

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

1.	OBJECTIVE	Providing the industry with skilled and trained media professionals adept in all fields of communication at an entry level.					
2.	DURATION (IN MONTHS)	48 (Full Time) With Multiple Entry and Multiple Exit Options					
3.	INTAKE	120					
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)	d) Defence (In Percentage)	
			15	7.5	3	0	
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)		b) International Students (In Seats)		
			2		20		
5.	ELIGIBILITY	<p>Passed Standard XII (10+2) or equivalent examination from any recognised Board with a minimum of 50% marks or equivalent grade (45% Marks or equivalent grade for Scheduled Caste / Scheduled Tribes).</p> <p>Students who wish to opt for Honours with Research must earn a 7.5 CGPA and above at the end of Semester-6.</p> <p>Eligibility Criteria for the Multiple entries would be as per University's Lateral Entry Rules for FYUG Programmes.</p>					
6.	SELECTION PROCEDURE	<p>1.SET (Symbiosis Entrance Test), Portfolio/studio test, writing ability test, personal interaction and verification of documents</p> <p>2.Selection Procedure for the Multiple Entry would be as per the University's Lateral Entry Rules for FYUG Programmes</p>					

7.	MEDIUM OF INSTRUCTION	English; some audio-visual case studies may be screened in Hindi, other regional / foreign languages (with English subtitles)			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	<p>The details of the courses are given in Annexure A.</p> <p>List of Majors Offered- (Choose any one)</p> <ol style="list-style-type: none"> 1. Brand and Media Management 2. Film Studies 3. Media Entrepreneurship 4. Film Production 5. Public Relations and Corporate Communications 6. Digital Marketing and Advertising Management 7. Multimedia Journalism <p>List of Minors Offered- (Choose any one excluding the one chosen as a Major)</p> <ol style="list-style-type: none"> 1. Brand and Media Management 2. Film Studies 3. Media Entrepreneurship 4. Film Production 5. Public Relations and Corporate Communications 6. Digital Marketing and Advertising Management 7. Multimedia Journalism 			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
	Indian Students (Amount in INR)		3,46,000	20,000	3,85,000
	International Students	NRI/ PIO/ OCI Category (Amount in US\$)	6,775	275	7,450

		Foreign National Category (Amount in US\$)	1,300	275	1,575
	Note- The exiting students will have to complete the additional 4 credit vocational course for the award of Certificate/ Diploma by paying additional fees at the time of intimation of the exit. The additional fees of 4 credit vocational course will be informed in due course 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 O (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	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>			

14. CLASSIFICATION OF CREDITS AND NUMBER OF NON-CREDIT COURSES												
Semester	Major	Minor	Multi-disciplinary	Ability Enhancement	Skill Enhancement	Common Value Added	Summer Internship	Research Project / Dissertation	Total Credits	No. of Mandatory Non-Credit Course/s	No. of Non-Credit Audit Course/s	
1	6	0	3	6	6	0	0	0	21	1	As per the Student's Choice	
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		
Total	64	24	9	8	9	6	4	0	124			
Honours												
7	16	4	0	0	0	0	0	0	20	0		
8	8	4	0	0	0	0	0	8	20	0		
Total	88	32	9	8	9	6	4	8	164	0		
Honours with Research												
7	12	4	0	0	0	0	0	4	20	0		
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.

Director - Academics

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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								
Discipline-Specific Courses/Major Courses								
T6307	0504230101	Basic Psychology		2	50	0	0	50
T5004	0504230102	Perspectives on Indian Media		4	60	40	0	100
Ability Enhancement Course								
T6105	0504230103	Understanding Modern Theatre: In Theory, Performance and Practice		4	100	0	0	100
T6098	0504230104	Introduction to Better Language Skills		2	30	20	0	50
Skill Enhancement Courses								
T5116	0504230105	Basic Communication Theories		2	50	0	0	50
T6842	0504230106	Writing Skills		4	60	40	0	100
Mandatory Non-Credit Course								
T4005	0504230107	Integrated Disaster Management		0	0	0	0	0
Multidisciplinary Course (Choose Any One Course from the University Basket of Multidisciplinary Courses given in Annexure B)								
--	--	MD1		3	75	0	0	75
Grand Total				21	425	100	0	525

