

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

PROGRAM STRUCTURE SEM III

Vertical	Subject	Credits
MAJOR (MANDATORY)	MEDIA, GENDER & CULTURE	04
MAJOR (MANDATORY)	MEDIA STUDIES	04
MINOR	IMC & ADVERTISING/ FEATURES & OPINION	04
GENERIC ELECTIVE(GE)	1.COMPUTERS & GRAPHICS 2.DATA ANALYSIS USING EXCEL	02
SKILL ENHANCEMENT COURSE (SEC)	1.WRITING & EDITING FOR MEDIA 2. COURSES FROM SWAYAM PORTAL	02
ABILITY ENHANCEMENT COURSE (AEC)	MARATHI/HINDI/SANSKRIT (MIL)	02
FIELD PROJECT	DOCUMENTARY & SHORT FILM MAKING	02
CO-CURRICULAR	ALL CC offered in the college	02