

SEMESTER I: FOUNDATIONS OF DIGITAL STRATEGY (20 Credits)

Course Code	Course Category	Course Title	Teaching Scheme (Contact hours)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
DSC501	Major	Media Strategy	4	0	4	0	4
DSC502	Major	Creators Economy & Community Building	4	0	4	0	4
DSC503	Major	Media Policy	4	0	4	0	4
DSC504	Major	Digital Marketing	4	0	4	0	4
DSC505	Minor	Media Metrics	2	0	2	0	2
DSC506	Minor	Digital Production	1	2	1	1	2
		Total					20

SEMESTER II: CORE PRACTICES AND APPLICATIONS (20 Credits)

Course Code	Course Category	Course Title	Teaching Scheme (Contact hours)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
DSC507	Major	Media Entrepreneurship	4	0	4	0	4
DSC508	Major	Research Methodology	4	0	4	0	4
DSC509	Major	Digital Content Creation & Multimedia Storytelling	1	2	1	1	2
DSC510	Major	Digital Product Development	4	0	4	0	4
DSC511	Minor	NextGen Media	1	2	1	1	2
DSC512	Major	Corporate Branding	4	0	4	0	4
		Total					20

SEMESTER III – 20 Credits**Specialization A: Strategic Brand Communication & Public Relations - (20 Credits)****Compulsory Courses (16 Credits) & Electives (Any two – 4 Credits)**

Course Code	Course Category	Course Title	Teaching Scheme (Contact hours)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
DSC611	Major	Brand Identity	4	0	4	0	4
DSC612	Major	Corporate Image Management	4	0	4	0	4
DSC613	Major	Strategic Public Relations and Media Engagement	4	0	4	0	4
DSC614	Minor	Media Markets & Consumer Behavior	2	0	2	0	2
DSC615	Minor	Media Economics	2	0	2	0	2
DSC631	Elective	Political Communication & Public Affairs	2	0	2	0	2
DSC632	Elective	Health & Science Communication	2	0	2	0	2
DSC633	Elective	CSR & Ethical Branding	2	0	2	0	2
DSC634	Elective	Event Management & Experiential Marketing	2	0	2	0	2
		Total					20

Specialization B: New Media Production**Compulsory Courses (16 Credits) & Electives (Any two – 4 credits)**

Course Code	Course Category	Course Title	Teaching Scheme (Contact hours)		Credits Assigned		Total Credits
			Theory	Practical	Theory	Practical	
DSC621	Major	Writing for Digital Platforms	4	0	4	0	4
DSC622	Minor	Advanced Cinematography (Lab based)	1	2	1	1	2
DSC623	Major	Digital Production & Real Time Engines (Lab Based)	1	4	2	2	4
DSC624	Major	Immersive Storytelling for AR/VR (Lab based)	1	4	2	2	4
DSC625	Minor	Content Distribution and Monetization	2	0	2	0	2
DSC641	Elective	Sound Design & Audio Production	0	2	1	1	2
DSC642	Elective	Live Streaming and Experiential Content	0	2	1	1	2
DSC643	Elective	Documentary Filmmaking	0	2	1	1	2
DSC644	Elective	Corporate Filmmaking	0	2	1	1	2
Total							20

SEMESTER IV – 20 Credits**Common Course (Applicable to both Specializations) – 4 Credits**

Course Code	Course Category	Course Title	Teaching Scheme (Contact hours)	Credits Assigned	Total Credits
			Theory	Practical	Theory
DSC701	Major	Design Thinking & Innovation	4	0	4

Specialization A: Strategic Brand Communication & Public Relations – 16 Credits

Course Code	Course Category	Course Title	Teaching Scheme (Contact hours)	Credits Assigned	Total Credits
			Theory	Practical	Theory
DSC711	Major	Capstone Project	0	8	0
DSC721	Major	Dissertation in Digital Media & Strategic Communication	0	8	0

Specialization B: New Media Production – 16 Credits

Course Code	Course Category	Course Title	Teaching Scheme (Contact hours)	Credits Assigned	Total Credits
			Theory	Practical	Theory
DSC712	Major	Capstone Project (Lab based)	0	8	0
DSC722	Major	Dissertation in Digital Media Innovation	0	8	0