


**UNIVERSITY OF MUMBAI**  
No. UG/ 68 of 2016-17

**CIRCULAR:-**

A reference is invited to the syllabi relating to the Master of Arts (M.A.) Programme **vide** this office Circular No.UG/31 of 2013-14, dated 17<sup>th</sup> May, 2013 and the Head, Department of Communication & Journalism and the Principals of the affiliated Colleges in Arts are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Communication & Journalism at its meeting held on 25<sup>th</sup> May, 2016 has been accepted by the Academic Council at its meeting held on 24<sup>th</sup> June, 2016 **vide** item No. 4.13 and that in accordance therewith, the revised syllabus as per the Choice Based Credit System for (Sem. I to IV) of M.A. Programme in Course of Public Relations, which is available on the University's web site ([www.mu.ac.in](http://www.mu.ac.in)) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032  
21<sup>st</sup> September, 2016  
To

  
(Dr.M.A.Khan)  
REGISTRAR

The Head, Department of Communication & Journalism and the Principals of the affiliated Colleges in Arts.

**A.C/4.13/24/06/2016**

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No. UG/68 -A of 2016

MUMBAI-400 032

21<sup>st</sup> September, 2016

Copy forwarded with Compliments for information to:-

- 1) The Dean, Faculty of Arts,
- 2) The Chairman, Ad-hoc Board of Studies in Communication & Journalism,
- 3) The Professor-cum-Director, Institute of Distance and Open Learning.
- 4) The Director, Board of College and University Development,
- 5) The Co-Ordinator, University Computerization Centre,
- 6) The Controller of Examinations.

  
(Dr.M.A.Khan)  
REGISTRAR

....PTO

*University of Mumbai*



**Revised Syllabus for the  
M.A.(Public Relations)  
Semester I to IV**

**(As Per CBCS  
With effect from the academic year 2016-17 for  
Semester I to IV)**

## REVISED SYLLABUS INCLUDING SCHEME OF COURSES, SCHEME OF EXAMINATION, MEDIUM OF INSTRUCTION FOR THE MASTER OF ARTS (PUBLIC RELATIONS).

### FEE STRUCTURE:

Tuition Fees (per semester) - Rs 20,000

Examination Fees (per semester) – Rs 1,000

Project Examination Fees (to be paid in the second year only) – Rs 1,000

Computer Lab Fees (per semester) – Rs 2,000

Library Fees (per semester) – Rs 1,000

### PREAMBLE

#### 1. Basic concepts

**Credits:** A course that is taught for 4 hours a week for a period of 15 weeks will carry six credits.

**Course credits:** To qualify in a given course, a student will have to acquire six credits in the course.

Out of these, four credits are central teaching component and two credits are for the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher from time to time. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus. The self-study component will be given a weightage of 33% in the evaluation of the student. In case of courses with practical component/ field-work components, four credits are for theory course and two credits shall be practical component/field-work component.

A student who acquires a minimum of 100 credits over four semesters will be declared eligible for the award of the M.A. degree.

**Courses:** There shall be five types of courses: (i) Core Course; (ii) Elective Course; (iii) Interdisciplinary/Cross-disciplinary Courses; (iv) Audit Courses; (v) Project-based Courses; (vi) Ability Enhancement Courses

**(i) Core Course:** Core courses are courses that impart instruction in the basic non-specialized aspects of a discipline that constitute the minimum basic competency in that discipline, regardless of any specialization that the learner might choose in the future. Core-Courses shall be offered by the parent department. Core courses shall be for six credits. Minimum 50% courses of the MA programme over four semesters must be core courses.

**(ii) Elective Courses:** Elective courses shall be courses offered by the parent department that impart instructions in specialized/advanced/supportive aspects of the relevant discipline. Each department shall offer a pool of such courses from which a student can choose. Elective Courses shall be for six credits. The syllabus for each elective course will have a preamble clearly stating the course and the learner objectives for the elective, along with the pre-requisites if any and a detailed list of references.

