

**SANJEEV AGRAWAL GLOBAL EDUCATIONAL
(SAGE) UNIVERSITY, BHOPAL**

Proposed Scheme

for

**Bachelor of Arts in Journalism and Mass Communication
(BAJMC)**

Certificate/Diploma/Degree/Honors Degree/ Research Degree

wef 2023-24 (According to NEP 2020)



School of Journalism and Mass Communication

SAGE UNIVERSITY BHOPAL

Bachelor of Arts in Journalism and Mass Communication (BA JMC)

Program Educational Objectives (PEOs)


Bachelor of Journalism and Mass Communication (BA JMC) provides opportunities to students to study variety of subjects in the field of Mass Communication ranging from print, online, web and broadcast media. BJMC gives hands on training in reporting, writing, creative writing broadcasting, films and critical thinking in order to create media professionals who are at par with the media industry. We provide highly professional environment such as community radio station, Newsroom studio to the broadcast media aspirants. We also provide highly equipped media lab for editing and designing news for electronic as well as print media. The program follows CBCS (Choice Based Credit System) which encourages inter-disciplinary approach allowing student to choose any subject of their choice offered by various departments. This enables students to:

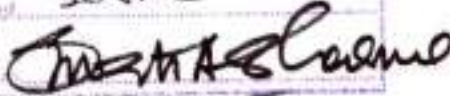
- PEO-1:** After the completion of the course, the student will be industry ready to successfully merge into the existing industrial requirements.
- PEO-2:** The course will open avenues for students to pursue the career in Print and Electronic, Radio and TV Production, Films, Integrated Marketing, Advertising, etc.
- PEO-3:** To equip students with the knowledge and essential skills required for working in various media organizations with different mass communication apparatuses and varied audiences need.
- PEO-4:** To instill knowledge and fundamentals of communication in the students and hone written and spoken communication skills essential for various media platforms.
- PEO-5:** To encourage critical thinking, research aptitude, ethics and social responsibility related to media in the students.

Program Outcomes (POs):

A graduate who is conferred a BAJMC degree is expected to have acquired the basics of theoretical and practical aspects of Journalism and Mass Communication. He/ she should be able to:

- PO1-** Students will integrate knowledge, skill and attitude that will sustain an environment of learning and creativity.
- PO2-** Students will develop an understanding of various media tools, techniques and software.
- PO3-** Students will apply critical and contextual solutions on variety of subject matter.
- PO4-** Students will develop logical and creative thinking for the solutions for business, journalism, advertising and promotion and E-learning.
- PO5-** Students will develop self-confidence and awareness of general issues prevailing in the society.
- PO6-** Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.
- PO7-** Students will develop communication skills, appreciation for creativity, critical thinking, and analytical approach.
- PO8-** Students will be equipped to conceptualize, create, design, and strategies high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.
- PO9-** Students will appreciate and demonstrate the ability to produce reliable outcomes firmly founded on socially responsible framework, backed with decent knowledge of media ethics and law.
- PO10-** After the completion of the course, the student will be industry ready to successfully merge into the existing industrial requirements.


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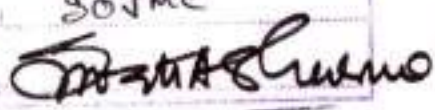
CURRICULUM COMPONENTS

Components		Credits
University Core (Table 1)	Ability Enhancement Courses (06 Courses)	12
	Skill Enhancement Courses (06 Courses)	12
Discipline Core Courses (8 Courses) (Table 2)		32
Discipline Specific Major Electives (8+4 Courses) (Table 3)		32R/48H*
Discipline Specific Minor Electives(6 Courses) (Table 3)		24
Interdisciplinary Minor Electives (04 Courses) (Table 4)		16
Project/Field Internship/Skill Based Project		28H/44R*
Total		172

* Opt either 04 Specialized Courses (for Honors Degree) or Research Based Industrial Project (for Research Degree)

** Note: Any student opting out after I year / II year will obtain undergraduate Certificate/Diploma respectively in the specific discipline subject to mandatory 450hrs (8-10 week) ,10 credit Internship in SUB/Industry/Research organization.


