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12th – Syllabus

HOME » MASS MEDIA AFTER
12th – Syllabus

Bachelor of Arts in Communication

Semester	Course Code	Course Title
Semester 1	BAMMEC-101	Effective communication –I
	BAMMFC-102	Foundation course –I
	BAMMVC-103	Visual communication
	BAMMFMC-104	Fundamentals of mass communication
	BAMMCA-105	Current Affairs
	BAMMHHM-106	History of Media



Semester 2	BAMMEC-201	Effective communication-II
	BAMMFC-202	Foundation course-II
	BAMMCW-203	Content Writing
	BAMMID-204	Introduction to Advertising
	BAMMIJ-205	Introduction to Journalism
	BAMMMGC-206	Media, Gender & Culture

Semester	Subject Code	Subject - Title	Course Type
Semester 3	BAMMC EM-3011	Electronic Media-I	Ability Enhancement Elective Course (Any one)
	BAMMC TMC-3012	Theatre and Mass Communication-I	
	BAMMC RPP-3013	Radio Program Production-I	
	BAMMC MGV-3014	Motion Graphics and Visual Effects-I	
	BAMMC CCPR-302	Corporate Communication and Public Relations	Discipline Specific Core
	BAMMC MS-303	Media Studies	Discipline Specific Core



	BAMMC IP-304	Introduction to Photography	Discipline Specific Core
	BAMMC FCO-305	Film Communication-I	Discipline Specific Core
	BAMMC CMM- 306	Computers and Multimedia-I	Practical
Semester 4	BAMMC EM-4011	Electronic Media-II	Ability Enhancement Elective Course (Any one)
	BAMMC TMC- 4012	Theatre and Mass Communication- II	
	BAMMC RPP- 4013	Radio Program Production-II	
	BAMMC MGV- 4014	Motion Graphics and Visual Effects- II	
	BAMMC WEM- 402	Writing and Editing for Media	Discipline Specific Core
	BAMMC MLE-403	Media Laws and Ethics	Discipline Specific Core
	BAMMC MMR- 404	MASS MEDIA RESEARCH	Discipline Specific Core
	BAMMC FCO-405	Film Communication-II	Discipline Specific Core



	BAMMC CMM- 406	Computers and Multimedia-II	Practical
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- Electives and some core courses may change according to pre-requisites required for selected specialization/major.
- Students must also study some of mandatory courses (apart from provided electives) after transferring as directed by the university.
- Number of transferrable credits from Vidyalankar are 180.



Connect with us

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