয়ে সিনেমা একবিংশ শতাব্দীতে, ৯। রবীন্দ্রনাথের কবিতা নিয়ে বুদ্ধদেব-এর ১৩ ছোটো ছবি, ১০। রবীন্দ্রনাথের জীবন নিয়ে রবীন্দ্র ১৫০-তে ঋত্বিক-এর বায়োপিক)

INTRODUCTION TO CYBER SECURITY AND WEB TECHNOLOGY (PBPMVAC202T)

• Fundamentals of Cybersecurity	• Network Security
• Database Security	• Server Security
• Web Application Security	• IT Security Compliance
• Android Penetration Testing	• Computer Forensics
• Python Programming	• Project work

NSS/NCC/APPRENTICESHIP/STUDY TOUR / INTERNSHIP* (INTERN201M)

Student will complete study tour (Local/National places). They will complete internship/Apprenticeship/NSS/NCC Reports of all activities must be signed in due course. These reports must be compiled together and submitted during examination for final evaluation.

PRINTING AND BOOK PUBLISHING SEMESTER - III

BOOK PRODUCTION MANAGEMENT AND MARKETING STRATEGY (PBPMCOR307T)

- Activities and key-players in the production process
- Elaborating the specifications / requirements for pre-press, press and post-press production
- Budget lines
- Purchasing techniques
- Sales negotiations
- Print benchmarking in India and world-wide
- Organization: Concept, Principles, Organization Structure -- Organization Structure of a publishing department – Editorial Dept, Production Dept., Marketing Dept., Administration Dept.—their interaction and interdependence.
- Management: Concept, Nature, Functions --Management in publishing industry
- Marketing Management: Importance, Definition of Sales and Marketing – difference between Sales and Marketing, Marketing Strategy
- Book Promotion -- direct and indirect methods—creativity and innovation in book promotion -- Tools and techniques of book promotion: advertisements, press release, mailing of promotional materials, display boards etc --book launching – reading sessions -- signing sessions -- promoting the author -- discussions and seminars--overseeing book reviews – book quiz-- book fairs and book exhibitions – Book Club (definition and advantages) -- Book Malls (recent trends) -- bulletins— website-marketing --book catalogue and book list-- Special offers to distributors and readers -- pre-publication and post-publication offer-- Gift coupons as marketing tools—Role of salesmanship in book promotion
- Survey--Market research techniques -- primary and secondary research -- Concept of consumer behavior—Target marketing –
- Niche marketing-- Online Marketing– Mobile and Internet as marketing tools
- Channels of distributions -- selection of distribution channels -- distributors, wholesalers, retailers, mail-ordering-- Logistics and Transportation
- Management of export of books
- Financial Management: Concept--Objectives--Capital Structure, fixed capital, Working Capital – Sources of finance (bank loan etc.)
- Economics in publishing
- Managing a publishing house
- Mixed model plan: paper / digital
- Analysing, choosing and implementing a strategy
- Issues and prospects in publishing
- Characteristics of the book publishing process
- The publishing process: from project to object
- Marketing costs
- Organisation of the market
- The financial context
- Circulating and distributing

HR MANAGEMENT, ACCOUNTING AND BUSINESS DEVELOPMENT (PBPMC0R308T)

Unit-1-

- Introduction to Human Resource Management-Concept, Importance, History of HRM-
- Trends Shaping HRM, Important Trends in HRM –
- Translating HRM Functions into Practice-
- The Legal and Ethical context of HRM-Manager's Role in HRM- Models of HRM –HR Policies, HR Procedures, HRIS, HRM Skills, HRM Toolkits

Unit-2

- Recruitment, Selection and Placement:
- Human Resource Planning,
- Job Analysis-Recruitment-Goals, Sources, Selection-Process,
- Employment Tests, Interviews, Placement

Unit-3

- Training and Development: Employee Orientation-
- Employee Training-Methods, Employee Development Methods,
- Evaluating Training Programmes
- Performance management and Appraisal-Coaching,
- Career Planning-Talent Management –Knowledge Management

Unit-4

- Compensation: Compensation Administration,
- Job Evaluation-Concept, Methods,
- Job Evaluation and the Pay Structure-Incentive Plans-Employees Benefits and Services.

