

School Name: School of Liberal Education
Dept of Mass Communication
Programme Name: BA Journalism & Mass Communication
Scheme: 2017-2020

SN	Year	Course Code	Course Title	Core/ Elective	L	T	P	J	C
Semester 1									
1	2017-2018	BJMC1008	Communicative English	Elective1	2	0	1	0	3
2	2017-2018	BJMC1009	Communicative Hindi	Elective1	2	0	1	0	3
3	2017-2018	BJMC1001	Basic Computer Skills	Core	0	0	2	0	2
4	2017-2018	BJMC1002	Integrated Marketing Communication	Core	3	0	0	0	3
5	2017-2018	BJMC1003	Introduction to Communication	Core	3	0	0	0	3
6	2017-2018	BJMC1004	Journalism : Glorious Past, Present & Future	Core	2	0	0	0	2
7	2017-2018	BJMC1005	Public Speaking & Street Play	Core	0	0	0	2	2
8	2017-2018	BJMC1006	Still Photography	Core	2	0	1	0	3
9	2017-2018	BJMC1007	Understanding India & its culture	Core	2	0	0	0	2
Semester 2									
10	2017-2018	BJMC1018	Media Language: English	Elective2	2	0	0	0	2
11	2017-2018	BJMC1019	Media Language: Hindi	Elective2	2	0	0	0	2
12	2017-2018	BJMC1020	Foreign Language	Elective2	2	0	0	0	2
13	2017-2018	BJMC1010	Advertising: Concept and Practices	Core	2	0	1	0	3
14	2017-2018	BJMC1011	Contemporary Social Issues	Core	2	0	0	0	2
15	2017-2018	BJMC1012	Graphic Designing	Core	0	0	2	0	2
16	2017-2018	BJMC1013	Introduction to Radio	Core	2	0	1	0	3
17	2017-2018	BJMC1014	Introduction to Television	Core	2	0	1	0	3
18	2017-2018	BJMC1015	Media Laws & Ethics	Core	2	0	0	0	2
19	2017-2018	BJMC1016	Print Media Reporting	Core	2	0	1	0	3
20	2017-2018	BJMC1017	Specialized Photography & Editing	Core	0	0	0	3	3
Semester 3									
21	2017-2018	BJMC2001	Indian Polity	Core	2	0	0	0	2
22	2017-2018	BJMC2002	Basics of New Media	Core	2	0	1	0	3
23	2017-	BJMC2003	Development Communication	Core	2	0	1	0	3

	2018								
24	2017-2018	BJMC2004	Light and Camera	Core	1	0	2	0	3
25	2017-2018	BJMC2005	Print Media Editing & Layout Designing	Core	2	0	1	0	3
26	2017-2018	BJMC2006	Public Relation and Corporate Communication	Core	2	0	1	0	3
27	2017-2018	BJMC2007	Script and Content writing	Core	0	0	2	0	2
Semester 4									
28	2017-2018	BJMC2008	Human Values	Core	2	0	0	0	2
29	2017-2018	BJMC2009	Communication Research	Core	2	0	1	0	3
30	2017-2018	BJMC2010	Economic Issues & Current Affairs	Core	2	0	0	0	2
31	2017-2018	BJMC2011	Non Linear Editing	Core	0	0	2	0	2
32	2017-2018	BJMC2012	Online Story telling	Core	0	0	2	0	2
33	2017-2018	BJMC2013	Print Production	Core	0	0	0	3	3
34	2017-2018	BJMC2014	Radio Jockeying & Production	Core	0	0	0	3	3
Semester 5									
35	2017-2018	BJMC3007	TV News Production	Elective3	0	0	0	3	3
36	2017-2018	BJMC3008	Video Production-Fiction	Elective3	0	0	0	3	3
37	2017-2018	BJMC3009	Summer Training Evaluation	Elective4	0	0	0	3	3
38	2017-2018	BJMC3010	Summer Project	Elective4	0	0	0	3	3
39	2017-2018	BJMC3001	Beat Reporting	Core	1	0	1	0	2
40	2017-2018	BJMC3002	Environmental Studies	Core	3	0	0	0	3
41	2017-2018	BJMC3003	Event Management	Core	2	0	1	0	3
42	2017-2018	BJMC3004	Media Industry & Entrepreneurship	Core	3	0	0	0	3
43	2017-2018	BJMC3005	International Affairs & Contemporary Issues	Core	2	0	0	0	2
44	2017-2018	BJMC3006	Social Media Marketing	Core	2	0	0	0	2
Semester 6									
45	2017-2018	BJMC3012	Specialisation: Print Media	Elective5	0	0	0	8	8
46	2017-2018	BJMC3013	Specialisation: Television	Elective5	0	0	0	8	8
47	2017-2018	BJMC3013	Specialisation: Radio	Elective5	0	0	0	8	8
48	2017-2018	BJMC3014	Specialisation: New Media	Elective5	0	0	0	8	8
49	2017-2018	BJMC3015	Specialisation: Advertising	Elective5	0	0	0	8	8
50	2017-2018	BJMC3016	Specialisation: Public Relations	Elective5	0	0	0	8	8

51	2017-2018	BJMC3017	Specialisation: Photography	Elective5	0	0	0	8	8
52	2017-2018	BJMC3011	Group Discussion & Profile Management	Core	0	0	2	0	2