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Distribution of credits across all components

SEM.	University Core Courses. (one course = 02 credit) (Table 1)		Discipline Courses (DC) [one course = 4 credit] (Table 2)	Main Faculty (as per prerequisite)		Interdisciplinary Minor Elective Tracks (Employment Oriented) (Table 4)	Project/ Field Internship/ Skill Based Projects/Research Projects/Industrial Projects	Total
	AEC	SEC		Discipline Specific Elective (one course = 4 credit) (Table 3)	(Minor)			
I	2	2	4	4	4	4	3(PBL)	23
II	2	2	4	4	4	4	3(PBL)	23
III	2	2	4	4	4	4	3(PBL)	23
IV	2	2	4	4	4	4	3(PBL)	23
V	2	2	-	4+4	4	4	4(SIP)	20
VI	2	2	-	4+4	4	4	4(Minor Project)	20
VII			12				8(Major)	20
VIII*			4	16*			16*(Research/Internship Project)	20(4+16*)
Total	12	12	32	32R/32+16*H	24	16	28H/28+16*R	172

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* Opt either 04 Specialized Courses (For Honor Degree) or Research Based Industrial Project (For Research Degree)
Note: PBL- Project Based Learning, SIP- Summer internship Project, SEC- Skill Enhancement Courses, AEC- Ability Enhancement Courses.

FIRST SEMESTER wef 2023-24 onwards																
Course Code	Course Title	Credits	ESE Duration (Hours)	Weightage (Theory)							Weightage (Practical)			GT		
				Internal Assessment (IA)							ESE	GT	CE		ESE	ToT
				MSE	ASG	TA	ATTD	ToT								
									REFER TABLE 1							REFER TABLE 1
Refer Table 1	AEC	2	2	REFER TABLE 1							REFER TABLE 1			100		
Refer Table 1	SEC	2	2	REFER TABLE 1							REFER TABLE 1			100		
JM23DC001	Introduction to Mass Communication	4	3	20	05	05	10	40	60	100	-	-	-	100		
Refer Table 3	DSE Major Track - I	4	3	REFER TABLE 3							REFER TABLE 3			150		
Refer Table 3	DSE Minor Track - II	4	3	REFER TABLE 3							REFER TABLE 3			150		
Refer Table 4	Interdisciplinary Minor Elective Track	4	3	REFER TABLE 4							REFER TABLE 4			100		
JM23PR001	Project Based Learning -I	3	2	-	-	-	-	-	-	-	40	60	100	100		
Total		23												800		

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, ATT- Attendance, TA- Teacher's Assessment, ATT-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

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SECOND SEMESTER wef 2023-24 onwards															
Course Code	Course Name	Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT		
				Internal Assessment (IA)						ESE	GT	CE ^A		ESE	ToT
				MSE	ASG	TA	ATTD	ToT							
				REFER TABLE 1						REFER TABLE 1					
Refer Table 1	AEC	2	2	REFER TABLE 1						REFER TABLE 1			100		
Refer Table 1	SEC	2	2	REFER TABLE 1						REFER TABLE 1			100		
JM23DC002	Introduction to Journalism	4	3	20	05	10	40	60	100	-	-	-	100		
Refer Table 3	DSE Major Track - I	4	3	REFER TABLE 3						REFER TABLE 3			150		
Refer Table 3	DSE Minor Track - II	4	3	REFER TABLE 3						REFER TABLE 3			150		
Refer Table 4	Interdisciplinary Minor Elective Track	4	3	REFER TABLE 4						REFER TABLE 4			100		
JM23PR002	Project Based Learning-II	3	3	-	-	-	-	-	-	40	60	100	100		
Total		23											800		

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

Note: Those students who would like to exit after 1st year and want to obtain Undergraduate Certificate in Performing Arts have to complete mandatory Research internship at SUB/Industry/Research Organization for 450 hours to be completed in 8-10 weeks.

