

SCHEME AND SYLLABUS OF THE PROGRAMME

Semester I

Code	Course Name	Hours/Week	Credit
PMS1701	Communication & Media Concepts	6	4
PMS1702	Introduction to Journalism	6	4
PMS1703	Creative & Technical Writing	5	3
PMS1704	Designing Principles and Visual Culture	5	3
PMS1705	Practical: News Reporting, Editing and Designing	3	2
PMS1706	Media Skills-I	-	-
	Total	25	16

Semester II

Code	Course Name	Hours/Week	Credit
PMS1707	New Media	6	4
PMS1708	Print Journalism (Elective)	6	4
PMS1709	Broadcast Journalism (Elective)	5	3
PMS1710	Advertising: Concepts & Practice	5	3
PMS1711	Research Methodology	5	3
PMS1712	Practical: Photography	3	2
PMS1713	Internship: Print, Radio or Online	-	2
PMS 1714	Media Skills-II	-	-
	Total	25	21

Semester III

Code	Course Name	Hours/Week	Credit
PMS1715	Public Relations	5	3
PMS1716	World Cinema	5	3
PMS1717	Media Laws & Ethics	5	3
PMS1718	Development Communication (Elective)	5	3
PMS1719	Business Communication (Elective)	5	3
PMS1720	Practical: Video Production	5	3
PMS1721	Media Skills-III	-	-
	Total	25	18

Semester IV

Code	Course Name	Hours/Week	Credit
PMS1722	Dissertation and Viva Voce Exam	2	4
PMS1723	Media Analysis & Evaluation	6	4
PMS1724	Media Management	5	3
PMS1725	Indian Cinema	5	3
PMS1726	Digital Media and Society	5	3
PMS1727	Practical: Managing Media Events	2	2
PMS1728	Comprehensive Viva Voce Exam	-	3
PMS1729	Internship	-	3
PMS1730	MOOC Course	-	-
	Total	25	25