Unit-5

- Role of PR in HR- Employee Relations- Internal Publics and External Publics-
- Crisis Management in an Event- Crisis Communication-
- Corporate Public Relations and Communication- Business and financial Relation Management- Marketing Communication-
- Government Affairs- Media Relations-Public affairs and publicity- Writing skills for PR for different field- Project planning and report writing

Unit	Name of the Topic	Detailed Syllabus
Unit 1	Introduction	Concept of Book Keeping and Accounting; Nature of accounting; Users of accounting information; Financial & Management accounting
Unit 2	Basic concepts and conventions	entity, money measurement, going concern, periodicity, consistency, prudence (conservatism), materiality, matching and full disclosures
Unit 3	Double Entry System	Double entry system – Importance of Double Entry system; Basic accounting equation, meaning of assets, liabilities, equity, revenue and expenses. Accounting
Unit 4	Recording of transaction	Journal, Ledger and preparation of Trial Balance
Unit	Cash Book & Bank	Preparation of Cash Book; Need for Cash Book; Need for

5	Reconciliation Statement	reconciling Cash Book and Pass Book; Preparation of Bank Reconciliation Statement (BRS)
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PRINTING MATERIALS IN ADVERTISING AND PUBLIC RELATIONS AND PREPARING A HOUSE JOURNAL, INSTITUTIONAL PUBLICATIONS (PBPMCOR309P)

- Introduction to Advertising
- Meaning of Advertising
- Importance and Functions
- Advertising as a tool of communication,
- Advertising materials in Marketing mix, PR
- Types of advertising and New trends
- Economic, cultural, Psychological and Social aspects of advertising
- Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.
- Advertising through Print and online media
- Types of Media for advertising
- Advertising Objectives, Segmentation, Positioning and Targeting
- Media selection, Planning, Scheduling
- Advertising department vs. Agency-Structure, and Functions
- Campaign Planning, Creation and Production
- Public Relations-Concepts and practices
- Importance, Role and Functions of PR
- Principles and Tools of Public relations
- Organization of Public relations: In house department vs consultancy.
- PR in govt. and Private Sectors
- Govt's Print Media Organizations
- PR-Publics and campaigns
- Research for PR
- Social Media Marketing
- Social Media Technologies and Management
- House Journal Making
- Leaflet, Brochure as marketing and PR tool
- Advertisement making-it's different parts

COMMUNICATIVE ENGLISH (PBPMGAE303T)

CREATIVE WRITING

- Writing Short Story, Poetry, Free Verse, Plays, Script, Autobiography
- Creating Characters
- Plots
- Writing for Children (Fantasy)

- Comic Script Writing
- Writing Diaries/Journals Readings

References:

On Writing Well: The Classic Guide to Writing Non-fiction- William Zinsser, Harper Perennial
Writing Tools- Peter Clark. Hachette Book Group USA
The Elements of Style- William Strunk Jr. & E.B. White, Pearson. 1999.

OR,

Modern Indian Language- Bengali (PBPMGAE303T)

AE- 3মুদ্রণ শিল্প ও প্রকাশনা, পূর্ণমান ৫০, ক্রেডিট ৩, কমপক্ষে ৪৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit I: প্রুফ রিডিং, ক্রেডিট ১, ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit II: কম্পিউটারে বাংলা লিখন ও মুদ্রণ শিল্পে প্রযুক্তির ব্যবহার, ক্রেডিট ১, ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit III: প্রকাশনা সম্পর্কিত সাধারণ ধারণা, ক্রেডিট ১, ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

গ্রন্থতালিকা:

