Symbiosis Centre for Media and Communication, Pune Bachelor of Arts (Mass Communication) - Honours/ Honours with Research Programme Structure 2023-27

1.	OBJECTIVE		industry with skille n at an entry level.	d and trained medi	a professionals adept	t in all fields of
2.	DURATION (IN MONTHS)	48 (Full Time)	With Multiple Entry a	nd Multiple Exit Option	ns	
3.	INTAKE	120				
4.	RESERVATION	I. Within the sanctioned	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)	d) Defence (In Percentage)
		intake	15	7.5	3	0
		II. Over and above the	a) Kashmiri Migra	nts (In Seats)	b) International S (In Seats)	tudents
		sanctioned intake	Tonico 3 ton moltan	2	20	
5.	Passed Standard XII (10+2) or equivalent examination from any of 50% marks or equivalent grade (45% Marks or equivalent grad Tribes). Students who wish to opt for Honours with Research must earn of Semester-6. Eligibility Criteria for the Multiple entries would be as per Unive				nt grade for Scheduled st earn a 7.5 CGPA and	Caste / Scheduled dabove at the end
		Programmes.				
SELECTION PROCEDURE 1.SET (Symbiosis Entrance Test), Portfolio/studio test, writing ability test, person verification of documents 2.Selection Procedure for the Multiple Entry would be as per the University's Lateral Rules for FYUG Programmes						

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7.	MEDIUM OF INSTRUCTION		audio-visual case studies m English subtitles)	ay be screened in Hindi, oth	ner regional / foreig
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	List of Majors (1) 1. Brand and 2. Film Studi 3. Media Entrological May 7. Public Relation of Minors (1) 1. Brand and 2. Film Studi 3. Media Entrological May 7. Film Studi 3. Media Entrological Media Ent	repreneurship action ations and Corporate Communications and Advertising Managa Journalism Offered- (Choose any one of Media Management es repreneurship	nications gement excluding the one chosen as	a Major)
10.	FEE		Academic Fee p.a	Institute Deposit	Total
	Indian Students (Amount in INR)	Section Street, Sales and Section Sect	3,46,000	20,000	3,85,000
	International Students	NRI/ PIO/ OCI Category (Amount in US\$)	6,775	275	7,450



100	total directors Shared Children Introduction	Foreign National Category (Amount in US\$)
	Note- The exiting stude Diploma by paying add be informed in due cou	ents will have to complete the additional 4 credit vocational course for the award of Certificate/ itional fees at the time of intimation of the exit. The additional fees of 4 credit vocational course will rse of time.
11.	ASSESSMENT	The courses will have 60% Continuous Assessment and 40% Term End [University] examination however, some courses (not more than 30% of the total programme credits) may have 100% Continuous Assessment.
12.	STANDARD OF PASSING	The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to 0 (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree/diploma/certificate to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.
13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Certificate in Mass Communication will be awarded at the end of semester-2 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer. Diploma in Mass Communication will be awarded at the end of semester-4 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer. Bachelor of Arts (Mass Communication) with the applicable Major and applicable Minor will be awarded at the end of semester-6 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA. Bachelor of Arts (Mass Communication)-Honours with the applicable Major and applicable Minor will be awarded at the end of semester-8 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA. Bachelor of Arts (Mass Communication)-Honours with Research with the applicable Major and applicable Minor will be awarded at the end of semester-8 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.

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emester	Major	Minor	Multi- disciplina ry	Ability Enhancement	Skill Enhanceme nt	Common Value Added	Summer Internship	Research Project / Dissertation	Total Credits	No. of Mandato ry Non- Credit Course/s	No. of Non- Credit Audit Course/s
1	6	0	3	6	6	0	0	0	21	1	
2	10	0	6	2	3	2	0	0	23	1	
3	16	0	0	0	0	4	0	0	20	1	
4	12	8	0	0	0	0	0	0	20	1	
5	8	8	0	0	0	0	4	0	20	1	
6	12	8	0	0	0	0	0	0	20	0	A = ===
Total	64	24	9	8	9	6	4	0	124	FELLER	As per the
		•			Ho	onours					Student's
7	16	4	0	0	0	0	0	0	20	0	Choice
8	8	4	0	0	0	0	0	8	20	0	
Total	88	32	9	8	9	6	4	8	164	0	
					Honours	with Resea	rch		Harris		
7	12	4	0	0	0	0	0	4	20	0	This state
8	8	4	0	0	0	0	0	8	20	0	
Total	84	32	9	8	9	6	4	12	164	0	

The students exiting the programme after Semester-2 OR Semester-4 should complete vocational courses of total 4 credits in the summer to obtain the Certificate/Diploma.

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.

Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.



