

BAJMC I SEMESTER

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM101	Communicative Hindi Practical	0	0	2	2
2	BJM102	Communicative English Practical	0	0	2	2
2	BJM103	Understanding India & Current Affairs	2	0	0	2
3	BJM104	Introduction to Communication	3	0	0	3
4	BJM105	Concept of News	2	0	0	2
5	BJM106	Concept of News Practical	0	0	1	1
6	BJM107	Still Photography & Photo Editing Practical	0	0	3	3
7	BJM108	Public Speaking & Group Discussion Practical	0	0	2	2
8	BJM109	Integrated Marketing Communication	2	0	0	2
9	BJM110	Basic Computer Skills Practical	0	0	2	2

BAJMC II SEMESTER

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM201	Media Language (English) Practical	0	0	2	2
2	BJM202	Media Language (Hindi) Practical	0	0	2	2
3	BJM203	Contemporary Social Issues & Current Affairs	2	0	0	2
4	BJM204	Print Media Software Practical	0	0	2	2
5	BJM205	Development of Media Industry	2	0	0	2
6	BJM206	Print Media Reporting	2	0	0	2
7	BJM207	Print Media Reporting Practical	0	0	1	1
8	BJM208	Light & Camera Practical	0	0	3	3
9	BJM209	Voice Modulation Practical	0	0	2	2
10	BJM210	Public Relation & Corp. Communication	2	0	0	2
11	BJM211	Public Relation & Corp. Communication Practical	0	0	1	1
12	BJM212	Social Media: Content & Impact	2	0	0	2
13	BJM213	Social Media: Content & Impact Practical	0	0	1	1

BAJMC III SEMESTER

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM301	Political Issues & Current Affairs	3	0	0	3
2	BJM302	Sound Editing Software Practical	0	0	2	2
3	BJM303	Media Laws & Ethics	2	0	0	2
4	BJM304	Print Media Specialized Writing & Editing	2	0	0	2
5	BJM305	Print Media Specialized Writing & Editing Practical	0	0	2	2
6	BJM306	TV Script Writing Practical	0	0	2	2
7	BJM307	Radio Script Writing Practical	0	0	2	2
8.	BJM308	Event Management	2	0	0	2
9	BJM309	Event Management Practical	0	0	2	2
10	BJM310	Mobile Journalism Practical	0	0	3	3
11	BJM311	Summer Training Evaluation	0	0	0	3

BAJMC SEMESTER IV

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM401	Economic Issues & Current Affairs	3	0	0	3
2	BJM402	Video Editing Practical	0	0	3	3
3	BJM403	Development Communication	2	0	0	2
4	BJM404	Development Communication Practical	0	0	1	1
5	BJM405	Beat Reporting	1	0	0	1
6	BJM406	Beat Reporting Practical	0	0	1	1
7	BJM407	TV Anchoring: News & Entertainment Practical	0	0	2	2
8	BJM408	Radio News Reading & Jockeying Practical	0	0	2	2
9	BJM409	Advertising: Concept & Copy Writing	2	0	0	2
10	BJM410	Advertising: Concept & Copy Writing Practical	0	0	1	1
11	BJM411	Content writing for New Media Practical	0	0	2	2

BAJMC V Semester

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM501	Intercultural Communication & Current Affairs	2	0	0	2
2	BJM502	Animation Practical	0	0	2	2
3	BJM503	Communication Research	1	0	0	1
4	BJM504	Communication Research Practical	0	0	1	1
5	BJM505	Print Production Practical	0	0	2	2
6	BJM506	AV Production: Fiction & Non Fiction Practical	0	0	2	2
7	BJM507	Radio Production: Fiction & Non Fiction Practical	0	0	2	2
8	BJM508	Advertising Production Practical	0	0	3	3
9	BJM509	New Media Production (Practical)	0	0	3	3
10	BJM510	Summer Training Evaluation	0	0	0	3

BAJMC Semester VI

S. NO	COURSE CODE	SUBJECTS NAME	LECTURES (L)	TUTORIALS (T)	PRACTICAL (P)	TOTAL CREDITS
1	BJM601	Portfolio Management Practical	0	0	4	4
Specializations (anyone)						
2	BJM602	Print Media	0	0	0	6
3	BJM603	Electronic Media	0	0	0	6
4	BJM604	New Media	0	0	0	6
5	BJM605	PR & Advertising	0	0	0	6
6	BJM606	Photography	0	0	0	6