



AMITY UNIVERSITY
— MADHYA PRADESH —

**Syllabus of B.A (Journalism and Mass
Communication)**

Approved by the Board of Studies

**Amity School of Communication
AUMP, Gwalior**

Amity School of Communication

Programme: Bachelor of Journalism & Mass Communication BA(J&MC)


Registrar
Amity University, Madhya Pradesh
Gwalior


Dr. Sumit Narula
Director
Amity School of Communication

Semester-I							
Sr. No.	Course Code	Title of Course	Credits				
			L	T	P	Total Credits	Total Hours
1	JMC-101	Communication Theories and Models	3	0	0	3	3
2	JMC-102	History and Growth of Media in India	3	0	0	3	3
3	JMC-103	Fundamentals of Advertising and Public Relations	3	0	0	3	3
4	JMC-104	Fundamentals of Print Journalism	2	0	0	2	2
5	JMC-105	Introduction to Visual Communication	2	0	0	2	2
6	JMC -106	State and Politics	2	0	0	2	2
7	JMC -107	Digital Skills for Media-I	1	0	1	2	3
8	JMC-108	Print Media Production	0	0	2	2	4
9	BCU-141	Communication Skills-I	1	0	0	1	1
10	EVS-142	Environmental Studies-I	2	0	0	2	2
11	BSU-143	Behavioural Science-I	1	0	0	1	1
12	FLU-144	French-I	2	0	0	2	2
Total			22	0	3	25	28
Semester-II							
Sr. No.	Course Code	Title of Course	Credits				
			L	T	P	Total Credits	Total Hours
1	JMC-201	Specialized Reporting, Writing & Editing	3	0	0	3	3
2	JMC-202	Theories of Advertising & Public Relations	3	0	0	3	3
3	JMC-203	Basics of Radio Journalism	3	0	0	3	3
4	JMC-204	Fundamentals of Photography	2	0	1	3	4
5	JMC-205	Indian Economy & Foreign Relations	3	0	0	3	3
6	JMC-206	Digital Skills for Media –II	1	0	1	2	3
7	JMC-207	Radio Production	0	0	2	2	4
8	EVS-242	Environmental Studies-II	2	0	0	2	2
9	BCU-241	Communication Skills-II	1	0	0	1	1
10	BSU-243	Behavioural Science-II	1	0	0	1	1
11	FLU-244	French-II	2	0	0	2	2
Total			21	0	4	25	29
Semester-III							
Sr. No.	Course Code	Title of Course	Credits				
			L	T	P	Total Credits	Total Hours
1	JMC-301	Basics of Media Research	3	0	0	3	3
2	JMC-302	Television Journalism	3	0	0	3	3
3	JMC-303	Writing for Advertising and Public Relations	2	0	0	2	2
4	JMC-304	Media Laws and Ethics	3	0	0	3	3
5	JMC-305	Film Theories and Practices	3	0	0	3	3
6	JMC-306	Development Communication	3	0	0	3	3
7	JMC-307	Digital Skills for Media –III	1	0	1	2	4
8	JMC-308	Advertisement Production	0	0	2	2	4
9	BCU-341	Communication Skills-III	1	0	0	1	1
10	BSU-343	Behavioural Science-III	1	0	0	1	1
11	FLU-344	French-III	2	0	0	2	2
Total			22	0	3	25	28