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Semester - 2								
Discipline-Specific Courses/Major Courses								
T6358	0504230201	Culture in Making		4	60	40	0	100
T6739	0504230202	Media Economics		2	30	20	0	50
T2465	0504230203	Fundamentals of Marketing		4	60	40	0	100
Ability Enhancement Course								
T5802	0504230204	Project (Regional Language Expression)		2	50	0	0	50
Skill Enhancement Course								
T5117	0504230205	Media Content Review I		3	75	0	0	75
Common Value-Added Courses								
T5227	0504230206	Foundation of Photography		2	50	0	0	50
Mandatory Non-Credit Course								
TH4535	0504230207	Emotional Well-being		0	0	0	0	0
Multidisciplinary Courses								
(Choose Courses from the University Basket of Multidisciplinary Courses given in Annexure B)								
--	--	MD2		3	75	0	0	75
--	--	MD3		3	75	0	0	75
Grand Total				23	475	100	0	575
Vocational Courses (Summer)								
(Only for students who wish to exit after the First Year with a Certificate)								
TMC5203	0504230208	Media Compendium Course I		4	100	0	0	100
<p>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.</p>								

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Semester – 3								
Note: At the start of semester 3 students are required to choose Major and Minor from 7 options given below: 1) BMM (Brand and Media Management) OR 2) DMA (Digital Marketing and Advertising Management) OR 3) PRCC (Public Relations and Corporate Communications) OR 4) ME (Media Entrepreneurship) OR 5) FP (Film Production) OR 6) FS (Film Studies) OR 7) MMJ (Multimedia Journalism)								
Discipline-Specific Courses/Major Courses								
T5804	0504230301	Industry Project		4	100	0	0	100
Major Courses								
Group 1 - Media Communication applicable for Majors MMJ, FS, FP								
(Choose Any One Course)								
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
Group 2 - Communication Management applicable for Majors BMM, DMA, PRCC & ME								
(Choose Any One Course)								
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
Major Courses Group								
(Select appropriate Group for your Major)								
Group 3 - Media Communication applicable for Majors MMJ, FS, FP								
T5663	0504230306	Cinema Appreciation	Media Communication	4	60	40	0	100
TMC5225	0504230307	Camera Techniques and Lighting	Media Communication	4	100	0	0	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Group 4 - Communication Management applicable for Majors BMM, DMA, PRCC & 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
Total Required Credits				8	160	40	0	200
Common Value-Added Course								
TMC5202	0504230310	Sustainability and Environmental Awareness/ Photography Workshop		4	100	0	0	100
Mandatory Non-Credit Course								
TH4095	0504230311	Fitness for Life		0	0	0	0	0
Grand Total				20	420	80	0	500
Semester - 4								
Major Courses								
(Select appropriate Group for your Major)								
Group 1 - Communication Management applicable for Majors BMM, DMA, PRCC & ME								
(Choose Any One Course)								
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 Communication applicable for Majors MMJ, FS, FP								
(Choose Any One Course)								
TMC5230	0504230403	Documentary Cinema and Non Fiction Films	Media Communication	4	60	40	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
Total Required Credits				4	60	40	0	100
Major Courses								
(Select appropriate Group for your Major)								
Group-3 - Brand and Media Management								
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								
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-5 - Media Entrepreneurship								
T2340	0504230409	Business Entrepreneurship	Media Entrepreneurship	4	60	0	40	100
T6734	0504230410	Money, Banking and Finance	Media Entrepreneurship	4	60	40	0	100
Group-6 - Film Production								
T5897	0504230411	Scriptwriting	Film Production	4	60	0	40	100
TMC5222	0504230412	Film Production and Management	Film Production	4	60	40	0	100
Group-7 - Public Relations and Corporate Communications								
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
Group-8 - Digital Marketing and Advertising Management								

