

## PROGRAMME STRUCTURE TABLE - BA (HONOURS) IN MEDIA AND COMMUNICATION

## Semester I:

Table: 1									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC1101	English Language & Literature-I	3	1	0	4	50	50	-	100
BMC1103	Human Communication and Presentation Skills	2	1	2	4	50	25	25	100
BMC1105	Reporting and Writing	3	1	0	4	50	50	-	100
BMC1107	Fundamentals of Internet & New Media	3	1	0	4	50	50	-	100
BMC1109	Modern World History \$	3	1	0	4	50	50	-	100
BMC3513	Introduction to Economics @								
<b>Total Credits</b>					<b>20</b>				

Table: 1.1									
Mandatory Learning Course: Choose any one subject									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC1111A	Environmental Science	3	-	-	3	50	50	-	100
BMC1111B	Introduction to the Art of Story Telling @								

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**Semester II:**

Table: 2									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End semester		Total
							Theory	Practical	
BMC1202	English Language & Literature-II	3	1	0	4	50	50	-	100
BMC1204	Editing and Design	2	1	2	4	50	25	25	100
BMC1214	Basics of Knowledge Society	3	1	0	4	50	50	-	100
BMC1208	Media Laws and Ethics	3	1	0	4	50	50	-	100
BMC1210	Computer Graphics for Media	0	1	6	4	50	-	50	100
<b>Total Credits</b>					<b>20</b>				

Mandatory Learning Course: Choose any one subject									
Table: 2.1									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC1212A	Constitution of India \$	3	0	0	3	50	50	-	100
BMC1212B	Understanding Social Media @								

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Semester III:

Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC2301	Visual Communication and Photography	1	1	4	4	50	25	25	100
BMC2303	Introduction to Radio	1	1	4	4	50	25	25	100
BMC2305	Advertising & Public Relations	3	1	0	4	50	50	-	100
BMC2307	Media Project-I	-	-	-	4	100	-	-	100
BMC2309	Elective III ( <i>Refer Table 3.1 for details</i> )	-	-	-	4	100			100
<b>Total Credits</b>					<b>20</b>				

Elective III: Choose any one subject		Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC2309A	Sports Journalism	3	1	-	4	50	50	-	100
BMC2309B	Copywriting Basics	3	1	-	4	50	50	-	100
BMC2309C	2D Animation	0	1	6	4	50	-	50	100
BMC2309D	Scripting for Broadcast Media	3	1	-	4	50	50	-	100

Mandatory Learning Course: Choose any one subject		Credits				Marks			
Code	Course	L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC2311A	Language-I: French	3	0	0	3	50	50	-	100
BMC2311B	Language-I: German								
BMC2311C	Language-I: Hindi								
BMC2311D	Language-I: Kannada								
BMC2311E	Language-I: Arabic @								

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Semester IV:

Table: 4									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC2402	Introduction to Film	3	1	0	4	50	50	-	100
BMC2404	Basics of Video Production	1	1	4	4	50	25	25	100
BMC2406	Media Psychology	3	1	0	4	50	50	-	100
BMC2408	Media Project-II	-	-	-	4	100	-	-	100
BMC2410	Elective IV (Refer <b>Table 4.1</b> for details)	-	-	-	4				100
<b>Total Credits</b>					<b>20</b>				

Table: 4.1									
Elective IV: Choose any one subject		Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC2410A	Arts & Entertainment Journalism	3	1	0	4	50	50	-	100
BMC2410B	Public Relations: Principles & Practice	3	1	0	4	50	50	-	100
BMC2410C	3D Modelling & Texturing	0	1	6	4	50	-	50	100
BMC2410D	Broadcast Journalism	1	0	6	4	50	25	25	100
BMC2410E	Business and Financial Journalism	3	1	0	4	50	50	-	100

Table: 4.2									
Mandatory Learning Course: Choose any one subject									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC2412A	Language-II: French	3	-	-	3	50	50	-	100
BMC2412B	Language-II: German								
BMC2412C	Language-II: Hindi								
BMC2412D	Language-II: Kannada								
BMC2412E	Language-II: Arabic @								

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Semester V:

Table: 5									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC3501	Introduction to Political Science	3	1	0	4	50	50	-	100
BMC3503	Media Research	3	1	0	4	50	50	-	100
BMC3505	Media & Society	3	1	0	4	50	50	-	100
BMC3507	Media and Contemporary Affairs	3	1	0	4	50	50	-	100
BMC1109	Modern World History @	3	1	0	4	50	50	-	100
BMC3513	Introduction to Economics \$								
BMC3509	Elective V (Refer <b>Table 5.1</b> for details)	-	-	-	4				100
<b>Total Credits</b>					<b>20</b>				

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Table: 5.1									
Elective V: Choose any one subject		Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC3509A	Online Journalism	2	1	2	4	50	25	25	100
BMC3509B	Integrated Marketing Communication	3	1	0	4	50	50	-	100
BMC3509C	3D Animation, Lighting & Rendering	0	1	6	4	50	-	50	100
BMC3509D	Sound for Moving Images	1	0	6	4	50	25	25	100
BMC3509F	Introduction to Event Management	2	0	4	4	50	25	25	100
<b>Total Credits</b>					<b>20</b>				