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THIRD SEMESTER wef 2023-24 onwards													
Course Code	Course Name	Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT
				Internal Assessment (IA)			ESE	GT	CE ^A	ESE	ToT		
				MSE	ASG	TA						ATTD	
Refer Table 1	AEC	2	2	REFER TABLE 1									100
Refer Table 1	SEC	2	2	REFER TABLE 1									100
JM23DC003	Basics of Photography	4	3	20	05	10	40	60	100	20	30	50	150
Refer Table 3	DSE Major Track - I	4	3	REFER TABLE 3									150
Refer Table 3	DSE Minor Track - II	4	3	REFER TABLE 4									150
Refer Table 4	Interdisciplinary Minor Elective Track	4	3	REFER TABLE 4									100
JM23PR003	Project Based Learning -III	3	3	-	-	-	-	-	-	40	60	100	100
Total		23											850

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

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FOURTH SEMESTER wef 2023-24 onwards												GT		
Course Code	Course Name	Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)				
				Internal Assessment (IA)						ESE	ToT	CE^	ESE	ToT
				MSE	ASG	TA	ATTD	ToT	ToT					
Refer Table 1	AEC	2	2	REFER TABLE 1									100	
Refer Table 1	SEC	2	2	REFER TABLE 1									100	
JM23DC004	Indian Constitution and Socio Economic Polity	4	3	20	05	05	10	40	60	100	-	-	-	100
Refer Table 3	DSE Major Track - I	4	3	REFER TABLE 3									150	
Refer Table 3	DSE Minor Track - II	4	3	REFER TABLE 3									150	
Refer Table 4	Interdisciplinary Minor Elective Track	4	3	REFER TABLE 4									100	
JM23PR004	Project Based Learning-IV	3	2	-	-	-	-	-	-	-	40	60	100	100
Total		23												800

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

Note: Those students who would like to exit after 2nd year and want to obtain Undergraduate Diploma in Performing Arts have to complete mandatory Research internship at SUB/Industry/Research Organization for 450 hours to be completed in 8-10 weeks.




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FIFTH SEMESTER wef 2023-24 onwards												GT							
Course Code	Course Name	Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT						
				Internal Assessment (IA)						ESE	GT	CE ^A		ESE	ToT				
				MSE	ASG	TA	ATTD	ToT											
Refer Table 1	AEC	2	3	REFER TABLE 1										100					
Refer Table 1	SEC	2	3	REFER TABLE 1										100					
Refer Table 3	DSE Major Track - I	4	3	REFER TABLE 3										150					
Refer Table 3	DSE Major Track - I	4	3																150
Refer Table 3	DSE Minor Track - II	4	3																150
JM23PR005	Summer Internship / Field Activity	4	3	-	-	-	-	-	-	-	40	60	100	100					
Total		20												750					

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTID-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total


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SIXTH SEMESTER wef 2023-24 onwards

Course Code	Course Name	Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT		
				Internal Assessment (IA)						ESE	GT	CE [^]		ESE	ToT
				MSE	ASG	TA	ATTD	ToT	ToT						
Refer Table 1	AEC	2	2	REFER TABLE 1						REFER TABLE 1			100		
Refer Table 1	SEC	2	2	REFER TABLE 1						REFER TABLE 1			100		
Refer Table 3	DSE Major Track - I	4	3	REFER TABLE 3						REFER TABLE 3			150		
Refer Table 3	DSE Major Track - I	4	3	REFER TABLE 3						REFER TABLE 3			150		
Refer Table 3	DSE Minor Track - II	4	3	REFER TABLE 3						REFER TABLE 3			150		
JM23PR006	Minor Project	4	3	-	-	-	-	-	-	-	40	60	100	100	
Total		20											750		

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

Note: Those who would like to continue their studies in fourth year for obtaining degree of Honors/Research should have completed all the courses up to third year and obtained a minimum CGPA of 7.5.


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SEVENTH SEMESTER wef 2023-24 onwards

Course Code	Course Name	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT		
		L	T	P			Internal Assessment (IA)						CE ^A	ESE			ToT	
							MSE	ASG	TA	ATTD	ToT	ESE		GT	Pre Sub			Viva Voce
SC23UC013	Intellectual Property Right & Research Publication Ethics	4	-	-	4	3	20	05	05	10	40	60	100	-	-	-	100	
JM23UC014	Seminar / Publication	-	-	8	4	3	-	-	-	-	-	-	-	40	60	100	100	
MG23UC015	Project Management	3	-	2	4	3	20	05	05	10	40	60	100	-	-	-	100	
JM23PR007	Major Project	-	-	16	8	3	-	-	-	-	-	-	-	100	50	50	200	
Total		20			20												500	

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTDD-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total



