



CURRICULUM STRUCTURE

Bachelor of Media Studies (BMS)

Semester I

Introduction to Communication
Reporting
Editing
History of Indian Journalism
Writing for Mass Media
English

Semester II

Introduction to Journalism
Indian Constitution
Reporting & Editing – II
Introduction to Audio Visual Media
Computer Fundamentals
Second Language - Hindi, Kannada, French

Semester III

Advertising
Public Relations
Photo journalism
Economics-Theory and Practice
Reporting & Editing – III
Writing Skills in English

Semester IV

Business Journalism
Economic Development & Planning In India
Introduction to Radio & TV
Advanced Photography
Development Communication – I
Personality Development

Semester V

Film Studies
Development Communication – II
Environmental Science
Corporate Communication
Feature & Magazine Writing/Public Relations & Media Relations/Advertising in Contemporary Society/Documentary Production
Culture Studies



Semester VI

Media Laws
Film Production Techniques
Film Studies Part - II
Project
Sports Journalism/ Event Management/Copywriting and Design/Radio and Television Production
Organisational Behaviour

Diploma in General Management (DGM)

I Year Degree
Marketing Management - I
Introduction to Financial Markets

II Year Degree
Marketing Management - II
Introduction to Risk Management and Advance Risk Management
HR Practices

III Year Degree
Marketing Management - III
Mutual Funds
Entrepreneurship Management

Graduate Diploma in Business Entrepreneurship & Management (GDBEM)

- Entrepreneurship
- Information on Support System
- Business Opportunity Identification
- Market Assessment
- Entrepreneurial Motivation
- Business Plan Preparation and Project Finance
- Small Business Management –Part I
- Small Business Management –Part II
- Small Business Management – Part III
- Statutory Requirements
- Study Material on Current Business Aspects
- Project Study