Symbiosis Centre for Media and Communication, Pune Bachelor of Arts (Mass Communication) Honours/ Honours with Research Programme Structure 2023-27

Annexure A

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
			Semester - 1					
	List Market and D	Discipline-	Specific Courses/Majo	r Courses	5	0.50423028	886	
T6307	0504230101	Basic Psychology	owsers and venter	2	50	0	0	50
T5004	0504230102	Perspectives on Indian Media		4	60	40	0	100
LINE TO		Abili	ty Enhancement Cours	se				
T6105	0504230103	Understanding Modern Theatre: In Theory, Performance and Practice	dif-pa-19 passendi)	4	100	0	0	100
T6098	0504230104	Introduction to Better Language Skills	websit yearsman	2	30	20	0	50
10.04		Skil	I Enhancement Course	S	ment progress 1 1	050623020	25230	
T5116	0504230105	Basic Communication Theories		2	50	0	0	50
T6842	0504230106	Writing Skills		4	60	40	0	100
		Mane	datory Non-Credit Cou	rse	EGH			MILLIA II.
T4005	0504230107	Integrated Disaster Management	Managara de indicamento	0	0	0	0	0
· ·	(Choose Any	One Course from the Univer	ultidisciplinary Course sity Basket of Multidis	ciplinary	Courses giv	en in Anne	cure B)	p.
12		MD1		3	75	0	0	75
Lagrania		THE RESERVE THE PROPERTY OF THE	Grand Total	21	425	100	0	525
							71 / Int	

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
			Semester - 2					
T PHILI	Hardway Serv. 10	Discipline-S	pecific Courses/Major	Courses		Course Code	pare	2
T6358	0504230201	Culture in Making		4	60	40	0	100
T6739	0504230202	Media Economics		2	30	20	0	50
T2465	0504230203	Fundamentals of Marketing	deciphon-Southle Cour	4	60	40	0	100
		Abilit	y Enhancement Cours	е	RES DELEGIO	O.FOEZPOZO	THE YORK	
T5802	0504230204	Project (Regional Language Expression)		2	50	0	0	50
		Skill	Enhancement Course					
T5117	0504230205	Media Content Review I	F F 7 PV PM	3	75	0	0	75
- 1 - 170° ()		Comm	on Value-Added Cours	es			FUL	
T5227	0504230206	Foundation of Photography		2	50	0	0	50
		Manda	atory Non-Credit Cours	se		OTHER PORT	8,100	
TH4535	0504230207	Emotional Well-being	emoaments (this	0	0	0	0	0
	(Choose (Multi Courses from the University I	tidisciplinary Courses	ary Cou	rses given i	n Annexure	B)	
	(CHOOSE C	MD2		3	75	0	0	75
		MD3	NAMES OF TAXABLE PARTY.	3	75	0	0	75
			Grand Total	23	475	100	0	575
111-10		Vocati (Only for students who wish	onal Courses (Summe to exit after the First		th a Certific	ate)	6001	
TMC5203	0504230208	Media Compendium Course I	ne University Sealest o	4	100	0	0	100

