

# Syllabus

YEAR 1							
Semester I							
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMC1T1	Theories and Concepts in Media and Communication	Major		60	4	0	4
2418CMC1T2	History: Media Perspective	Major		60	4	0	4
2418CMC1T3	Entertainment and Media Industries	Major		30	2	0	2
2418CMM1T4	Current Debates in Media	Minor		30	2	0	2
2418CMO1P1	Workplace Wellness- 1*	Open Elective		60	2	1	3
2418CMA1T5	Communication Skills- 1	AEC		30	2	0	2
2418CMI1T6	Basics in Classical Literature- 1	IKS		15	1	0	1
2418CMV1T7	Foundation Course- 1	VAC		30	2	0	2
2418CMY1P2	Health and Wellness- 1*	CC		0	1	1	2
Total				315	20	2	22
* Interdisciplinary Course, **Non-credit course							
Semester II							
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMC2T1	Media Psychology and Audiences	Major		60	4	0	4
2418CMC2T2	Critical Reading and Critical Writing	Major		60	4	0	4
2418CMC2T3	Introduction to Global Media	Major		30	2	0	2
2418CMM2T4	Creative Media Strategies & Techniques	Minor		30	2	0	2
2418CMO2P1	Workplace Wellness- 2*	Open Elective		75	1	2	3
2418CMA2T5	Communication Skills- 2	AEC		30	2	0	2
2418CMI2T6	Basics of Foundational Indian Philosophy	IKS		15	1	0	1
2418CMV2T7	Foundation Course- 2	VAC		30	2	0	2
2418CMY2P2	Health and Wellness- 2*	CC		0	1	1	2
Total				330	19	3	22

YEAR 2							
Semester III							
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMC3T1	Advertising and Brand Management	Major		60	4	0	4
2418CMC3T2	Film theory and application	Major		75	3	1	4
2418CMC3T3	Fundamentals of Journalism	Major		45	3	0	3
2418CMM3T4	Photography and Print Production	Major		75	1	2	3
2418CMO3P1	Radio Production	Minor		45	1	1	2
2418CMV3P2	Immersive Media Production	VSC		75	1	2	2
2418CMA3T5	Marathi- 1*	AEC (Any 1)		30	2	0	2
2418CMA3T6	Sanskrit- 1*						
2418CMA3T7	German- 1*						
2418CMA3T8	French- 1*						
2418CMY3P3	Health and Wellness- 3*	CC		0	1	1	2
Total				405	16	7	22
* Interdisciplinary Course, **Non-credit course							
Semester IV							
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMC4T1	Public Relations and Corporate Communication	Major		60	4	0	4
2418CMC4T2	Media Laws, Ethics and Policy	Major		60	4	0	4
2418CMC4T3	Methods of Research in Media and Communication	Major		45	3	0	3
2418CMM4T4	Cinema Appreciation	Major		60	2	1	3
2418CMM4P1	Digital Media production	Minor		60	2	1	2
2418CMV4T5	Creative Writing Project	SEC		30	2	0	2
2418CMA4T6	Marathi- 2*	AEC (Any 1)		30	2	0	2
2418CMA4T7	Sanskrit- 2*						
2418CMA4T8	German- 2*						
2418CMA4T9	French- 2*						
2418CMY4P2	Health and Wellness- 4*	CC		0	0	2	2
Total				345	19	4	22

YEAR 3							
Semester V							
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMJ5T1	Reporting, Writing and Understanding the news	Major	Journalism	60	4	0	4
2418CMJ5T2	Journalism and Public Opinion	Major		60	4	0	4
2418CMJ5T3	Convergent Journalism	Major		60	4	0	4
2418CMJ5T4	Documentary Storytelling and Production	Minor		60	0	2	2
2418CMJ5T5	Design Thinking for Media Professionals	VSC		60	2	1	3
2418CMJ5P1	Minor Project	Internship		0	0	4	4
Total				300	14	7	21
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMB5T1	Client Servicing and Account Planning	Major	Advertising Management	60	4	0	4
2418CMB5T2	Agency Management	Minor		45	3	0	3
2418CMB5T3	Copywriting	Major		60	4	0	4
2418CMBT4	Media Planning and Buying	Major		45	3	0	3
2418CMB5T5	Digital Marketing	VSC		60	2	1	3
2418CMB5P1	Minor Project	Project		0	0	4	4
Total				270	16	5	21
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMR5T1	Advanced Public Relations Management	Major	Public Relations and Corporate Communication	60	4	0	4
2418CMR5T2	Strategic Writing & Media Relations	Minor		45	3	0	3
2418CMR5T3	Crisis Communication Management	Major		60	4	0	4
2418CMR5T4	International Communication	Major		45	3	0	3
2418CMR5T5	Brand Management and Corporate Identity	VSC		45	3	0	3
2418CMR5P1	Minor Project	Project		0	0	4	4
Total				255	17	4	21
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMF5T1	Media Production	Major	Film, Streaming and Immersive Media	75	3	1	4
2418CMF5T2	Script writing	Major		60	4	0	4
2418CMF5T3	Direction Techniques and Aesthetics	Major		45	3	0	3
2418CMF5T4	Advanced Immersive Media and Mixed Reality	Minor		60	2	1	3
2418CMF5P1	Audio Production: Principles and Practice	VSC		75	1	2	3
2418CMF5P2	Minor Project	Internship		0	0	4	4
Total				315	13	8	21

