

SAGE University Indore
Institute of Journalism and Mass Communication
Journalism and Mass Communication
CHOICE BASED CREDIT SYSTEM
PROGRAM STRUCTURE

Effective for Academic Session: 2024-25

Program: Bachelor of Arts in Journalism and Mass Communication

Program Code :BA (JMC)

Semester: I

Admission Batch:2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Mark Allotted													Credits	Credits Hours
				Theory(100 Marks)			Practical/Studia (50 Marks)			Total Mark	Hours/week							
				End Sem	Continuour Internal Evaluation Mid Sem Test (MST)	Attendance of Quiz /Assign./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuour Internal Evaluation			L	T	P	S (only for doriqn)	S/M	NTCC		
								Lab Work/ WPR	Attendance of Assignme nt /viva/Lab manual									
1	JMCD CIMC001T	DC	Introduction to Mass Communication	60	20	20				100	3						3	3
2	JMCD CHOP001T	DC	History of Print Media	60	20	20	-	-	-	100	4						4	4
3	JMCD CPOJ001T	DC	Principles of Journalism	60	20	20	-	-	-	100	3						3	3
4	JMCD CIMC001P	DC	Introduction to Mass Communication				30	10	10	50	0	0	2				1	2
5	JMCD CPOJ001P	DC	Principles of Journalism				30	10	10	50	0	0	2				1	2
6	To be selected	DSEEC	Departmental Skill Enhancement Elective Course-I				30	10	10	50			4				2	4
7	Refer the elective from the University list	GE	General Elective-I	60	20	20				100	2			4			4	6
8	TRNGSESD001T	GSEEC	Essential Skill Development	60	20	20				100	3						2	2
9	TRNGSESD001P	GSEEC	Essential Skill Development				30	10	10	50	0		4				2	4
			TOTAL	300	100	100	90	50	60	700	15		8		4	2	22	30

List of DSEEC-I

JMCD SHSJ001P	Human skills for Journalism Part I
JMCD SHLG001P	Hindi language and Grammar

Students can Opt general elective from the course offered by other institute of universtiy

Details of GE Offered

JMCGECPW001B	Creative Writing
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Institute of Journalism and Mass Communication
Journalism and Mass Communication
CHOICE BASED CREDIT SYSTEM
PROGRAM STRUCTURE
Effective for Academic Session: 2024-25

Program: Bachelor of Arts in Journalism and Mass Communication
Semester: II

Program Code :BA (JMC)
Admission Batch:2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credits Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz/Assign./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M			NTC
				Lab Work / WPR	Attendance/Assignment /viva/lab													
1	JMCDPAM001T	DC	Public Administration for society	60	20	20				100	4					4	4	
2	JMCDADR001T	DC	Advance Reporting	60	20	20	-	-	-	100	3	0	-		-	3	3	
3	JMCDCPHJ001T	DC	Photo Journalism	60	20	20	-	-	-	100	3	0	-		-	3	3	
4	JMCDADR001P	DC	Advance Reporting				30	10	10	50	0	0	2		-	1	2	
5	JMCDCPHJ001P	DC	Photo Journalism				30	10	10	50	0	0	2		-	1	2	
6	To be selected	DS	Departmental Skill Enhancement Elective Course-II				30	10	10	50			4		-	2	4	
7	Refer the elective from the University list	GE	General Elective-II	60	20	20				100	2	-		4	-	4	6	
8	AECACUHV001N	AECC	Universal Human Value and Professional Ethics					20	30	50					4	2		
9	GESGSESD002P	GSEEC	Essential Skill Development				30	10	10	50			4			2	4	
TOTAL				240	80	80	120	60	70	650	12		14		4	4	22	28

List Of DSEEC-II

Students can Opt general elective from the course offered by other institute of universty

JMCDSCAP001P	Computer Application for Mass Media
JMCDSHSJ002P	Human Skills for Journalism (Part – 2)

Details of GE Offered

JMCGEPUB001B	Public Relations
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Institute of Journalism and Mass Communication

Journalism and Mass Communication

CHOICE BASED CREDIT SYSTEM

PROGRAM STRUCTURE

Effective for Academic Session: 2024-25

Program: Bachelor of Arts in Journalism and Mass Communication

Program Code :BA (JMC)

Semester: III

Admission Batch:2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted										Credits	Credits Hours			
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz/Assign./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation			L	T	P			S (only for design)	S/M	NTCC
				Lab Work / WPR	Attendance/Assignment/Viva/Lab manual													
1	JMCDCIEB001T	DC	Indian Economy and Business	60	20	20				100	4					4	4	
2	JMCDCMLE001T	DC	Media law and ethics	60	20	20	-	-	-	100	4	0	-		-	4	4	
3	JMCDCRAP 001T	DC	Radio production	60	20	20	-	-	-	100	3	0	-		-	3	3	
4	JMDCBCCL001T	DC	Basic camera lights and sound	60	20	20	-	-	-	100	3	0	-		-	3	3	
5	JMCDCRAP001P	DC	Radio production				30	10	10	50	0	0	2		-	1	2	
6	JMDCBCCL001P	DC	Basic camera lights and sound				30	10	10	50	0	0	2		-	1	2	
7	To be selected	DS	Departmental Skill Enhancement Elective Course-III				30	10	10	50			4		-	2	4	
8	Refer the elective from the University list	GE	General Elective-III	60	20	20				100	2	-		4	-	4	6	
9	GESGSESD001N	GSEEC	Essential Skill Development					20	30	50					4	2		
10	AECACEVS003N	AECC	Environmental science And Disaster Management					20	30	50					4	2	4	
			TOTAL	300	100	100	90	70	90	750	16		8		4	8	26	32

