

## SCHOOL OF JOURNALISM & MASS COMMUNICATION

Bachelor of Journalism & Mass Communication  
BA(JMC) (3 Years)/BA(JMC) (Hons. with Research) (4 Years)

### General Course Structure & Theme

#### Course code and definition

S. No.	Components	Definition
a.	GEC	Generic Elective Cluster
b.	AEC	Ability Enhancement Cluster
c.	SEC	Skill Enhancement Cluster
d.	IKS	Indian Knowledge System
e.	VAC	Value Added Course

**Generic Elective Cluster:** The Generic Elective Cluster consists of a group of interdisciplinary courses offered to students across different disciplines. These courses are designed to provide a broad-based education and help students explore subjects outside their core area of study. The purpose of the Generic Elective Cluster is to promote holistic education by encouraging students to gain knowledge and skills in diverse fields. This approach helps in the overall development of students by fostering critical thinking, creativity, and a well-rounded understanding of various subjects.

**Ability Enhancement Cluster:** The Ability Enhancement Cluster comprises courses aimed at improving students' fundamental abilities, such as communication, writing, analytical reasoning, and environmental awareness. These courses are essential for developing the core competencies needed for academic success and personal growth. They focus on enhancing students' basic skills that are crucial for lifelong learning and adaptability in various professional and social contexts.

**Skill Enhancement Cluster:** The Skill Enhancement Cluster includes courses specifically designed to equip students with practical and industry-relevant skills. These courses often focus on hands-on training, technical skills, and application-based learning. The objective of the Skill Enhancement Cluster is to prepare students for the workforce by providing them with the skills required in their chosen career paths. These courses bridge the gap between academic knowledge and practical application, thereby enhancing employability.

**Indian Knowledge System:** The Indian Knowledge System (IKS) courses focus on India's rich and diverse traditional knowledge systems. These courses cover various aspects such as philosophy, science, arts, culture, and heritage rooted in Indian traditions. The inclusion of IKS courses in the curriculum aims to foster an understanding and appreciation of India's intellectual and cultural heritage. It encourages students to connect with their roots and apply traditional knowledge in contemporary contexts, promoting a sense of pride and responsibility toward preserving and integrating this knowledge with modern education.

**Value-Added Course:** Value-added courses (VACs) are additional courses offered alongside the regular curriculum to provide students with extra knowledge, skills, and certifications that complement their main field of study. VACs are designed to enhance students' academic and professional profiles by offering specialized training or knowledge in specific areas. These courses are often short-term and focus on practical, industry-oriented skills, thus adding value to the students' overall educational experience and improving their employability.

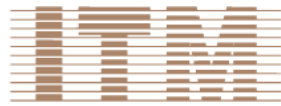
### Course levels and durations

Undergraduate / Three or Four years/6 or 8 Semesters with a single entry and multiple exits. The following options will be available to the students joining the BA(JMC). Honours/Research Program:

1. Three years:  
Bachelor of Journalism and Mass Communication (BA.JMC)
2. Four years:  
Bachelor of Journalism and Mass Communication (BA.JMC)- Honours with Research

### Minimum eligibility for B. Com. (Honours/Honours with Research)

The student who takes an exit after the third year with an award of BA.JMC. may be allowed to re-enter into the Seventh Semester for completion of the BA.JMC. (Honours). (Honours with Research) Program as per the School of Journalism & Mass Communication, ITM University schedule after earning the requisite credits in the Third year.



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“ CELEBRATING DREAMS ”

## SCHOOL OF JOURNALISM & MASS COMMUNICATION

### DSC/DSE Course of the Department

Subject Code	Department/Subject Specific Elective (DSE)	Credit
DSCJMC101	Introduction to Mass Communication	4
DSCJMC102	Current Affairs	4
DSCJMC103	Fundamentals of Print Media	4
DSCJMC201	Mass Media Industry & Management	4
DSCJMC202	Media Laws & Ethics	4
DSCJMC203	Event Management	4
DSCJMC301.	Fundamentals of TV Journalism	4
DSCJMC302	Fundamentals of Radio	4
DSCJMC303	Film Appreciation	4
DSEJMC301	Fundamental of Social Sciences: Indian History	4
DSEJMC302	Dynamics of Newsroom	4
DSCJMC401	Fundamentals of Public Relations	4
DSCJMC402	Fundamentals of Advertising	4
DSCJMC403	Development Communication	4
DSEJMC401	Fundamental of Social Sciences: Indian Economy	4
DSEJMC402	Film Studies: Promotions & Business	4
DSCJMC501	Fundamentals of Research	4
DSCJMC502	Digital Media	4
DSCJMC503	Traditional media and Communication	4
DSEJMC501	Fundamental of Social Sciences: Indian Polity	4
DSEJMC502	New Trends in Media Industry	4
DSCJMC601	Data Journalism	4
DSCJMC602	Creative Writing	4
DSCJMC603	Communication Research	4
DSEJMC601	Performing Arts	4
DSEJMC602	Emerging technologies in Media Industry	4

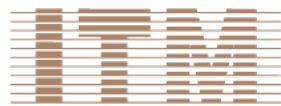
## ELECTIVE CLUSTERS (Other than DSE)

Each elective subject has been designed to foster critical thinking, problem-solving skills, creativity, and practical application. Furthermore, we have integrated interdisciplinary elements to encourage holistic learning and equip students with a well-rounded skill set essential for success in today's dynamic world.