Semester VI							
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMJ6T1	Specialised Writing and Reporting	Major	Journalism	60	4	0	4
2418CMJ6T2	Business Journalism	Major		60	4	0	4
2418CMJ6T3	Broadcast Journalism	Major		45	3	0	3
2418CMJ6T4	Detecting Fake news and Misinformation	Minor		30	2	0	2
2418CMJ6T5	Media Industry Trends and Forecasting	VSC		75	2	1	3
2418CMJ6P1	Major Project- Newspaper and Magazine Making	Project		0	0	4	4
Total					270	15	5
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMB6T1	Media Selling and Negotiations	Major	Advertising Management	60	4	0	4
2418CMB6T2	Consumer Behaviour and Marketing Research	Major		60	4	0	4
2418CMB6T3	Digital Branding Strategy	Minor		45	3	0	3
2418CMB6T4	Measurement Metrics: Brand and Corporate Image	Major		30	2	0	2
2418CMB6T5	Media Industry Trends and Forecasting	VSC		75	2	1	3
2418CMB6P1	Major Project-Campaign Planning and Advertising Design	Project		0	0	4	4
Total					270	15	5
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMR6T1	Mass Media and Public Opinion	Major	Public Relations and Corporate Communication	60	4	0	4
2418CMR6T2	Measurement Metrics: Brand and Corporate Image	Major		60	4	0	4
2418CMR6T3	Celebrity Management	Minor		30	2	0	3
2418CMR6T4	Public Relations in the Private and Public Sector	Major		45	3	0	2
2418CMR6T5	Managing Organizational Public Relations	VSC		30	2	0	3
2418CMR6P1	Major Project-Public Relations Campaigns	Project		0	0	4	4
Total					225	15	4
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMF6T1	Storytelling across platforms	Major	Film, Streaming and Immersive Media	60	4	0	4
2418CMF6T2	Advanced Cinematography	Major		75	3	1	4
2418CMF6T3	Film Editing	Major		60	2	1	3
2418CMF6T4	Animation and Visual Effects	Minor		45	1	1	2
2418CMF6T5	Media Industry Trends and Forecasting	VSC		75	3	0	3
2418CMF6P1	Major Project-Virtual World Building	Project		0	0	4	4
Total					315	13	7

