



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)

www.cuhimachal.ac.in

Semester: 5th

Course Code: BVMC 13

Course Name: Critical Thinking and Elementary Statistics

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- The objective of the paper is to provide knowledge to student about basics of statistics and to inculcate the habit of critical thinking.
- To include creative thinking, innovation, Inquiry, and analysis, evaluation, and synthesis of information.
- To include the manipulation and analysis of numerical data and observable facts resulting in informed conclusions.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
 - Class Participation: 10%
 - Group Discussion: 5%
 - Home Assignments: 5%
 - Role Play: 5%

Course Contents:

UNIT- I: Introduction

- Statistics as a Subject.
- Statistical Data: Meaning and Types.
- Collection and Rounding of Data.
- Classification and Presentation of Data.

UNIT - II: Analysis of Data

- Univariate Data.
- Construction of a Frequency Distribution.
- Concept of Central Tendency.
- Mean, median and mode.

UNIT - III: Measurements

- Dispersion and Their Measures.
- Time Series: Meaning.
- Components.
- Models.
- Fitting Linear and Quadratic Trend

UNIT - IV: Methods

- Index Number.
- Meaning, Types and Uses.
- Methods of Constructing Price and Quantity Indices (Simple and Aggregate).

UNIT - V: Empirical and Quantitative Skills (EQS)

- Numeracy or quantitative reasoning
- Competency in working with numerical data and mathematical reasoning.
- Mathematical skills possess the ability to reason and solve quantitative problems from a wide array of authentic contexts and everyday life situations.
- Interpretation of data and results supported by quantitative evidence and/or mathematical reasoning.
- To communicate data in a variety of formats (using words, tables, graphs, and/or equations as appropriate).

Prescribed Text Books:

- Aczel, Amir D.: Complete Business Statistics, Irwin.
- Chou-YaLun: Statistical Analysis, Holt, Rinchart and Winslon.

- Levin, Richard I. & David S Rubin: Statistics for Management, Prentice Hall of India, Delhi.

Suggested Additional Readings:

- Bluman, Allan G., *Elementary Statistics: A Step by Step Approach, A Brief Version*, any edition, ISBN: 9780073386119
- Sullivan, Michael, *Fundamentals of Statistics*, any edition, ISBN: 9780321844606.
- Triola, Mario, *Essentials of Statistics*, any edition, ISBN: 9780321836960.



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Semester: 5th

Course Code: BVMC 14

Course Name: Advertising and Media

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- Define and explain advertising, its role and functions.
- Identify various types of advertising and the elements of advertising.
- To provide basic and emerging concepts and principles in relation to better decision making in the areas of Advertising & allied fields.
- To introduce the students, the Concepts and Principles of Advertising, Ad Agency Management and Brand Management.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
 2. End Term Examination: 50%
 3. Continuous Internal Assessment: 25%
- Class Participation: 10%
 - Group Discussion: 5%
 - Home Assignments: 5%
 - Role Play: 5%

Course Contents:

UNIT- I: Introduction to Advertising

- Advertisement: Definition, Meaning & Concept.
- Importance and Role of Advertising.

- Need, nature and scope of Advertising.
- Role and functions of Advertising.
- History & growth of Advertising in India.
- Basic Theories and Applications “Types and Classification of Advertising.
- Factors Determining Advertising Opportunity of a Product/Service/Idea.
- Types of Appeals and Advertising Messages.

UNIT - II: Digital Advertising

- Defining Digital Advertising: Evolution and Current Status.
- Digital Media Landscape “ Emailers and Search Engine Optimization Mobile Marketing and Augmented Reality Emerging Trends ”
- Digital Advertising Agencies – Structure and Functions “How mainstream advertising agencies are going Digital and Integration today”
- Digital Media Integration across Advertising, Market Research, Activation etc.
- Advent of Hybrid Advertising (Online merging with Offline) “Digital Laws –IT Act/ TRAI”
- Various Case Studies: Successful and Disasters Brand Presence on Social Media.

UNIT - III: Agency Structure: Roles and Responsibilities Across Levels

- Evolution of Ad Agencies- Various Stages and Current Status.
- Various Functional Departments and Scope of their Works (Account Planning, Account Servicing, Creative- Copy & Art, Media, Production, Billing, HR etc.).
- Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship.
- Revenue and Commission Systems.

UNIT - IV: Advertising and Society

- Ethical Issues in Advertising.
- Social Criticism of Advertising.
- Laws in Advertising
- Advertising Statutory Bodies in India.
- Role of AAA and ASCI and the Study of Various Codes of Conduct.

UNIT- V: Strategic Planning and Brand Management.

- Introduction to Strategic Planning and Client Servicing.
- The Concept of a Brand, Characteristics of Brands (generic, expected, augmented, potential).

