

School of Media and Communication Studies
Programme Structure 2026-27
Undergraduate Level
Bachelor of Arts (Journalism and Mass Communication)

SEMESTER - I									
S. No.	Course Code	Course (Core/Elective)	Type	L	T	P	S	Credits	Core/ Elective
1		Introduction to Mass Communication	T	4	0	0	0	4	Core
2		Digital Photography	B	1	0	2	0	3	Core
3		Reading and Writing Skills	L	0	0	2	0	2	Core
4		Computing Skills	L	0	0	2	0	2	Core
5		Understanding India	T	3	0	0	0	3	Core
6		Public Speaking & Street Play	B	1	0	2	0	3	Core
7		Elective_1 - Critical Thinking (Interdisciplinary)	T	3	0	0	0	3	Elective
TOTAL CREDIT								20	

SEMESTER - II									
S. No.	Course Code	Course (Core/Elective)	Type	L	T	P	S	Credits	Core/ Elective
1		Journalism	T	3	0	0	0	3	Core
2		Data and Digital Literacy	-	-	-	-	-	2	Core
3		Cinematography	B	2	0	1	0	3	Core
4		Graphic Designing	B	1	0	2	0	3	Core
5		Elective_2 - Applied Communicative Hindi / Applied Communicative English	L	-	-	-	-	2	Elective
6		Elective_3 - Introduction to Soft Skills (Interdisciplinary)	T	-	-	-	-	3	Elective
7		Elective_4 (Minor) - Introduction to Cinema / Introduction to Strategic Communication / Media Literacy / NGO Management	T	-	-	-	-	4	Elective
TOTAL CREDIT									20

SEMESTER - III									
S. No.	Course Code	Course (Core/Elective)	Type	L	T	P	S	Credits	Core/ Elective

1	K2UA308B	Mobile Journalism	P	0	0	2	0	2	Core
2	K2UA312C	Television Program Production	B	2	0	1	0	3	Core
3	TBD	AI and Cognitive Systems	-	-	-	-	-	2	Core
4	K2UA306B	Non-Linear Editing	B	1	0	2	0	3	Core
5	K2UA307R	Community Engagement	P	0	0	0	2	2	Core
6	K2UA309L/ K2UA311L	Elective_5 - Modern Indian Language- Punjabi / Modern Indian Language- Marathi	L	2	0	0	0	2	Elective
7	K2UC312T	Elective_6 - To be Selected from Interdisciplinary Basket-Text Textuality and Digital Media	T	-	-	-	-	3	Elective
8	K2UA313T/ K2UA314T/ K2UA316T	Elective_7 (Minor) - Film Appreciation / Public Relations & Corporate Communication / Political Science	T	-	-	-	-	3	Elective
TOTAL CREDIT									20

SEMESTER - IV									
S. No.	Course Code	Course (Core/Elective)	Type	L	T	P	S	Credits	Core/Elective
1		Multimedia Journalism	B	1	0	1	0	2	Core
2		Development Communication	T	3	0	0	0	3	Core
3		Prompting and AI Tools	-	-	-	-	-	2	Core
3		Radio Jockeying & Podcasting	B	2	0	1	0	3	Core
4		Media Laws & Ethics	T	3	0	0	0	3	Core
5		Elective_8 - Modern Indian Language- Punjabi-II / Modern Indian Language- Marathi-II	L	-	-	-	-	2	Elective
6		Elective_9 (Minor) - Lighting Techniques / Political Communication / Economics	B/T/T	-	-	-	-	3	Elective
7		Elective_10 (Minor) - Script Writing & Storyboarding / Advertising: Theories & Practices / Philosophy	C/B/T	-	-	-	-	4	Elective
TOTAL CREDIT									22

SEMESTER - V									
S. No.	Course Code	Course (Core/Elective)	Type	L	T	P	S	Credits	Core/Elective

1	K2UA515B	Data Journalism	B	1	0	2	0	3	Core
2	K2UA522B	Digital Marketing	B	2	0	2	0	4	Core
3	TBD	AI-Driven Data Visualization and Storytelling	-	-	-	-	-	2	Core
3	K2UA523T	Communication Research	T	3	0	0	0	3	Core
4		Cultural Studies	T	2	0	0	0	2	Core
5	K2UA521L	Internship	P	0	0	0	2	2	Core
6	K2UA525B/K2UA524B / K2UA527B	Elective_11(Minor) - Film Direction / Event Management / Psychology	C/B/T	-	-	-	-	4	Elective
TOTAL CREDIT									20

SEMESTER - VIII									
S. No.	Course Code	Course (Core/Elective)	Type	L	T	P	S	Credits	Core/ Elective
1		Elective_16 - Academic Report Writing / Creative Works with Yuva Junction	P	0	0	0	4	4	Elective
2		Elective_17 - Journalism Project / Research Project / Dissertation	P	0	0	0	12	12	Elective
3		Elective_18 - Film Aesthetics / Specialised Filmmaking / Strategic Communication Project / Globalisation, Communication and Society	P/P/P/T	0	0	0	4	4	Elective
TOTAL CREDIT									20