১। প্রবীর কুমার লাহা- প্রুফ সংশোধন নির্দেশিকা (নিউ বেঙ্গল প্রেস), ২। স্বপন চক্রবর্তী সম্পাদিত মুদ্রণের সংস্কৃতি ও বাংলা বই ৩। ত্রিপুরা বসু- বাংলা পাণ্ডুলিপি পাঠ ও পরিক্রমা, ৪। চিত্তরঞ্জন বন্দ্যোপাধ্যায় সম্পাদিত দুই শতকের বাংলা মুদ্রণ ও প্রকাশন, ৫। শ্রীপাহু- যখন ছাপাখানা এলো, ৬। আশিস খাস্তগীর- উনিশ শতকের বাংলা ছাপাখানা

প্রশ্নের ধরন: প্রতিটি একক(১-৩) থেকে একটি করে ব্যাখ্যামূলক/রচনাধর্মী/বোধমূলক প্রশ্নের উত্তর দিতে হবে। শব্দসংখ্যা অনধিক ৩০০ হওয়া বাঞ্ছনীয়। প্রশ্নের মান হবে ১০। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে; অর্থাৎ ৩ x ১০=৩০ এবং প্রতিটি একক থেকে ৫ মানের একটি করে সংক্ষিপ্ত ব্যাখ্যামূলক/টীকা জাতীয়/বোধমূলক/বিশ্লেষণমূলক প্রশ্নের উত্তর দিতে হবে। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে; অর্থাৎ ৩ x ৫= ১৫। প্রতিটি উত্তরের শব্দসংখ্যা অনধিক ১৫০ হওয়া বাঞ্ছনীয়। তিনটি একক মিলিয়ে অতিসংক্ষিপ্ত ১ মানের মোট পাঁচটি (৫) প্রশ্নের উত্তর দিতে হবে ; অর্থাৎ ৫ x ১=৫। এক্ষেত্রে কোনো বিকল্প প্রশ্ন থাকবে না।

PROOF READING AND COPY-EDITING TECHNIQUES- **(PBPMGSE301T)**

- Introduction to book editing—Commissioning editor, Acquisition Editor, Copy Editor –Role and responsibilities
 - Proofreading practice
 - House Style—importance and practice- Spelling and Punctuation [Quotation Marks (double quote/ single quote)/ Abbreviations
 - including use of full stop/ Contractions/Acronyms/ Upper-Lower Case/Foot Notes/ End Notes/ Figures and Numerals/
 - measurements / Diacritical Marks/ Prelims/ Index/ Glossary/ Annotation/ Bibliography/ Biographical Note/ dates/ foreign
 - language words/ documentation/ others (italics, bold, time, author's checklist)]
 - Developing editorial skills - Checking Plagiarism -Use of editing symbols, editing attributes, condensation, rewriting, taking care of jargons/unfamiliar words and expressions/careless abbreviations, check for language, style, spelling, punctuation, authenticity, reference, paragraph breaks, headings, sub heads etc.
 - Developing a manuscript- Fiction, Non-fiction (Academic and General books/ School and College Texts/ Art and Reference
 - Books/ Children's Books/ Science & Medical Books, books of various niche markets, Pedagogy, etc)--Consideration of geographical location and target age group.
 - Editorial functions through the printing process--proof reading, layout, designing, image plan, illustrations, charts, maps, caption writing-- changes in prelims with new editions or reprints.
 - Blurbs—importance and style
-

PRINTING AND BOOK PUBLISHING SEMESTER –IV

+ BASICS OF PRINTING (PBPMCOR410T)

- History of Printing – Basic Printing Principles – Relief, Planographic, Intaglio, and Stencil method
- Image Processing – Line Art – Continuous tone – Halftone
- Screening Method – Amplitude Modulation & Frequency Modulation (Periodic & Non – Periodic)
- Colour Separation – Filter – Colour Reproduction – Colour Correction
- Basic Printing Terminologies
- Different types of Printing Process for Print Publishing (Sheet & Web)

