

# Delhi Metropolitan Education

BA (JMC) ■ BBA ■ BBA LLB ■ BA LLB



**DME**

Affiliated to GGSIP University, New Delhi  
Approved by Bar Council of India

**DME Value Added Courses 2018-19**

## About DME

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Welcome to Delhi Metropolitan Education, a premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India. At DME, we extend first rate infrastructure with strong academic facilities to provide a dynamic and clinical grounding for success.

The courses being taught here are :

- **BA LLB & BBA LLB**
- **BA (JMC)**
- **BBA**

Our society has been involved in education over the last 13 years. We are running the esteemed Mayoor School, Noida in collaboration with Mayo College, Ajmer. The school campus is spread over ten acres and the school has over 3000 students enrolled currently.

Our sister college is Delhi Technical Campus at Greater Noida which provides the most sought after programmes affiliated to Guru Gobind Singh Indraprastha University and is approved by All India Council for Technical Education (AICTE). The institute imparts technical education in the fields of engineering, architecture and MBA.



## Importance of DME Value Added Courses

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- Inter disciplinary skills imparted  
Industry oriented courses
- Opportunity to upskill and reskill for employability enhancement
- Enrich CV with certifications
- Be better equipped with current industry knowledge

## Information

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- VAC Batch timings will be announced one week before course commencement
- Contact details of VAC Co-ordinators

BA (JMC)	BBA	BA LLB & BBA LLB
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Value Added Courses  
Offered by  
**DME MEDIA SCHOOL**  
2018-19



## Basics of Finance for Media Professionals (32 Hours)

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The present course makes the learners understand the basics of finance for media professionals, understand the market in which an organization operates, create and assess value, and communicate business decisions to stakeholders.

The aim of this course is to provide understanding of the key financial levers that drive financial performance and discover how and why finance is concerned with cash flow versus profits and why that matters for the business and budget. Further, to understand different ways to create and measure value in order to evaluate and pitch potential projects.

### Topics Covered:

- Financial Analysis
- Finance vs Accounting
- Capital Markets
- Creating Value
- Valuation Methods
- Potential Risks Involved in Mergers and Acquisitions
- Capital Allocation and Use of Free Cash Flow
- Capital Allocation Decision Tree Analysis

Batch 1: Date: 14 January 2019 - 19 January 2019

## Concepts of Brand Management in Business World (31 Hours)

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The present course makes the learners understand the basics of brand management for media professionals, understand how to build brands from a broad organisational perspective. By successfully completing this course, students will be able to understand how to build brands from a broad organisational perspective, how to lead brand-led culture change with human resource practices at the core (i.e., brand as a lever and not just an outcome) and to build brands in multi-brand companies, across cultures and geographies.

### Topics Covered:

- Brand Purpose & Experience-Traditional Notions of Branding
- Changing Market Conditions for Brands
- A New Approach to Branding
- Brand Design & Delivery
- Brand Experiences as the Basis for Differentiation
- Brand Leadership and Alignment
- Brand Practices & Engagement
- Brand Metrics and Returns

Batch 1: Date: 14 January 2019 - 19 January 2019

## Copyright Laws and Creative Commons in Media Industry (32 Hours)

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The present course makes the learners understand the Copyright Laws: Basics, Process and Potential. By successfully completing this course, students will be able to identify the basic elements of copyright, describe what copyright does and does not protect. This course will explain the limits of copyright protection, analyse fair use and other complex doctrines that extend from copyright law.

### Topics Covered:

- Introduction to Copyright's Basic Rights
- Basic Requirements for Attaining Copyright Protection
- Copyright's Advanced Rights
- Limitations and Exceptions to Copyright
- Process of Copyright
- Understand Fair Use Doctrine
- Remedies for Infringement
- Potential for Copyright
- Real-world Examples of Legal Battles Surrounding Copyright Law

Batch 1: Date: 14 January 2019 - 19 January 2019



## Financial Journalism: New approach to Careers in Media (31 Hours)

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This course aims to enable the student to produce succinct news stories in a variety of areas from company performance and activity, to economics, the stock market and currencies to personal finance in reference to journalism. Work in a variety of newsrooms and adequately cover business news stories. The course would train the students in developing the understanding of basic areas in business journalism and how to write about them with intelligence and understanding.

### Topics Covered:

- The Economy and Budgets
- Reporting Earnings
- Finance and Banking
- Reporting Industrial Relations
- Company Reporting & Corporate Governance
- Trends in Employment

Batch 1: Date: 14 January 2019 - 19 January 2019

## The Art of Visual Storytelling (32 Hours)

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The course aims to familiarise students with the fundamentals and the nuances of visual story telling. By successfully completing this course, students will be able to gain understanding on how to expand their cinematic drawing techniques. Also, this course will support the students to develop and understand the clear and dynamic stories for the screen.