Note: Students exiting at the end of the second semester and earning 44 credits will be awarded a "Certificate in Mass Communication" provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
51-14-A			Semester - 3	ALP SEE	med – bique Negota karak	nil Replejania	- ALIV	
1) BMM (Br Corporate (and and Media I	ter 3 students are required to Management) OR 2) DMA (Di s) OR 4) ME (Media Entrepren	gital Marketing and Adver	tising Man	agement) OF	(Pt	or 7) MM	ions and
		Discipline-	Specific Courses/Major	Courses	British II.			
T5804	0504230301	Industry Project		4	100	0	0	100
		(0	Major Courses nunication applicable fo choose Any One Course				0	100
TMC5224	0504230302	Introduction to Journalism	Media Communication	4	60	40	0	100
TMC5232	0504230303	Introduction to AV Radio and Television Media	Media Communication	4	60	40	0	100
	Grou	2 - Communication Mana	gement applicable for l (Choose Any One Cours	Majors BN e)	MM, DMA, PE	RCC & ME		
TMC5231	0504230304	Introduction to Advertising	Communication Management	4	60	40	0	100
T5976	0504230305	Introduction to Public Relations Practice	Communication Management	4	60	40	0	100
			Total Required Credits	4	60	40	0	100
		(Select ap	Major Courses Group propriate Group for you	ır Major)	SWINSHIP .	OFFICE CHOCK		
7		Group 3 - Media Comn	nunication applicable fo	r Majors	MMJ, FS, FP	United Secret	1190	
T5663	0504230306	Cinema Appreciation	Media Communication	4	60	40	0	100
TMC5225	0504230307	Camera Techniques and Lighting	Media Communication	4	100	0	0	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
malder of	Grou	p 4 - Communication Man	agement applicable for M	ajors BM	IM, DMA, PR	CC & ME		
TM2135	0504230308	Retail Marketing	Communication Management	4	60	40	0	100
TM2177	0504230309	Fundamentals of Marketing Research	Communication Management	4	100	0	0	100
LINGULAN	Maiori Librari - I	THE REPORT OF THE PROPERTY OF THE PARTY.	Total Required Credits	8	160	40	0	200
		Con	nmon Value-Added Cours	е				
TMC5202	0504230310	Sustainability and Environmental Awareness/ Photography Workshop		4	100	0	0	100
		Mar	datory Non-Credit Cours	е				
TH4095	0504230311	Fitness for Life		0	0	0	0	0
			Grand Total	20	420	80	0	500
	Grou	p 1 - Communication Mana	Semester - 4 Major Courses propriate Group for your agement applicable for M Choose Any One Course)		IM, DMA, PR	CC & ME	TESEDM 8198	
T2518	0504230401	Consumer Behaviour	Communication Management	4	60	40	0	100
T3680	0504230402	Digital Marketing	Communication Management	4	60	40	0	100,
		Group 2 - Media Con	nmunication applicable fo (Choose Any One Course		s MMJ, FS, F	P	E 6397	
TMC5230	0504230403	Documentary Cinema and Non Fiction Films	Media Communication	4	60	AR .	0	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
TMC5233	0504230404	Specialised Reporting	Media Communication	4	60	40	0	100
11103233	0301230101		Total Required Credits	4	60	40	0	100
		Mag a water the	Major Courses	a melle	HERSHIVE A	I ROESOCO		
		(Select ap	propriate Group for your	Major)				
THE TIE		Group-3	- Brand and Media Mana	agement				
T5634	0504230405	Branding	Brand and Media Management	4	60	0	40	100
TM2223	0504230406	Sustainable Marketing	Brand and Media Management	4	60	40	0	100
			Group-4 - Film Studies					100
TMC5228	0504230407	Cinemas of India	Film Studies	4	60	0	40	100
TMC5223	0504230408	Key Concepts in Indian Film Studies	Film Studies	4	60	40	0	100
H TIL Ta		Grou	p-5 - Media Entrepreneu	rship	2 month	FOR POST PORTO	El march	
T2340	0504230409	Business Entrepreneurship	Media Entrepreneurship	4	60	0	40	100
T6734	0504230410	Money, Banking and Finance	Media Entrepreneurship	4	60	40	0	100
14 17 31 7			Group-6 - Film Productio	n	Renewal !	SONDEZ HORG	3400	
T5897	0504230411	Scriptwriting	Film Production	4	60	0	40	100
TMC5222	0504230412	Film Production and Management	Film Production	4	60	40	0	100
			Relations and Corporate	Commu	nications	0500230651	E FIRE	en de mil
TMC5220	0504230413	Corporate Communications in Specialised Sectors	Public Relations and Corporate Communications	4	60	40	0	100
TMC5219	0504230414	Event Management	Public Relations and Corporate Communications	4	60	0	40	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
TMC5216	0504230415	Social Media Marketing	Digital Marketing and Advertising Management	4	60	40	0	100
TMC5201	0504230416	Advertising Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
		Grou	p-9 - Multimedia Journa	lism				
TMC5200	0504230417	Broadcast News Production	Multimedia Journalism	4	60	0	40	100
TMC5199	0504230418	Online Journalism and Website Tech CMS	Multimedia Journalism	4	60	40	0	100
			Total Required Credits	8	120	40	40	200
			Minor Courses					
		(Select Minor from the gr	oups given below, other	than the	chosen Ma	jor)	With Land	
			iroup-10 - Film Studies					
TMC5228	0504230407	Cinemas of India	Film Studies	4	60	0	40	100
TMC5223	0504230408	Key Concepts in Indian Film Studies	Film Studies	4	60	40	0	100
		Group	o-11 - Media Entrepreneu	ırship	Espannel 1			1 1 m
T2340	0504230409	Business Entrepreneurship	Media Entrepreneurship	4	60	0	40	100
T6734	0504230410	Money, Banking and Finance	Media Entrepreneurship	4	60	40	0	100
		G	roup-12 - Film Productio	n	Hanageri	T. Addition		
T5897	0504230411	Scriptwriting	Film Production	4	60	0	40	100
TMC5222	0504230412	Film Production and Management	Film Production	4	60	40	0	100
		Group-13 - Public	Relations and Corporate	Commu	inications			
TMC5220	0504230413	Corporate Communications in Specialised Sectors	Public Relations and Corporate Communications	4	60	40	0	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
TMC5219	0504230414	Event Management	Public Relations and Corporate Communications	4	60	0	40	100
	HE LIBERT	Group-14 - Digi	tal Marketing and Advertis	sing Man	agement	FERRUE	MARINE	
TMC5216	0504230415	Social Media Marketing	Digital Marketing and Advertising Management	4	60	40	0	100
TMC5201	0504230416	Advertising Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
0.00		Gro	oup-15 - Multimedia Journa	alism	SIEIZE EN	nem Lanen	(B.Silon	FEW III
TMC5200	0504230417	Broadcast News Production	Multimedia Journalism	4	60	0	40	100
TMC5199	0504230418	Online Journalism and Website Tech CMS	Multimedia Journalism	4	60	40	0	100
		Group-	16 - Brand and Media Man	agemen	no Maria			
T5634	0504230405	Branding	Brand and Media Management	4	60	0	40	100
TM2223	0504230406	Sustainable Marketing	Brand and Media Management	4	60	40	0	100
			Total Required Credits	8	120	40	40	200
10 LOL 1		Ma	andatory Non-Credit Cours	e		Part Back	Little	
SMC001	0504230419	Vasudhaiva Kutumbakam	Fublic Relations and Com	0	0	0	0	0
			Grand Total	20	300	120	80	500
		Vo	cational Courses (Summer	r)	THE PARTY		L. DES	
		(Only for students who v	vish to exit after the Secon	nd Year y	with a Diplo	ma)		
TMC5197	0504230420	Media Compendium Course II		4	100	0	0	100

Note: Students exiting at the end of the fourth semester and earning 84 credits will be awarded a "Diploma in Mass Communication," provided they successfully complete the additional 4 credits of vocational courses offered during the