- The Importance of Brand Planning, Issues Influencing Brand Potential.
- Role and Relevance of Strategy in Advertising.
- Understanding the Branding Process and Advertising Perspective.
- Brand Positioning, Brand Benefits, Consumer Benefits.
- Brand Matrix and Media Matrix Brand Management.
- The Evolution of Branding in today's World.
- Understanding Brand Management.
- Various Theories and Models in Brand Management.

Prescribed Text Books:

- Abrahams Dvid: Brand Risk: Adding Risk Literacy to Brand Management (Gower, UK, 2008).
- Banerjee, Preeta M (Ed): Social Responsibility and Environmental Sustainability in Business (New Delhi: Response Business Books, 2010).
- Bergd BG: Advertising Principles Choice Challenge Change (NTC Business Book, USA, 1999).
- Bhatia K.Tej: Advertising and Marketing in Rural India (Macmillan India Ltd. 2007).
- Clifton Rita & John Simmons: Brands and Branding (Profile Books Ltd. UK, 2011).
- David Aaker: Brand Portfolio Strategy (Free Press, 2004).
- David Aaker: Building Strong Brands (Free Press, 1995).
- Dorothy, Cohen: Advertising, (USA: Scott. Forsmon and Co. 1988).
- Daheria Khemsingh: Vigyapan, stri chhavi (Adhyayan Publishers and Distributors, New Delhi 2011).
- Elliot Richard: Strategic Advertising Management (NTC Business Book, USA, 2009).
- GELDER SICCO VAN: Global Brand Strategy (Kogan Page, UK, 2004).

Suggested Additional Readings:

- Ghosal, Subhash: Making of Advertising (McMillan 2002).
- Haig, Matt: Brand failures: Ed New New delhi: Kogan Page India, 2008).
- Haridas M.P: Advertising and Brand Strategy (Adhyayan Publishers &Distributors, New Delhi, 2011).
- Halve Anand: Darwin's Brands, Adapting for Success (Sage Publications India Pvt. Ltd. New Delhi, 2012).
- Ind Nicholas, ET.AL: Brand Together (Kogan Page Ltd. US, 2012).
- Jethwaney Jaishri: Advertising management (Oxford University Press, 2010).



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Semester: 5th

Course Code: BVMC 15

Course Name: **Journalistic Issues and Agenda**

Credits Equivalent: 4 Credits

Course Objectives: The course is designed to

- Contribute to the society in a positive manner by researching and broadening their horizons of knowledge
- Identify, discuss and explain various issues and concerns
- Differentiate and apply their knowledge in reforming the society.
- To have proper and unbiased information about National and International issues.
- To have clear picture about the issues and agendas that affects the India and whole world.

Attendance Requirement:

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Course Contents:

UNIT- I: Global Communication: Historical Perspective

- The Great North–South Divide.
- Domination of Transnational news agencies.
- Demand for NWICO & MacBride Commission.
- Global communication & culture.

UNIT - II: Struggle for Balance of Information Flows

- India's Foreign Policy.
- India and SAARC.
- India and UN.
- Role of UN & UNESCO in bridging the gap between north and south.
- International news flow; NWICO; News pool.
- Transnational Media, Organizations, McBride commission.
- Globalization and information.

UNIT - III: National and International Affairs

- Global Issues and Agenda- Phenomenon of Globalisation, UNO Reformation.
- Terrorism: Cause and Motives.
- Israel–Palastine Conflict.
- Tibet Freedom Struggle.
- Linguistic Imperialism.
- Regional and Indian Issues- SAARC Integration: Problems, Possibilities and role of Media.
- Jammu & Kashmir- Integration, Geo-Political Importance and Media Perspective, Article 370 and 35A.
- Naxalites and Maoists Problem.
- Media and National Integration.

UNIT - IV: History of Journalism in India

- Emergence of Journalism in India.
- Confrontation of press and colonial rule.
- The Vernacular Press Act, Official Secret Act
- Freedom struggle and Journalism, Journalism of Maharshi Arvind, Bal Gangadhar Tilak, Mahatma Gandhi and Ganesh Shankar Vidyarthi.
- Post-Independence journalism.
- Emergency- The role of vernacular and English Media.
- Weaponization of Information.
- Cultural imperialism.
- Consumerism-the new global culture.

UNIT- V: Global issues

- Rapid Urbanization.
- Food Self-Sufficiency.
- Criminalization of Politics.
- Terrorism and anti-terror measures.
- Human Rights Issues.
- Gender Issues.
- Climate Change and Sustainable Development, Energy Politics.

Prescribed Text Books:

- Tapan Biswal Human Rights Gender and Environment, Vina Books.
- Prof. S.D. Muni Indian and Nepal ,Konark Publisher.
- Madan Gopal India through the Ages, Publication Division.

Suggested Additional Readings:

- Muchkund Dubey Political Issues.
- Prakash Chander International Politics.