**(iii) Interdisciplinary/Cross Disciplinary Courses (I/C courses):** I/C courses shall be offered by parent department and departments other than parent department. One 'course basket' shall be created for the same. Each MA program has to offer a minimum of two courses and maximum of four courses in the basket. Every I/C course shall be for six credits. A student may opt for an I/C course offered by his/her parent department.

**(iv) Audit Courses:** Students can audit a course from the parent department as well as from other departments in addition to the core, elective and I/C courses that are mandatory, with the prior permission of the head/s of the relevant department/s. Such a student will have to apply in writing at most a week after the relevant course has commenced. For the audit course, a student shall attend lectures of the audited course. The student cannot appear for the semester-end examination for the audited course. However, the student shall appear for the internal examination/assessment. The audit course appears on the mark-sheet only when the student passes the internal assessment with minimum 50% marks, failing to which, the student cannot claim the audit for that course. The internal marks shall not be displayed on final mark-sheet. The internal marks shall not be used for the credit computation. A student is permitted to audit maximum four courses in the MA program.

**(v) Ability Enhancement Course:** The ability enhancement courses are skills based course. The ability enhancement courses are to be offered at fourth semester.

**(vi) Project based courses:** Project based courses shall consist of a dissertation. Each dissertation course will carry 10 credits. Every learner shall choose one project based course.

## **2. Rules for programmes not having a practical component**

2.1 Four core courses shall be offered in semesters 1 and 2 each.

2.2 Five elective courses shall be offered in the third semester. No other courses will be offered in the third semester.

2.3 The fourth semester shall consist of one ability enhancement course, one interdisciplinary/cross disciplinary courses (I/C courses) and one project based course.

2.4 Each department will offer at least one I/C course during semester 4. The learner can choose any one course from this basket, including the course offered by his/her parent department. The preamble to this course will clearly specify the prerequisites for this course.

2.5 A learner will have to apply to the relevant department in writing no later than two weeks after the commencement of the fourth semester for taking the I/C course offered by that department.

2.6 A learner can relinquish an I/C course chosen by him/her no later than two weeks after the commencement of the fourth semester by applying to the Head of the Department whose I/C course the student wishes to opt for. The application will have to be endorsed by the head of the Department whose I/C course the student has relinquished and the Head of the parent department.

2.7 The Head of the Department offering a specific I/C course will convey the marks of the internal examination obtained by students taking the course to the Head of the parent department before the commencement of the end semester examination of the parent department.

## **3. Dissertation courses**

3.1 Dissertation based courses will be offered in the fourth semester. Every learner will have to choose one dissertation course, which will be for twelve credits. The project based course will be in the form of a dissertation based on a live project or a research assignment related to the specific discipline of the parent department.

3.2 Every Teacher from every department will announce four to five broad topics at the beginning of the second semester, reflecting degree of relevance and rigor suitable to a post graduate programme, along with an indicative reading list. These will be screened by the Board of Studies in

the subject and a final list of approved topics along with a reading list will be displayed in the first week of the third semester.

3.3 The student will submit a list of his/her three most preferred topics in the order of preference by the fifth week of the third semester to the Head of the parent department.

3.4 Each Department will constitute a dissertation committee consisting of the Head of the Department (Chairperson) and two other teachers from the department. The purpose of this committee is to oversee the functioning of the dissertation component in the department.

3.5 All Masters Degree holders with NET/SET (in Communication/Journalism/Film Studies/ Public Relations/Electronic Media/Television Studies) from University of Mumbai, all PhD scholars and recognized post graduate teachers in the Department of Communication and Journalism will be guides for the dissertation component.

3.6 The dissertation committee will allocate students to guides in order of the average of marks obtained in semesters 1 and 2.

3.7 If it is felt necessary, the dissertation committee can assign a co-guide to a student, depending upon specific disciplinary needs.

The student will make a preliminary presentation in the seventh week of the fourth semester. The presentation will be attended by the guide and a committee consisting of two other teachers from the department. The committee will make necessary suggestions to improve the dissertation.

