

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

**List of subjects offered under NEP Academic Year**

**2024-2025**

<b><u>SEMESTER I</u></b>		
<b><u>Sr No</u></b>	<b><u>Course Name.</u></b>	<b><u>Credits</u></b>
1	Mass Communication.	3 Credits
2	Landmark Events of the World and India-A Mass Media Approach.	3 Credits
3	Introduction to Sociology	2 Credits
4	Foundation Course-I	2 Credits
5	Introduction to Computers	2 Credits
6	Media Economics	2 Credits
7	Media Communications I	2 Credits
8	Environmental Studies I	2 Credits
9	Indian Knowledge System	2 Credits
10	NSS / NCC / Sports / Cultural Activities / Yoga / Music / Performing Arts / DLLE	2 Credits
<b><u>Total</u></b>		<b>22 Credits</b>

<b><u>SEMESTER II</u></b>		
<b><u>Sr No</u></b>	<b><u>Course Name.</u></b>	<b><u>Credits</u></b>
1	Media Psychology.	3 Credits
2	Political Concepts and Indian Political System.	3 Credits
3	Introduction to Literature.	2 Credits
4	Introduction to Human Rights.	2 Credits
5	Foundation Course-II	2 Credits
6	Principles of Marketing	2 Credits
7	Principles of Management (Value Education and Soft Skills)	2 Credits
8	Media Communication II	2 Credits
9	Environmental Studies II	2 Credits
10	NSS / NCC / Sports / Cultural Activities / Yoga / Music / Performing Arts / DLLE	2 Credits
<b><u>Total</u></b>		<b>22 Credits</b>

