



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-3(Premium)

Subject: Liberal Arts- BBA1IE13209

Type of course: Indian Knowledge System (IKS)

Prerequisite: NA

Rationale: This subject explores a diverse range of creative and expressive art forms, aiming to cultivate holistic development and essential soft skills. By engaging in activities like photography, painting, handicraft, Rangoli, anchoring, drama, folk dance, and filmmaking (potentially with a local Gujarati context), students will develop their creativity, communication abilities, observational skills, cultural awareness, and capacity for innovative thinking, fostering a well-rounded skill set applicable to collaborative and problem-solving environments within and beyond their technical fields.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
CI	T.	P.	C	SEE(E)	CA	SEE(V)	CA(I)	
0	0	4	2	0	0	80	20	100

Legends: CI-Class Room Instructions; T- Tutorial; P - Practical; C.- Credit; ESE - End Semester Examination; V - Viva; CA - Continuous Assessment;

Course Content:

Unit No	Course content	Weightage
1	Visual Arts - Observation and Creation , focuses on developing observational skills and fundamental visual expression through Photography, emphasizing basic composition, and Painting, introducing core techniques and color theory, assessed through a portfolio of student work.	20%
2	Decorative Arts and Craft - Culture and Skill , delves into cultural art forms with Rangoli, exploring design principles and cultural context, and Handicraft, where students learn basic techniques with a chosen material, evaluated through the created items.	20%
3	Performing Arts - Expression and Communication , aims to enhance communication through voice and movement, featuring Anchoring, concentrating on verbal and non-verbal skills, and Folk Dance, emphasizing basic steps and cultural relevance, assessed through performances. Finally,	20%
4	Narrative and Storytelling - Enactment Introduction to Narrative and Storytelling, Basics of Story Development, Story Structure and Character Development, Introduction to Drama and Acting, Basic Acting Techniques and Expression, Scene Creation and Enactment, Dialogue Delivery and Body Language, Group Performance and Role Playing, Practical Drama Activity - Short Scene Performance, Assessment through Participation and Performance	20%



5	Narrative and Storytelling – Visuals Introduction to Visual Storytelling, Basics of Film Making, Short Video Concepts and Story Ideas, Script and Storyboard Development, Camera Framing and Basic Visual Composition, Acting and Performance for Short Videos, Basic Video Shooting and Scene Planning, Editing and Presentation of Short Videos, Practical Film Making Activity – Short Video Project, Assessment through Project Completion and Active Participation	20%
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Suggested Specification table with Marks (Theory): NA

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (C)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	NA	NA	NA	NA	NA	NA

Course Outcome:

After learning the course, the students should be able to:	
CO1	Visually express observations using fundamental artistic principles.
CO2	Create culturally relevant decorative crafts demonstrating basic skills.
CO3	Communicate expressively through basic performance techniques.
CO4	Participate in basic narrative creation through enactment or visuals.
CO5	Create and present short videos using basic visual storytelling and filmmaking skills.

Suggested Liberal Art Categories:

Sr. No	Descriptions
1	Photography Basics & Composition: Photography and filmmaking activities offer students a creative outlet to express their ideas, enhance visual storytelling skills, and collaborate with peers. These activities can range from photo scavenger hunts and portrait challenges to short film projects and documentary making, allowing students to explore different techniques, genres, and perspectives. By engaging in hands-on experiences, students not only learn technical skills like camera handling, lighting, and editing but also develop critical thinking, communication, and teamwork abilities.
2	Painting and its Techniques: Painting activities provide students with a valuable opportunity to explore their creativity, express emotions, and develop artistic techniques in a relaxed and engaging environment. Whether through guided workshops, collaborative mural projects, or themed painting sessions like "Paint and Sip" or "Art for a Cause," these activities help students improve their understanding of color theory, composition, and visual storytelling. Painting also serves as a therapeutic outlet, reducing stress and encouraging mindfulness. Students will learn and



	practice basic painting techniques.
3	Handicraft: Handicraft activities allow students to explore their creativity through hands-on projects like paper art, jewelry making, embroidery, or recycled crafts. These activities encourage patience, attention to detail, and innovative thinking. They promote sustainability, cultural appreciation, and can foster a strong sense of accomplishment and community.
4	Anchoring - Voice and Delivery: Anchoring activities help students build confidence, improve public speaking skills, and enhance stage presence. Whether hosting events, moderating discussions, or leading cultural programs, anchoring fosters clear communication, quick thinking, and audience engagement. It also encourages teamwork and helps students develop a professional and charismatic demeanor.
5	Drama or Theater: Drama or theater activities allow students to explore storytelling, emotion, and expression through performance. Involvement in acting, scriptwriting, or stage production builds confidence, teamwork, and creative thinking. These activities also enhance communication skills and empathy, as students step into different characters and perspectives. Theater fosters a strong sense of collaboration and offers a powerful outlet for artistic and personal growth.
6	Folk Dance - Basic Steps and Rhythm: Folk dance activities allow students to celebrate cultural heritage while promoting physical fitness and teamwork. By learning traditional dance forms from various regions, students gain a deeper appreciation for diversity and cultural expression. These activities foster coordination, rhythm, and group harmony.
7	Beauty and Grooming: Beauty and grooming activities help students enhance their personal care routines while building confidence and self-expression. Through workshops on skincare, makeup, hairstyling, and grooming tips, students learn practical skills that promote hygiene, professionalism, and self-presentation. These sessions also encourage creativity and can inspire interest in fashion, wellness, or cosmetology fields.
8	Rangoli Making: Rangoli making activities allow students to express creativity through intricate designs made with colored powders, flowers, or other materials. Rooted in cultural tradition, rangoli promotes artistic skills, patience, and attention to detail. These activities also encourage teamwork and cultural appreciation, often bringing students together during festivals and special events to celebrate unity and tradition through art.
9	Basic Acting Techniques & Scene Work: Basic Acting Techniques and Scene Work activities help students develop foundational performance skills such as voice modulation, body language, emotional expression, and character building. Through exercises, improvisation, and scripted scene practice, students learn to connect with their roles and collaborate effectively with others. These activities enhance confidence, creativity, and communication, providing a strong base for both stage and screen acting.
10	Filmmaking - Shot Composition & Angles: Filmmaking activities focused on Shot Composition and Angles teach students how to visually tell a story by carefully framing each shot and choosing the right camera angles. Students learn



	techniques like the rule of thirds, leading lines, and perspective to create mood, focus attention, and enhance narrative impact. Practicing these skills helps improve creativity, technical understanding, and the ability to communicate ideas effectively through film.
11	Creative Content Writing: Creative Content Writing activities encourage students to develop their imagination and writing skills by crafting original stories, poems, scripts, or articles. These exercises help students explore different styles, voices, and formats while enhancing their ability to engage readers and convey ideas clearly. Through feedback and collaboration, students build confidence, critical thinking, and effective communication—essential skills for both academic and professional success. Students will plan and shoot a short visual narrative sequence.
12	Music: Music activities for students provide a dynamic way to explore creativity, improve technical skills, and foster teamwork. Whether through singing, instrument practice, songwriting, or group performances, these activities enhance musical understanding and expression. Participating in music also boosts confidence, emotional well-being, and cultural appreciation, creating a vibrant and supportive community on campus.

Note: Above Liberal art category list is suggested list. It can be varied as per need and students' interest.

