

**Table 2: Curriculum and Credit Framework for Undergraduate Programmes
Bachelor of Arts- Mass Communication (BAMC) with Research Structure with Credit hours**

First Year

Semester: I st									
Domain	Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Marks External+Internal+Practical=Total	Total Credits	
Core Course-A1	CC-A1	Introduction to Communication	3	1	0	4	(70+30)=100	24	
Core Course-B1	CC-B1	History of Media	3	1	0	4	(70+30)=100		
Core Course-C1	CC-C1	Media Content Writing	3	0	2	4	(50+25+25P)=100		
Minor/Vocational	CC-M1	Multimedia Writing Skills	2	0	0	2	(35+15)=50		
Multidisciplinary Courses	MDC1*	Digital Media Literacy	3	0	0	3	(50+25)=75		
Ability Enhancement Courses	AEC-1	Communicative English-I	2	0	0	2	(35+15)=50		
Skill Enhancement Courses	SEC-1	Basics IT Tools	3	0	0	3	(50+25)=75		
Value Added Courses	VAC-1	Human Values and Ethics	2	0	0	2	35+15=50		

*A student will opt for multidisciplinary course from the subject which is different from the discipline. Student are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor discipline under this category provided further that if a multidisciplinary course across. The discipline cannot be offered by the

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- department/institute/college, due to its constraints and available resources, then
- i) MDC can be opted out of MOOCs through SWAYAM
 - ii) MDC can be completed out of online courses offered by Chaudhary Ranbir Singh University, Jind
 - iii) MDC can be completed from a cluster college, i.e., from a neighbouring college/ institute.

Semester- II								
Domain	Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Marks External+Internal+Practical=Total	Total Credits
Core Course-A2	CC-A2	Reporting	3	0	2	4	(50+25+25P)=100	24
Core Course-B2	CC-B2	Editing	3	0	2	4	(50+25+25P)=100	
Core Course-C2	CC-C2	Writing for New Media	3	0	2	4	(50+25+25P)=100	
Minor/Vocational	CC-M2	Audio-Video Production	2	0	0	2	(35+15)=50	
Multidisciplinary Courses	MDC2*	Haryanvi Culture & Cinema	3	0	0	3	(50+25)=75	
Ability Enhancement Courses	AEC-2	Communicative English-II	2	0	0	2	(35+15)=50	
Skill Enhancement Courses	SEC-2	Public Speaking in Hindi Language and Leadership / Soft Skills/ Camera Trapping & Wildlife	3	0	0	3	(50+25)=75	
Value Added Courses	VAC-2	Enviourmental Studies	2	0	0	2	(35+15)=50	
Undergraduate Certificate in Discipline with 52 credits								
Note: Internship of 4 credits of (4 – 6) weeks duration after 2nd semester.								

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*A student will opt for multidisciplinary course from the subject which is different from the discipline. Student are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor discipline under this category provided further that if a multidisciplinary course across. The discipline cannot be offered by the department/institute/college, due to its constraints and available resources, then

- IV) MDC can be opted out of MOOCs through SWAYAM
- V) MDC can be completed out of online courses offered by Chaudhary Ranbir Singh University, Jind
- VI) MDC can be completed from a cluster college, i.e., from a neighbouring college/ institute.

2nd Year

Semester-III								
Domain	Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Marks External+Internal+Practical =Total	Total Credits
Core Course-A3	CC-A3	Media & Social Issues	3	0	2	4	(50+25+25P)=100	4
Core Course-B3	CC-B3	Media Management	3	1	0	4	(70+30)=100	4
Core Course-C3	CC-C3	Media Ethics & Law	3	1	0	4	(70+30)=100	4
Minor/Vocational	CC-M3	Media & Technology	3	0	2	4	(50+25+25P)=100	4
Multidisciplinary Courses	MDC3*	Communication Thinker & Media	3	0	0	3	(50+25)=75	3
Ability Enhancement Courses	AEC-3	Vyvahrik Hindi - I	2	0	0	2	(35+15)=50	2
Skill Enhancement Courses	SEC-3	Communication in Professional Life/Report Writing	3	0	0	3	(50+25)=75	3
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*A student will opt for multidisciplinary course from the subject which is different from the discipline. Student are not allowed to choose or repeat

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courses already undergone at the higher secondary level (12th class) or opted as major and minor discipline under this category provided further that if a multidisciplinary course across. The discipline cannot be offered by the department/institute/college, due to its constraints and available resources, then

- i) MDC can be opted out of MOOCs through SWAYAM
- ii) MDC can be completed out of online courses offered by Chaudhary Ranbir Singh University, Jind
- iii) MDC can be completed from a cluster college, i.e., from a neighbouring college/ institute.