List Of DSEEC-III

JMCDSGRD001P	Graphic Design
JMCDSACT001P	Acting for TV & films

Students can Opt general elective from the course offered by other institute of university

Details of GE Offered

JMCGEFEW001B	Feature Writing
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CHOICE BASED CREDIT SYSTEM
PROGRAM STRUCTURE

Effective for Academic Session: 2024-25

Program: Bachelor of Arts in Journalism and Mass Communication

Program Code :BA (JMC)

Semester: IV

Admission Batch:2023-24, 20

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credits Hours		
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week								
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance /Quiz /Assig./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M			NTCC	
				Lab Work / WPR	Attendance /Assignment /viva/Lab manual														
1	JMCDCEVM001T	DC	Event management	60	20	20				100	3						3	3	
2	JMCDCFJH001T	DC	Film journalism (exploring Hindi cinema)	60	20	20	-	-	-	100	3	0	-			-	3	3	
3	JMCDCADV001T	DC	Advertisement	60	20	20				100	3	0				-	3	3	
4	JMCDCEVM001P	DC	Event management				30	10	10	50	0	0	2			-	1	2	
5	JMCDCFJH001P	DC	Film journalism (exploring Hindi cinema)				30	10	10	50			2				1	2	
6	JMCDCADV001P	DC	Advertisement				30	10	10	50			2				1	2	
7	To be selected	DS	Departmental Skill Enhancement Elective Course-IV				30	10	10	50			4			..	2	2	
8	Refer the elective from the University list	GE	General Elective-IV	60	20	20				100	2	-				4	-	4	6
9	GESGSESD004N	GSEEC	Essential Skill Development					20	30	50						4	2		
			TOTAL	240	80	80	120	60	70	650	11	10			4	4	20	23	

List Of DSEEC-IV

****Students can Opt general elective from the course offered by other institute of universty****

JMCDSEW001P Feature writing

****Note Internship will de done after examination of IV semester and will be evaluated in V semester.****

JMCDSEB001P Blogging

Details of GE Offered

JMCGEGRD001B Graphic Design

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CHOICE BASED CREDIT SYSTEM
PROGRAM STRUCTURE
Effective for Academic Session: 2024-25

Program: Bachelor of Arts in Journalism and Mass

Semester: V

Program Code :BA (JMC)

Admitted Batch:2022-23,2023-24,2024-25

Subject wise Distribution of Marks and corresponding Cr

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credits Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuos Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz /Assig./Presentations	End Sem. Exam (ESE)For Practical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M			NTCC
				Lab Work /WPR	Attendance/Assignment /viva/Lab													
1	JMCDCTPR001T	DC	TV Production	60	20	20				100	3					3	3	
2	JMCDCPUC001T	DC	Public Relations & corporate communication	60	20	20	-	-	-	100	3	0	-		-	3	3	
3	JMCDCFJO001T	DC	Fashion Journalism	60	20	20	-	-	-	100	3	0	-		-	3	3	
4	JMCDCTPR001P	DC	TV Production				30	10	10	50		0	2			1	2	
5	JMCDCPUC001P	DC	Public Relations & corporate communication				30	10	10	50	0	0	2			1	2	
6	JMCDCFJO001P	DC	Fashion Journalism				30	10	10	50			2			1	2	
7	JMCD8INP001N	DS	Internship					20	30	50						4	4	
8	To be selected	DS	Departmental Skill Enhancement Elective Course-V				30	10	10	50			4			2	4	
9	To be selected	DE	Departmenta Elective	60	20	20				100	4					4	4	
10	To be selected	DE	Departmenta Elective III	60	20	20	-	-	-	100	4	0	-		-	4	4	
			TOTAL	300	100	100	120	60	70	750	17		10		4	26	27	

List Of DSEEC-V

List Of Depatmental Elective

JMCDMEM001P Media Management

JMCDSSME001P SOCIAL MEDIA

Depatmental Elective II

JMCOEDCO001T

Development communication

JMCOEMOJ001T

Mobile Journalism

Depatmental Elective III

JMCOECOR001T

Communication Research

JMCOECPW001T

Creative writing

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Program: Bachelor of Arts in Journalism

Semester: VI

Subject wise Distribution of Marks

Program Code :BA (JMC)

Admission Batch:2022-23,2023-24,2024-25

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credits Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation in Mid Sem Test (MST)	Attendance/Quiz /Assig./Presentations	End Sem. Exam (ESE)For Practical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M			NTCC
				Lab Work / WPR.	Attendance/Assignment /viva/Lab													
1	To be selected	DE	Departmenta Elective IV	60	20	20	-	-	-	100	2	0	-		4	-	4	6
2	JMCDP MRJ001 N	DAP	Major Project					40	60	100						12	6	0
			TOTAL	60	20	20		40	60	200	2		0		4	12	10	6

**List Of Deptatmental
 Deptatmental Elective**

JMCDEDCYJ001B	Cyber Journalism
JMCDENEM001B	New Media