
School of Media and Communication Studies

Programme Structure 2026-27

Undergraduate Level

Bachelor of Arts (Journalism and Mass Communication)

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 - VI									
S. No.	Course Code	Course (Core/Elective)	Type	L	T	P	S	Credits	Core/ Elective
1		Media Industry & Entrepreneurship	T	3	0	0	0	3	Core
2		Specialised Reporting	B	2	0	1	0	3	Core
3		Website Designing	B	1	0	2	0	3	Core
4		Content Writing	L	0	0	2	0	2	Core
5		Environmental Studies	T	3	0	0	0	3	Core

6		Elective_12 (Minor) - Short Film / Campaign Designing and Curation (Minor) / Public Administration (Minor)	P/P/T	-	-	-	-	6	Elective
TOTAL CREDIT								20	
SEMESTER - VII									
S. No.	Course Code	Course (Core/Elective)	Type	L	T	P	S	Credits	Core/ Elective
1		Media and Artificial Intelligence	T	3	0	0	0	3	Core
2		Social Science Statistics	T	3	0	0	0	3	Core
3		Summer Training	P	0	0	0	2	2	Core
4		Elective_13 - Sports Journalism / Health Journalism / Agriculture Journalism / Science Journalism / Business Journalism / Investigative Journalism	P	0	0	0	6	6	Elective
5		Elective_14 - Portfolio Designing / Review Paper	P	0	0	0	2	2	Elective
6		Elective_15 - Film Aesthetics / Audio Production / Global Communication / Gender Studies	T/B/T/T	4	0	0	0	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	

School of Media and Communication Studies

Programme Structure 2025-26

Undergraduate Level

Bachelor of Arts (Journalism and Mass Communication)

School of Media and Communication Studies
Programme Structure 2025-26
Under-graduate Level
Bachelor of Arts in Journalism and Mass Communication

SEMESTER - I									
S. No.	Course Code	Course Name	Course Nature (Core/Elective)	Type	L	T	P	S	Credits
1	K2UA105T	Introduction to Mass Communication	Core	T	4	0	0	0	4
2	K2UA101B	Digital Photography	Core	B	1	0	2	0	3
3	K2UA122T	Communicative English	Core	T	2	0	0	0	2
4	K2UA102L	Computing Skills	Core	P	0	0	2	0	2
5	K2UA104T	Understanding India	Core	T	3	0	0	0	3
6	K2UA106T	Critical Thinking (Interdisciplinary)	Elective	T	3	0	0	0	3
7	K2UA104B	Public Speaking & Street Play	Core	B	1	0	2	0	3
TOTAL CREDIT									20

SEMESTER - II									
S. No.	Course Code	Course Name	Course Nature (Core/Elective)	Type	L	T	P	S	Credits
1	K2UA210T	Journalism	Core	T	3	0	0	0	3
2	K2UA203L	Reading and Writing Skills	Core	P	0	0	2	0	2
3	K2UA212L / K2UA211L	Elective - Applied Communicative Hindi / Applied Communicative English	Elective	P	-	-	-	-	2
4	K2UA217B	Cinematography	Core	B	2	0	1	0	3
5	K2UA218B	Graphic Designing	Core	B	1	0	2	0	3
6	TBD*	Elective - Any course of 3 Cr from Interdisciplinary basket	Elective	T	3	0	0	0	3
7	K2UA213T / K2UA214T / K2UA219T / K2UA220T	Elective (Minor) - Introduction to Cinema (FP) / Introduction to Strategic Communication (SC) / Media Literacy (LS) / NGO Management (LS)	Elective	T	-	-	-	-	4
TOTAL CREDIT									20

SEMESTER - III									
S. No.	Course Code	Course Name	Course Nature (Core/Elective)	Type	L	T	P	S	Credits
1	K2UA308B	Mobile Journalism	Core	B	1	0	2	0	3
2	TBD*	Television Program Production	Core	C	2	0	1	1	4
3	TBD*	Elective - Modern Indian Language - 1	Elective	P	2	0	0	0	2
4	TBD*	Non Linear Editing	Core	B	1	0	2	0	3
5	K2UA501CE	Community Engagement	Core	F	0	0	0	2	2
6	TBD*	Elective - Any course of 3 Cr from Interdisciplinary basket	Elective	T	3	0	0	0	3

7	TBD*	Elective (Minor) - Film Appreciation (FP) / Public Relations & Corporate Communication (SC) / Political Science (LS)	Elective	T	3	0	0	0	3
TOTAL CREDIT									20

SEMESTER - IV									
S. No.	Course Code	Course Name	Course Nature (Core/Elective)	Type	L	T	P	S	Credits
1	TBD*	Multimedia Journalism	Core	C	1	0	1	1	3
2	TBD*	Development Communication	Core	T	4	0	0	0	4
3	TBD*	Radio Jockeying & Podcasting	Core	B	2	0	1	0	3
4	TBD*	Media Laws & Ethics	Core	T	3	0	0	0	3
5	TBD*	Elective - Modern Indian Language - 2	Elective	T	2	0	0	0	2
6	TBD*	Elective (Minor) - Lighting Techniques (FP) / Political Communication (SC) / Economics (LS)	Elective	T/B	-	-	-	-	3
7	TBD*	Elective (Minor) - Script Writing & Storyboarding (FP) / Advertising: Theories & Practices (SC) / Philosophy (LS)	Elective	T/B/C	-	-	-	-	4
TOTAL CREDIT									22

SEMESTER - V									
S. No.	Course Code	Course Name	Course Nature (Core/Elective)	Type	L	T	P	S	Credits
1	K2UA515B	Data Journalism	Core	B	1	0	2	0	3
2	TBD*	Digital Marketing	Core	B	2	0	2	0	4
3	TBD*	Communication Research	Core	T	4	0	0	0	4
4	TBD*	Cultural Studies	Core	T	3	0	0	0	3
5	TBD*	Internship	Core	PJ	0	0	0	2	2
6	TBD*	Elective (Minor) - Film Direction (FP) / Event Management (SC) / Psychology (LS)	Elective	T/B/C	-	-	-	-	4
TOTAL CREDIT									20

SEMESTER - VI									
S. No.	Course Code	Course Name	Course Nature (Core/Elective)	Type	L	T	P	S	Credits
1	TBD*	Media Industry & Entrepreneurship	Core	T	3	0	0	0	3
2	TBD*	Specialised Reporting	Core	B	2	0	1	0	3
3	TBD*	Website Designing	Core	B	1	0	1	0	2
4	K2UA608L	Content Writing	Core	P	0	0	2	0	2
5	TBD*	Environmental Studies	Core	T	3	0	0	0	3

