



Course Outline

General Information

Course Title: Introduction of media and social sciences Course Code: MDS101 Credit Hours: 3

Course Activity: Social Media Advertising of IBT

Text and Reference Book: As prescribed by the faculty member

Session wise Course Break-up: At Institute of Business and Technology-IBT, each course is spread over 13 lecture/practical weeks where each week the course is divided in two equal session of 1 Hour 20 Min with a 20 minute break making a total of 26 lecture/practical sessions.

- Session 1: Introduction Session with general discussion
- Session 2: Early Mass Communication and Printing Technology
- Session 3: Elements of Communication and Communication Models (2)
- Session 4: **Case Studies**
- Session 5: Types and Forms of Communication
- Session 6: Effects of Communication
- Session 7: Types of Print Media
- Session 8: Quiz I
- Session 9: **Case Study**
- Session 10: Guest Speaker Session
- Session 11: Communication and Culture
- Session 12: **Case Study**
- Session 13: Media Management
- Session 14: Media Theories

Midterm Examination

- Session 15: The Origins of Sociology
- Session 16: **Case Study**
- Session 17: Theoretical Paradigms
- Session 18: Steps in Sociological Investigation
- Session 19: Social Groups
- Session 20: **Case Study**
- Session 21: Quiz II
- Session 22: Social Interaction & Social Stratification: Introduction and Significance
- Session 23: Culture
- Session 24: **Case Study**
- Session 25: Social Class as Subculture
- Session 26: Social Mobility

Final Examination

Course Objective

This course aims to define communication its types and its importance in the society. After studying this course, students will be able to trace out the origin and development of the various means of mass communication. The focus will be on learning the basic models and theories of mass communication.



Moreover it also throws light on the various branches of mass communication and their functioning like Public Relations and Advertising. The spotlight is also on today's mass communication gadgets and how these have changed the meaning of communication for us. Students will study the history and development of TV, Radio and internet and their consequent effects on the society with special reference to subcontinent. This course is based upon exciting and challenging views of society by picking up material from everyday life. The students will be introduced to the basic concepts of sociology. It will enable students to understand the different sociological perspectives given by different schools of thought and an overall difference between all of these theories. It will also focus on different aspects of culture, agents of socialization and day to day interaction among individuals and groups. It also highlights the social foundation of deviance and stratification existing in the society. The course also grasps the functions of different social institutions i.e. education, family etc.

Assignment/ Project Report

Assignments can be given to the students by the faculty member. These marks are awarded by the faculty member for satisfactory completion of the assignments or project report. Assignment/Project carry 10 marks awarded by the faculty member.

Class Conduct

Prompt arrival and regular attendance are extremely important. Refer to student handbook for policies on late entry, maximum absences allowed, leave application etc. The instructions include expected class behaviors from students regarding eating/mobile phones, class disturbance, late arrivals etc.

Instructors are also advised to outline when, where and how homework/assignments are expected to be submitted in order to streamline class activities. Students with educational and/or physical challenges are entitled to extra attention and time from the instructor. Therefore students are advised to notify the course instructor at the beginning of the course. Special arrangement may also be made on prior request based on specific challenges.

This course seeks to empower students for independent learning, resourcefulness, clear thinking, and perception. All submitted work and activities should be genuine reflections of individual achievement from which the student should derive personal satisfaction and a sense of accomplishment. Plagiarism and cheating subvert these goals and will be treated according to the policy stated in the Student Handbook. The instructor reserves the right to utilize electronic means to help prevent plagiarism.

Class Participation

Class participation marks are awarded on the level of involvement and performance generated by the student in the Course Related Activity. These marks are issued by a management evaluation committee comprising of the Dean, Head of Academics and Course Faculty member. Course Activity of the course is communicated by the Head of Academics at the time of start of semester and participation in the same is mandatory for all the students enrolled in the course. It is the task of the faculty member to inform about the course activity to the students and extend complete guidance and facilitation in this regard.

Reference: As per teacher's discretion.

Recommendation:



IBT recommends the student to indulge into all possible source of Information including but not restricted to the course books. Information diversity has a constructive impact on class discussion and course understanding.

Marks Distribution:	Quiz I	5 Marks
	Midterm	20 Marks
	Quiz II	5 Marks
	Final	30 Marks
	Assignment	10 Marks
	Class Participation	10 Marks
	Final Activity	20 Marks
	Total	100 Marks