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
summer t	erm.	- Dona	Public Relations					
	Australia Edition		10100,					
			Semester - 5					
1 0	1 94	(Select ap	Major Courses propriate Group for you	r Major)	M Isodal M	THOUSAGE	81 KE-314	
11.00			Group-1 - Film Studies	Want E land	anevia a	I SOFT SOED	MCS201	
TMC5221	0504230501	Television: History and Theory	Film Studies	4	60	0	40	100
TMC5214	0504230502	Cinema and Gender	Film Studies	4	60	0	40	100
		Grou	p-2 - Media Entrepreneu	ırship	a market			
T2781	0504230503	Global Business Environment	Media Entrepreneurship	4	60	0	40	100
TH4446	0504230504	Entrepreneurship Development - I	Media Entrepreneurship	4	60	0	40	100
		Gr	oup-3 - Film Production					
TMC5210	0504230505	AV Post Production and Animation	Film Production	4	60	0	40	100
T5793	0504230506	Elements of Cinematography	Film Production	4	60	0	40	100
0	5 6	Group-4 - Public R	elations and Corporate	Commun	ications	LAGESABED	100000	
TMC5213	0504230507	Corporate Communication Strategy .	Public Relations and Corporate Communications	4	60	0	40	100
TMC5211	0504230508	Crisis Management in Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
Simulation of the last of the	THE PROPERTY.	Group-5 - Digital	Marketing and Advertisi	ng Mana	gement	the street	SE SELEC	
TMC5227	0504230509	Influencer and Content	Digital Marketing and	4	60	0	40	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
	E May 2014	Marketing	Advertising Management		S Cinemal	nencolean I		
TMC5226	0504230510	Advertising Film Making	Digital Marketing and Advertising Management	4	60	0	40	100
		Gro	up-6 - Multimedia Journa	lism	(Ballerie			
TMC5208	0504230511	Business Journalism	Multimedia Journalism	4	60	0	40	100
TMC5206	0504230512	Media Law and Ethics	Multimedia Journalism	4	60	0	40	100
		Group-	7 - Brand and Media Mana	agement				
TM2222	0504230513	E-Customer Relationship Management	Brand and Media Management	4	60	0	40	100
TM2221	0504230514	Management Strategy	Brand and Media Management	4	60	0	40	100
		New York	Total Required Credits	8	120	0	80	200
	the life his	(Select Minor from the g	Minor Courses roups given below, other	than the	chosen Ma	jor)		
	THE RESERVE	BASE OF BUILDING	Group-8 - Film Studies	- North Marian	- Huguet	elinegroza.	Ances	
TMC5221	0504230501	Television: History and Theory	Film Studies	4	60	0	40	100
TMC5214	0504230502	Cinema and Gender	Film Studies	4	60	0	40	100
THE REAL PROPERTY.	no market	Grou	p-9 - Media Entrepreneur	ship	Name and A	DEU4230S1	Service .	
T2781	0504230503	Global Business Environment	Media Entrepreneurship	4	60	0	40	100
TH4446	0504230504	Entrepreneurship Development - I	Media Entrepreneurship	4	60	0	40	100
	THE REAL PROPERTY.	G	roup-10 - Film Production	1				
TMC5210	0504230505	AV Post Production and Animation	Film Production	4	60	0	40	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
T5793	0504230506	Elements of Cinematography	Film Production	4	60	0	40	100
		Group-11 - Public	Relations and Corporate	Commu	inications			
TMC5213	0504230507	Corporate Communication Strategy	Public Relations and Corporate Communications	4	60	0	40	100
TMC5211	0504230508	Crisis Management in Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
		Group-12 - Digital	Marketing and Advertisi	ng Mana	gement			
TMC5227	0504230509	Influencer and Content Marketing	Digital Marketing and Advertising Management	4	60	0	40	100
TMC5226	0504230510	Advertising Film Making	Digital Marketing and Advertising Management	4	60	0	40	100
	(Peles	Grou	p-13 - Multimedia Journa	alism	a sample of			
TMC5208	0504230511	Business Journalism	Multimedia Journalism	4	60	0	40	100
TMC5206	0504230512	Media Law and Ethics	Multimedia Journalism	4	60	0	40	100
		Group-14	- Brand and Media Mana	gement		Annether T	La perile	
TM2222	0504230513	E-Customer Relationship Management	Brand and Media Management	4	60	0	40	100
TM2221	0504230514	Management Strategy	Brand and Media Management	4	60	0	40	100
			Total Required Credits	8	120	0	80	200
			Summer Internship					
TMC5198	0504230515	Internship and Research Methodology Workshop	TO SELECT	4	60	0	40	100
		Ma	andatory Non-Credit Cour	rse		TO THE REAL PROPERTY OF THE PERTY OF THE PER		