+ COLOUR REPRODUCTION & ARTISTIC MANAGEMENT (PBPMCOR411T)

- Broad categories of Multi Colour Printing – Flat Colour & Process Colour
- Basic Colour Theory – Additive Colour & Subtractive Colour
- Maxwell Colour Theory – Primary Colour of Light – Primary Colour of Printing Ink – Complementary Colour – Subtractive Primary Colour
- Gray Balance – Dot Gain – Under Colour Removal – Gray Component Replacement
- Scanning – Reflection / Transmission copy or Negative – Input / Output Resolution – Gamma Adjustment – Tone Curve Adjustment – Unsharp Masking
- File size calculations – Line Art, Gray Scale, RGB, CMYK image
- Resolution & its relationship – ppi, dpi, lpi – Bit Depth & Colour Potential Values
- Briefs and Mock-ups
- A book's text and graphics
- Typography
- The role of illustrations in a book; their creative, technical, financial and legal aspects
- Cover Design
- Illustration making

+ ADVERTISEMENT AND PUBLIC RELATIONS (PBPMCOR412T)

- Introduction to Advertising
- Meaning and history Advertising
- Importance and Functions
- Advertising as a tool of communication,
- Role of Advertising in Marketing mix, PR
- Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow 's Hierarchy Model, communication theories applied to advertising
- Types of advertising and new trends
- Economic, cultural, Psychological and Social aspects of advertising

- Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.
- Advertising through Print, electronic and online media
- Types of Media for advertising
- Advertising Objectives, Segmentation, Positioning and Targeting
- Media selection, Planning, Scheduling
- Marketing Strategy and Research and Branding
- Advertising department vs. Agency-Structure, and Functions
- Advertising Budget
- Campaign Planning, Creation and Production
- Public Relations-Concepts and practices
- Introduction to Public Relations
- Growth and development of PR
- Importance, Role and Functions of PR
- Principles and Tools of Public relations
- Organization of Public relations: In house department Vs consultancy.
- PR in govt. and Private Sectors
- Government's Print, Electronic, Publicity, Film and Related Media Organizations
- PR-Publics and campaigns
- Research for PR
- Managing promotions and functions
- PR Campaign-planning, execution, evaluation
- Role of PR in Crisis management
- Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.
- Social Media Marketing
- Social Media Technologies and Management

ADVANCE PHOTOGRAPHY (PBPMGMD401T)

Unit-1- Introduction to Digital Photography

- Understanding film and paper photography
- Learning about the digital revolution
- Advantages and disadvantages of digital photography over film photography
- How photos are used today

Unit-2- Digital Retouching & Image Enhancement

- Image Size-Resolution-Selection tools and techniques-
- History -Retouching tools- Layers-Photo Mounting Techniques-Incorporation of text into picture.
- Digital Manipulation: Applying selective effects to images and filters with masks and different digital darkroom effects.
- Placing photos in other documents - Using photos on the web.

Unit-3- Special Filters and Object Lighting

- Colour sensitivity of film, types of filter, filter factors, contrast and density of filters and its definitions.
- General- ND, 803, 81A, 85B, CC, IR, Polarized, Heat filter, diachronic, graduated, fog, contrast and correction their classification, working principles, uses and available models.

- Type of object lighting: Daylight, Artificial light and their Combination-Angle
- Exposure: Types, Function and use (methods of using incident and reflected type meters)- Selection of shutter speed and aperture- Manual exposure setting method-Selection of exposure in case of Varying/Combined illumination.

Unit-4- Special Shooting Techniques

- Definition, camera lens, additional equipment, filter, light, film, accessories, positioning, depth of field,
- Exposure and precaution for: Photo macrography-Photo micrography-High Speed Photography with motor driven Camera-Underwater Photography-Medical Photography-Astronomical Photography- Intra Red (IR) Photography-Ultra Violet (OV Photography-Forensic Photography
- Strobe light Photography
- Multiple exposures
- Press Photography and Ethics

➤ **ADVANCEPHOTOGRAPHY(PRACTICAL) (10 Marks for Practical assignments)**

Practical Assignments may be given on any one of all the topics covered on the syllabus.