Table: 5.2									
Mandatory Learning Course:									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC3511	Media Organization & Organizational Behaviour	3	0	0	3	50	50	-	100



Semester VI:

<b>Table: 6</b>									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC3602	International Relations	3	0	0	3	50	50	-	100
BMC3604	Development Communication	3	0	0	3	50	50	-	100
BMC3606	Internship 1	-	-	-	2	50	-	50	100
BMC3608	Media Project III	-	-	-	4	100	-	-	100
BMC3610	Elective VI (Refer <b>Table 6.1</b> for details)	-	-	-	4				100
BMC3612	Elective VII (Refer <b>Table 6.2</b> for details)	-	-	-	4				100
<b>Total Credits</b>					<b>20</b>				

<b>Table: 6.1</b>									
Elective VI: Choose any one subject		L	T	P	C	Marks			Total
						IA	End Semester		
							Theory	Practical	
BMC3610A	Magazine Journalism	2	1	2	4	50	25	25	100
BMC 3610B	Corporate Communication	3	1	0	4	50	50	-	100
BMC 3610C	Character Animation & Rigging	0	1	6	4	50	-	50	100
BMC3610D	Video Editing & Compositing	0	1	6	4	50	-	50	100
BMC3610E	Radio Production	0	1	6	4	50	-	50	100

<b>Table: 6.2</b>									
Elective VII: Choose any one subject		L	T	P	C	Marks			Total
						IA	End Semester		
							Theory	Practical	
BMC3612A	Photojournalism	1	1	4	4	50	25	25	100
BMC3612B	Advertising Campaign Planning & Execution	1	1	4	4	50	25	25	100
BMC3612C	Compositing for Visual Effects	0	1	6	4	50	-	50	100
BMC3612D	Creative Video for Advertising	0	1	6	4	50	-	50	100
BMC3612E	Personal Journalism	2	0	4	4	50	25	25	100



**Semester VII:**

<b>Table: 7</b>									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC4701	Communication Theory and Practice	3	1	0	4	50	50	-	100
BMC4703	Research Methods	3	1	0	4	50	50	-	100
BMC4705	Academic Writing	3	1	0	4	50	50	-	100
BMC4707	Internship II/Project	-	-	-	4	100	-	-	100
BMC4709	Elective VIII (Refer <b>Table 7.1</b> for details)	-	-	-	4				100
<b>Total Credits</b>					<b>20</b>				

<b>Table: 7.1</b>									
Elective VIII: Choose any one subject		L	T	P	C	Marks			Total
						IA	End Semester		
							Theory	Practical	
BMC4709A	Convergent Media	3	1	0	4	50	50	-	100
BMC4709B	Consumer Behaviour	3	1	0	4	50	50	-	100
BMC4709C	Alternative Media	3	1	0	4	50	50	-	100
BMC4709D	Film Techniques & Technology	2	0	4	4	75	25	-	100
BMC4709E	Web Design Production	1	0	6	4	75	25	-	100
BMC4709F	Video Production Techniques	1	0	6	4	75	25	-	100
BMC4709G	Design Principles for Visual Communication	3	1	0	4	75	25	-	100
BMC4709H	Media Seminar Series	0	2	4	4	75	-	25	100



Semester VIII:

Table: 8									
Code	Course	Credits				Marks			
		L	T	P	C	IA	End Semester		Total
							Theory	Practical	
BMC4802	Research Paper	0	2	8	10	50	-	50	100
BMC4804	Internship III/ Project	-	-	-	2	50	-	50	100
BMC4806	Elective IX (Refer <b>Table 8.1</b> for details)	-	-	-	4		-	-	100
BMC4808	Elective X (Refer <b>Table 8.2</b> for details)	-	-	-	4		-	-	100
<b>Total Credits</b>					20				

Table: 8.1									
Elective IX: Choose any one subject		L	T	P	C	Marks			Total
						IA	End Semester		
							Theory	Practical	
BMC4806A	Art of Storytelling @	3	1	0	4	50	50	-	100
BMC4806B	Basics of Public Policy	3	1	0	4	50	50	-	100
BMC4806C	Security, Defence Issues and Media	3	1	0	4	50	50	-	100
BMC4806D	Theatre and Folk- Art Traditions	3	1	0	4	50	50	-	100
BMC4806E	Development Journalism	3	1	0	4	50	50	-	100
BMC4806F	Introduction to Cinema	3	1	0	4	50	50	-	100
BMC4806G	Creative Portfolio	0	1	6	4	50	-	50	100

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Table: 8.2									
Elective X: Choose any one subject		L	T	P	C	Marks			Total
						IA	End Semester		
							Theor y	Practical	
BMC4808A	Media and Cultural Studies	3	1	0	4	50	50	-	100
BMC4808B	Globalisation and Communication	3	1	0	4	50	50	-	100

**Legend**

L: Lecture  
 T: Tutorial  
 P: Practical  
 C: Course Credits  
 IA: Internal Assessment

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