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
SMC002	0504230516	Core Environmental Studies		0	0	0	0	0
			Grand Total	20	300	0	200	500
		Inswesseran produces	Olgibal Harketung und A	S-dho.				
			Semester – 6					
		Discipline	e-Specific Courses/Major	Courses	5			
T5448	0504230601	Practical: Creation of a Newspaper/Film/Marketin g/Communication-AD, PR		4	60	0	40	100
		(Select ar	Major Courses propriate Group for your	Major)	molevec			
13:00	A Market B	Uti. The Property of the Party	Group-1 - Film Studies	D-BOLDSH	termineD LS		SELED!	
TMC5217	0504230602	Adaptation: Cinema and Literature	Film Studies	4	60	0	40	100
TMC5215	0504230603	Asian Cinema	Film Studies	4	60	0	40	100
		Group	-2 - Media Entrepreneur:	ship				
T2352	0504230604	Business Modeling and Business Plan	Media Entrepreneurship	4	60	0	40	100
TMC5173	0504230605	Managing Creative Enterprises	Media Entrepreneurship	4	60	0	40	100
TT VAL		G	roup-3 - Film Production					
TMC5172	0504230606	Sound Design	Film Production	4	60	0	40	100
TMC5171	0504230607	Film Marketing and Distribution Models	Film Production	4	60	0	40	100
		Group-4 - Public I	Relations and Corporate (Commun	ications			
TM2219	0504230608	Corporate Governance and CSR	Public Relations and Corporate Communications	4	60	0	40	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
TMC5218	0504230609	Strategic PR and Campaign Planning	Public Relations and Corporate Communications	4	60	0	40	100
		Group-5 - Digital	Marketing and Advertising	ng Mana	gement			
TMC5176	0504230610	Advertising Design and Creatives	Digital Marketing and Advertising Management	4	60	0	40	100
T3788	0504230611	Data Analytics using Excel	Digital Marketing and Advertising Management	4	60	0	40	100
	THE PARTY	Gro	up-6 - Multimedia Journa	lism				
TMC5192	0504230612	Development Communication and Social Change	Multimedia Journalism	4	60	0	40	100
TMC5193	0504230613	Data Journalism and Visualisation	Multimedia Journalism	4	60	0	40	100
		Group-7	7 - Brand and Media Mana	agement				
TM2133	0504230614	Marketing Analytics	Brand and Media Management	4	60	0	40	100
TMC5185	0504230615	Measurement Metrics: Brand and Corporate Image	Brand and Media Management	4	60	0	40	100
		The state of the s	Total Required Credits	8	120	0	80	200
		(Select Minor from the gr	Minor Courses oups given below, other	than the	chosen Ma	jor)	A LOCAL	
			Group-8 - Film Studies	TOU LAN				
TMC5217	0504230602	Adaptation: Cinema and Literature	Film Studies	4	60	0	40	100
TMC5215	0504230603	Asian Cinema	Film Studies	4	60	0	40	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
		Group	9 - Media Entrepreneu	rship				
T2352	0504230604	Business Modeling and Business Plan	Media Entrepreneurship	4	60	0	40	100
TMC5173	0504230605	Managing Creative Enterprises	Media Entrepreneurship	4	60	0	40	100
		Gro	oup-10 - Film Production	n	BRANCE			
TMC5172	0504230606	Sound Design	Film Production	4	60	0	40	100
TMC5171	0504230607	Film Marketing and Distribution Models	Film Production	4	60	0	40	100
THE STATE OF THE S		Group-11 - Public	Relations and Corporate	Commun	nications		meanach	
TM2219	0504230608	Corporate Governance and CSR	Public Relations and Corporate Communications	4	60	0	40	100
TMC5218	0504230609	Strategic PR and Campaign Planning	Public Relations and Corporate Communications	4	60	0	40	100
		Group-12 - Digital	Marketing and Advertis	sing Mana	gement		Lanans	
TMC5176	0504230610	Advertising Design and Creatives	Digital Marketing and Advertising Management	4	60	0	40	100
T3788	0504230611	Data Analytics using Excel	Digital Marketing and Advertising Management	4	60	0	40	100
		Group	-13 - Multimedia Journ	alism	Allen Meet 1			
ТМС5192	0504230612	Development Communication and Social Change	Multimedia Journalism	4	60	0	40	100
TMC5193	0504230613	Data Journalism and Visualisation	Multimedia Journalism	4	60	0	40	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
		Group-1	4 - Brand and Media Mana	gement				
TM2133	0504230614	Marketing Analytics	Brand and Media Management	4	60	0	40	100
TMC5185	0504230615	Measurement Metrics: Brand and Corporate Image	Brand and Media Management	4	60	0	40	100
			Total Required Credits	8	120	0	80	200
			Grand Total	20	300	0	200	500

Note: Students exiting at the end of the sixth semester and earning 124 credits will be awarded a "Bachelor of Mass Communication" degree. Total Credits at the end of the Third year (Major 64, Minor 24, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Common Value-Added Courses 6).

