

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

PROGRAM STRUCTURE SEM IV

Vertical	Subject	Credits
MAJOR (MANDATORY)	MASS MEDIA RESEARCH	04
MAJOR (MANDATORY)	CINEMA & COMMUNICATION: THOERY & PRACTICE	04
MINOR	CONSUMER BEHAVIOUR/ GLOBAL MEDIA	04
GENERIC ELECTIVE(GE)	1.COMMERCIAL BANKING & FINANCIAL SERVICES 2. POETRY-CRAFT & CREATIVITY	02
SKILL ENHANCEMENT COURSE (SEC)	1.PHOTOGRAPHY 2. COURSES FROM SWAYAM PORTAL	02
ABILITY ENHANCEMENT COURSE (AEC)	MARATHI/HINDI/SANSKRIT (MIL)	02
FIELD PROJECT	COMMUNITY ENGAGEMENT PROGRAM	02
CO-CURRICULAR	ALL CC Courses offered in the college	02