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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
Group-9 - Multimedia Journalism								
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 groups given below, other than the chosen Major)								
Group-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-11 - Media Entrepreneurship								
T2340	0504230409	Business Entrepreneurship	Media Entrepreneurship	4	60	0	40	100
T6734	0504230410	Money, Banking and Finance	Media Entrepreneurship	4	60	40	0	100
Group-12 - Film Production								
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 Communications								
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
Group-14 - Digital Marketing and Advertising Management								
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
Group-15 - Multimedia Journalism								
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 Management								
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
Mandatory Non-Credit Course								
SMC001	0504230419	Vasudhaiva Kutumbakam		0	0	0	0	0
Grand Total				20	300	120	80	500
Vocational Courses (Summer) (Only for students who wish to exit after the Second Year with a Diploma)								
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								

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
summer term.								
Semester – 5								
Major Courses (Select appropriate Group for your Major)								
Group-1 - Film Studies								
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
Group-2 - Media Entrepreneurship								
T2781	0504230503	Global Business Environment	Media Entrepreneurship	4	60	0	40	100
TH4446	0504230504	Entrepreneurship Development - I	Media Entrepreneurship	4	60	0	40	100
Group-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
Group-4 - Public Relations and Corporate Communications								
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-5 – Digital Marketing and Advertising Management								
TMC5227	0504230509	Influencer and Content	Digital Marketing and	4	60	0	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
		Marketing	Advertising Management					
TMC5226	0504230510	Advertising Film Making	Digital Marketing and Advertising Management	4	60	0	40	100
Group-6 - Multimedia Journalism								
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 Management								
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
Minor Courses (Select Minor from the groups given below, other than the chosen Major)								
Group-8 - Film Studies								
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
Group-9 - Media Entrepreneurship								
T2781	0504230503	Global Business Environment	Media Entrepreneurship	4	60	0	40	100
TH4446	0504230504	Entrepreneurship Development - I	Media Entrepreneurship	4	60	0	40	100
Group-10 - Film Production								
TMC5210	0504230505	AV Post Production and Animation	Film Production	4	60	0	40	100

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T5793	0504230506	Elements of Cinematography	Film Production	4	60	0	40	100
Group-11 - Public Relations and Corporate Communications								
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 Advertising Management								
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
Group-13 - Multimedia Journalism								
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 Management								
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		4	60	0	40	100
Mandatory Non-Credit Course								

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
Semester – 6								
Discipline-Specific Courses/Major Courses								
T5448	0504230601	Practical: Creation of a Newspaper/Film/Marketing/Communication-AD, PR		4	60	0	40	100
Major Courses (Select appropriate Group for your Major)								
Group-1 - Film Studies								
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 Entrepreneurship								
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
Group-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 Relations and Corporate Communications								
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 Management								
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-6 - Multimedia Journalism								
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 - Brand and Media Management								
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
Minor Courses (Select Minor from the groups given below, other than the chosen Major)								
Group-8 – Film Studies								
TMC5217	0504230602	Adaptation: Cinema and Literature	Film Studies	4	60	0	40	100
TMC5215	0504230603	Asian Cinema	Film Studies	4	60	0	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Group-9 – Media Entrepreneurship								
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
Group-10 – 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-11 – Public Relations and Corporate Communications								
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 Advertising Management								
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 Journalism								
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

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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-14 – Brand and Media Management								
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/Major Courses								
TMC5195	0504230701	Media Industry Internship Project		4	100	0	0	100
THM6082	0504230702	Research Methodology		4	100	0	0	100
Major Courses (Select appropriate Group for your Major)								
Group-1 – Film Studies								
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 Relations and Corporate Communications								
TMC5177	0504230705	Political and Advocacy Communication	Public Relations and Corporate	4	60	0	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
			Communications					
TMC5175	0504230706	Global Public Relations	Public Relations and Corporate Communications	4	60	0	40	100
Group-3 – Digital Marketing and Advertising Management								
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								
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
Group-5 – Media Entrepreneurship								
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 - Brand and Media Management								
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
Group-7 - Multimedia Journalism								
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