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Semester-IV							
Sr. No.	Course Code	Title of Course	Credits				
			L	T	P	Total Credits	Total Hours
1	JMC-401	Applied Research in Media Studies	3	0	0	3	3
2	JMC-402	Newsroom Practices & Anchoring Skills	2	0	1	3	4
3	JMC-403	Media Planning & Event Management	2	0	0	2	2
4	JMC-404	Introduction to New Media	3	0	0	3	3
5	JMC-405	Fake News and Media Literacy	3	0	0	3	3
6	JMC-406	Digital Skills for Media –IV	1	0	1	2	3
7	JMC-407	Television Production	0	0	2	2	4
8	JMC-408	Term Paper	3	0	0	3	NTCC
9	BCU-441	Communication Skills-IV	1	0	0	1	1
10	BSU-443	Behavioural Science-IV	1	0	0	1	1
11	FLU-444	French-IV	2	0	0	2	2
Total			21	0	4	25	26
Semester-V							
Sr. No.	Course Code	Title of Course	Credits				
			L	T	P	Total Credits	Total Hours
1	JMC-501	Advanced Research in Media Studies	3	0	0	3	3
2	JMC-502	Introduction to Data Journalism	2	0	0	2	2
3	JMC-503	Film Appreciation, Direction and Stylistation	3	0	0	3	3
4	JMC-504	Writing Skills for New Media	3	0	0	3	3
5	JMC-505	Media Conflict and Peace Building	3	0	0	3	3
6	JMC-506	Corporate Communication & Brand Management	3	0	0	3	3
7	JMC-507	Digital Skills for Media -V	1	0	1	2	3
8	JMC-508	Short Film/Documentary Production	0	0	2	2	4
9	BCU-541	Communication Skills-V	1	0	0	1	1
10	BSU-543	Behavioural Science-V	1	0	0	1	1
11	FLU-544	French-V	2	0	0	2	2
Total			22	0	3	25	28
Semester-VI							
Sr. No.	Course Code	Title of Course	Credits				
			L	T	P	Total Credits	Total Hours
1.	JMC-601	Media and Society	3	0	3	3	3
2.	SPP	Specialized Project:	9	0	0	9	NTCC
	SPP 602	• News Paper or Magazine Design					
	SPP 603	• Photography Portfolio					
	SPP 604	• Advertisement Production					
	SPP 605	• Radio Production					
	SPP 606	• Television Production					
	SPP 607	• Short Film/Documentary Production					
	SSP 608	• Website Designing					
2	SIP-609	Summer Internship Project	9	0	0	9	NTCC
3	BCU-641	Communication Skills-VI	1	0	0	1	1
4	BSU-643	Behavioural Science-VI	1	0	0	1	1
5	FLU-644	French-VI	2	0	0	2	2
Total			25	0	0	25	7
Total Credits: 150							


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Programme: Master of Journalism & Mass Communication [MA (JMC)]


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Sr. No.	Course Code	Title of Course Semester I	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	JMC-111	Theories of Communication	3	3
2	JMC-112	Basics of Print Journalism	3	3
3	JMC-113	Media Designing	3	3
4	JMC-114	Advertising Principles and Practices	3	3
5	JMC -115	Aesthetics of Photography	3	3
6	JMC -116	Introduction to Radio	3	3
7	JMC-117	Mass Media Industry	3	3
8	JMC-118	Political Communication	3	3
9	BSP-143	Behavioural Science-I	1	1
10	BCP-141	Advanced Communication-I	1	1
11	FLP-144	French-I	2	2
Total			28	28
Sr. No.	Course Code	Title of Course Semester II	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	JMC-211	Communication Research	3	3
2	JMC-212	Television Journalism	3	3
3	JMC-213	Radio Production	3	3
4	JMC-214	Visual Designing and Production	3	3
6	JMC-215	Specialized Reporting	3	3
7	JMC-216	Film Theory and Practices	3	3
8	JMC-217	Public Relations and Corporate Communications	3	3
9	JMC-218	Folk and Popular Media of India	3	3
10	BSP-243	Behavioural Science-II	1	1
11	BCP-241	Advanced Communication-II	1	1
11	FLP-244	French-II	2	2
Total			28	28
Sr. No.	Course Code	Title of Course Semester III	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	JMC-311	Advanced Communication Research	3	3
2	JMC-312	Advanced Film Theory and Practices	3	3
3	JMC-313	Development Communication	3	3
4	JMC-314	Event and Brand Management	3	3
5	JMC-315	Web Designing	3	3
6	JMC-316	Anchoring & Newsroom Practices	3	3
7	JMC-317	Media Laws and Ethics	3	3
8	JMC-318	New Media Ecology	3	3
9	BSP-343	Behavioural Science-III	1	1
10	BCP-341	Advanced Communication-III	1	1
11	FLP-344	French-III	2	2
Total			28	28
Sr. No.	Course Code	Title of Course Semester IV	Total Credit: 112 Total Hours: 112	
			Total Credits	Total Hours
1	JMC-411	Media Economics	3	3
2	JMC-412	Media Analysis and Current Affairs	3	3
3	SIP-413	Internship	9	9
4	DSA-414	Dissertation/Specialized Project	9	9