S.No.	Clusters of Courses	Nature of Credit
1.	Generic elective courses	Academic
2.	Ability enhancement courses	Academic
3.	Skill enhancement courses	Academic
4.	Value added courses	Academics
5.	Indian Knowledge System courses	Academic/Audit, depending on their approved nature.

Generic Elective Courses		
Subject Code	Subject	Credit
GECJMC101	Media and Society	4
GECJMC102	Science Communication	4
GECJMC201	Agricultural Journalism	4
GECJMC202	Business Journalism	4
GECJMC301	Translation and Interpretation	4
GECJMC302	Public Speaking	4
GECJMC401	Integrated Marketing Communication	4
GECJMC402	Screenplay Writing for Film	4
GECJMC501	Script Writing	4
GECJMC502	Film Journalism	4
GECJMC601	International Relations and Media Presentation	4
GECJMC602	Citizen Journalism	4



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Ability Enhancement Courses		
Subject Code	Subject	Credit
AECJMC101	Universal Human Values and Ethics	2
AECJMC102	Environmental Science & Sustainable Development	2
AECJMC103	Design Thinking & Creativity for Innovation	2
AECJMC201	Environmental Science, Waste & Disaster Management	2
AECJMC202	Life skills & mentoring-I	2
AECJMC203	General Proficiency (Hindi and English)	2
AECJMC301	Ethics & Gender Equality	2
AECJMC302	Media Literacy & Critical Thinking	2
AECJMC303	Life Skills & Mentoring- II	2
AECJMC401	Digital Media Marketing	2
AECJMC402	Life Skills & Mentoring -III	2
AECJMC403	Visual Language	2

Skill Enhancement Courses		
Subject Code	Subject	Credit
SECJMC101	Print Media Lab	2
SECJMC102	Basics of Camera, Light & Sound	2
SECJMC103	Story Telling	2
SECJMC201	Photography Lab	2
SECJMC202	Videography Lab	2
SECJMC203	Mobile Journalism	2
SECJMC301	Editing Skills Lab: Audio and Video Lab	2
SECJMC302	Fact Checking	2
SECJMC303	Animation & Graphics Lab	2
SECJMC401	Digital Media and CMS	2
SECJMC402	Advertising Design Lab	2
SECJMC403	PR Lab	2
SECJMC501	Sound Editing	2
SECJMC502	Media Analysis Techniques	2
SECJMC601	Social Media Marketing	2
SECJMC602	Documentary Film Making	2

Value-Added Courses		
Subject Code	Subject	Credits
VACJMC101	Gandhi & Gandhian Way	2
VACJMC102	Sociology of Development	2
VACJMC103	Swaraj and Its Dimension	2
VACJMC201	Feminist Writings	2
VACJMC202	Gender and literature	2
VACJMC203	Globalization and Culture	2
VACJMC204	Indian Art: Materials, Techniques and Artistic Practices	2
VACJMC205	Indian Political Thought	2
VACJMC301	Socialism in India: Yesterday, Today and Tomorrow	2
VACJMC302	Introduction to Market Structures	2
VACJMC303	The Psychology of Language	2
VACJMC304	Consumer Psychology	2
VACJMC305	Indian Society: Social problem and Issues	2
VACJMC401	Introduction to Western Political Thought	2
VACJMC402	Environment and Development	2
VACJMC403	Ecology and Society	2
VACJMC404	Water Society and Sustainability	2
VACJMC405	Development Research Methods	2

<b>Indian Knowledge System Courses</b>		
<b>Subject Code</b>	<b>Subject</b>	<b>Credit</b>
IKSJMCIA	Indian knowledge System-IA	2
IKSJMCIB	Indian knowledge System-IB	2
IKSJMC2A	Indian knowledge System-IIA	2
IKSJMC2B	Indian knowledge System-IIB	2
IKSJMC3A	Indian knowledge System-IIIA	2
IKSJMC3B	Indian knowledge System-IIIB	2
IKSJMC4A	Indian knowledge System-IVA	2
IKSJMC4B	Indian knowledge System-IVB	2
IKSJMC5A	Indian knowledge System-VA	2
IKSJMC5B	Indian knowledge System-VB	2
IKSJMC6A	Indian knowledge System-VIA	2
IKSJMC6B	Indian knowledge System-VIB	2

<b>Performer's Courses</b>
<b>MOOC/NPTEL/SWAYAM courses as approved by the School/Faculty every year.</b>

