

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

PROGRAM STRUCTURE SEM II

Vertical	Subject	Credits
MAJOR (MANDATORY)	FUNDAMENTALS OF ADVERTISING	04
MAJOR (MANDATORY)	SOCIOLOGY & MEDIA PSYCHOLOGY	02
MINOR	GREEN MARKETING	02
MINOR	ENVIRONMENTAL JOURNALISM	
GENERIC ELECTIVE (GE1)	LAW FOR EVERYONE	02
GENERIC ELECTIVE (GE1)	ESSENTIALS OF MANAGEMENT	
GENERIC ELECTIVE (GE2)	TEAM BUILDING & GROUP DYNAMICS	02
GENERIC ELECTIVE (GE2)	BUSINESS ENVIRONMENT	
VOCATIONAL SKILL COURSE	CONTENT WRITING	02
SKILL ENHANCEMENT COURSE (SEC1)	CONTENT CREATION	02
SKILL ENHANCEMENT COURSE (SEC1)	INTRODUCTION TO FINANCIAL SYSTEM	
ABILITY ENHANCEMENT COURSE	MEDIA & COMMUNICATION	02
VALUE EDUCATION COURSE	DIGITAL EMPOWERMENT	02