3.8 The student will make a final presentation in the 10<sup>th</sup> to the 12<sup>th</sup> week of semester four. The presentation will be evaluated by the same committee that evaluated the preliminary presentation. The criteria for evaluation will be as follows:

i) 10 marks for the quality of presentation

ii) 15 marks for answers to questions

3.9 The marks given by the three members of the evaluation committee will be averaged in each head and the total marks decided by totaling the averages under the three heads.

3.10 The student will submit a bound hard copy of the dissertation to the Department by the end of the fourth semester, along with a soft copy on a CD/DVD.

3.11 The final dissertation will have a word limit of 8000-10000 words and will be typed in one and a half spacing on one side of the paper.

3.12 The final dissertation will be evaluated out of 50 marks by the guide, 50 marks by any other teacher in the Department and 100 marks by an external examiner by way of viva voce.

3.13 The dissertation will be given a grade point as per the following scheme:

Marks	Grade Points	Letter Grade
0-9	0.5	F
10-19	1.5	F
20-29	2.5	F
30-39	3.5	F
40-44	4.2	C
45-54	5.0	B
55-59	5.7	B+
60-69	6.5	A
70-74	7.2	A+
75-100	8.7	O

- 3.14 A student who gets a letter grade F in the course will be deemed to have failed in the course.
- 3.15 A student who feels aggrieved by the grading received will have the option of applying to the project committee for re-evaluation of the dissertation within a period of one week after the declaration of the result. If the dissertation committee feels that the claim is justified, it shall appoint a fresh examiner who will submit his/her evaluation in a week's time. If the marks by the re-evaluating examiner exceed the marks of the original examiner by a margin of 10% or more, the latter set of marks will be considered final.
- 3.16 The student who has got a letter grade F in the dissertation will have the option of resubmitting a revised version within 2 months from the date of declaration of the result. If a student fails this time too, he/she will not get any more chances and will be ineligible to be awarded the MA degree.
- 3.17 If a student is unable to submit his/her dissertation in the stipulated time or fails to make the presentations at the appointed time, he/she will be deemed to have failed the course and will have the option of submitting within 2 months from the date of declaration of the result. If a student fails this time too, he/she will not get any more chances and will be ineligible to be awarded the MA degree.
- 3.18 The schedule for preliminary presentation, final presentation and dissertation submission will be displayed in the first week of the fourth semester.
- 3.19 Ethical Standards regarding Dealing with Human Participants:  
Students should refrain from acts which he or she knows, or under the circumstances has reason to know, spoil the academic integrity of the academic program. Violations of academic integrity include, and not limited to: plagiarism; violation of the rights and welfare of human participants in research and practice; cheating, knowingly furnishing false information; misconduct as a member of department or college, and harm to self and others.

#### **4. Evaluation of non-project courses**

4.1 The examinations shall be of two kinds:

- (i) Internal Assessment
- (ii) Semester End Examination.

4.2 The learner who obtains less than 40 % of the aggregate marks of the relevant examination in that course either in the internal assessment or in the end –semester examination will be awarded the letter grade F in that course. The Medium of Instruction will be English.

4.3 Internal Assessment: The internal assessment shall be for 40 marks. Two internal assessment examinations shall be scheduled for a course. The internal examination is to be conducted by the course teacher. The schedule for the internal assessment is announced within two weeks of the commencement of the semester. Of the two exams one will be in the form of a written test involving theory and the other will be in the form of extension work or assignment or term work. The answer-sheets for internal examination shall be masked before evaluation. The evaluated answer-sheets and marks shall be shown to the students on the date announced in advance.

4.4 The existing rules for moderation of answer sheets will be followed in the case of internal examinations in core courses.

4.5 Semester-End Examination: The semester end examination shall be for 60 marks.

4.6 If a student is absent from the internal or end semester examination in any course including the dissertation course, he/she will get a grade point of 0 and a letter grade of F.