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EIGHTH SEMESTER (For Honors) wef 2023-24 onwards																
Course Code	Course Name	Contact Hours per Week		Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)	GT			
		L	T			P	Internal Assessment (IA)			ESE	GT			CE ^A	ESE	ToT
							MSE	ASG	TA							
JM23MO001	MOOCs	-	-	8	4	3	-	-	-	-	-	40	60	100	100	
Refer Table 3	DSE Track -1				4	3									150	
Refer Table 3	DSE Track -1				4	3									150	
Refer Table 3	DSE Track -1				4	3									150	
Refer Table 3	DSE Track -1				4	3									150	
		Total		20	REFER TABLE 3							700				

OR

EIGHTH SEMESTER (For Research Degree) wef 2023-2 onwards																
Course Code	Course Name	Contact Hours per Week		Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)	GT			
		L	T			P	Internal Assessment (IA)			ESE	GT			CE ^A	ESE	ToT
							MSE	ASG	TA							
JM23MO001	MOOCs	-	-	8	4	3	-	-	-	-	-	40	60	100	100	
JM23PR008	Research Project/Internship	-	-	32	16	3	-	-	-	-	-	200	100	100	400	
		Total		20								500				

L- Lecture, T- Tutorial, P- Practical, ESE- End Semester Exam, MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATT-Attendance, ToT- Total, CE- Continuous Evaluation, GT- Grand Total

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Table I
Groups for UC Courses
2023-24 onwards

GROUP A	School of Management, School of Commerce, School of Arts Humanities and Social Sciences, School of Law and Legal Studies, School of Performing Arts, School of Journalism and Mass Communication, School of Design.													
	Semester	Course Code	Course Name Group A	CONTACT hours/week			Credits	Type	Course Code	Course Name Group B	CONTACT hours/week			Credits
L				T	P	L					T	P		
I	SC23UC001	Environmental Studies and Disaster Management	2	0	0	2	AEC	TR23UC003	Communication Skills	1	0	2	2	AEC
	AH23UC002	Hindi	2	0	0	2	SEC	CA23UC004	MS Office	0	0	4	2	SEC
	TR23UC003	Communication Skills	1	0	2	2	AEC	SC23UC001	Environmental Studies and Disaster Management	2	0	0	2	AEC
II	CA23UC004	MS Office	0	0	4	2	SEC	AH23UC002	Hindi	2	0	0	2	SEC
	TR23UC005	Professional Skills-I	0	0	4	2	AEC	TR23UC007	Quantitative Aptitude and Logical Reasoning	2	0	0	2	AEC
III	MG23UC006	Entrepreneurship Development	2	0	0	2	SEC	ET23UC008	Design and Critical Thinking	2	0	0	2	SEC
	TR23UC007	Quantitative Aptitude and Logical Reasoning	2	0	0	2	AEC	TR23UC005	Professional Skills-I	0	0	4	2	AEC
IV	ET23UC008	Design and Critical Thinking	2	0	0	2	SEC	MG23UC006	Entrepreneurship Development	2	0	0	2	SEC
	TR23UC009	Professional Skills-II	0	0	4	2	AEC	CM23UC011	Financial Literacy & Banking	2	0	0	2	AEC
V	MG23UC010	Research Methodology	2	0	0	2	SEC	AH23UC012	Indian Culture and Human Values	2	0	0	2	SEC
	CM23UC011	Financial Literacy & Banking	2	0	0	2	AEC	TR23UC009	Professional Skills-II	0	0	4	2	AEC
VI	AH23UC012	Indian Culture and Human Values	2	0	0	2	SEC	MG23UC010	Research Methodology	2	0	0	2	SEC

Note :

*Each Course would be of two Credits (1 Theory and 1 Practical) OR (0 Theory and 2 Practical)
 ** Each Credit is equivalent to 45 hrs. of student engagement (15 hrs. of Theory teaching in classroom & 30 hrs. of Practical learning / Field Work / Assignment / Self Learning)

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Table: 2
Discipline Core Courses

2023-24 onwards

Semester	CODES	Contact Hours/Week -			Credit	Discipline Core
		L	T	P		
I	JM23DC001	4	0	0	4	Introduction to Mass Communication
II	JM23DC002	4	0	0	4	Introduction to Journalism
III	JM23DC003	3	0	2	4	Basics of Photography
IV	JM23DC004	4	0	0	4	Indian Constitution and Socio Economic Polity
V	-	-	-	-	-	-
VI	-	-	-	-	-	-


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Table 3
Discipline Specific Electives (DSE)
(Select Any Two)
2023-24 onwards