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5	BSP-443	Behavioural Science-IV	1	1
6	BSP-441	Advanced Communication-IV	1	1
7	FLP-444	French-IV	2	2
Total			28	28

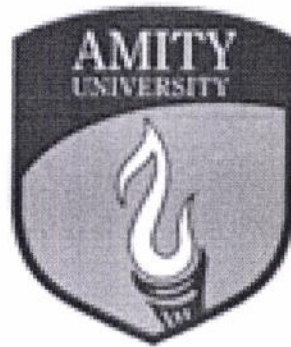

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Gwalior

Master of Business Administration in Advertising and Public Relations (MBA in Adv and PR)

Program Code: MBM

Duration – 2 Years- Full Time



Programme Structure

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FIRST SEMESTER

Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical /Field work (P) Hours Per Week	Total Credits
MBM 101	Communication Process & Practices of Management	3	-		3
MBM 102	Principles of Media Marketing Strategy	3			3
MBM 103	Principles of Advertising Management	3			3
MBM 104	Strategic Communication: Writing Across Platforms	3	-		3
MBM 105	Basics of Financial and Cost Accounting	3	-	-	3
MBM 106	Principles of Public Relations Management	3		-	3
MBM 107	Indian Financial System and Market	3	-	-	3
MBM 108	Building Organizational Culture and Communication	3			3
BSP143	Behavioural Science-I	1			1
BCM141	Business Communication-I	1	-	-	1
FLP144	French-I	2	-	-	2
	TOTAL				28

SECOND SEMESTER

MBM 201	Public Relations and Advertising Research	3			3
MBM 202	Corporate Communications: Concepts, Structure and Functions	3		-	3
MBM 203	Strategic Communication Management	3			3
MBM 204	Advertising Strategies and Public Relations Practices	3	-		3
MBM 205	Communicating Corporate Social Responsibility	3		-	3
MBM 206	Corporate Accounting	3	-	-	3
MBM 207	Production: Campaign Designing			4	2
MBM 208	Seminar Paper: Corporate Image Building				4
BCM 241	Business Communication- II	1	-	-	1
BSP 243	Behavioural Science- II	1	-	-	1
FLP 244	Foreign Language – II French	2	-	-	2


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	TOTAL				28
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SUMMER INTERNSHIP/PROJECT (8 -10 WEEKS)

THIRD SEMESTER

MBM 301	Quantitative Techniques and Media Statistics	3	-	-	3
MBM 302	Strategic Marketing and Brand Management	3			3
MBM 303	Media and Entertainment Industry: Overview	3			3
MBM 304	Marketing in Digital World	2		2	3
MBM 305	Financial Control and Management	3			3
MBM 306	Event Planning and Management	3			3
MBM 307	Production: New Media as tools of Advertising and Public Relations (Practical)			4	2
MBM 308	Summer Project (Evaluation)				4
BCM 341	Business Communication- III	1	-	-	1
BSP 343	Behavioural Science- III	1	-	-	1
FLP 344	Foreign Language – III French	2			2
	TOTAL				28

FOURTH SEMESTER

MBM 401	Legal Aspects of Business in Media	4		-	4
MBM 420	Customer Relationship Management: Business, Identity and Reputation	2			2
SIP 413	Internship	9			9
DSA 414	Dissertation/ Specialized Project	9			9
BCM 441	Business Communication- IV	1	-	-	1
BSP 443	Behavioural Science- IV	1	-	-	1
FLP444	Foreign Language – IV French	2	-	-	2
	TOTAL				28


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