

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade 'A' Institute

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Bachelor of Arts (Journalism & Mass Communication)

BA (JMC)

Ref. No. TIAS/BAJMC/2021-22/110

Dated: 14.08.2021

SEMESTER WISE CREDIT DISTRIBUTION SCHEME UNDER CBCS

BA (JMC)

SEM	CORE COMPULSORY COURSES (4 CREDIT EACH)	DISCIPLINE SPECIFIC ELECTIVE (4 CREDIT EACH)	ABILITY ENHANCEMENT COMPULSORY COURSE (2 CREDIT EACH)	SKILL ENHANCEMENT COURSE (2 CREDIT EACH)	OPEN ELECTIVE COURSE (4/16 CREDIT EACH)	TOTAL CREDIT
1	CC1: BA (JMC) 101: Communication: Concepts & Processes	DSE1: BA (JMC) 107: Personality Development	AECC1: BA (JMC) 151: Communication Skills Lab	SEC1: BA (JMC) 157: Personality Development Lab		24
	CC2: BA (JMC) 103: Contemporary India: An Overview	DSE2: BA (JMC) 109: Writing Skills	AECC2: BA (JMC) 153: Contemporary India: Issues and Debates (Seminars/ Presentations)	SEC2: BA (JMC) 159: Writing Skills Lab		
	CC3: BA (JMC) 105: Basics of Design and Graphics	DSE3: BA (JMC) 111: Indian Culture (For Foreign Students Only)*	AECC3: BA (JMC) 155: Design & Graphics Lab – I	SEC3: BA (JMC) 158: Health Communication Lab		
2	CC4: BA (JMC) 102: Print Journalism	DSE4: BA (JMC) 108: Health Communication	AECC4: BA (JMC) 152: Print Journalism Lab	SEC4: BA (JMC) 160: Sports Journalism Lab		24
	CC5: BA (JMC) 104: Media Laws and Ethics	DSE5: BA (JMC) 110: Sports Journalism	AECC5: BA (JMC) 154: Still Photography Lab			
	CC6: BA (JMC) 106: Still Photography		AECC6: BA (JMC) 156: Design and Graphics Lab – II			
3	CC7: BA (JMC) 201: Development Communication	DSE6: BA (JMC) 207: Radio Jockeying and News Reading	AECC7: BA (JMC) 251: Radio Production Lab	SEC5: BA (JMC) 257: Radio Jockeying and News Reading Lab	OEC1: BA (JMC) 255: Summer Training Report****	26
	CC8: BA (JMC) 203: Basics of Radio Programming and Production	DSE7: BA (JMC) 209: Video Editing	AECC8: BA (JMC) 253: Video Production Lab	SEC6: BA (JMC) 259: Video Editing Lab		
	CC9: BA (JMC) 205: Basics of Video Camera, Lights and Sound					

4	CC10: BA (JMC) 202: Basics of Advertising	DSE8: BA (JMC) 208: Television News: Reporting and Anchoring	AECC10: BA (JMC) 252: Advertising Lab	SEC7: BA (JMC) 258: Television News: Reporting and Anchoring Lab		24
	CC11: BA (JMC) 204: Basics of Public Relations	DSE9: BA (JMC) 210: Corporate Communication	AECC11: BA (JMC) 254: Public Relations Lab	SEC8: BA (JMC) 260: Corporate Communication Lab		
	CC12: BA (JMC) 206: Television Programming and Production		AECC12: BA (JMC) 256: TV Production Lab			
5	CC13: BA (JMC) 301: Basics of New Media	DSE10: BA (JMC) 307: Digital Media Marketing	AECC13: BA (JMC) 351: New Media Lab	SEC9: BA (JMC) 359: Digital Media Marketing Lab	OEC2: BA (JMC) 357: Functional Exposure Report*****	28
	CC14: BA (JMC) 303: Media Research	DSE11: BA (JMC) 309: Film Appreciation	AECC14: BA (JMC) 353: Media Research Lab	SEC10: BA (JMC) 361: Film Appreciation Lab		
	CC15: BA (JMC) 305: Event Management		AECC15: BA (JMC) 355: Event Management Lab			
6	CC16: BA (JMC) 302: Media Management and Entrepreneurship				OEC3: BA (JMC) 352: Final Project and Comprehensive Viva**	28
	CC17: BA (JMC) 304: Global Media: An Overview					
	CC18: BA (JMC) 306: Environment Communication					
						154
<i>Note: Total number of credits for the BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION - BA (JMC) = 154. For the award of degree a student must secure 150 credits.</i>						

*