Program Name: Bachelor of Arts (Journalism & Mass Communication)

2026-2027 SEMESTER-1							
					Marks Distribution		
S.No	Course Title	L	P	C	Int	Ext	Total
1	Introduction to Journalism	3	1	4	40	60	100
2	Introduction to Media & Communication	3	1	4	40	60	100
3	Indian Political and Social System	3	1	4	40	60	100
4	Communication Lab	0	2	2		50	50
5	Communicative English	2	1	3	40	60	100
6	Human Values & Deaddiction & Traffic Rules	2	1	3	40	60	100
7	Mentoring & Professional Development	0	1	1	25	-	25
Total				**21**	225	350	575

2026-2027 SEMESTER-2							
					Marks Distribution		
S.No	Course Title	L	P	C	Int	Ext	Total
1	Reporting & Editing for Print	3	1	4	40	60	100
2	Media and Cultural Studies	4	0	4	40	60	100
3	Basics of Economics	4	0	4	40	60	100
4	Introduction to Broadcast Media	3	1	4	40	60	100
5	Graphics & Designing Lab	0	0	2	-	25	25
6	Interpersonal Communication Skills	3	1	4	40	60	100
Total				**22**	200	325	525

2026-2027 SEMESTER-3							
					Marks Distribution		
S.No	**Course Title**	**L**	**P**	**C**	**Int**	**Ext**	**Total**
1	Media Law and Ethics	4	0	4	40	60	100
2	Global Media & Politics	1	0	4	40	60	100
3	Advertising	3	1	4	40	60	100
4	Art of Anchoring	0	1	1	-	50	50
5	Cross-cultural Communication	4	0	4	40	60	100
6	Environmental Studies	2	0	2	40	60	100
Total				**19**	200	350	550

2026-2027 SEMESTER-4							
					Marks Distribution		
S.No	**Course Title**	**L**	**P**	**C**	**Int**	**Ext**	**Total**
1	Public Relations	3	1	4	40	60	100
2	Advanced New Media & Artificial Intelligence	3	1	4	40	60	100
3	Development Communication	4	0	4	40	60	100
4	Communication Research & Methods	4	0	4	40	60	100
5	News analysis & Current affairs	0	2	2	-	25	100
6	Introduction to Human Rights	2	0	2	40	60	100
Total				**20**	200	325	525

2026-2027 SEMESTER-5							
					Marks Distribution		
S.No	**Course Title**	**L**	**P**	**C**	**Int**	**Ext**	**Total**
1	News organisation & Functioning	4	0	4	40	60	100
2	Marketing & Media Management	4	1	5	40	60	100
3	Rural & Agriculture/Sports/Investigative Journalism	2	0	2	40	60	100
4	Film appreciation	3	1	4	40	60	100
5	Audio-Visual Production Lab	0	2	2	-	50	50
6	Minor Project	0	2	2	-	50	50
Total				**19**	160	340	500

2026-2027 SEMESTER-6							
					Marks Distribution		
S.No	**Course Title**	**L**	**P**	**C**	**Int**	**Ext**	**Total**
1	Photojournalism	3	1	4	40	60	100
2	Cyber Journalism	4	0	4	40	60	100
3	Corporate Communication	4	0	4	40	60	100
4	Media, Information & Literacy	2	0	2	40	60	100
5	Internship	0	1	1	-	50	50
6	Major Project	0	5	5	-	50	50
Total				**20**	160	340	500

ADD ONS:

- Industrial Workshop
- Industrial Visit
- Summer Training Internship
- Case Study & Discussions
- Workshop on
- o SEO Tools & Social Media Marketing
- o AI Generative Tools
- o Print Editing
- o Page maker
- o Photoshop
- o Radio/TV Broadcasting
- o Digital Marketing
- o Advertising & PR
- o Content creation/Story telling
- Value Added Courses
- Industrial Certification
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