			Semester - 7 (Honours)					
		Discipline	-Specific Courses/Majo	r Courses	Stratedio			A HE IS
TMC5195	0504230701	Media Industry Internship Project		4	100	0	0	100
THM6082	0504230702	Research Methodology		4	100	0	0	100
			Major Courses opropriate Group for yo Group-1 – Film Studies	CONTRACTOR OF THE CONTRACTOR O	PERMIN			
TMC5189	0504230703	Screen: Industry and Economy	Film Studies	4	60	0	40	100
TMC5180	0504230704	Indian Art House, Short Films and OTT	Film Studies	4	60	0	40	100
		Group-2 - Public I	Relations and Corporate	Commun	ications			
TMC5177	0504230705	Political and Advocacy Communication	Public Relations and Corporate	4	60	0	40	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
		DS1 CHARLET BURNEY	Communications	- 37-4-m2	741-1-1			
TMC5175	0504230706	Global Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
		Group-3 - Digita	Marketing and Advertis	ing Man	agement			
TMC5174	0504230707	Digital Branding Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
TD8005	0504230708	User Interface Design and No Code App Development	Digital Marketing and Advertising Management	4	60	0	40	100
			Group-4 - Film Production	n				
TMC5168	0504230709	Computer generated Imagery and Digital Effects	Film Production	4	60	0	40	100
TMC5169	0504230710	Screenplay Workshop	Film Production	4	60	0	40	100
O.E.	100	Grou	p-5 - Media Entrepreneu	rship			RENTEED.	The
TM2248	0504230711	Media Enterprises and Startup Ecosystem	Media Entrepreneurship	4	60	0	40	100
TMC5170	0504230712	Talent Management in Creative Industries	Media Entrepreneurship	4	60	0	40	100
		Group-6	5 - Brand and Media Mana	agement				
T3665	0504230713	Business Analytics	Brand and Media Management	4	60	0	40	100
TM2218	0504230714	Corporate Culture and Organisational Strategy	Brand and Media Management	4	60	0	40	100
		Gro	up-7 - Multimedia Journa	alism				
TMC5178	0504230715	Short News Production	Multimedia Journalism	4	60	0	40	100
TMC5179	0504230716	New Journalism and Literature	Multimedia Journalism	4	60	0	40	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
	USB L N		Total Required Credits	8	120	0	80	200
		The second secon	Minor Courses					
TO SE		(Select Minor from the gr		than the	chosen Maj	jor)	52130	MER IN
		Joseph District M District No.	Group-8 - Film Studies (Choose Any One)					
TMC5189	0504230703	Screen: Industry and Economy	Film Studies	4	60	0	40	100
TMC5180	0504230704	Indian Art House, Short Films and OTT	Film Studies	4	60	0	40	100
		Group-9 - Public R	Relations and Corporate ((Choose Any One)	Commun	ications			
TMC5177	0504230705	Political and Advocacy Communication	Public Relations and Corporate Communications	4	60	0	40	100
TMC5175	0504230706	Global Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
S P CE	STORE THE	Group-10 - Digita	al Marketing and Advertis	sing Mar	agement	NE OFFICE AND ADDRESS OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TO THE		
			(Choose Any One)	But De All				
TMC5174	0504230707	Digital Branding Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
TD8005	0504230708	User Interface Design and No Code App Development	Digital Marketing and Advertising Management	4	60	0	40	100
	A PLANT	G	roup-11 - Film Production	n				
			(Choose Any One)					
TMC5168	0504230709	Computer generated Imagery and Digital Effects	Film Production	4	60	0	40	100
TMC5169	0504230710	Screenplay Workshop	Film Production	4	60	0	40	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
	Tion 1	Grou	p-12 - Media Entreprenet (Choose Any One)	ırship	Quantital	050423071		
TM2248	0504230711	Media Enterprises and Startup Ecosystem	Media Entrepreneurship	4	60	0	40	100
TMC5170	0504230712	Talent Management in Creative Industries	Media Entrepreneurship	4	60	0	40	100
		Group-1	(Choose Any One)	agemen	t			
T3665	0504230713	Business Analytics	Brand and Media Management	4	60	0500 0 3020	40	100
TM2218	0504230714	Corporate Culture and Organisational Strategy	Brand and Media Management	4	60	0	40	100
		Gro	up-14 - Multimedia Journ (Choose Any One)	alism	nis amili-i			
TMC5178	0504230715	Short News Production	Multimedia Journalism	4	60	0	40	100
TMC5179	0504230716	New Journalism and Literature	Multimedia Journalism	4	60	050-03070	40	100
			Total Required Credits	4	60	0	40	100
0.0		03 4 4 60	Grand Total	20	380	0.000	120	500
		MANAGEMENT BYHLIPTON	Honours with Research	E-quota				
		Disc	cipline Specific Major Cou	rses				
TMC5195	0504230701	Media Industry Internship Project	strategy Advertising Hare	4	100	A OES O SED	0	100
THM6082	0504230702	Research Methodology	Advertising Manual	4	100	050023070	0	100
			Major Courses (Choose Any One)					
THM6085	0504230717	Qualitative Research	ted Film Production	4	60	40	0	100

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
THM6088	0504230718	Quantitative Methods	Group-12 - Media En (Choose Any	4	60	40	0	100
UP		na dilisira	Total Required Credits	4	60	40	0	100
40	0	(Select Minor from the gr		than the	chosen Maj	or)	MC5170	1
		dia Management One)	Group-1 – Film Studies (Choose Any One)					
TMC5189	0504230703	Screen: Industry and Economy	Film Studies	4	60	0	40	100
TMC5180	0504230704	Indian Art House, Short Films and OTT	Film Studies	4	60	0	40	100
		Group-2 - Public R	Relations and Corporate C	Commun	ications			
0.0	0	Da la malian	(Choose Any One)	No. of the last	IN LOND OF	EGEC NO PO	acress.	
TMC5177	0504230705	Political and Advocacy Communication	Public Relations and Corporate Communications	4	60	0.50 0.507	40	100
TMC5175	0504230706	Global Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
		Group-3 - Digita	Marketing and Advertis	ing Man	agement			The second
		and the contract of	(Choose Any One)					
TMC5174	0504230707	Digital Branding Strategy	Digital Marketing and Advertising Management	4	60	0	40	100
TD8005	0504230708	User Interface Design and No Code App Development	Digital Marketing and Advertising Management	4	60	050 0 3070	40	100
		(ano	Group-4 - Film Production (Choose Any One)	n				
TMC5168	0504230709	Computer generated	Film Production	4	60	1 0 /	40	100
		3				1		