### Topics Covered:

- Storytelling an Art: Concept, Expressions and Storytelling: A Dialogue Through Expressions
- Viewing and Discussion about Story-Telling
- Cultural Narratives and Visual Language
- Elements of Storytelling
- Class exercise: Movie View, Camera Angles and Types of Shots
- Understanding Storyboard
- Understanding Script Writing

Batch 1: Date: 14 January 2019 - 19 January 2019

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2018-19

## Concepts of Design Thinking & Innovation (30 hours)

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This course intends to familiarize the student with the basics of innovation and design thinking. The aim of this course is to provide the understanding of the concept of design thinking for product and service development as well as the fundamental concept of innovation and design thinking. Thus, the course focuses on the methods of implementing design thinking in the real world.

### Topics Covered:

- Shared Model in Team-Based Design
- Theory and Practice in Design Thinking
- MVP or Prototyping
- Tools for Design Thinking
- Design Thinking to Business Process Modelling

Batch 1: Date: 14 January 2019 - 19 January 2019

## Real Estate Management and Best Practices (30 hours)

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To offer hands on experience that is vital to excel in the real estate market by understanding the principles and practices of real estate. This course aims at summarising the scope of the existing real estate industry in the current business environment and to classify the various statutory and legal regulations applicable to real estate market. It outlines the roles, responsibilities, rights and liabilities of different real estate stakeholders. Further, provides an exposure to the various documentation procedures for different real estate transactions, appraisals, agreements and valuation of properties.

### Topics Covered:

- Real Estate Scope
- Factors Affecting Real Estate Market
- Role of Government in Real Estate Market
- Statutory Provisions, Laws, Rules, and Regulations
- Functions of Real Estate Development like Project Formulation, Feasibility Studies, Developing, Costing and Financing Managing

Batch 1: Date: 14 January 2019 - 19 January 2019

## Developing Entrepreneurial Mindset for Media Professional (30 Hours)

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The course aims to provide foundation of basic entrepreneurial skill and to acquaint students with entrepreneurship and inspire them to set up and manage their business in future. This course will not only provide exposure to various aspects of entrepreneurial opportunities and business but also provide a certain motivation through various stories and cases studies.

### Topics Covered:

- Theories of Entrepreneurship
- Myths of Entrepreneurs
- Entrepreneurial Mindset: Creativity Workshops
- Innovation Learning
- Promotion of Venture and Writing Business Plan
- Entrepreneurial Supports: Entrepreneurial Development Programs

Batch 1: Date: 14 January 2019 - 19 January 2019

Value Added Courses  
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2018-19



## Business Environment Awareness for Lawyers (30 hours)

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The course aims to familiarise with nature and dimension of evolving business environment in India to influence legal business environment leading to legal decisions. This course intends to equip the students with the understanding of legal dimensions of evolving business environment. To comprehend the actions required for undertaking legal decisions pertaining to business.

### Topics Covered:

- Overview of Business Environment
- Planning and Economic Development
- Problems in Indian Economy
- Concepts of Macro-Economics and National Income
- Economic Environment & Legal Obligations

Batch 1: Date: 20 August 2018 - 27 August 2018



## Child Rights and Security Laws: POCSO Act (32 hours)

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This course aims to provide an understanding of the POSCO Act which provides comprehensive definition and recognition of crime which covers possible sexual crimes and sexual exploitation against children with the basic intention being to protect children. By successfully completing this course, students will be able to get an insight into the POSCO Act which has been enacted to protect children from offences.

### Topics Covered:

- Overview of the POCSO Act, 2012 and 2020
- Objects and Special Features
- Age Rules under the Act
- Abetment and Attempt
- Introduction to Specific Procedure to be Adopted
- Disposal and Compensation
- Redressal Mechanism and Dealing with Other Challenges
- Reporting and Recording of Offence
- Comparative Study with IPC
- Child Protection Schemes
- Juvenile Justice Act 2015
- Specific and Other Offences under the Act

Batch 1: Date: 20 August 2018 - 27 August 2018

## Data Protection and Legal Approaches in India (31 hours)

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The course aims to provide the foundation of collaboration of business, government and law and to acquaint students with different government acts and laws to manage the business. It will provide different methods for protecting privacy using the fair information principles. Identification of the laws and regulations that pertain to data protection. Further, to identify the privacy obligations that can apply to complex organizations and understanding of strategies for managing compliance issues related to privacy laws and data protection.

