



SISTER NIVEDITA UNIVERSITY

Undergraduate course structure for Mass Communication and Journalism

(As per NEP 2020 regulation and according to UGC-CBCS)

**Course structure for
B.A in Mass Communication and Journalism
&
B.A. Honours in Mass Communication & Journalism / B.A Honours with
Research in Mass Communication & Journalism**

Category Definition with Credit Breakup

Major – Major Program Specific Course – Compulsory (MC); Major Program Specific Course – Elective (ME); NM – Non-Major Specific Subject Course; NMD – Non-Major Specific Subject Course Department, NV – Non-Major vocational education and training; MDC – Multidisciplinary courses; AEC – Ability Enhancement Courses; SEC – Skill Enhancement Courses; VAC – Value Added Courses; INT – Internship; Project – Project.

Semester	Credits										Credits /Semester
	MC/ ME	ME		Non-Major		MD C	AEC	SEC	VAC	INT	
		Cour se	Proje ct	NM	NV						
I	4+4+ 4+4				1(* d)+ 1(*e)		2(*c)	3(*b)	2(*a)		25
II	4+4+ 4				1+1	3	2	3	2		24
III	4+4+ 3			4	1+1	3	2				22
IV	4+3+ 3			4	1+1	3	2				21
V	4+4+ 4+3				1+1			3	2		22
VI	4+4+ 3			4+2* (*Dept)	1+1					3	22
VII	4+5+ 5			4+2* (*Dept)							20
VIII		8/20	12/0								20
Credits/ Course	109		32		9	8	9	6	3		
Total Credit											176

<i>Category</i>	Course name	Credit	Teaching Scheme		
			L	T	P
Semester I					
MC_1	Introduction to Mass Communication	3	3		
	Introduction to Mass Communication Lab	1			2
MC_2	Reporting for Print and Online Journalism	3	3		
	Reporting for Print and Online Journalism Lab	1			2
MC_3	Basics of Journalism	3	3		
	Basics of Journalism Lab	1			2
MC_4	Media and Society	3	3		
	Media and Society Lab	1			2
NV_1	Vocational- EAA 1 (Yoga/ Sports/ NCC/NSS)	1			2
NV_2	Vocational- Soft Skill Development I	1	1		
SEC_1	Computer Application	3	3		
AEC 1	Communicative English I	2	2		
VAC 1	Environmental Studies I	2	2		
Total Credit= 25			Teaching Hour=30		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester II					
MC_5	Basics of Advertising	3	3		
	Basics of Advertising Lab	1			2
MC_6	Videography and Photography	3	3		
	Videography and Photography Lab	1			2
MC_7	Media and Culture Studies	4	3	1	
NV_3	Vocational- EAA 1 (Yoga/ Sports/ NCC/NSS)	1			2
NV_4	Vocational- Soft Skill Development II	1	1		
MDC1	Selected by the Candidate from Different Department Digital Designing * (Offered by MCAJ)	3	3		
SEC_2	Selected By the Candidates	3	3		
AEC 2	Communicative English II	2	2		
VAC 2	Environmental Studies II	2	2		
Total Credit= 24			Teaching Hour= 27		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester III					
MC_8	Introduction to Broadcast Media	3	3		
	Introduction to Broadcast Media Lab	1			2
ME_1	Content Writing and Editing	3	3		
	Content Writing and Editing Lab	1			2
ME_2	Video Editing	3			6
NM_1	Selected by the Candidate from Different Department ***	4	4		
NV_5	Vocational- Soft Skill Development III	1	1		
NV_6	Mentored Seminar-I *	1	1		
MDC2	Selected by Candidate * Photography and Mobile as a tool of Journalism (Offered by MCAJ)	3	3		
AEC 3	Logical Ability I/ Foreign Language I	2	2		
Total Credit= 22			Teaching Hour= 27		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester IV					
MC_9	PR and Corporate Communication	3	3		
	PR and Corporate Communication Lab	1			2
MC_10	Film Appreciation and Review	2	3		
	Film Appreciation and Review Lab	1			2
MC_11	Media Laws and Ethics	3	3		
NM_2	Selected by the Candidate from Different Department ***	4	4		
NV_7	Vocational- Soft Skill Development IV	1	1		
NV_8	Mentored Seminar I I*	1	1		
MDC3	Selected by Candidate * Theatre Arts (Offered by MCAJ)	3	3		
AEC 4	Logical Ability II/ Foreign Language II	2	2		
Total Credit= 21			Teaching Hour= 24		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester V					
MC_12	Introduction to Digital Media Marketing and Promotion	3	3		
	Introduction to Digital Media Marketing and Promotion Lab	1			2
ME_3	Documentary Production	3	3		
	Documentary Production Lab	1			2
ME_4	MOJO and Photo Journalism	3	3		
	MOJO and Photo Journalism Lab	1			2
ME_5	Branding Design	2	2		
	Branding Design Lab	1			2
NV_9	Vocational- Soft Skill Development V	1	1		
NV_10	Mentored Seminar III*	1	1		
SEC 3	Selected By the Candidate	3	3		
VAC 3	Ethics Study and IPR	2	2		
Total Credit= 22			Teaching Hour= 26		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester VI					
MC_13	Global Media Scenario	4	3	1	
ME_6	Media Entertainment and Fashion Trend	3	3		
	Media Entertainment and Fashion Trend Lab	1			2
ME_7	Motion GFX	2	3		
	Motion GFX Lab	1			2
NM_3	Selected by the Candidate from Different Department ***	4			
NMD_1	Media Literacy 1 **	2	2		
NV_11	Vocational- Soft Skill Development VI	1			2
NV_12	Mentored Seminar IV*	1	1		
INT 1	Internship**	3			6
Total Credit= 22			Teaching Hour= 25		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester VII					
MC_14	Radio Production and Sound Design	3	3		
	Radio Production and Sound Design Lab	1			2
ME_8 (Any Two)	MEDIA MANAGEMENT AND PRODUCTION	4	4		
	MEDIA MANAGEMENT AND PRODUCTION Lab	1			2
ME_9 (Any Two)	Event Management	4	4		
	Event Management Lab	1			2
ME_10 (Any Two)	Cinematography	4	4		
	Cinematography Lab	1			2
NM_4	Selected by the Candidate from Different Department ***	4			
NMD_2	Media Literacy 2 **	2	2		
Total Credit= 20			Teaching Hour= 23		

