

## 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 (Refer <b>Table 3.1</b> for details) | -       | - | - | 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    |
| 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:

| Table: 7             |  |         |   |   |           |       |              |           |       |
|----------------------|--|---------|---|---|-----------|-------|--------------|-----------|-------|
| 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> |       |              |           |       |

| Table: 7.1                            |  |   |   |   |   |       |              |           |       |
|---------------------------------------|--|---|---|---|---|-------|--------------|-----------|-------|
| 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<br>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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