

**PROGRAM NAME: BACHELOR'S OF ARTS IN MULTIMEDIA & MASS
COMMUNICATION**

PROGRAM STRUCTURE SEM I

Vertical	Subject	Credits
MAJOR (MANDATORY)	FUNDAMENTALS OF MASSCOMMUNICATION	02
MAJOR (MANDATORY)	ESSENTAILS OF JOURNALISM	04
GENERIC ELECTIVE (GE1)	ECONOMICS	02
GENERIC ELECTIVE (GE1)	EVERYDAY MATHS	
GENERIC ELECTIVE (GE2)	MARKETING BLUEPRINT	02
GENERIC ELECTIVE (GE2)	INDIAN POLITICAL SYSTEM	
VOCATIONAL SKILL COURSE	UNLEASH YOUR POTENTIAL	02
SKILL ENHANCEMENT COURSE (SEC1)	VISUAL COMMUNICATION	02
SKILL ENHANCEMENT COURSE (SEC1)	BASIC STATISTICS	
ABILITY ENHANCEMENT COURSE	EFFECTIVE COMMUNICATION SKILLS	02
INDIAN KNOWLEDGE SYSTEM	FUNDAMENTALS OF INDIAN KNOWLEDGE SYSTEM	02
VALUE EDUCATION COURSE	BIO DIVERSITY	02
CO-CURRICULAR SEM I & SEM II	ALL CC offered in the college	02