BASICS OF COMPUTER FUNDAMENTALS AND PHOTO EDITING (PBPMGSE402T)

Unit-1: Introduction to computers

- Introduction to computers, characteristics and limitations of computer
 - Uses or computers, computer generations. Number systems: binary, hexa and octal numbering system
 - Input and output devices: Keyboard and mouse, inputting data in other ways
- Types or Software: system software, Application software, commercial, open source, domain and free ware software, Memories: primary, secondary and cache memory. Windows basics: desktop start menu, icons.

Unit-2: Introduction to ADOBE PHOTOSHOP

- Introduction to Adobe Photoshop, getting started with Photoshop, creating and saving a document in Photoshop, page layout and back ground, Photoshop program window-title bar, menu bar, option bar, image window. Image title bar, status bar, ruler. Palettes, tool box, screen modes, saving files, reverting files, closing files.

Unit- 3: Working with Images

- Images: working with images, image size and resolution
 - Image editing, colour modes and adjustments, Zooming & Panning an Image
- Rulers, Guides & Grids- Cropping & Straightening an Image, image backgrounds, making selections. Working with tool box: working with pen tool, save and load selection-working with erasers-working with text and brushes
- Colour manipulations: colour modes- Levels- Curves - Seeing Colour accurately- Patch tool - Cropping-Reading your palettes - Dust and scratches- Advanced Retouching- smoothing skin

Unit-4 Layers:

- Working with layers- layer styles- opacity-adjustment layers
 - Filters: The filter menu, Working with filters- Editing your photo shoot, presentation
- How to create adds, artistic filter, blur filter, brush store filter, distort filters,noise filters. Pixelate filters, light effects, difference clouds, sharpen filters, printing.

 NSS/NCC/ APPRENTICESHIP / STUDY TOUR/ INTERNSHIP
***(INTERN401M)**

Student will complete study tour (Local/National places). They will complete internship/Apprenticeship/NSS/NCC Reports of all activities must be signed in due course. These reports must be compiled together and submitted during examination for final evaluation.

PRINTING AND BOOK PUBLISHING SEMESTER-V

DIGITAL PREPRESS & TYPOGRAPHY (PBPMCOR513T)

- Bitmap image & Vector graphic – Resolution dependent or independent
- Digital Font – Bitmap & Outline - TrueType & PostScript – ATM
- Fully Formed Character & Bit image character
- Basic Application Programme in Desk Top Publishing – High Resolution Pixel Based Programme, High Resolution Object oriented (Vector based) Programme, Page Layout (assembling) Programme & Powerful Word Processor
- File Format – TIFF, JPEG, EPS, PDF
- Image Carrier Preparation – Platemaking – Analog & Digital – Analog – Egg Albumen, Wipe-On, Gum Deep Etch, PS Positive & PS Negative – Digital – Thermal & Violet CtP

PREPARING A BOOK FOR PRODUCTION (PBPMCOR514T)

- Making of books -- Book publishing work flow--different stages
Pre-Production
- Market study-- identifying readership segments
- Subject Selection- Author Selection
- Commercial advantage of proper editorial practices --Editor-Publisher and Editor-Sales Manager Relationship
- Editorial Proposals and Decisions
- Developing a manuscript -- techniques and importance
- Paper – quality – size – types (white printing, map litho, newsprint, art paper, cards, art cards) - weight and grammage-decision on binding style.
- Preparing an estimate of the size of the book and determining the probable number of pages and the paper requirements.
- Production
- Illustration—Different Types – Typesetting - introduction to various software - Fonts-- size and variety, deciding factors--
- Design –technical terms (bleed, gutter, margin, pagination, folio etc.) -- Basic principles of page layout and designing, page size and print area, factors of readability Document saving format, idea on their file size and requisite storage capacity of computers, basic idea on FTP and its usefulness
- Designing of Book Cover -- Jacket -- Paperback and Hard bound
- Proof Reading – difference between copyediting and proofreading – proof reading symbols -- overall quality check
- Imposition—definition and methods
- Method of Printing –Sheet fed, Web fed printing -- Digital printing
- Plate Making – different types
- Dummy Preparation – techniques and importance
- Post-Production
- Binding – different types-materials used- publisher-printer-binder coordination
- Embossing –Varnish—Lamination