Semester	DIGITAL MEDIA	ELECTRONIC MEDIA	ADVERTISING AND PUBLIC RELATIONS	PRINT MEDIA	FILM MAKING
I	Introduction to Digital Journalism (JM23DM001)	Introduction to Electronic Media (JM23EM001)	Introduction to Advertising (JM23APR001)	Introduction to Print Media (JM23PM001)	History of Cinema (PA23FM001)
II	Digital Media and Society (JM23DM002)	Film Studies (JM23EM002)	Introduction to Public Relations (JM23APR002)	Communication Theories (JM23PM002)	Film Appreciation (PA23FM002)
III	Digital Public Relations (JM23DM003)	Writing for Electronic Media (JM23EM003)	Brand Management (JM23APR003)	Journalistic Writing (JM23PM003)	Screenplay Writing (PA23FM003)
IV	Digital Advertising (JM23DM004)	Basics of T.V. Production (JM23EM004)	Corporate Communication (JM23APR004)	Basic of News Reporting (JM23PM004)	Drama Academic (PA23FM004)
V	Writing for Digital Media (JM23DM005)	Audio Production Techniques (JM23EM005)	Media Management (JM23APR005)	Art of Photography (JM23PM005)	2D Animation (PA23FM005)
VI	Graphics and Animation - 2D (JM23DM006)	Video Editing and Compositing (JM23EM006)	Development Communication (JM23APR006)	Photo Journalism (JM23PM006)	Direction (PA23FM006)
	Cyber Laws and Ethics (JM23DM007)	Broadcasting Ethics and Laws (JM23EM007)	Essentials of Marketing Management (JM23APR007)	Media Language: Structure & Style (JM23PM007)	3D Animation (PA23FM007)
	Social Media Management (JM23DM008)	Documentary Production (JM23EM008)	Account Management & Media Planning (JM23APR008)	Editorial Techniques for Print Media (JM23PM008)	Sound in Cinema (PA23FM008)
VII					
VIII	Digital News Production (JM23DM009)	Art of Anchoring (JM23EM009)	Ad Layout Designing (JM23APR009)	Newspaper Management (JM23PM009)	Cinematography & Lighting (PA23FM009)
	Content Creation for Social Media (JM23DM010)	Program Formats for Electronic Media (JM23EM010)	Copywriting and Content Creation (JM23APR010)	Style Sheet and Page Layout Design (JM23PM010)	Editing (PA23FM010)
	Big Data Journalism (JM23DM011)	Current Affairs for Radio and Television (JM23EM011)	Integrated Marketing Communications (JM23APR011)	Print Production (JM23PM011)	Legal Aspects of Cinema (PA23FM011)
	Mobile Journalism (JM23DM012)	News Production for Radio and T.V. (JM23EM012)	Event Management (JM23APR012)	Multimedia: Tools and Techniques (JM23PM012)	Film Research (PA23FM012)


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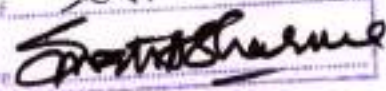
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Table: 3.1
Discipline Specific Electives (DSE)
2023-24

Track: DIGITAL MEDIA

Semester	Course Code	Course Title	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT		
			L	T	P			Internal Assessment (IA)						ESE	GT	CE		ESE	ToT
								MSE	ASG	TA	ATTD	ToT							
I	JM23DM001	Introduction to Digital Journalism	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23DM002	Digital Media and Society	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
III	JM23DM003	Digital Public Relations	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23DM004	Digital Advertising	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
V	JM23DM005	Writing for Digital Media	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23DM006	Graphics and Animation – 2D	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
VI	JM23DM007	Cyber Laws and Ethics	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23DM008	Social Media Management	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
VIII	JM23DM009	Digital News Production	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23DM010	Content Creation for Social Media	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23DM011	Big Data Journalism	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23DM012	Mobile Journalism	3	-	2	2	3	20	05	05	10	40	60	100	20	30	50	150	

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Table: 3.2
Discipline Specific Electives (DSE)
2023-24