Category	Course name	Credit	Teaching Scheme		
			L	T	P
Semester VIII					
MC_15	Development Communication	4	3	1	
MC_16	Communication Research and Method	3	3		
	Communication Research and Method Lab	1			2
(Above 75%)	Departmental Project(4) + Industry Based Training Program (4)+ Will be followed by Dissertation(4)	12			
MPSC_COMP_15	Development Communication	4	3	1	
MPSC_COMP_16	Communication Research and Method	3	3		
	Communication Research and Method Lab	1			2
MPSC_ELEC 11A/11B/11C	<i>Sports Journalism / Business Journalism/ Environment Journalism</i>	3	3		
	<i>Sports & Entertainment Journalism Lab/ / Business Journalism Lab / Environment Journalism Lab</i>	1			2
MPSC_ELEC 12A/12B	<i>TV Production/ Radio Production and Promotion</i>	3	3		
	<i>TV Production Lab/ Radio Production and Promotion Lab</i>	1			2
MPSC_ELEC 13A/13B	<i>Advertising, Marketing and Sales/ Strategic PR, ORM and CSR</i>	3	3		
	<i>Advertising, Marketing and Sales Lab/ Strategic PR, ORM and CSR Lab</i>	1			2
		12/(4+4+4)			
Total Credit= 20			Teaching Hour= 33/24		

CO AND PO FOR MASS COMMUNICATION AND JOURNALISM

Course Outcome

CO 1: to impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.

CO 2: to develop the student into skilful, competitive and responsible professional for media industry

CO 3: to empower the students with soft skills, life skills and journalistic skills.

CO 4: to impart media literacy and competency with new media technologies

CO 5: to inculcate the student with values, ethics and legal knowledge of Indian and global media scenario

CO 6: to bring them up-to-date with the new developments in the various field of study

Programme Outcome

PO 1: to equip them to use the knowledge acquired from the subjects of learning and it's the related field of work

PO 2: to be skilful and attain expertise to excel in professional techniques of the related industries

PO 3: to have the ability to empower themselves with journalistic, communicative, advertising, PR and digital skills to use them in professional fields effectively to bring about a change and create something new

PO 4: to emerge as socially responsible leaders with global media vision

PO 5: to be able to expand their creativity and ideas in the fields of creative communication

PO 6: to become ethically committed media professionals and entrepreneurs adhering to the human values

PO 7: to have an understanding of acquiring knowledge throughout life and use it for self-improvement in professional and private life

PSO 8: to develop the ability to pursue research avenues related to the subject either in the academic or in the professional sphere that may lead to a vibrant knowledge economy

PO 9: to display information awareness regarding pertinent issues concerning the civic life of the society and the nation towards willingly and actively contributing to social and national development as sincere citizens

PO 10: to gain personality development skills and ethical awareness which is critical to balancing between individual professional needs and collective social expectations

PO 11: to gain coordination and team work spirit towards fostering and contributing to team environment rather than individual excellence at the cost of group performance efficiency thereby becoming a natural leader of peers

PO 12: to become socio-culturally and environmentally aware responsible citizens working towards betterment of the society and the nation while using their unique skillsets in their socio-cultural habitat

Weightage

Highly Correlated: 3

Moderately Correlated: 2

Slightly Correlated: 1