BUSINESS MANAGEMENT (PBPMCOR515T)

Unit: 1 - INTRODUCTION

- Management- concept, Importance, functions,
- Management as a Profession, Management as Science and Art,
- Different levels of Management, Contribution of Taylor and Fayol,
- Scope of Management in Printing & Book Publishing.

Unit: 2 - PLANNING

- Concept, Importance, Types, Steps,
- Barriers to effective Planning and suggestive measures to overcome the barriers,
- Forecasting-Concept, Techniques.

Unit: 3 - ORGANIZING

- Concept, Importance, Principles,
- Delegation of Authority- Examples, steps and principles,
- Centralization and Decentralization of Authority, Span of Control's

Unit: 4 - LEADERSHIP

- Concept, types and functions of Leadership,
- Leadership models- Tannenbaum and Schmidt's Model, Blake and Mouton Model.

Unit: 5 - MOTIVATION, CO-ORDINATION AND CONTROL

- Motivation-Concept, Importance,
- Motivation Theories- Maslow, McGregor and Herzberg theory of Motivation,
- Co-ordination- Concept, Significance and Principles, Control- Concept, Importance, Steps and tools used for controlling.

Suggested Readings:

1. KOONTZ AND WEIRICH, *ESSENTIAL OF MANAGEMENT*, TATA McGRAW HILL, NEW DELHI
2. DRUCKER P.F, *MANAGEMENT CHALLENGES FOR THE 21ST CENTURY*, BUTTERWORTH, OXFORD.
3. STONER AND FREEMAN, *MANAGEMENT*, PHI, NEW DELHI
4. TRIPATHI, P.C REDDY, *PRINCIPLES OF MANAGEMENT*, TATA McGraw HILL, NEW DELHI

CREATIVE WRITINGS FOR BOOK AND JOURNAL (PBPMGMD502T)

Unit-1 General Theory of writing

- Readability, a Writer's Ultimate Goal, Creative Writing: Meaning, Areas and Importance; Creative Process: Various Principle
- Introduction to writing skill How to achieve lucidity and directness Authenticity and credibility Authorial Voice

Unit-2 Regulation of Expression

- Lucidity and Directness, Aim of Writing, Writer's Views
- Substance of Writing, Selection of Subjects and Mode
- Self-Expression, Language- Style, Craft
- Authenticity of Fact, Credibility, Reliability, Honesty and Clarity
- Authorial Voice, Approach of Writer

Unit-3 Content of Writing

- Determining Subject, Meaning, Various Problems
- Determining of Subject, Various Problems, Purposes, Planned Hypothesis
- Opening Narratives & Opening Writing, Beginning- Creative Importance, Attention Drawing
- Building a Climax, Writing, Development- Dialogue, Theme, Essay, Poetry
- Literary Ending, Kinds of Ending, Writing: End, Importance, Sense of System and End Various Forms of Concluding Stories

Unit-4 Determining the forms of News

- Documentary Script Writing
- News Writing for Print, Radio and Audio-visual Media
- News writing for online media.

PAGE MAKEUP (PBPMGSE503P)

Newspaper and Magazine page makeup using Adobe Photoshop, quark express and Adobe InDesign software's.

