

**School Name: School of Liberal Education**  
**Dept of Mass Communication**  
**Programme Name: BA Journalism & Mass Communication**  
**Scheme: 2016-2019**

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
<b>Semester 1</b>									
1	2016-2017	BJC111	Introduction to Mass Communication	Core	3	0	0	0	3
2	2016-2017	ENG131	Communicative English-1	Core	1	1	0	0	2
3	2016-2017	BJC112	Print Media: News	Core	1	0	2	0	3
4	2016-2017	BJC113	Environmental Studies	Core	1	1	0	0	2
5	2016-2017	BJC114	Basics of Advertising	Core	1	1	1	0	3
6	2016-2017	BJC116	Basic Computer Skills	Core	1	0	1	0	2
7	2016-2017	BJC117	Indian Politics & Contemporary Issues	Core	1	1	0	0	2
<b>Semester 2</b>									
9	2016-2017	BJC127	Health Communication	Elective1	1	1	0	0	2
10	2016-2017	BJC128	Cartooning	Elective1	1	0	2	0	2
11	2016-2017	BJC121	Photography		2	0	1	0	3
12	2016-2017	BJC122	Print Media:Specilaised Reporting		2	0	1	0	3
13	2016-2017	BJC123	Electronic Media: Radio		2	0	1	0	3
14	2016-2017	BJC124	PR and Corporate Communication		2	0	1	0	3
15	2016-2017	BJC126	Design Graphics		1	0	1	0	2
16	2016-2017	ENG231	Communicative English-2		2	0	0	0	2
17	2016-2017	BJC125	Script writing and Storyboarding		1	0	1	0	2
<b>Semester 3</b>									
18	2016-2017	FRE101	Foreign Language-I: French	Elective2	1	1	0	0	2
19	2016-2017	JAP101	Foreign Language-I: Japanese	Elective2	1	1	0	0	2
20	2016-2017	GER 101	Foreign Language I: German	Elective2	1	1	0	0	2
21	2016-2017	BJC236	Print Design and Production	Elective3	1	0	1	0	2
22	2016-2017	BJC237	Introduction to Multimedia	Elective3	1	0	1	0	2
23	2016-2017	BJC233	Development Communication	Elective4	1	1	0	0	2
24	2016-2017	BJC234	Media Psychology & Audience Studies	Elective4	1	1	0	0	2

25	2016-2017	BJC231	Integrated Marketing Communication	Core	2	1	0	0	3
26	2016-2017	BJC232	Basics of Light and Camera	Core	1	0	2	0	3
27	2016-2017	BJC235	New Trends in Media	Core	2	0	0	0	2
<b>Semester 4</b>									
28	2016-2017	JAP201	Foreign Language II: Japanese	Elective5	1	1	0	0	2
29	2016-2017	FRE201	Foreign Language II: French	Elective5	1	1	0	0	2
30	2016-2017	GER 201	Foreign Language II: German	Elective5	1	1	0	0	2
31	2016-2017	BJC243	Media Law & Ethics	Elective6	1	1	0	0	2
32	2016-2017	BJC247	World views: Issues and challenges	Elective6	1	1	0	0	2
33	2016-2017	BJC241	Electronic Media :TV Journalism	Core	2	0	1	0	3
34	2016-2017	BJC242	Research Methodology	Core	2	1	0	0	3
35	2016-2017	BJC244	Advanced Photography	Core	0	1	2	0	3
36	2016-2017	BJC245	Advertising & Design	Core	1	1	1	0	3
37	2016-2017	BJC246	Introduction to New Media	Core	1	1	1	0	3
<b>Semester 5</b>									
38	2016-2017	BJC351	Media Aesthetics	Elective7	1	1	0	0	2
39	2016-2017	BJC356	International Communication	Elective7	1	1	0	0	2
40	2016-2017	BJC358	Summer Project	Elective8	0	4	0	0	4
41	2016-2017	BJC357	Summer Training Evaluation	Elective8	0	4	0	0	4
42	2016-2017	BJC352	Documentary Film making	Core	1	0	2	0	3
43	2016-2017	BJC355	Event Management	Core	2	0	1	0	3
44	2016-2017	BJC354	Radio Program Production	Core	0	0	3	0	3
45	2016-2017	BJC353	Non Linear Editing	Core	0	1	2	0	3
46	2016-2017	BJC356	International Communication	Core	1	1	0	0	2
<b>Semester 6</b>									
47	2016-2017	BJC362	Television Anchoring	Elective9	0	0	2	0	2
48	2016-2017	BJC368	Radio Jockeying & Production	Elective9	0	0	2	0	2
49	2016-2017	BJC365	Specialization-Electronic Media	Elective10	0	0	8	0	8
50	2016-2017	BJC366	Specialization: New Media	Elective10	0	0	8	0	8
51	2016-2017	BJC364	Specialization: Print Media	Elective10	0	0	8	0	8
52	2016-	BJC361	Convergence in Media	core	1	0	2	0	3

	2017								
53	2016- 2017	BJC363	Film Distribution & Packaging	core	2	1	0	0	3