

Credit Framework for Four-Year Course in Bachelor of Arts in Mass Communication (B.A. Hons. in Mass Communication) with Minors in Film Studies and Psychology.

SEM	Major (Discipline Specific Core Course)	Minor / Elective	Multi-Disciplinary / Inter-Disciplinary Courses	Ability Enhancement Courses	Skill Enhancement Courses	Common Value-Added Courses	Summer Internship / Research Project or Dissertation	Total Credits
I	Introduction to Media and Communication (4 Credits)	Basics of Film Studies (4 Credits)	Introduction to Human Rights (3 Credits) or Understanding Human Behaviour (3 Credits)	Communicative English – 1 (2 Credits)	Personality Development (3 Credits)	Inter-Religious Studies for Global Citizenship (2 Credits) and Environmental Education (2 Credits)		20 Credits
II	Print Journalism (4 Credits)	Basics of Psychological Tests and Assessment (4 Credits)	Issues of Indian Economy (3 Credits) or Indian Literature in English Translation (3 Credits)	Communicative English – 2 (2 Credits)	Basics of Graphic Design (3 Credits)	Community Service/ Social Outreach (2 Credits) and Understanding the Indian Constitution (2 Credits)		20 Credits
III	Broadcast Journalism (4 Credits) and Integrated Marketing Communication (4 Credits)	Psychology of Film (4 Credits)	Contemporary Indian Literature in English (3 Credits) or Sustainable Development (3 Credits)	Bengali/Hindi (MIL) – 1 (2 Credits) or Business Communication (2 Credits)*	Still Photography (3 Credits)			20 Credits

IV	Advertising (4 Credits) and Public Relations (4 Credits) and Digital Media (4 Credits)	Self, Identity and Workplace (4 Credits)		Bengali/Hindi (MIL) -2 (2 Credits) or Business Communication (2 Credits)			Summer Internship (2 Credits)	20 Credits
V	AV Production (4 Credits) and Communication Research (4 Credits) and Media Management and Entrepreneurial Journalism (4 Credits) and Media Laws and Ethics (4 Credits)	Motion Graphics (4 Credits)						20 Credits
VI	TV News Production (4 Credits) and Mobile Journalism and Data Journalism (4 Credits) and	Leadership , Conflict Management (4 Credits)						20 Credits

	Development Communication (4 Credits) and Radio Production and Podcasting (4 Credits)							
VII	Advanced Research Methodology (4 Credits) and Political Communication (4 Credits) and Digital Media Marketing (4 Credits) and Visual Communication (4 Credits)	Documentary Making (4 Credits)						20 Credits
VIII	4x1 (with research) 4x4 (without research) AI and Emerging Media (Compulsory) (4 Credits) and Brand Management & Corporate Communication (4 Credits) and Media and Cultural Studies	Consumer Psychology (4 Credits)					Research Project / Dissertation in lieu of three Major Courses (12 Credits)	20 Credits

	(4 Credits) and Health and Science Communication (4 Credits)							
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- Those Students who did not have Bengali/Hindi at Plus Two level, will be offered Business Communication in Lieu of MIL.