

# Bachelor of Arts (MASS MEDIA)

**STRUCTURAL MODIFICATIONS FOR CBCS**  
**[SYLLABUS CONTENTS REMAIN AS REVISED IN 2018]**

**SEMESTERS: I to VI**

[Specializations: Journalism, Advertising, Animation]

**(Approved in 2020)**

**Academic Programme of  
120 Credits for three years Duration**



**Shreemati Nathibai Damodar Thackersey WOMEN'S UNIVERSITY  
Mumbai**

**SNDT WOMEN'S UNIVERSITY**  
**Bachelor of Arts (Mass Media)**  
**Faculty of Interdisciplinary Studies**

**The Programme**

This academic programme is designed to train women in terms of understanding, awareness and skills for media and communication sector through three specializations- journalism, advertising and animation. The three year programme has semester pattern and five papers per semester including internship in the last semester.

**Eligibility for Admission/promotion to the Degree Course**

1 Admission norms for students to First/Second/Third years, open/reserved categories applied to all programmes of the University will apply to this programme also.

A. Admission to First Year

- The students passing Higher Secondary Examinations in any stream Arts / Commerce / Science Home Science from any recognized Board, with one paper of English are eligible
- Students passing MCVC (Minimum Competency Vocational Course) are also eligible.
- Students passing three years Government recognized Diplomas after 10th Std. in the relevant subject are also eligible.

B. Admission to Second Year

- A student who has passed B.M.M. Part I from this University or any other recognized University would be eligible for admission to B.M.M. Part II of this University.
- Students from other Faculties (Non- B.M.M.) can be admitted with prerequisites of 4 credits of specialization and 4 credits of General B.M.M. (irrespective of Theory or Practical)
- Pre-requisite for each student is to be decided after looking at the subjects completed at the First Year level.
- It is recommended (depending on the preference of the student) students from Science or from Arts & Commerce can be given appropriate pre-requisite courses.

C. Admission to Third Year

Students, who have completed their Second Year in B.M.M. from any College in India, would be eligible for admission to the Third Year, according to the Program in their previous College.

**Norms for Evaluation**

- Each paper is of four credits referring to 120 hours of teaching and learning in a semester.
- Each paper is divided into four modules and usually each module is taught for 15 hours in a semester with 15 hours of home study by students. Weightage for each module is equal.
- The overall evaluation pattern is 25:75. Process evaluation will consist of 25 marks whereas semester-end evaluation will be of 75 marks.
- Papers where internal assessment of 100 marks is shown but 'examination is by' University, external examiner along with the teacher who has taught the course should carry out the assessment for the work done by the student/group of students in that paper.
- Internship (100 Marks) Assessment Pattern:  
Internal Assessment      25 Marks by 'college'  
External Assessment      75 Marks [Divided between 'agency marks' out of 25 and 'internship viva' of 50 marks for the work presented by student and viva voce]

**SNDT WOMEN'S UNIVERSITY**  
**Bachelor of Arts (Mass Media)**  
**STRUCTURE OF 3 YEAR PROGRAMME**  
**FIRST YEAR**

**SEMESTER 1**

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination by
1001	Effective Communication Skills	4	100	-	100	College
1002	Fundamentals of Mass Communication	4	25	75	100	College
1003	Contemporary World History	4	25	75	100	College
1004	Introduction to Sociology	4	25	75	100	College
<b>1005</b>	<b><i>Traditional Media</i></b>	4	100	-	100	College

**SEMESTER 2**

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination By
2001	Environment Studies	4	25	75	100	College
2002	Indian Political and Economic Systems	4	25	75	100	College
2003	Introduction to Psychology	4	25	75	100	College
2004	Events Management	4	100	-	100	College
<b>2005</b>	<b><i>Introduction to Computers</i></b>	4	100	-	100	College

**SECOND YEAR****SEMESTER 3**

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination By
3001	Introduction to Print Media	4	25	75	100	University
3002	Basics of Advertising	4	25	75	100	University
3003	Fundamentals of Public Relations	4	25	75	100	University
3004	Visual Communication and Photography	4	100	-	100	College
<b>3005</b>	<b><i>Introduction to Cinema</i></b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>College</b>

**SEMESTER 4**

Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination By
4001	Introduction to Broadcast Media	4	25	75	100	University
4002	Integrated Marketing Communication	4	25	75	100	University
4003	Introduction to New Media	4	25	75	100	University
4004	Women and Media	4	100	-	100	College
<b>4005</b>	<b><i>Writing for Media</i></b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>College</b>

Courses in **bold Italics** are “Electives” that student can exchange for any other course of her Choice. Mass Media Department can offer these courses to other specialization students.

**SNDT WOMEN'S UNIVERSITY**  
**Bachelor of Arts (Mass Media)**

**STRUCTURE OF THIRD YEAR FOR SPECIALISATION – ADVERTISING & PR**

<b>SEMESTER V</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination By
5101	Introduction to Research	4	25	75	100	University
5102	Advertising & Marketing	4	25	75	100	University
5103	Branding	4	25	75	100	University
5104	Consumer Behaviour	4	100	-	100	College
<b>5105</b>	<b>Media Planning &amp; Scheduling</b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>College</b>
<b>SEMESTER VI</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination By
6101	Advertising and Society	4	25	75	100	University
6102	Advertising Agencies	4	100	-	100	College
<b>6103</b>	<b>Customer Relationship Management</b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>College</b>
6104	Laws and Ethics in Advertising	4	25	75	100	University
6105	Internship	4	25	75	100	University

**STRUCTURE OF THIRD YEAR FOR SPECIALISATION – JOURNALISM**

<b>SEMESTER V</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination By
5201	Introduction to Research	4	25	75	100	University
5202	Political and Economic Reporting	4	25	75	100	University
5203	Newspaper Editing Layout & Design	4	100	-	100	College
<b>5204</b>	<b>Journalism for Social Change</b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>College</b>
5205	Magazines and Journals	4	25	75	100	University
<b>SEMESTER VI</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination By
6201	News Media Organization & Management	4	25	75	100	University
6202	Web and Electronic Journalism	4	100	-	100	College
6203	Press Laws and Ethics	4	25	75	100	University
<b>6204</b>	<b>Indian Regional Journalism</b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b>College</b>
6205	Internship	4	25	75	100	University

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### STRUCTURE OF THIRD YEAR FOR SPECIALISATION – ANIMATION

<b>SEMESTER V</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination By
5301	Introduction to Research	4	25	75	100	University
5302	Introduction to Animation	4	25	75	100	University
<b>5303</b>	<b><i>Basics of Art &amp; Drawing</i></b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b><i>College</i></b>
5304	2D and 3D Animation	4	100	-	100	College
5305	Animation Scripting	4	25	75	100	University
<b>SEMESTER VI</b>						
Subject Code	Subject	Credits	Internal Marks	External Marks	Total Marks	Examination By
6301	Advanced web designing	4	25	75	100	University
6302	3D Animation	4	25	75	100	University
6303	SFX in Animation	4	25	75	100	University
<b>6304</b>	<b><i>Audio-Video Editing (practical)</i></b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>100</b>	<b><i>College</i></b>
6305	Internship	4	25	75	100	University

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