

## School of Communication, MAHE, Manipal BA (Media and Communication) Course Outline

| Semester            | Subject Code    | Description                                     | Credits |
|---------------------|-----------------|-------------------------------------------------|---------|
| <b>SEMESTER I</b>   |                 |                                                 |         |
| I                   | BMC 1101        | English Language & Literature - I               | 4       |
| I                   | BMC 1103        | Human Communication & Presentation Skills       | 4       |
| I                   | BMC 1105        | Reporting & Writing                             | 4       |
| I                   | BMC 1107        | Fundamentals of Internet and New Media          | 4       |
| I                   | BMC 1111A       | Environmental Science                           | 4       |
| I                   | BMC1109         | Modern World History                            | 4       |
| <b>SEMESTER II</b>  |                 |                                                 |         |
| II                  | BMC 1202        | English Language & Literature-II                | 4       |
| II                  | BMC 1204T       | Editing and Design                              | 4       |
| II                  | BMC 1206        | Information Society                             | 4       |
| II                  | BMC 1208        | Media Laws and Ethics                           | 4       |
| II                  | BMC 1210        | Computer Graphics for Media                     | 4       |
|                     |                 |                                                 |         |
|                     | <b>BMC 1212</b> | <b>Mandatoy Learning Courses - Semester II</b>  |         |
| II                  | BMC 1212A       | Constitution of India                           | 4       |
| II                  | BMC 1212B       | Understanding Social Media                      | 4       |
| <b>SEMESTER III</b> |                 |                                                 |         |
| III                 | BMC 2301        | Visual Communication and Photography            | 4       |
| III                 | BMC 2303        | Introduction to Radio                           | 4       |
| III                 | BMC 2305        | Advertising and Public Relations                | 4       |
| III                 | BMC 2307        | Media Project I - AM PLUS                       | 4       |
|                     |                 |                                                 |         |
|                     | BMC 2309        | <b>Electives - Semeter III</b>                  |         |
| III                 | BMC 2309A       | Sports Journalism                               | 4       |
| III                 | BMC 2309B       | Copywriting Basics                              | 4       |
| III                 | BMC 2309C       | 2D Animation                                    | 4       |
| III                 | BMC 2309D       | Scripting for Broadcast Media                   | 4       |
| III                 | BMC 2309E       | Introduction to Economics                       | 4       |
|                     |                 |                                                 |         |
| III                 | <b>BMC 2311</b> | <b>Mandatoy Learning Courses - Semester III</b> |         |
| III                 | BMC 2311A       | Language I - French                             | 4       |
| III                 | BMC 2311B       | Language I - German                             | 4       |
| III                 | BMC 2311C       | Language I - Hindi                              | 4       |
| III                 | BMC 2311D       | Language I - Kannada                            | 4       |
| <b>SEMESTER IV</b>  |                 |                                                 |         |
| IV                  | BMC 2402        | Introduction to Film                            | 4       |
| IV                  | BMC 2404        | Basics of Video Production                      | 4       |
| IV                  | BMC 2406        | Media Psychology                                | 4       |
| IV                  | BMC 2408        | Media Project II                                | 4       |

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|-----------------------------------------------|-----------------|-------------------------------------------------|---|
|                                               |                 |                                                 |   |
| IV                                            | <b>BMC 2410</b> | <b>Electives - Semester IV</b>                  |   |
| IV                                            | BMC 2410A       | Art and Entertainment Journalism                | 4 |
| IV                                            | BMC 2410B       | Public Relations: Principles and Practice       | 4 |
| IV                                            | BMC 2410C       | 3D Modelling and Texturing                      | 4 |
| IV                                            | BMC 2410D       | Broadcast Journalism                            | 4 |
| IV                                            | BMC 2410E       | Business and Financial Journalism               | 4 |
|                                               |                 |                                                 |   |
| IV                                            | <b>BMC 2412</b> | <b>Mandatory Learning Courses - Semester IV</b> |   |
| IV                                            | BMC 2412A       | Language II - French                            | 4 |
| IV                                            | BMC 2412B       | Language II - German                            | 4 |
| IV                                            | BMC 2412C       | Language II - Hindia                            | 4 |
| IV                                            | BMC 2412D       | Language II - Kannada                           | 4 |
| <b>SEMESTER V</b>                             |                 |                                                 |   |
| V                                             | BMC 3501        | Introduction to Political Science               | 4 |
| V                                             | BMC 3503        | Media Research                                  | 4 |
| V                                             | BMC 3505        | Media and Society                               | 4 |
| V                                             | BMC 3507        | Media and Contemporary Affairs                  | 4 |
|                                               |                 |                                                 |   |
| V                                             | BMC 3509        | <b>Electives - Semester V</b>                   |   |
| V                                             | BMC 3509A       | Online Journalism                               | 4 |
| V                                             | BMC 3549B       | Intergrated Marketing Communications            | 4 |
| V                                             | BMC 3509C       | 3D Animation, Lighting and Rendering            | 4 |
| V                                             | BMC 3509D       | Sound for Moving Images                         | 4 |
| V                                             | BMC 3509E       | Defence Communications                          | 4 |
| V                                             | BMC 3509F       | Event Management                                | 4 |
|                                               |                 |                                                 |   |
| <b>Mandatory Learning Course - Semester V</b> |                 |                                                 |   |
| V                                             | BMC 3511        | Media Organisation and Organisational Behaviour | 4 |
| <b>SEMESTER VI</b>                            |                 |                                                 |   |
| VI                                            | BMC 3602        | International Relations                         | 4 |
| VI                                            | BMC 3604        | Development Communications                      | 4 |
| VI                                            | BMC 3606        | Internship                                      | 4 |
| VI                                            | BMC 3608        | Media Project III                               | 4 |
|                                               |                 |                                                 |   |
| VI                                            | <b>BMC 3610</b> | <b>Elective SEMESTER VI (1)</b>                 |   |
| VI                                            | BMC 3610A       | Magazine Journalism                             | 4 |
| VI                                            | BMC 3610B       | Corporate Communication                         | 4 |
| VI                                            | BMC 3610C       | Character Animation and Rigging                 | 4 |
| VI                                            | BMC 3610D       | Video Editing and Compositing                   | 4 |
| VI                                            | BMC 3611E       | Radio Production                                |   |
|                                               |                 |                                                 |   |
| VI                                            | <b>BMC 3612</b> | <b>Elective - SEMESTER VI (2)</b>               |   |
| VI                                            | BMC 3612A       | Photojournalism                                 | 4 |
| VI                                            | BMC 3612B       | Advertising Campaign Planning and Execution     | 4 |

|    |           |                                |   |
|----|-----------|--------------------------------|---|
| VI | BMC 3612C | Compositing for Visual Effects | 4 |
| VI | BMC 3612D | Creative Video for Advertising | 4 |
| VI | BMC 3612E | Media Seminar Series           | 4 |