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
u 3/46_L		Imagery and Digital Effects	A PROSE AND A	Churse	is book in t	05042308	MC5190	
TMC5169	0504230710	Screenplay Workshop	Film Production	4	60	0	40	100
		Gro	up-5 - Media Entrepreneu	rship				
		tens	(Choose Any One)	palmohis	Digital P			
TM2248	0504230711	Media Enterprises and Startup Ecosystem	Media Entrepreneurship	4	60	0	40	100
TMC5170	0504230712	Talent Management in Creative Industries	Media Entrepreneurship	4	60	0 20	40	100
		Group	-6 - Brand and Media Mana	agement	2 brivia			
- Anti-		380 14 18 1	(Choose Any One)		01	180879080	SISCIM	
T3665	0504230713	Business Analytics	Brand and Media Management	4	60	0	40	100
TM2218	0504230714	Corporate Culture and Organisational Strategy	Brand and Media Management	4	60	0	40	100
	(netral)	Gr	oup-7 - Multimedia Journa (Choose Any One)	alism	(Select)			4 - 56
TMC5178	0504230715	Short News Production	Multimedia Journalism	4	60	0	40	100
TMC5179	0504230716	New Journalism and Literature	Multimedia Journalism	4	60	1806.0 000	400	100
		The second second	Total Required Credits	4	60	0	40	100
F98		Re	search Project / Dissertat	tion	ni=n/ns3.i	05042308	PRISON	
T5704	0504230719	Media Research Project Dissertation	dec The Preculation	4	60	1800 C 0 2008	40	100
		different and an emission	Grand Total	20	380	40	80	500
			Semester - 8 (Honours)	o met	P DIEVEL E	port de la	SELEC	
1196		(Choose Any One as ne	Major Courses your chosen Major from	the Follo	wing Cours	es)	VC\$187 A	
		(Choose Ally Offe as per	your enough rago. nom			STATE OF STREET		

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Catalogue Course Code	rrse Course Code Course Title		e Major / Minor		Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
TMC5190	C5190 0504230801 Reading Course		Film Studies	8	120	0	80	200
TMC5209	0504230802	Corporate Film Production	Public Relations and Corporate Communications	8	120	0 000	80	200
TMC5207	0504230803	Digital Marketing Campaign Live	Digital Marketing and Advertising Management	8	120	0	80	200
TMC5205			Film Production	8	120	0	80	200
TMC5191	0504230805	Media Brand Campaign Live	Media Entrepreneurship	8	120	0	80	200
TMC5212	0504230806 Brand Strategy Campaign Live		Brand and Media Management	8	120	0	80	200
TMC5196	0504230807	Chronicle Online	Multimedia Journalism	8	120	0	80	200
40		100	Total Required Credits	8	120	0	80	200
		(Select Minor from the gro	Minor Courses oups given below, other	than the	chosen Mai	or)		
TMC5181	0504230808	Reading Course	Film Studies	4	60	0	40	100
TMC5186	0504230809	Corporate Film Production	Public Relations and Corporate Communications	4	60	(02.0)20	40	100
TMC5184	0504230810	Digital Marketing Campaign Live	Digital Marketing and Advertising Management	4	60	0	40	100
TMC5182	0504230811	Mentored Film Project	Film Production	4	60	0	40	100
TMC5183	0504230812	Media Brand Campaign Live	Media Entrepreneurship	4	60	0	40	100
TMC5188	0504230813	Brand Strategy Campaign Live	Brand and Media Management	4	60	0	40	100
TMC5187	0504230814	Chronicle Online	Multimedia Journalism	4	60	0	40	100
	(asset	to parketter an area to	Total Required Credits	4	60	0	40	100

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atalogue course	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
ode	antena .	Res	earch Project / Dissertat	ion				
		Research Project - Peer	7:31:0	4	60	0	40	100
TMC5194	0504230815	Review Paper Publication						
net		Research and	NETO COLOR	4	100	0	0	100
гнм6084	0504230816	Contemporary Issues: Seminar/Conference	of for "Backelor of Arts	LOBBY	Manuel de la	its affine at	4.50	500
Carried a		Seminar/Contenence	Grand Total	20	340	0	160	500
Marie Control		A LA CONTRACTOR DE LA C	Honours with Research			The second		
基于学术系统			ipline Specific Major Cou	rse	Albanail to be			21
		Research Project - Paper	THE STATE OF THE S	4	60	0	40	100
		Publication	0.3 by the Markett P. V. Brother	- 6			1	400
THM6084	0504230816	Research and Contemporary Issues:		4	100	0	0	100
NAME OF SEC.		Seminar/Conference	Minor Courses	there when				
		(Select Minor from the gro	oups given below, other	than th	e chosen Ma	0	40	100
TMC5181	0504230808	Reading Course	Film Studies	4	60	0		
TMC5186	0504230809	Corporate Film Production	Public Relations and Corporate Communications	4	60	0	40	100
C. P. W. Transport		Digital Marketing	Digital Marketing and			0	40	100
TMCF104	0504230810	Campaign Live	Advertising	4	60	U	40	
TMC5184	0304230010	Campaign	Management	4	60	0	40	100
TMC5182	0504230811	Mentored Film Project	Film Production				40	100
	0504230812	Media Brand Campaign	Media Entrepreneurship	4	60	0	40	100
TMC5183	0304230612	Live Chrotogy Campaign	Brand and Media	4	60	0	40	100
TMC5188	0504230813	Brand Strategy Campaign Live	Management			0	40	100
TMC5187	0504230814	Chronicle Online	Multimedia Journalism	4	60		40	100
	0304230014	Control of the state of the sta	Total Required Credits	4	60	0	70	200