Track: ELECTRONIC MEDIA

Semester	Course Code	Course Title	Contact Hours per Week		Credits	ESE Duration (Hours)	Weightage (Theory)							Weightage (Practical)			GT		
			L	T P			Internal Assessment (IA)							ESE	GT	CE		ESE	ToT
							MSE	ASG	TA	ATTD	ToT								
												ASG	TA						
I	JM23EM001	Introduction to Electronic Media	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23EM002	Film Studies	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
III	JM23EM003	Writing for Electronic Media	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
IV	JM23EM004	Basics of T.V. Production	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
V	JM23EM005	Audio Production Techniques	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23EM006	Video Editing and Compositing	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
VI	JM23EM007	Broadcasting Ethics and Laws	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23EM008	Documentary Production	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
VIII	JM23EM009	Art of Anchoring	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23EM010	Program Formats for Electronic Media	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23EM011	Current Affairs for TV and Radio	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23EM012	News Production for Radio and T.V.	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	

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Table: 3.3
Discipline Specific Electives (DSE)
2023-24

Track: ADVERTISING AND PUBLIC RELATIONS

Semester	Course Code	Course Title	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT					
			L	T	P			Internal Assessment (IA)						ESE	GT	CE		ESE	ToT			
								MSE	ASG	TA	ATTD	ToT	MSE							CE	ESE	ToT
I	JM23APR001	Introduction to Advertising	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
	JM23APR002	Introduction to Public Relations	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
III	JM23APR003	Brand Management	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
IV	JM23APR004	Corporate Communication	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
V	JM23APR005	Media Management	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
	JM23APR006	Development Communication	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
VI	JM23APR007	Essentials of Marketing Management	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
	JM23APR008	Account Management & Media Planning	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
VIII	JM23APR009	Ad Layout Designing	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
	JM23APR010	Copywriting and Content Creation	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
	JM23APR011	Integrated Marketing Communication	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				
	JM23APR012	Event Management	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150				

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Table: 3.4
Discipline Specific Electives (DSE)
2022-23

Track: PRINT MEDIA

Semester	Course Code	Course Title	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT		
			L	T	P			Internal Assessment (IA)						ESE	GT	CE		ESE	ToT
								MSE	ASG	YA	ATTB	ToT	ToT						
I	JM23PM001	Introduction to Print Media	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23PM002	Communication Theories	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
III	JM23PM003	Journalistic Writing	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
IV	JM23PM004	Basics of Reporting	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
V	JM23PM005	Art of Photography	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23PM006	Photo Journalism	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
VI	JM23PM007	Media Language: Structure & Style	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23PM008	Editorial Techniques for Print Media	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
VIII	JM23PM009	Newspaper Management	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23PM010	Style sheet and Page Layout Design	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23PM011	Print Production	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	
	JM23PM012	Multimedia: Tools & Techniques	3	-	2	4	3	20	05	05	10	40	60	100	20	30	50	150	

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Table: 3.5
Discipline Specific Electives (DSE)
2023-24

Track: FILM MAKING

Semester	Course Code	Course Title	Contact Hours per Week			Credits	ESE Duration (Hours)	Weightage (Theory)						Weightage (Practical)			GT		
			L	T	P			Internal Assessment (IA)						ESE	GT	CE		ESE	ToT
								MSE	ASG	TA	ATTD	ToT	ToT						
I	PA23FM001	History of Cinema	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
	PA23FM002	Film Appreciation	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
III	PA23FM003	Screenplay Writing	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
	PA23FM004	Drama Aesthetics	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
V	PA23FM005	2 D Animation	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
	PA23FM006	Direction	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
VI	PA23FM007	3 D Animation	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
	PA23FM008	Sound in Cinema	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
VIII	PA23FM009	Cinematography	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
	PA23FM010	Editing	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
	PA23FM011	Legal Aspects of Cinema	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	
	PA23FM012	Film Research	2	-	4	4	3	10	03	02	5	20	30	50	20	30	50	100	


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**Table 4: Interdisciplinary Minor Elective Courses
(Select any one track)
2023-24 Onwards**

