



BA (Journalism and Mass Communication)

3 Years Program | 6 Semesters

CURRICULUM MATRIX (BATCH 2018-21)

SEMESTER - I

Sl. No.	Title of the Paper	Credits	Total Marks		
			UE	CIA	Total
01	Language (Kan/Hin/San/Add.Eng)	4	70	30	100
02	English	4	70	30	100
03	Introduction to Communication	4	70	30	100
04	Reporting Editing 1	4	70	30	100
05	History of Journalism	4	70	30	100
	Total	20	350	150	500
06	Mind Management and Human Values		70	30	100

SEMESTER - II

Sl. No.	Title of the Paper	Credits	Total Marks		
			UE	CIA	Total
01	Language (Kan/Hin/San/Add.Eng)	4	70	30	100
02	English	4	70	30	100
03	Writing for Mass Media	4	70	30	100
04	Reporting Editing 11	4	70	30	100
05	Introduction to AV Media	4	70	30	100
06	Computer Fundamentals	4	70	30	100
	Total	24	420	180	600

SEMESTER - III

Sl. No.	Title of the Paper	Credits	Total Marks		
			UE	CIA	Total
01	Advertising	4	70	30	100
02	Public Relations	4	70	30	100
03	Photojournalism	5	70	30	100
04	Communicative English (AECC 1)	4	70	30	100
05	Creative writing / Gender Studies (GE1)	4	70	30	100
06	Spanish / Theatre and Dramatics (S1)	4	70	30	100
	Total	25	420	180	600

SEMESTER - IV

Sl. No.	Title of the Paper	Credits	Total Marks		
			UE	CIA	Total
01	Business Journalism	4	70	30	100
02	Development Communication	4	70	30	100
03	Emerging Media	4	70	30	100
04	Environmental Studies (AECC2)	4	70	30	100
05	Contemporary Politics & Challenges of Globalization/ Managerial Economics for Media (GE2)	4	70	30	100
06	French / Personality development (SE2)	4	70	30	100
	Total	24	420	180	600

SEMESTER - V

Sl. No.	Title of the Paper	Credits	Total Marks		
			UE	CIA	Total
01	Film Studies	4	70	30	100
02	Cultural Studies	4	70	30	100
03	Media Research Methodology	4	70	30	100
04	Public and Media Relations/ Advertising in Contemporary Society (DSE1)	4	70	30	100
05	Feature & Magazine Writing /Documentary Production (DSE2)	4	70	30	100
06	Media, Gender& Human Rights / Social Thoughts & Contemporary Issues (GE3)	4	70	30	100
	Total	24	420	180	600

SEMESTER - VI

Sl. No.	Title of the Paper	Credits	Total Marks		
			UE	CIA	Total
01	Media Laws and Ethics	4	70	30	100
02	Introduction to Film Making	4	70	30	100
03	International Communication	4	70	30	100
04	Leisure and Life Style Reporting/Event Management (DSE3)	4	70	30	100
05	Electronic Media Production / Media Management and Entrepreneurship (DSE4)	4	70	30	100
06	Project / Digital Marketing (DSE5)	4	70	30	100
07	E-Commerce / Contemporary Approaches to Management and Entrepreneurship (GE4)	4	70	30	100
	Total	28	490	210	700

UE - University Examination

CIA - Continuous Assessment / Internal Assessment

Detailed syllabus is uploaded on the LMS: lms.jainuniversity.ac.in and
CMS website : www.cms.ac.in