- 4.7 If a student fails in the internal examination of a core or elective course, he/she will have to appear for the internal examination of the course when the course is offered again.
- 4.8 If a student fails in the end-semester examination of a core or elective course, he/she may reappear for the same examination when it is held again in the following semester. A student can appear at the most three times, including the original attempt. If a student obtains a letter grade F in all the three attempts, he/ she will have to seek fresh admission to the MA programme.
- 4.9 If a student obtains the letter grade F in any course in a given semester, the letter grade F will continue to be shown in the grade card for that semester even when the student passes the course subsequently in another semester.
- 4.10 If a student obtains minimum 40% marks in the internal assessment and fails to obtain minimum 40% percent marks in the end-semester examination of any course in any of the semester, the marks of the internal examination shall be carried forward.
- 4.11 The letter grade and the grade point for the course will be computed as per 3.13
- 4.12 In any semester, the students GPA will be calculated as follows:

$$\text{grade point average (GPA)} = \frac{\sum_{i=1}^n c_i g_i}{\sum_{i=1}^n c_i} \quad \text{where } c_i = \text{credits for that course offered in that semester}$$

and  $g_i$  = grade point obtained in that course offered in that semester.

Cumulative Grade Point Average (CGPA<sub>m</sub>) at the end of semester m is calculated as follows:

$$(\text{CGPA}_m) = \frac{\sum_{j=1}^m \sum_{i=1}^n c_{ij} g_{ij}}{\sum_{j=1}^m \sum_{i=1}^n c_{ij}}, \quad \text{where, } c_{ij} \text{ is the credits for the } i^{\text{th}} \text{ course offered in semester } j \text{ and } g_{ij} \text{ is}$$

the grade point obtained in the  $i^{\text{th}}$  course in semester j. There shall be no rounding of GPA and CGPA.

- 4.13 The semester wise GPA and CGPA shall be printed on the grade card of the student along with table in 3.13
- 4.14 The final semester grade card shall also have the aggregate percentage marks scored by the student in all the courses in which the student has obtained the relevant credits.
- 4.15 The rules for gracing: the existing ordinance for gracing shall continue to be used.
- 4.16 The rules for ATKT will be as per University norms.

### **5. Rules for MA programmes with practical component/field work components are as follows:**

- 5.1 Four core courses shall be offered in semesters 1 and 2 each.
- 5.2. Five elective courses shall be offered in the third semester. No other courses will be offered in the third semester.
- 5.3. The fourth semester shall consist of one ability enhancement course (6 credits), one interdisciplinary/cross disciplinary course (6 credits) and one project based course (10 credits).
- 5.4. The semester having Practical Component / Field Work Component shall be given four teaching hours per week per theory (core/elective) course. Each core/elective course shall have 4 credits in such semester.

5.5. There shall be 2 credits Practical Components/ Field Work Component per theory course (core/elective) in a semester one to three. The credits for practical and theory courses are obtained separately.

5.6. There shall be 8 credits Practical Component/ Field Work Component in semester one and two. There shall be 10 credits Practical Component/ Field Work Component in semester three. There shall be no practical/field work component in semester four. The practical/field work component shall be elective in semester three.

## **6. Evaluation of non-project courses and practical component /field work component for courses having practical/field work component.**

6.1: The examinations shall be of two kinds:

(i) Internal Assessment = 40 marks comprising of a class test and practical/field/extension component

(ii) Semester End Examination = 60 marks

6.2 The learner who obtains less than 40 % of the aggregate marks of the relevant examination (16/40 for Internal and 24/60 for Semester End) in that course either in the internal assessment or in the end –semester examination will be awarded the letter grade F in that course.

6.3 Internal Assessment for theory courses: The internal assessment shall be for 40 marks. Two internal assessment examinations shall be scheduled for a course. The internal examination is to be conducted by the course teacher. The schedule for the internal assessment is announced within two weeks of the commencement of the semester. Of the two exams one will be in the form of a written test involving theory and the other will be in the form of extension work or assignment or term work. The answer-sheets for internal examination shall be masked before evaluation. The evaluated answer-sheets and marks shall be shown to the students on the date announced in advance.

6.4 Internal Assessment for practical component/ field work component. The evaluated practical/field work submission material and marks shall be shown to the students on the date announced in advance.

