

Nagindas Khandwala College (Autonomous)
Affiliated to University of Mumbai



MKES's Nagindas Khandwala College (Autonomous),
Gate No 5, Bhavishya Bharat Campus, S. V. Road, Malad (West)
Mumbai-400 064

Programme Code:UBMM/ UABMMC

**Bachelor of Mass Media/Multi Media & Mass Communication
(BMM/BAMMC)**

Three Year Integrated Programme -

Six Semesters

Course Structure

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2020-21

PRINCIPAL

NAGINDAS KHANDWALA COLLEGE OF COMMERCE
ARTS & MANAGEMENT STUDIES AND SHANTABEN
NAGINDAS KHANDWALA COLLEGE OF SCIENCE
(AUTONOMOUS)
MALAD (W) MUMBAI - 400 064



**Bachelor of Arts in Multimedia and Mass Communication
(BAMMC) Programme**

*Under Choice Based Credit, Grading and Semester System
Curriculum Framework*

(Implemented from Academic year 2020-21 onwards)

FIRST YEAR

| Sr. No. | Semester I | Subject code | Cre dits | Sr. No. | Semester II | Subject code | Cre dits |
|---------|---|--------------|-----------|---------|--|--------------|-----------|
| | <i>Ability Enhancement Compulsory Course (AECC)</i> | | | | <i>Ability Enhancement Compulsory Course (AECC)</i> | | |
| 1 | AECC-1 Effective Communication Skills-I | 2011UMCEC | 3 | 1 | AECC-2 Effective Communication Skills-II | 2021UMCEC | 3 |
| | <i>Core Course</i> | | | | <i>Core Course</i> | | |
| 2 | CC-1 Mass Communication | 2012UMCMC | 3 | 2 | CC- 5 Political concepts and Indian political system | 2022UMCPC | 3 |
| 3 | CC-2 Landmark Events of the World and India- A Mass Media Approach | 2013UMCLE | 3 | 3 | CC-6 Introduction to Literature | 2023UMCIL | 3 |
| 4 | CC-3 Introduction to Economics | 2014UMCIE | 3 | 4 | CC-7 Principles of Marketing | 2024UMCPMK | 3 |
| 5 | CC-4 Introduction to Sociology | 2015UMCIS | 3 | 5 | CC-8 Principles of Management | 2025UMCPMG | 3 |
| | <i>Discipline Specific Compulsory Course (DSC)</i> | | | | <i>Discipline Specific Compulsory Course (DSC)</i> | | |
| 6 | DSC-1 Introduction to Computers | 2016UMCIC | 3 | 6 | DSC-2 Media Psychology | 2026UMCPSY | 3 |
| | TOTAL | | 18 | | TOTAL | | 18 |



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SECOND YEAR
(Implemented from Academic year 2020-2021)

| Sr. No. | Semester III | Subject code | Credits | Sr. No. | Semester IV | Subject code | Credits |
|---------|--|--------------|-----------|---------|--|--------------|-----------|
| | <i>Skill Enhancement Compulsory Course (SEC)</i> | | | | <i>Skill Enhancement Compulsory Course (SEC)</i> | | |
| 1 | SEC-1 Introduction to Public Relations | 1731UMCPR | 3 | 1 | SEC-2 Photography and Print Production | 1741UMCPPP | 3 |
| | <i>Core Course (CC)</i> | | | | <i>Core Course (CC)</i> | | |
| 2 | CC- 9Media Studies | 1732UMCMS | 3 | 2 | CC- 12 Introduction to Journalism | 1742UMCIJ | 3 |
| 3 | CC-10 Understanding Cinema | 1733UMCUC | 3 | 3 | CC- 13 Introduction to Advertising | 1743UMCIA | 3 |
| 4 | CC-11 Introduction to Cultural Studies | 1734UMCCS | 3 | 4 | CC-14 TV and Radio | 1744UMCTVR | 3 |
| | <i>Discipline Specific Compulsory Course (DSC)</i> | | | 5 | CC-15 Organizational Behaviour | 1745UMCOB | 3 |
| 5 | DSC-3-Creative Writing | 1735UMCCW | 3 | | <i>Discipline Specific Compulsory Course (DSC)</i> | | |
| 6 | DSC -4 Advance Computers | 1736UMCAC | 3 | 6 | DSC- 5 Mass Media Research | 1746UMCMMR | 3 |
| | TOTAL | | 18 | | TOTAL | | 18 |