PRINTING AND BOOK PUBLISHING SEMESTER - VI

✚ PLANNING FOR THE PRINTED MATERIAL TO BE BOUND (PBPMCOR616T)

- Classification of book binding – Letterpress and Stationery – Edition binding, Library binding, Extra-Letterpress binding, Account book (Ledger) binding, Manifold, Exercise book and Miscellaneous binding.
- Paper cutting – Single Knife Trimmer – 3 Knife Trimmer – 5 Knife Trimmer – Air Cushion Table – Oblique action & Dip shear action.
- Paper folding – Regular – Irregular or Parallel Folding – Knife Folder Buckle Folder – Web Press Folder – Ribbon Folder – Spiral Folder.
- Assembling – Gathering – Collating – Inserting – Insetting – Manual & Mechanical form.
- Binding Proper – Sewing – Stitching – Section Sewing – Saddle Stitching – Machine Sewing – Adhesive/Perfect binding – Mechanical & Loose-Leaf binding.
- Rounding – Backing – Covering – Casing in

✚ DIGITAL PRINTING & PRINT FINISHING PROCESSES (PBPMCOR617T)

- Digital Printing – NIP Electrostatic – Ink Jet – Thermal – Dye Sublimation – Nanography – 3D Printing
- Ink & Paper – Ingredients – Paste & Liquid inks - Raw materials of Paper – Paper properties – Kinds of Paper & Paper Board used for Printing
- Cutting & Trimming – Flush cut method
- Covering Styles – Quarter – Half – Full
- Embossing - Die Stamping – Foil Stamping – Lamination – UV Coating – Bronzing – Edge Decoration
- Ruling – Eyeletting – Indexing – Die Cutting
- Classification of Book Binding – Letterpress & Stationery – Edition binding, Library binding, Extra-Letterpress binding, Account Book (Ledger) binding, Manifold, Exercise book & Miscellaneous binding
- Paper Cutting – Single Knife Trimmer – 3 Knife Trimmer – 5 Knife Trimmer – Air Cushion Table – Oblique action & Dip shear action
- Paper Folding – Regular – Irregular or Parallel Folding – Knife Folder – Buckle Folder – Web Press Folder – Ribbon Folder – Spiral Folder
- Assembling – Gathering – Collating – Inserting – Insetting – Manual & Mechanical form
- Binding Proper – Sewing – Stitching – Section Sewing – Saddle Stitching – Machine Sewing – Adhesive/Perfect binding – Mechanical & Loose-Leaf binding
- Rounding – Backing – Covering – Casing in

✚ PREPARING LEAFLET, BANNER, MAGAZINE (PBPMCOR618P)

- Practical Assignments may be given on all the topics covered on the syllabus.

WEB AND BLOG DESIGNING (PBPMGMD603T)

- Domain Registration
- Different types of Hosting Server
- Domain name integration with hosting server
- Hosting Security
- Email-security
- Hosting cPanel maintenance
- Some Idea about SEO
- Working with IIS / Wamp server and page directives
- Basic Configuration of Apache Server – rewrite modules, local host configuration, etc.
- Error handling
- Security, Authentication, IP address
- IP Tracking, IP Blocking
- Domain and Hosting Suspension
- Online Script Install
- FTP
- Secure by SSC and client certificates

BEHAVIOURAL SKILL AND PERSONALITY DEVELOPMENT (PBPMGSE604T)

UNIT- I

- Techniques in Personality development a) Self-confidence b) Career Planning and Development c) Goal setting d) Time Management and effective planning.

UNIT-II

- Written communication, Basics of Letter writing, memorandum, notice, email, and report writing. Resume writing.

UNIT-III

- Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking

Unit-IV

- Mental health at the workplace; Economic and consumer behavior; Emotional Intelligence and Leadership.

NSS/NCC/ APPRENTICESHIP / STUDY TOUR / INTERNSHIP (* INTERN601M)

Student will complete study tour (Local/National places). They will complete internship/Apprenticeship/NSS/NCC Reports of all activities must be signed in due course. These reports must be compiled together and submitted during examination for final evaluation.