Semester-IV								
Domain	Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Marks External+Internal+Practical= Total	Total Credits
Core Course-A4	CC-A4	Cyber Journalism	3	0	2	4	(50+25+25P)=100	4
Core Course-B4	CC-B4	New Dimension of Digital Communication	3	0	2	4	(50+25+25P)=100	4
Core Course-C4	CC-C4	Mobile Journalism	3	0	2	4	(50+25+25P)=100	4
Minor/Vocational	CC-M4	Photography	3	0	2	4	(50+25+25P)=100	4
Ability Enhancement Courses	AEC-4	Vyvahrik Hindi - II	2	0	0	2	(35+15)=50	2
Value Added Courses	VAC-3	Indian Art & Culture/ Indian Heritage & Cultural Tourism	2	0	0	2	(35+15)=50	2
<p>Note : Students exiting the programme after fourth semester and securing 96 credits including 4 credits of summerinternship will be awarded UG Diploma in the relevant Discipline/Subject</p> <p>➤ Internship of 4 credits of 4-6 weeks duration after 4th semester (if not done after second semester).</p>								20

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3rd Year

Semester-V

Domain	Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Marks External+Internal+Practical =Total	Total Credits
Core Course-A5	CC-A5	Electronic Media	3	0	2	4	(50+25+25P)=100	4
Core Course-B5	CC-B5	Advertising	3	0	2	4	(50+25+25P)=100	4
Core Course-C5	CC-C5	Film studies	3	1	0	4	(70+30)=100	4
Minor/Vocational	CC-M5(V)	Photo & Video Editing/ Print Designing	3	0	2	4	(50+25+25P)=100	4
Internship	Internship	Internship				4	(70+30)=100	4
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Semester-VI								
Domain	Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Marks External+Internal=Total	Total Credits
Core Course-A6	CC-A6	Advertisement & Online Marketing	3	0	2	4	(50+25+25P)=100	4
Core Course-B6	CC-B6	Public Relation	3	0	2	4	(50+25+25P)=100	4
Core Course-C6	CC-C6	Visual Communication	3	1	0	4	(70+30)=100	4
Minor/Vocational	CC-M6	Pod Casting & Reel Making	3	0	2	4	(50+25+25P)=100	4
Minor/Vocational	CC-M7(V)	Business Journalism	3	0	2	4	(50+25+25P)=100	4
								20
Credits	Major : 72	Minor : 24	MDC:09	AEC:08	SEC:09	VAC:06	Total + 132	
						Internship:04		

Note : Student will be awarded 3-year UG Degree in the relevant Discipline/subject upon securing 132 credits. Four Credits of internship, earned by a student during summer internship after second semester or fourth semester, will be taken into account in fifth semester of the students who pursue 3 year UG Programmes without taking exit option.

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Semester-VI								
Domain	Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Marks External+Internal=Total	Total Credits
Core Course-A6	CC-A6	Advertisement & Online Marketing	3	0	2	4	(50+25+25P)=100	4
Core Course-B6	CC-B6	Public Relation	3	0	2	4	(50+25+25P)=100	4
Core Course-C6	CC-C6	Visual Communication	3	1	0	4	(70+30)=100	4
Minor/Vocational	CC-M6	Pod Casting & Reel Making	3	0	2	4	(50+25+25P)=100	4
Minor/Vocational	CC-M7(V)	Business Journalism	3	0	2	4	(50+25+25P)=100	4
								20
Credits	Major : 72	Minor : 24	MDC:09	AEC:08	SEC:09	VAC:06	Total + 132	
						Internship:04		
<p>Note : Student will be awarded 3-year UG Degree in the relevant Discipline/subject upon securing 132 credits. Four Credits of internship, earned by a student during summer internship after second semester or fourth semester, will be taken into account in fifth semester of the students who pursue 3 year UG Programmes without taking exit option.</p>								