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
Total Required Credits				8	120	0	80	200
Minor Courses (Select Minor from the groups given below, other than the chosen Major)								
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 Relations and Corporate Communications (Choose Any One)								
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
Group-10 – Digital Marketing and Advertising Management (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	0	40	100
Group-11 – Film Production (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
Group-12 – Media Entrepreneurship (Choose Any One)								
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-13 - Brand and Media Management (Choose Any One)								
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
Group-14 - Multimedia Journalism (Choose Any One)								
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
Total Required Credits				4	60	0	40	100
Grand Total				20	380	0	120	500
Honours with Research								
Discipline Specific Major Courses								
TMC5195	0504230701	Media Industry Internship Project		4	100	0	0	100
THM6082	0504230702	Research Methodology		4	100	0	0	100
Major Courses (Choose Any One)								
THM6085	0504230717	Qualitative Research		4	60	40	0	100

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		4	60	40	0	100
Total Required Credits				4	60	40	0	100
Minor Courses (Select Minor from the groups given below, other than the chosen Major)								
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 Relations and Corporate Communications (Choose Any One)								
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
Group-3 – Digital Marketing and Advertising Management (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	0	40	100
Group-4 – Film Production (Choose Any One)								
TMC5168	0504230709	Computer generated	Film Production	4	60	0	40	100

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
		Imagery and Digital Effects						
TMC5169	0504230710	Screenplay Workshop	Film Production	4	60	0	40	100
Group-5 – Media Entrepreneurship (Choose Any One)								
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 - Brand and Media Management (Choose Any One)								
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
Group-7 - Multimedia Journalism (Choose Any One)								
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
Total Required Credits				4	60	0	40	100
Research Project / Dissertation								
T5704	0504230719	Media Research Project Dissertation		4	60	0	40	100
Grand Total				20	380	40	80	500
Semester – 8 (Honours)								
Major Courses (Choose Any One as per your chosen Major from the Following Courses)								

Catalogue Course Code	Course Code	Course Title	Major / Minor	Credits	Continuous Assessment Marks	Term End Examination Marks	External Jury	Total Marks
TMC5190	0504230801	Reading Course	Film Studies	8	120	0	80	200
TMC5209	0504230802	Corporate Film Production	Public Relations and Corporate Communications	8	120	0	80	200
TMC5207	0504230803	Digital Marketing Campaign Live	Digital Marketing and Advertising Management	8	120	0	80	200
TMC5205	0504230804	Mentored Film Project	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
Total Required Credits				8	120	0	80	200
Minor Courses								
(Select Minor from the groups given below, other than the chosen Major)								
TMC5181	0504230808	Reading Course	Film Studies	4	60	0	40	100
TMC5186	0504230809	Corporate Film Production	Public Relations and Corporate Communications	4	60	0	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
Total Required Credits				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
Research Project / Dissertation								
TMC5194	0504230815	Research Project - Peer Review Paper Publication		4	60	0	40	100
THM6084	0504230816	Research and Contemporary Issues: Seminar/Conference		4	100	0	0	100
Grand Total				20	340	0	160	500
Honours with Research								
Discipline Specific Major Course								
THM6083	0504230817	Research Project - Paper Publication		4	60	0	40	100
THM6084	0504230816	Research and Contemporary Issues: Seminar/Conference		4	100	0	0	100
Minor Courses								
(Select Minor from the groups given below, other than the chosen Major)								
TMC5181	0504230808	Reading Course	Film Studies	4	60	0	40	100
TMC5186	0504230809	Corporate Film Production	Public Relations and Corporate Communications	4	60	0	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
Total Required Credits				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
Research Project / Dissertation								
T5708	0504230818	Video Film and Poster – Dissertation		8	120	0	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).

Minor Courses (Select Minor from the groups given below, other than the chosen Major)								
TMC2181	0504230808	Reading Course		4	60	0	40	100
TMC2186	0504230809	Corporate Film Production		4	60	0	40	100
TMC2184	0504230810	Digital Marketing Campaign Live		4	60	0	40	100
TMC2185	0504230811	Minor Film Project		4	60	0	40	100
TMC2183	0504230812	Media Brand Campaign Live		4	60	0	40	100
TMC2188	0504230813	Brand Strategy Campaign Live		4	60	0	40	100
TMC2187	0504230814	Chronicle-Online		4	60	0	40	100
Total Required Credits				4	60	0	40	100



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
(Honours)				
7	8	12	20	500
8	4	16	20	500
Total	48	116	164	4100
(Honours with Research)				
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

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	--	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	--	0504230242	Personal Financial Planning and Wellbeing	3



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