



ARKA JAIN University
Jharkhand (Jamshedpur)

Recognized by **UGC**
Approved by **AICTE**

Scheme of Study of the Program

**BA Journalism & Mass
Communication (BAJMC)
Semester-I, II, III, IV, V & VI
(w.e.f batch 2017)**

SEMESTER-I

Sl.No	Name of the Subjects	Credits	Contact hours per week	Total Marks	End Term Theory	End Term Practical Exam	CIA	Attendance
1	Introduction to Mass Communication*	4	4	100	60	20	15	5
2	Editing*	4	4	100	60	20	15	5
3	News Writing*	4	4	100	60	20	15	5
4	Business Organization ▲	4	4	100	70	20	5	5
5	Business Communication-I A∞	4	4	100	70	20	5	5
	Total	20	20	500	320	100	55	25

SEMESTER-II

Sl. No	Course Type	Credit	Contact hours per week	Total Marks	End Term Theory	Mid Term Theory/ Practical Exam	CIA	Attendance
1	Introduction to Electronic Media*	4	4	100	60	20	15	5
2	Reporting*	4	4	100	60	20	15	5
3	Media Studies*	4	4	100	60	20	15	5
4	History of Journalism in India*	4	4	100	60	20	15	5
5	Computer Application∞	2	2	50	35	10	2.5	2.5
6	Hindi∞	2	2	50	35	10	2.5	2.5
	Total	20	20	500	310	100	65	25

SEMESTER-III

Sl no.	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA	Attendance
1	Understanding Cinema*	4	4	100	60	20	15	5
2	Media Scripting*	4	4	100	60	20	15	5
3	Online Journalism*	4	4	100	60	20	15	5
4	Development Journalism*	4	4	100	60	20	15	5
5	Journalism & Public Opinion*	4	4	100	60	20	15	5
6	Environmental Science ∞	2	2	50	35	10	2.5	2.5
7	Entrepreneurship and Small Business∞	3	3	50	35	10	2.5	2.5
	Total	25	25	600	370	120	80	30

SEMESTER-IV

S.No	Name of the Subjects	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA	Attendance
1	Media Laws and Ethics*	5	5	100	70	20	5	5
2	Advanced Reporting ∅	5	5	100	60	20	15	5
3	Introduction to Broadcast Media*	5	5	100	60	20	15	5
4	Marketing Management ▲	5	5	100	70	20	5	5
5	Research Methodology ▲	5	5	100	70	20	5	5
	Total	25	25	500	330	100	45	25

SEMESTER-V

S.No	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA **	Attendance
1	Communication for Development *	5	5	100	70	20	5	5
2	Advertising *	5	5	100	60	20	15	5
3	Documentaries and Film Theory *	5	5	100	60	20	15	5
4	Video Editing Theories and Practices ∅	5	5	100	60	20	15	5
5	Internship ∅	5	5	100	70	20	5	5
	Total	25	25	500	320	100	55	25

SEMESTER-VI

S.No	Name of the Subject	Credit	Contact Hours Per Week	Total Marks	End Term Theory/ Practical Exam	Mid Term Theory/ Practical Exam	CIA **	Attendance
1	TV Production *	5	5	100	60	20	15	5
2	Radio Programme Production *	5	5	100	60	20	15	5
3	Public Relations *	5	5	100	70	20	5	5
4	Media Research ∅	5	5	100	70	20	5	5
5	Projects/Dissertation∅	5	5	100	70	20	5	5
	Total	25	25	500	330	100	45	25

*Core Subjects ▲ Generic Subjects ∅ Elective Discipline Specific (DSE)

Note: Approved by BOS on dated 12.08.2017 & Approved Council on Dated 17.08.2017