

**SHIVAJI UNIVERSITY, KOLHAPUR.**

**Revised Draft Programme**

**Circular No. 362 Exam of Oct. /Nov., 2023**

**Course : M.A. Mass Communication N.E.P. 1 Pattern (Course Code 4468)**

**Part-I Sem. – I to III Offline Examination to be held in Oct. /Nov., 2023**

- 1. INSTRUCTIONS - Common instruction as per - Circular No.: S.U./On Exam/29, dated 01-02-2020, and Circular No. S.U./Appointment Section/RVC/465, dated 26-07-2023, also available on University Website : <http://www.unishivaji.ac.in/>**
- 2. Examination Place: Department of Journalism & Mass Communication, Shivaji University, Kolhapur.**
- 3. The Written Examination will be conducted in the following order.**

<b>M.A. Mass Communication – Part I - Sem. I to III</b>			
<b>Semester - I</b>			
<b>DAY</b>	<b>DATE</b>	<b>CODE NO.</b>	<b>Subject/Paper Name [Time 02.30 p.m. To 05.30 p.m.]</b>
Monday	30/10/2023	88886	Principle of Mass Communication.
Tuesday	31/10/2023	88887	Development of Print Media.
Wednesday	01/11/2023	88889	Print Media – I
Thursday	02/11/2023	88890	Principle of Public Relations
<b>SEC 1 Paper - [Time 10.30 a.m. To 11.30 p.m. only for this Paper]</b>			
<b>Sunday</b>	<b>29/10/2023</b>	88891	SEC-1- Introduction to Broadcast Media
		89636	SEC-1 Business English : Management & Leadership
		89637	SEC-1 Vyavaharik Marathi
		89638	SEC-1 Excel skills for Business : Intermediate I
		89639	SEC-1 Fundamental of Information Technology: Information Security
		89640	SEC-1 Idea of India
		89641	SEC-1 Linear Regression for Business Statistics
		89642	SEC-1 Marketing in Digital World

M.A. Mass Communication			
Semester - II			
DAY	DATE	CODE NO.	Subject/Paper Name [Time 10.30 a.m. To 01.30 p.m.]
Monday	23/10/2023	88895	Communication Research
Wednesday	25/10/2023	88896	International Communication
Thursday	26/10/2023	88898	Media Management
Friday	27/10/2023	88897	Print Media-II
Optional Papers - SEC -2- Any one - [Time 02.30 p.m. To 03.30 p.m.]			
Sunday	29/10/2023	90320	SEC-2 Broadcast Media II
		90321	SEC-2 MS Word 2019
		90322	SEC--2 Mudrit Shodhan
		90323	SEC-2 Excel Skills For Business :Intermediate II
		90324	SEC--2 Fundamentals of Information Technology: Cyber Security
		90325	SEC--2 Maharashtrachi Sankalpana
		90326	SEC--2 English For Effective Business Speaking
		90327	SEC--2 Machine Learning For All

<b>Semester - III</b>			
<b>DAY</b>	<b>DATE</b>	<b>CODE NO.</b>	<b>Subject/Paper Name</b> <b>[Time 02.30 p.m. To 05.30 p.m.]</b>
Monday	23/10/2023	92011	Gender and Media
Wednesday	25/10/2023	92012	Introduction to Digital Journalism
Thursday	26/10/2023	92013	Advance in Advertising Theory and Practices
Friday	27/10/2023	92014	CSR and Media
<b>Optional Papers - SEC -3- Any one - [Time 10.30 a.m. To 11.30 a.m.]</b>			
<b>Sunday</b>	<b>05/11/2023</b>	92016	SEC-3 AI and Strategic Communication
		92017	SEC3 - Blog Lekhan
		92018	SEC3 - Vidyapan Lekhan
		92019	SEC3 - English For Effective Business Speaking
		92020	SEC3 - Subhashit Rasaswad
		92021	SEC3 - Local Self Government: Representation and Administration
		92022	SEC3 - Gender Audit
		92023	SEC3 - Museums and Museology
		92977	SEC3 - Basic of Share Market
		92978	SEC3 - Mastering Money Mindset : Timeless Lessons on Wealth and Happiness
		92979	SEC3 - Hindi Blogging - YUKTIA

### **Important**

In case of any Query found in respective Question Paper, student shall communicate the same through Principal/Senior Supervisor **within 03 days** from the date of concerned Question Paper to Deputy Registrar, Appointment Section, Room No. 205, and Exam. Building No. 1, Shivaji University, Kolhapur - 416004.

**Other Exam 2**  
**Date.: 04- 10 -2023**

**Sd/-**  
**Director**  
**Board of Examinations and Evaluation**