

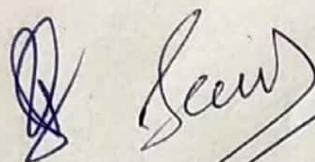
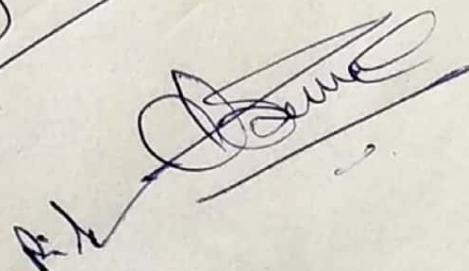
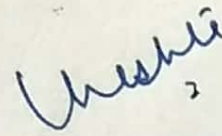
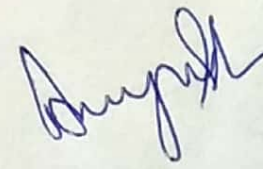
MAHARISHI MARKANDESHWAR UNIVERSITY**SADOPUR (AMBALA)****DEPARTMENT OF MANAGEMENT STUDIES****SCHEME OF BA-JMC****Semester I**

Sr. No.	Course No.	Subject	Teaching Schedule			Credits	Examination Schedule			
			L	T	P		Theory	Sessional (Internal)	Practical	Total
1	BJMC-101	Introduction to Journalism	5	-	-	5	60	40	-	100
2	BJMC-102	History of Communication Media	4	1	-	5	60	40	-	100
3	BJMC-103	Reporting and Editing for Print Media- I	3	1	2	5	60	40	-	100
4	ENG-101	Comprehension and Communication Skills in English	4	-	2	5	60	40	-	100
5	CS-109	Computer Applications	2	-	-	2	60	40	-	100
6.	CS-111	Basic Computer Skills	-	-	4	2	-	60	40	100
7.	BJMC-106	Practical-I	-	-	4	2	-	60	40	100
Total			18	2	12	26	300	320	80	700

MAHARISHI MARKANDESHWAR UNIVERSITY**SADOPUR (AMBALA)****DEPARTMENT OF MANAGEMENT STUDIES****SCHEME OF BA-JMC****Semester II**

Sr. No.	Course No.	Subject	Teaching Schedule			Credits	Examination Schedule			
			L	T	P		Theory	Sessional (Internal)	Practical	Total
1.	BJMC-201	Mass Communication: Concepts and Processes	4	-	-	4	60	40	-	100
2.	BJMC-202	Introduction to Photography and Photojournalism	3	1	2	5	60	40	-	100
3.	EVS-101	Environmental Studies	4	-	-	4	60	40	-	100
4.	ENG-102	Communication Skills and Personality Development	4	-	2	5	60	40	-	100
5.	BJMC-203	Indian Politics and Democracy	4	1	-	5	60	40	-	100
6.	CS-208	Advanced Computer Applications	-	-	4	2	-	60	40	100
7.	BJMC-205	Practical-II	-	-	4	2	-	60	40	100
Total			19	2	12	27	300	320	80	700

At the end of the second semester the student will undergo a four weeks internship programme at a reputed media organization. The evaluation for the same will be done in the third semester.

MAHARISHI MARKANDESHWAR UNIVERSITY

SADOPUR (AMBALA)

DEPARTMENT OF MANAGEMENT STUDIES

REVISED SCHEME OF BA-JMC

Semester III

Sr. No.	Course No.	Subject	Teaching Schedule			Credits	Examination Schedule			
			L	T	P		Theory	Sessional (Internal)	Practical	Total
1.	BJMC-301	Radio Journalism and Production	3	1	2	5	60	40	-	100
2.	BJMC-302	Reporting and Editing for Print Media-II	4	-	2	5	60	40	-	100
3.	BJMC-303	Global Media Scenario	5	-	-	5	60	40	-	100
4.	BJMC-304	Introduction to Film studies	3	1	2	5	60	40	-	100
5.	BJMC-305	Language-I**	4	1	-	5	60	40	-	100
6.	BJMC-306	Practical-III	-	-	4	2	-	60	40	100
7.	BJMC-307	Summer Internship-I	-	-	-	2	-	60	40	100
Total			19	3	10	29	300	320	80	700