S. No	Name of the Offering School	Minor Specialization Track	Minor Elective	Code	Course	Contact Hours / Week				Credits	Theory						Practical			GT		
											MSE	ASG	TA	ATTD	ESE	Total	CF	ESE	Total			
						L	T	P														
1	School of Engineering & Technology	Digital Marketing	I	ET23DM001	Web Development Fundamentals	2	0	4	4									40	60	100	100	
			II	ET23DM002	Introduction to Digital Marketing	2	0	4	4										40	60	100	100
			III	ET23DM003	Search Engine Optimization and Social Media Marketing	2	0	4	4										40	60	100	100
			IV	ET23DA004	Web Analytics	2	0	4	4										40	60	100	100
		Data Analytics	I	ET23 DA001	Data Analytics Fundamentals	2	0	4	4										40	60	100	100
			II	ET23DA002	Business Analytics	2	0	4	4										40	60	100	100
			III	ET23DA003	R Programming	2	0	4	4										40	60	100	100
			IV	ET23DA004	Data Visualization	2	0	4	4										40	60	100	100
		Web Designing	I	ET23WD001	Web Designing Fundamentals	2	0	4	4										40	60	100	100
			II	ET23WD002	Dynamic Website with Javascript	2	0	4	4										40	60	100	100
			III	ET23WD003	Introduction to XML	2	0	4	4										40	60	100	100
			IV	ET23WD004	Web Application Development	2	0	4	4										40	60	100	100
		Programming	I	ET23PR001	Core Java	2	0	4	4										40	60	100	100
			II	ET23PR002	Advanced Java	2	0	4	4										40	60	100	100
			III	ET23PR003	Python Programming	2	0	4	4										40	60	100	100
			IV	ET23PR004	Web Application Development	2	0	4	4										40	60	100	100
Tours & Travel Management	I	AH23TT001	Hospitality Etiquettes	2	0	4	4										40	60	100	100		
	II	AH23TT002	World Heritage Sites of MP	2	0	4	4										40	60	100	100		
	III	AH23TT003	Medical Tourism	2	0	4	4										40	60	100	100		
	IV	AH23TT004	International Travel Assistance	2	0	4	4										40	60	100	100		
Laboratory Management	I	SC23LM001	Microbio & Biotech Lab. Skills	0	0	8	4										40	60	100	100		
	II	SC23LM002	Chemistry Lab Skills	0	0	8	4										40	60	100	100		
	III	SC23LM003	Electronics & Electrical Lab Skills	0	0	8	4										40	60	100	100		
	IV	SC23LM004	Physics Lab Skills	0	0	8	4										40	60	100	100		
Horticulture	I	AG23HR001	Production Technology for Vegetable and Spices	0	0	8	4										40	60	100	100		
	II	AG23HR002	Production Technology for Fruit and Plantation Crops	0	0	8	4										40	60	100	100		
	III	AG23HR003	Diseases of Field and Horticultural Crops and their Management-I	0	0	8	4										40	60	100	100		
	IV	AG23HR004	Diseases of Field and Horticultural Crops and their Management-II	0	0	8	4										40	60	100	100		
Agri Business	I	AG23AB001	Agricultural Finance and Cooperation	0	0	8	4										40	60	100	100		
	II	AG23AB002	Agricultural Marketing Trade & Prices	0	0	8	4										40	60	100	100		