YEAR 4							
Semester VII							
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMH7T1	New Journalism and Literature	Major	Journalism-Honours	60	4	0	4
2418CMH7T2	Academic Writing	Major		60	4	0	4
2418CMH7P1	Broadcast Production	Major		60	2	1	3
2418CMH7P2	News Production 1	Minor		45	1	1	2
2418CMH7P3	Industry Project	Internship		0	0	6	6
Total				225	11	8	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMK7T1	New Journalism and Literature	Major	Journalism-Honours with research	60	4	0	4
2418CMK7T2	Academic Writing	Major		60	4	0	4
2418CMK7P1	Media Research and Analysis	Major		60	2	1	3
2418CMK7P2	News Production 1	Minor		45	1	1	2
2418CMK7P3	Research Project	Research Project		0	0	6	6
Total				225	11	8	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMD7T1	Media Organisations and Organisational behaviour	Major	Advertising Management-Honours	60	4	0	4
2418CMD7T2	Direct to Consumer Media Strategies	Major		60	4	0	4
2418CMD7P1	Social media and influencer strategy	Major		60	2	1	3
2418CMD7P2	Creative Portfolio	Minor		45	1	1	2
2418CMD7P3	Industry Project	Internship		0	0	6	6
Total				225	11	8	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CME7T1	Media Organisations and Organisational behaviour	Major	Advertising Management-Honours with research	60	4	0	4
2418CME7T2	Direct to Consumer Media Strategies	Major		60	4	0	4
2418CME7P1	Advertising and Consumer Research	Major		90	0	3	3
2418CME7P2	Creative Portfolio	Minor		60	0	2	2
2418CME7P3	Research Project	Research Project		0	0	6	6
Total				270	8	11	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMP7T1	Corporate Governance	Major	Public Relations and Corporate Communication - Honours	60	4	0	4
2418CMP7T2	Political Communication	Major		60	4	0	4
2418CMP7P1	Organisational Communication	Major		60	2	1	3
2418CMP7P2	Media Relations	Minor		45	1	1	2
2418CMP7P3	Industry Project	Internship		0	0	6	6
Total				225	11	8	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMQ7T1	Corporate Governance	Major	Public Relations and Corporate Communication - Honours with research	60	4	0	4
2418CMQ7T2	Political Communication	Major		60	4	0	4
2418CMQ7P1	Public Relations Research -1	Major		60	2	1	3
2418CMQ7P2	Media Relations	Minor		45	1	1	2
2418CMQ7P3	Research Project	Research Project		0	0	6	6
Total				225	11	8	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMG7T1	Film Marketing and Distribution	Major	Film, Streaming and Immersive Media - Honours	60	4	0	4
2418CMG7T2	Film Direction	Major		60	4	0	4
2418CMG7P1	Advanced Editing	Major		60	2	1	3
2418CMG7P2	Sound Design	Minor		45	1	1	2
2418CMG7P3	Industry Project	Internship		0	0	6	6
Total				225	11	8	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMN7T1	Film Marketing and Distribution	Major	Film, Streaming and Immersive Media - Honours with research	60	4	0	4
2418CMN7P1	Film Direction	Major		60	4	0	4
2418CMN7T2	Film Research - 1	Major		60	2	1	3
2418CMN7P2	Sound Design	Minor		45	1	1	2
2418CMN7P3	Research Project	Research Project		0	0	6	6
Total				225	11	8	19

Semester VIII							
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMH8T1	Digital Transformation	Major	Journalism-Honours	75	5	0	5
2418CMH8T2	Media Ethics and Regulations	Major		30	2	0	2
2418CMH8P1	Specilisation Project	Major		0	0	6	6
2418CMH8P2	Internship	Internship		0	0	6	6
Total				105	7	12	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMK8T1	Digital Transformation	Major	Journalism-Honours with research	75	5	0	5
2418CMK8T2	Media Ethics and Regulations	Major		30	2	0	2
2418CMK8P1	Specilisation Research	Major		0	0	6	6
2418CMK8P2	Research Project	Research Project		0	0	6	6
Total				105	7	12	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMD8T1	Digital Transformation	Major	Advertising Management-Honours	75	5	0	5
2418CMD8T2	Media Ethics and Regulations	Major		30	2	0	2
2418CMD8P1	Specilisation Project	Major		0	0	6	6
2418CMD8P2	Internship	Internship		0	0	6	6
Total				105	7	12	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CME8T1	Digital Transformation	Major	Advertising Management-Honours with research	75	5	0	5
2418CME8T2	Media Ethics and Regulations	Major		30	2	0	2
2418CME8P1	Specilisation Research	Major		0	0	6	6
2418CME8P2	Research Project	Research Project		0	0	6	6
Total				105	7	12	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMP8T1	Digital Transformation	Major	Public Relations and Corporate Communication - Honours	75	5	0	5
2418CMP8T2	Media Ethics and Regulations	Major		30	2	0	2
2418CMP8P1	Specilisation Project	Major		0	0	6	6
2418CMP8P2	Internship	Internship		0	0	6	6
Total				105	7	12	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMQ8T1	Digital Transformation	Major	Public Relations and Corporate Communication - Honours with research	75	5	0	5
2418CMQ8T2	Media Ethics and Regulations	Major		30	2	0	2
2418CMQ8P1	Specilisation Research	Major		0	0	6	6
2418CMQ8P2	Research Project	Research Project		0	0	6	6
Total				105	7	12	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMG8T1	Digital Transformation	Major	Film, Streaming and Immersive Media - Honours	75	5	0	5
2418CMG8T2	Media Ethics and Regulations	Major		30	2	0	2
2418CMG8P1	Specilisation Project	Major		0	0	6	6
2418CMG8P2	Internship	Internship		0	0	6	6
Total				105	7	12	19
Course Code	Course	Course Category	Specialisation	Lecture Hours	Theory credits	Practical credits	Total Credits
2418CMN8T1	Digital Transformation	Major	Film, Streaming and Immersive Media - Honours with research	75	5	0	5
2418CMN8T2	Media Ethics and Regulations	Major		30	2	0	2
2418CMN8P1	Specilisation Research	Major		0	0	6	6
2418CMN8P2	Research Project	Research Project		0	0	6	6