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4th Year

Semester-VII								
Domain	Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Marks External+Internal=Total	Total Credits
Core Course-H1	CC-H1	Media & Society	3	1	0	4	(70+30)=100	4
Core Course-H2	CC-H2	Visual & Analysis Tolls	3	1	0	4	(70+30)=100	4
Core Course-H3	CC-H3	Media Research	3	1	0	4	(70+30)=100	4
Discipline Specific Elective Course	DSE-H1	Editing Software & Techniques	3	0	2	4	(50+25+25P)=100	4
Practicum Course	PC-H1	General Current Awareness (National)	3	1	0	4	(70+30)=100	4
Core Course (Minor Subject)	CC-HM1	Fashion & Trends Communication	3	0	2	4	(50+25+25P)=100	4
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Semester-VIII (4 Year UG Hon.)								
Domain	Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Marks External+Internal=Total	Total Credits
Core Course-H4	CC-H4	Communication Research & Report Writing	3	1	0	4	(70+30)=100	4
Core Course-H5	CC-H5	Dissertation/ Project work	3	1	0	4	(70+30)=100	4
Core Course-H6	CC-H6	Global Current Awareness II (International)	3	1	0	4	(70+30)=100	4
Discipline Specific Elective Course	DSE-H2	Film & Documentary Appreciation	3	0	2	4	(50+25+25P)=100	4
Practicum Course	PC-H2	Data Journalism & Media Statics	3	0	2	4	(50+25+25P)=100	4
Core Course (Minor Subject)	CC-HM2	Event Management	3	1	0	4	(70+30)=100	4
Bachelor (Honours) in Major Subject/Discipline with 184/180 credits.								24

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Semester-VIII (4 Year UG Hon. With research)								
Domain	Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Marks External+Internal=Total	Total Credits
Core Course-H4	CC-H6	Communication Culture & Society	3	1	0	4	(70+30)=100	4
Core Course-H5	CC-H7	Communication Research Tolls	3	1	0	4	(70+30)=100	4
Practicum Courses		Research Project/Dissertation				12		12
Core-Courses (Minor Subject)	CC-HM2	Media Statistics & Software	3	1	0	4	(70+30)=100	4
Bachelor (Honours with Research) in Major Subject/ Discipline.								24
Total Credits								180

Note : *Student should select one major discipline (Out of A, B, or C studied during first three years of UG Programmes) in which he/she wishes to pursue Honors. This framework is subject to modification as per UGC guidelines at the University level. The universities may decide to offer the Honors degree Programmes subject to the fulfillment of credit point table #Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programmes without taking exit option.

- 1.MDC can be opted out of MOOCs through SWAYAM
- 2.MDC can be completed out of online courses offered by Chaudhary Ranbir Singh University, Jind
- 3.MDC can be completed from a cluster college, i.e., from a neighboring college/ institute.

Criteria for Internal Marks :

Attendance	5	5	5	3
Assignment	10	5	5	2
Internal Exam	10	10	5	5
Presentation	5	5	5	5
Total Internal Marks	30	25	20	15

NOTE:

DSC	Discipline Specific Course: Credit of a DSC major could be the combination of lecture credits, tutorial credits, and practical credits. DSC includes core courses, subject elective and subject skill enhancement courses.
MDC	Multidisciplinary Course: All UG students must undergo three introductory level multidisciplinary courses relating to Natural Sciences, Physical Sciences, Humanities, Arts & Social Sciences, Commerce & Management, Interdisciplinary Studies . Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor stream under this category.
AEC	Ability Enhancement Course: Ability Enhancement (Language) courses may be designed to achieve competency in the Modern Indian Language and English, with a special emphasis on language and communication skills.
SEC	Skill Enhancement Course: Skill Enhancement Courses may be primed to impart practical skills, hands-on training, soft skills, etc., to enhance the student's employability.

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Summer Internship	<p>Internships will require 120 hours (1 credit: 30 hrs of engagement) of involvement working with local industry, government or private organizations, business organizations, artists, crafts persons, and similar entities during summers.</p> <p>#Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programmes without taking exit option.</p>
Research Project	<p>Research Project/ Dissertation for UG degree (Honours with research) will be completed in the eighth semester under the guidance of a college and university faculty member.</p>
VAC	<p>Value Added Course: All UG students must undergo at least three Value Added Courses</p>
MIC including VOC	<p>Minor Course (MIC) with minimum 24 Credits including Vocational Course (VOC)</p>
<p>For students who choose to pursue single major after 2nd semester of multidisciplinary Programmes</p> <p>The 16 credits earned during first year in the two subjects, other than the subject which is continued as Single Major, will be counted towards minor</p>	

DSC Major and Minor in I & II Semesters will have Foundation or Introductory level courses. DSC Major and Minor in III & IV semesters will be Intermediate Level Courses. Whereas DSC Major and minor in V & VI shall be of higher level courses and in VII & VIII semesters, advanced level courses will be offered.

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