**Language electives:

1. Hindi
2. Punjabi
3. Spanish
4. French

Handwritten signatures and initials:

Chetki
Rishu
Saurav
Anupam
Dhruv

MAHARISHI MARKANDESHWAR UNIVERSITY

SADOPUR (AMBALA)

DEPARTMENT OF MANAGEMENT STUDIES

REVISED SCHEME OF BA-JMC

Semester IV

Sr. No.	Course No.	Subject	Teaching Schedule			Credits	Examination Schedule			
			L	T	P		Theory	Sessional (Internal)	Practical	Total
1.	BJMC-401	Advertising: Basic Concepts and Principles	3	1	2	5	60	40	-	100
2.	BJMC-402	Television Production Techniques	3	1	2	5	60	40	-	100
3.	BJMC-403	Introduction to New Media	4	1	-	5	60	40	-	100
4.	BJMC-404	Media and Cultural Studies	3	1	-	4	60	40	-	100
5.	BJMC-405	Language-II**	4	1	-	5	60	40	-	100
6.	BJMC-406	Practical-IV	-	-	4	2	-	60	40	100
Total			17	5	8	26*	300	260	40	600

At the end of the fourth semester the student will undergo a four weeks summer internship at a reputed media organisation, the evaluation for the same will be done in the fifth semester.

**Language electives:

1. Hindi
2. Punjabi
3. Spanish
4. French

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MAHARISHI MARKANDESHWAR UNIVERSITY


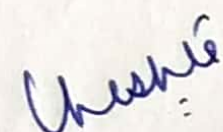
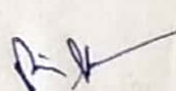

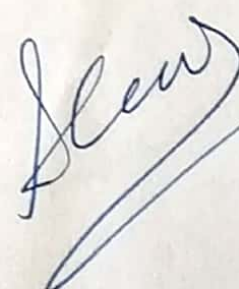
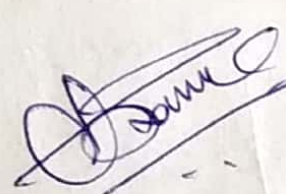
SADOPUR (AMBALA)

DEPARTMENT OF MANAGEMENT STUDIES

REVISED SCHEME OF BA-JMC

Semester V

Sr. No.	Course No.	Subject	Teaching Schedule			Credits	Examination Schedule			
			L	T	P		Theory	Sessional (Internal)	Practical	Total
1.	BJMC-501	Public Relations	4	-	2	5	60	40	-	100
2.	BJMC-502	Media Industry and Management	4	1	-	5	60	40	-	100
3.	BJMC-503	Media Laws and Ethics	4	1	-	5	60	40	-	100
4.	BJMC-504	Introduction to Development	4	1	-	5	60	40	-	100
5.	BJMC-505	Current Affairs and Media Issues-I	4	1	-	5	60	40	-	100
6.	BJMC-506	Practical-V	-	-	4	2	-	60	40	100
7.	BJMC-507	Summer Internship-II	-	-	-	2	-	60	40	
Total			20	4	6	29	300	320	80	700

MAHARISHI MARKANDESHWAR UNIVERSITY

SADOPUR (AMBALA)

DEPARTMENT OF MANAGEMENT STUDIES

SCHEME OF BA-JMC

Semester VI

Sr. No.	Course No.	Subject	Teaching Schedule			Credits	Examination Schedule			
			L	T	P		Theory	Sessional (Internal)	Practical	Total
1.	BJMC-601	Communication Research and Methods	4	1	-	5	60	40	-	100
2.	BJMC-602	Media, Human Rights and Gender Issues	4	1	-	5	60	40	-	100
3.	BJMC-603	Current Affairs and Media Issues -II	4	1	-	5	60	40	-	100
4.	BJMC-604	Online Journalism	3	-	2	4	60	40	-	100
5.	BJMC-605	Project Work	-	-	6	3	-	60	40	100
6.	BJMC-606	Practical-VI	-	-	4	2	-	60	40	100
Total			15	3	12	24	240	280	80	600

Chetna

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