### Topics Covered:

- Legal Issues
- Landscape & Chronology
- Scope of Laws as an Important Compliance Concept
- Implementing HIPAA: The Notice Requirement
- Implementing HIPAA: Access to Records
- Security & Breach Notification
- The FTC, Privacy and Compliance
- International Law - Focus on the GDPR

Batch 1: Date: 20 August 2018 - 27 August 2018

## Foreign Trade Policy of India (32 hours)

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This course aims to equip students with a broad based knowledge of trade practices in India by summarizing the scope of the existing real estate industry in the current business environment and to classify the various statutory and legal regulations applicable to real estate market. This course outlines the roles, responsibilities, rights and liabilities of different real estate stakeholders. Students will get exposure to the various documentation procedures for different real estate transactions, appraisals, agreements and valuation of properties.

### Topics Covered:

- Trade Its Meaning And Types
- Difference Between Internal And International Trade
- Theories Of International Trade
- India's Internal Trade- Characteristics and Problems
- Coastal Trade and Trade of Uttar Pradesh
- Terms of Trade
- Foreign Trade Of India - Before Independence, During Planning Period, Recent Trends in India's Foreign Trade
- Major Items of Exports: Composition, Direction And Future Prospects, Major Items Of Imports: Composition, Direction And Future Prospects
- Free Trade and Protective Trade Policies, India's Major Trading Partners. Financing Of Foreign Trade, National Level Financing
- Strategy for Trade Policy in India - General Developments during Planning Period
- Recent World Trade Scenario
- Trade Agreements - Bilateral and Multilateral Trade Agreements, GATT & UNCTAD, WTO
- India's Balance of Trade and Balance of Payments

Batch 1: Date: 20 August 2018 - 27 August 2018

## Income Tax: Self-filing Management (31 hours)

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This course aims to provide a better understanding about how to get the correct income tax filed by the students and to know the correct IT forms. The students will be able to grasp knowledge on the applicable tax rates and the correct way to do e-filing. This course will provide a practical understanding of income tax filing.

### Topics Covered:

- Introduction to various it tax laws for individuals
- Introduction to various rebates and deductions for an individual
- Difference between HUF and individual and their tax liabilities
- To know about the various proofs which needs to be uploaded
- To check the tax credit from 26 as form and role of tds
- Log in to the it portal and making one's account to file the returns

Batch 1 : Date: 20 August 2018 - 27 August 2018

Batch 2 : Date: 21 August 2018 - 28 August 2018

## Legal Research Methods: Quantitative Research Understanding (30 hours)

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The main objective of this course is to acquaint the student of law with the scientific method of social science research. This course is expected to provide the knowledge of the technique of selection, collection and interpretation of primary and secondary data in socio legal research. Students can develop a scientific approach to socio legal problems. They will be able to design and execute small scale research problems.

### Topics Covered:

- Introduction: Concept, Identifying Research Problem, Legal Research Model Types
- Research Designs & Research Techniques
- Research Tools and Data Collection
- Legal Writing
- Individual Research Work Discussions

Batch 1: Date: 20 August 2018 - 27 August 2018

## Media and Entertainment Law: Contracts, Licensing and Regulations (30 hours)

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The course in Media & Entertainment Law will enable students to understand the basics of Media & Entertainment Law. This will help students to learn about the History of media law, the Constitutional rights of Media, Free press and media ethics, and many more. Furthermore, to gain a holistic understanding of entertainment law and other aspects of media and entertainment law.

### Topics Covered:

- Media and the Constitution
- Media and the Law
- Regulatory Framework for the Media Sector
- Contract in Film Industries
- Advertisement and Law
- Licencing
- Regulations

Batch 1: Date: 20 August 2018 - 27 August 2018

## Understanding Maritime Laws (31 hours)

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The course in Maritime Law will enable students to understand the basics of Maritime Laws and Practices. This course aims to produce law professionals who can analyse and evaluate the laws and legal systems pertaining to water bodies and ports of India from a juristic perspective. It also fosters expertise specialized in areas of maritime law, jurisprudence, and other emerging laws forged out of international water disputes.

### Topics Covered:

- International Law of the Sea
- Law and Social Transformation in India
- Maritime Laws and Practices
- Indian Maritime Law
- Indian Constitutional Law: The New Challenges Judicial Process
- Legal Education and Research Methodology
- Maritime Jurisdictions
- Maritime Insurance Policies and Practices
- Maritime Environment Laws and Practices
- Maritime Safety and Security
- Maritime Businesses & Contracts
- Employment and Seafarer's Right
- Maritime Disputes Settlements
- Regulations

Batch 1 : Date: 20 August 2018 - 27 August 2018

Batch 2 : Date: 21 August 2018 - 28 August 2018

## Evaluation/Assessment Process:

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- The students are required to get minimum of 75% attendance to appear for end of course exam
- Thereby, students will be evaluated by viva of 20 marks and MCQ test of 40 marks
- Furthermore, the exam pass percentage is 45% of the overall assessment done





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## Get in touch

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