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Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
		Res	earch Project / Disserta	tion				
T5708	0504230818	Video Film and Poster – Dissertation	Peer	8	120	18010.020	80	200
			Grand Total	20	340	0	160	500

Note:

Total Credits at the end of Fourth year 164 for "Bachelor of Arts (Mass Communication) – Honours" – 164 (Major 88, Minor 32, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Research Project 8, Common Value-Added Courses 6).

Total Credits at the end of Fourth year for "Bachelor of Arts (Mass Communication) - Honours with Research" - 164 (Major 84, Minor 32, Multidisciplinary 9, Ability Enhancement Courses 8, Skill Enhancement Courses 9, Summer Internship 4, Research Project/ Dissertation 12, Common Value-Added Courses 6).

		ups given below, other t		
, OA				
			A LANSON DE INC	
.60	0.0	 Total Required Credits	- SOAA	

Symbiosis Centre for Media and Communication, Pune Bachelor of Arts (Mass Communication) Honours/ Honours with Research Programme Structure 2023-27

SUMMARY

Semester	100% Continuous Assessment Credits	Term End (University) Examination Credits	Total Credits	Total Marks
1	11	10	21	525
2	13	10	23	575
3	12	8	20	500
4	0	20	20	500
5	0	20	20	500
6	0	20	20	500
Total	36	88	124	3100
pndcama	Fundamentals of Cloud.C	(Honours)		
7	8	12	20	500
8	4	16	20	500
Total	48	116	164	4100
TOTORES.	(Ho	nours with Research)	WAY TO STATE OF	STATE IN
7	8	12	20	500
8	4	16	20	500
Total	48	116	164	4100

Symbiosis Centre for Media and Communication, Pune Bachelor of Arts (Mass Communication) - Honours/ Honours with Research Programme Structure 2023-27 Annexure B

List of Multidisciplinary Courses

S. No.	Catalogue Course Code	Semester 1	Semester 2	Course Title	Credit
1	T3757	0504230108	0504230209	Applications of Spreadsheets in Business Statistics	3
2	T1454	0504230109	0504230210	Constitutional Law I	3
3	TH4542	0504230110	0504230211	Dancercise	3
4	T3499	0504230111	0504230212	Data Analysis Using Python	3
5	TH4541	0504230112	0504230213	Data Analytics in Sports	3
6	T5787	0504230113	0504230214	Digital Design Tools - Visual Media	3
7	TH4539	0504230114	0504230215	Fitness and Sports	3
8	T3754	0504230115	0504230216	Fundamentals of Cloud Computing	3
9	TE7456	0504230116	0504230217	Fundamentals of Cyber Security	3
10	THM6023	0504230117	0504230218	Games of Uncertainty	3
11	T4729	0504230118	0504230219	Intellectual Property Rights	3
12	T1471	0504230119	0504230220	Law of Contracts	3
13	TE7680	0504230120	0504230221	Mathematics-I	3
14	T2489	0504230121	0504230222	Renewable Energy Sources	3
15	TH4540	0504230122	0504230223	Self-Defence	3
16	TE7223	0504230123	0504230224	Smart Urban Planning	3
17	THM6037	0504230124	0504230225	Statistics of Nature	3
18	TH4538	0504230125	0504230226	Weight Training and Conditioning	3
19	TH4537	0504230126	0504230227	Well for Life	3
20	TH4536	0504230127	0504230228	Yoga and Stress Management	3
21	T6767	0504230128	0504230229	Public Policy in India	3
22	T6769	0504230129	0504230230	India's Foreign Policy	3

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23	T6754	0504230130	0504230231	Business and Managerial Communication	3
24	T6763	0504230131	0504230232	Political Science I	3
25	TH4569		0504230233	Brain Fit Body Fit	3
26	T2276		0504230234	Cross Cultural Management	3
27	T6756	- 1 pag	0504230235	Economics	3
28	T2273		0504230236	Emotional Intelligence for Personal Growth	3
29	T2016		0504230237	Financial Markets and Institutions	3
30	T6768		0504230238	India's Political Economy and Development	3
31	T6359		0504230239	Introduction to Culture & India	3
32	T3698	++	0504230240	Introduction to Python	3
33	THM6017	++	0504230241	Macroeconomics for Business	3
34	TM2154	44	0504230242	Personal Financial Planning and Wellbeing	3

Director - Academics Symbiosis International (Deemed University) Gram-Lavale, Dist-Pune-412 115.