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5	School of Commerce & Management	Basic Accounting Skills	III	AG23AB003	Entrepreneurship Development and Business Communication	0	0	8	4	40	60	100	100
			IV	AG23AB004	Farm Management, Production & Resource Economics	0	0	8	4	40	60	100	100
			I	CM23BA001	Financial Accounting	4	0	0	4	40	60	100	100
			II	CM23BA002	Tally	3	0	2	4	40	60	100	100
		Retail Management & Merchandising	III	CM23BA003	Personal Taxation	4	0	0	4	40	60	100	100
			IV	CM23BA004	Direct and Indirect Taxes	4	0	0	4	40	60	100	100
			I	MG23RM001	Retail Management	4	0	0	4	40	60	100	100
			II	MG23RM002	Merchandising	4	0	0	4	40	60	100	100
		Office Management Skills	III	MG23RM003	Supply Chain Management	4	0	0	4	40	60	100	100
			IV	MG23RM004	E Business	4	0	0	4	40	60	100	100
			I	MG23OM001	Office Communication Skills	3	0	2	4	40	60	100	100
			II	MG23OM002	Official Correspondence	4	0	0	4	40	60	100	100
		Event Management	III	MG23OM003	File Maintenance	3	0	2	4	40	60	100	100
			IV	MG23OM004	Advanced MS Excel	3	0	2	4	40	60	100	100
			I	MG23EM001	Introduction and Strategy of Event Management	4	0	0	4	40	60	100	100
			II	MG23EM002	Classification of Events	4	0	0	4	40	60	100	100
Investment Management	III	MG23EM003	Structure and Planning of Events	4	0	0	4	40	60	100	100		
	IV	MG23EM004	Brand Orientation & Event Promotion	4	0	0	4	40	60	100	100		
	I	MG23IM001	Introduction to Financial Markets	4	0	0	4	40	60	100	100		
	II	MG23IM002	Fundamental & Technical Analysis of Investment	4	0	0	4	40	60	100	100		
Sketching & Painting	III	MG23IM003	Risk Management	4	0	0	4	40	60	100	100		
	IV	MG23IM004	Introduction to Derivatives	4	0	0	4	40	60	100	100		
	I	DN23SP001	Sketching-I	0	0	8	4	40	60	100	100		
	II	DN23SP002	Sketching-II	0	0	8	4	40	60	100	100		
Interior Design	III	DN23SP003	Painting-I	0	0	8	4	40	60	100	100		
	IV	DN23SP004	Painting-II	0	0	8	4	40	60	100	100		
	I	DS23ID001	Building Materials & Processes	0	0	8	4	40	60	100	100		
	II	DS23ID002	Elements of Interior Spaces	0	0	8	4	40	60	100	100		
Apparel Design	III	DS23ID003	Basics of Lighting Design	0	0	8	4	40	60	100	100		
	IV	DS23ID004	Building Services	0	0	8	4	40	60	100	100		
	I	DN23AD001	Fashion Illustration-I	0	0	8	4	40	60	100	100		
	II	DN23AD002	Dyeing and Printing Techniques	0	0	8	4	40	60	100	100		
Dance	III	DN23AD003	Surface Exploration I	0	0	8	4	40	60	100	100		
	IV	DN23AD004	Surface Exploration II	0	0	8	4	40	60	100	100		
	I	PA23DN001	Techniques and Theatrical Performance of Dance I	0	0	8	4	40	60	100	100		
	II	PA23DN002	Techniques and Theatrical Performance of Dance II	0	0	8	4	40	60	100	100		
Music	III	PA23DN003	Techniques and Theatrical Performance of Dance III	0	0	8	4	40	60	100	100		
	IV	PA23DN004	Techniques and Theatrical Performance of Dance IV	0	0	8	4	40	60	100	100		
	I	PA23MO001	Musical Roots and Theatrical Performance I	0	0	8	4	40	60	100	100		
	II	PA23MO002	Musical Roots and Theatrical Performance II	0	0	8	4	40	60	100	100		

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8	School of Journalism and Mass Communication	Theatre	III	PA23MC003	Musical Roots and Theatrical Performance III	0	0	8	4	40	60	100	100
			IV	PA23MC004	Musical Roots and Theatrical Performance IV	0	0	8	4	40	60	100	100
			I	PA23TR001	Basics of Acting Production I	0	0	8	4	40	60	100	100
			II	PA23TR002	Drama Production II	0	0	8	4	40	60	100	100
		III	PA23TR003	Drama Production III	0	0	8	4	40	60	100	100	
		IV	PA23TR004	Drama Production IV	0	0	8	4	40	60	100	100	
		Basic Media Production Techniques	I	JM23MP001	Photography	0	0	8	4	40	60	100	100
			II	JM23MP002	Videography	0	0	8	4	40	60	100	100
			III	JM23MP003	Script Writing	0	0	8	4	40	60	100	100
			IV	JM23MP004	Audio Visual Editing	0	0	8	4	40	60	100	100
		Advertising and Public Relations	I	JM23AP001	Introduction to Advertising	0	0	8	4	40	60	100	100
			II	JM23AP002	Content Creation	0	0	8	4	40	60	100	100
			III	JM23AP003	Introduction to Public Relations	0	0	8	4	40	60	100	100
			IV	JM23AP004	Tools and Techniques of Public Relations	0	0	8	4	40	60	100	100
		Health Management	I	PH23HM001	Health Care Management	0	0	8	4	40	60	100	100
			II	PH23HM002	Good Medication Practices	0	0	8	4	40	60	100	100
III	PH23HM003		Good Nursing Practices	0	0	8	4	40	60	100	100		
IV	PH23HM004		Life Saving Skills- In case of emergency	0	0	8	4	40	60	100	100		
9	SIRT-P/ Sage College of Nursing												



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