

Program Structure

Guru Gobind Singh Indraprastha University

DWARKA, NEW DELHI- 110 078 (INDIA)

www.ipu.ac.in



SCHEME OF EXAMINATION & SYLLABUS OF BACHELOR OF ARTS
(JOURNALISM & MASS COMMUNICATION) as per
CHOICE BASED CREDIT SYSTEM

For

First to Sixth Semester
to be effective from

Academic Session 2016-2017 onwards
MASTER OF BUSINESS ADMINISTRATION (MBA)

FIRST SEMESTER

Course Code	Course Title		T/P	Credits
CORE COURSES		THEORY		
BA (JMC) 101	Communication: Concepts & Processes	4	-	4
BA (JMC) 103	Contemporary India: An Overview	4	-	4
BA (JMC) 105	Basics of Design and Graphics	4	-	4
PRACTICAL/SEMINARS/VIVA VOCE				
BA (JMC) 151	Communication Skills Lab	-	2	2
BA (JMC) 153	Contemporary India: Issues and Debates (Seminars/ Presentations)	-	2	2
BA (JMC) 155	Design & Graphics Lab - I	-	2	2
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 107	Personality Development	4	-	4
BA (JMC) 109	Writing Skills	4	-	4
BA (JMC) 111	Indian Culture (For Foreign Students Only)*	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 157	Personality Development Lab	-	2	2
BA (JMC) 159	Writing Skills Lab	-	2	2
TOTAL		16	8*2=16**	24***

*Foreign students will study Course Code BA (JMC) 111, Course Title- Indian Culture as Elective Course along with Course Code BA (JMC) 157, Course Title- Personality Development Lab as Practical Course.

**In practical courses, one credit equals two hours of teaching/ training/ learning.

***Total number of credits include credits of compulsory three Core Courses along with credits of their respective labs and credits of one Elective Course along with credits of corresponding lab/ seminars/ presentations/ workshops.

SECOND SEMESTER

Course Code	Course Title	L	T/P	Credits
CORE COURSES		THEORY		
BA (JMC) 102	Print Journalism		4-	4
BA (JMC) 104	Media Laws and Ethics		4-	4
BA (JMC) 106	Still Photography		4-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 152	Print Journalism Lab		-2	2
BA (JMC) 154	Still Photography Lab		-2	2
BA (JMC) 156	Design and Graphics Lab - II		-2	2
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 108	Health Communication		4-	4
BA (JMC) 110	Sports Journalism		4-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 158	Health Communication Lab		-2	2
BA (JMC) 160	Sports Journalism Lab		-2	2

TOTAL	16	8*2=16	24
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Soon after the End-Term Examination of the Second Semester, the student shall undergo training/internship in Print Media for a period of four weeks. She/he shall submit in duplicate hard copy and a soft copy of Summer Training Report (STR) along with the DVD of multi-media presentation incorporating the work done during the training/ internship, at least four weeks before the commencement of End Term Examination of the Third Semester. The Summer Training Report shall be supervised by the internal faculty appointed by the Director/ Principal of the institute/ college.

THIRD SEMESTER

Course Code	Course Title	L	T/P	Credits
CORE COURSES		THEORY		
BA (JMC) 201	Development Communication	4	-	4
BA (JMC) 203	Basics of Radio Programming and Production	4	-	4
BA (JMC) 205	Basics of Video Camera, Lights and Sound	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 251	Radio Production Lab	-	2	2
BA (JMC) 253	Video Production Lab	-	2	2
BA (JMC) 255	Summer Training Report****	-	-	4
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 207	Radio Jockeying and News Reading	4	-	4
BA (JMC) 209	Video Editing	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 257	Radio Jockeying and News Reading Lab	-	2	2
BA (JMC) 259	Video Editing Lab	-	2	2
TOTAL		16	6*2=12	26

**** The Summer Training Report carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.

FOURTH SEMESTER

Course Code	Course Title	L	T/P	Credits
CORE COURSES		THEORY		
BA (JMC) 202	Basics of Advertising	4	-	4
BA (JMC) 204	Basics of Public Relations	4	-	4
BA (JMC) 206	Television Programming and Production	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 252	Advertising Lab	-	2	2
BA (JMC) 254	Public Relations Lab	-	2	2
BA (JMC) 256	TV Production Lab	-	2	2
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 208	Television News: Reporting and Anchoring	4	-	4
BA (JMC) 210	Corporate Communication	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 258	Television News: Reporting and Anchoring Lab	-	2	2
BA (JMC) 260	Corporate Communication Lab	-	2	2
TOTAL		16	8*2=16	24

Soon after the End Term Examination of the Fourth Semester, each student shall undergo a Functional Exposure Training/ Internship for four weeks in Radio/TV/Advertising /Public Relations/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Functional Exposure Report [FER] along with the DVD of multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Fifth Semester. The Functional Exposure Report shall be supervised by the internal faculty appointed by the Director/ Principal of the Institute/ College.

FIFTH SEMESTER

Course Code	Course Title	L	T/P	Credits
CORE COURSES		THEORY		
BA (JMC) 301	Basics of New Media	4	-	4
BA (JMC) 303	Media Research	4	-	4
BA (JMC) 305	Event Management	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 351	New Media Lab	-	2	2
BA (JMC) 353	Media Research Lab	-	2	2
BA (JMC) 355	Event Management Lab	-	2	2
BA (JMC) 357	Functional Exposure Report*****	-	-	4
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 307	Digital Media Marketing	4	-	4
BA (JMC) 309	Film Appreciation	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 359	Digital Media Marketing Lab	-	2	2
BA (JMC) 361	Film Appreciation Lab	-	2	2
TOTAL		16	8*2=16	28

*****The Functional Exposure Report [FER] carries 100 marks. The report shall be evaluated out of 50 marks each by a Board of Examiners comprising of Director/Principal or her/his nominee and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.

Each student shall be assigned the Final Project at the end of the Fifth Semester. The Final Project shall be pursued by her/him under the supervision of internal faculty in the Sixth Semester. The student shall make her/his Final Project on the theme/topic approved by the Director of the Institute/Principal in the Fifth Semester. She/ he shall submit in duplicate the hard copy and a soft copy in duplicate of the Final Project along with multi-media presentation at least four weeks before the date of commencement of the End-Term Examination of the Sixth Semester.

The Comprehensive Viva shall be based on all the courses of the programme and future projections of Media & Entertainment industry.

SIXTH SEMESTER

Course Code	Course Title	L	T/P	Credits
CORE COURSES		THEORY		
BA (JMC) 302	Media Management and Entrepreneurship	4	-	4
BA (JMC) 304	Global Media: An Overview	4	-	4
BA (JMC) 306	Environment Communication	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 352	Final Project and Comprehensive Viva*****	-	-	16
TOTAL		12	-	28

*****The Final Project and Comprehensive Viva carries 100 Marks. It shall be evaluated by the Board of Examiners comprising of the Internal Examiner and External Examiner.

Note: The Board of Examiners shall comprise of the Director/ Principal or her/his nominee and two External Experts out of which one would preferably be from the corporate world i.e. media organisation operating in the country. The quorum shall be deemed to have met if two out of three members are present. The External Examiners shall be appointed by the Competent Authority.