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Phone: 2222-2222-400 084

**THIRD YEAR
JOURNALISM**

(Implemented from Academic year 2020-2021)

| Sr. No. | Semester V | Subject code | Cr ed its | Sr . N o. | Semester VI | Subject code | Cr ed its |
|---------|--|--------------|-----------|-----------|--|--------------|-----------|
| | <i>Skill Enhancement Compulsory Course (SEC)</i> | | | | <i>Skill Enhancement Compulsory Course (SEC)</i> | | |
| 1 | SEC-3 Digital Media | 2051UMMDIM | 4 | 1 | SEC-4 Newspaper and Magazine Making | 2061UMMNM | 4 |
| | <i>Core Course (CC)</i> | | | | <i>Core Course (CC)</i> | | |
| 2 | CC-16 Journalism and Public Opinion | 1852UMMJP | 4 | 2 | CC-19 Contemporary Issues | 1962UMMCI | 4 |
| 3 | CC-17 Indian Regional Journalism | 1853UMMIR | 4 | 3 | CC-20 Press Law and Ethics | 1863UMMPLE | 4 |
| 4 | CC-18 Global and New Media | 1954UMMGNM | 4 | | <i>Discipline Specific Compulsory Course (DSC)</i> | | 4 |
| | <i>Discipline Specific Compulsory Course (DSC)</i> | | 4 | 4 | DSC-08 Broadcast Journalism | 1864UMMBJ | 4 |
| 5 | DSC-6- Reporting | 1855UMMRP | 4 | 5 | DSC-09 Business and Magazine Journalism | 1865UMMBMJ | 4 |
| 6 | DSC -7 Cross Media Writing & Editing - I | 1956UMMCME | 4 | 6 | DSC-10 News Media Management | 1866UMMNMM | 4 |
| | | | | 7 | DSC-11 Cross Media Writing & Editing - II | 1967UMMCME | 4 |
| | TOTAL | | 24 | | TOTAL | | 28 |



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**THIRD YEAR
ADVERTISING**

(Implemented from Academic year 2020-2021)

| Sr. No. | Semester V | Subject code | Credits | Sr. No. | Semester VI | Subject code | Credits |
|---------|--|--------------|-----------|---------|---|--------------|-----------|
| | <i>Skill Enhancement Compulsory Course (SEC)</i> | | | | <i>Skill Enhancement Compulsory Course (SEC)</i> | | |
| 1 | SEC-3 Digital Media | 2051UMMDIM | 4 | 1 | SEC-4 Advertising Design | 2061UMMAD | 4 |
| | <i>Core Course (CC)</i> | | | | <i>Core Course (CC)</i> | | |
| 2 | CC-9 Brand Building | 1852UMMBB | 4 | 2 | CC-19 Contemporary Issues | 1962UMMCI | 4 |
| 3 | CC-10 Advertising in Contemporary Society | 1853UMMAC | 4 | 3 | CC-20 Legal Environment and Advertising Ethics | 1863UMMLE | 4 |
| 4 | CC-11 Consumer Behaviour | 1854UMMCB | 4 | | <i>Discipline Specific Compulsory Course (DSC)</i> | | |
| | <i>Discipline Specific Compulsory Course (DSC)</i> | | | 4 | DSC-08 Financial Management for Marketing and Advertising | 1864UMMFM | 4 |
| 5 | DSC-3-Media Planning and Buying | 1855UMMMP | 4 | 5 | DSC-09 Principles and Practices of Direct Marketing | 1865UMMDM | 4 |
| 6 | DSC -4 Copywriting | 1856UMMCW | 4 | 6 | DSC-10 Agency Management | 1866UMMAM | 4 |
| | | | | 7 | DSC-11 Advertising and Marketing Research | 1867UMMAMR | 4 |
| | TOTAL | | 24 | | TOTAL | | 28 |




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MALAD (W), MUMBAI - 400 064