6.5 The existing rules for moderation of answer sheets will be followed in the case of internal examinations in core courses excluding practical component/ field work component.

6.6: Semester-End Examination: The semester end examination shall be for 60 marks for theory courses (core /elective) and for practical component/field work component. The semester–end examination for practical component/ filed work component shall be conducted separately.

6.7: If a student is absent from the internal or end semester examination in any course including the project course and practical/field-work component, he/she will get a grade point of 0 and a letter grade of F.

6.8: If a student fails in the internal examination of a core or elective course, or practical/field work component, he/she will have to appear for the internal examination of the course if and when the course is offered again.

6.9: If a student fails in the end-semester examination of a core or elective course or practical/field work component, he/she may reappear for the same examination when it is held again in the following semester. A student can appear at the most three times, including the original attempt. If a student obtains a letter grade F in all the three attempts, he/ she will have to seek fresh admission to the MA programme.



6.10. If a student obtains the letter grade F in any course in a given semester including practical/filed work component, the letter grade F will continue to be shown in the grade card for that semester even when the student passes the course subsequently in another semester.

6.11. If a student obtains minimum 40% marks in the internal assessment and fails to obtain minimum 40% percent marks in the end-semester examination of any course in any of the semester, the marks of the internal examination shall be carried forward.

6.12: The letter grade and the grade point for the course will be computed as in 3.13.

6.13: In any semester, the students GPA will be calculated as follows:

$$\text{grade point average (GPA)} = \frac{\sum_{i=1}^n c_i g_i}{\sum_{i=1}^n c_i} \quad \text{where } c_i = \text{credits for that course offered in that semester}$$

and  $g_i$  = grade point obtained in that course offered in that semester.

Cumulative Grade Point Average (CGPA<sub>m</sub>) at the end of semester m is calculated as follows:

$$(\text{CGPA}_m) = \frac{\sum_{j=1}^m \sum_{i=1}^n c_{ij} g_{ij}}{\sum_{j=1}^m \sum_{i=1}^n c_{ij}}, \quad \text{where, } c_{ij} \text{ is the credits for the } i^{\text{th}} \text{ course offered in semester } j \text{ and } g_{ij} \text{ is}$$

the grade point obtained in the  $i^{\text{th}}$  course in semester j. There shall be no rounding of GPA and CGPA.

6.14. The semester wise GPA and CGPA shall be printed on the grade card of the student along with table 3.13

6.15. The final semester grade card shall also have the aggregate percentage marks scored by the student in all the courses including practical/filed work component in which the student has obtained the relevant credits.

6.16. In case, if it is required to scale the internal assessment marks and end-semester examination marks to 400 marks per semester and 1600 marks for entire MA course, then internal assessment marks, end-semester examination marks and total marks shall be multiplied by factor 0.8.

6.17: The rules for gracing: the existing ordinance for gracing shall continue to be used.

## **7. SCHEME OF COURSES**

Semester I

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
PAPR101	Public Relations Theory and Practice	60	6
PAPR102	Media Relations and Media Writing	60	6

PAPR103	Introduction to Organizational Behaviour and HR policies	.60	6
PAPR104	Research in Public Relations-I	.60	6
Total		240	24

### Semester II

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
PAPR205	Public Relations Campaigns	.60	6
PAPR206	Research in Public Relations- II	.60	6
PAPR207	New Media and Technologies in Public Relations	.60	6
PACJ208	Ethics, Constitution and Media Laws	.60	6
Total		240	24

### Semester –III

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
PAPR308	Public Relations in the Private and Public Sector	.60	6
PAPR309	Role of Finance in Public Relations	.60	6
	B. Interdisciplinary/Cross Disciplinary Courses (I/C courses)		
PAPR310	Media Management	.60	6
PAPR311	Media Advocacy	.60	6
Total		240	24

### SEMESTER –IV

	A. Interdisciplinary/Cross Disciplinary Courses (I/C courses)	Teaching and Extension	Credits
PACJ412	Media Research Analytical Skills	.60	6
PACJ413	Media and Culture	.60	6
PAPR412	B. Dissertation	120	12
Total		240	24

