



HSNC University, Mumbai
(2025-2026)

Ordinances and Regulations For Choice-Based Credit System (CBCS)

For the Program Under the Department of Mass Media
in
The Faculty of Humanities

For the subject

Bachelor of Arts in Films Television and New Media Production
(B.A.F.T.N.M.P.)

With effect from the Academic year 2025-2026

Semester V & Semester VI

Board of Studies – Mass Media

Sr	Name	Designation	Contact
1	Dr Shalini R Sinha	Chairperson	shalini.sinha@kccollege.edu. in
2	Ms Surya Gune	Co-Chairperson	surya.gune@kccollege.edu.in
3	Dr Vidhi Agrawal	Member	vidhi.agrawal@kccollege.edu.in
4	Ms Anjuman Sharma	Member	anjuman.sharma@kccollege.edu.in
5	Ms Rifa Patel	Member	rifapatel@hrcollege.edu
6	Ms Jasmine Tamboli	Member	jasmine.tamboli@hrcollege.edu
7	Ms Sneha Subhedar	Member	sneha.subhedar@kccollege.edu.in
8	Mr Sagar Karande	Member	sagar.karande@kccollege.edu.in
9	Ms Shruti Joshi	Member	shruti.joshi@kccollege.edu.in
10	Ms Delaveen Tarapore	Member	delaveen.tarapore@kccollege.edu.in
11	Ms Nikita Hiwalkar	Member	nikita.hiwalkar@kccollege.edu.in
12	Dr Hanif Lakdawala	Academic Expert	haniflakdawala@gmail.com
13	Dr. Rommani Sen-Shitak	Academic Expert	rommani.shitak@hindujacollege.com
14	Ms. Vibha Singh	Industry Expert	vibhajourno9@gmail.com
15	Mr Sanket Limkar	Industry Expert	slimkar70@gmail.com
16	Mr. Saurav Vats	Industry Expert	vats_saurav@yahoo.com
17	Mr Aditya Mehendale	Alumni Member	aditya.s.mehendale@gmail.com
18	Ms. Rhea Mistry	Alumni Member	rhea.mistry11@gmail.com

Semester – V

Sr. No.	Choice Based Credit System	Credits
1	Major Courses - i) Advanced Direction ii) Advanced Editing	4+4
2	Discipline-Specific Elective I Theories of Visual Storytelling Or Screen and Spectatorship	4
3	IKS (Related to Major) Indian Communication Perspectives	2
4	Vocational Course I - Promotional Filmmaking	2
5	Vocational Course II - Music Video Production	2
6	Internship	4

Sr No	Course Code & Title	Course Unit Title	Credit	Total Marks
1.	MAJOR I - Advanced Direction	Unit 1-Directorial Concepts and Vision	4	100
		Unit 2: Directing Actors		
		Unit 3: Cinematic Techniques in Direction		
		Unit 4: Directing Across Media Platforms and Industry Practices		
2.	MAJOR II - Advanced Editing	Unit 1: Philosophy of Editing	4	100
		Unit 2: The Art of Editing		
		Unit 3: Genre Based Editing		
		Unit 4: The Art of Promo & Trailer Making		
3.	DSE I - Theories of Visual Storytelling	Unit 1: Visual Perception in Storytelling	4	100
		Unit 2: Semiotics and Visual Narratology		
		Unit 3: Aesthetic Theory and Visual Rhetoric		
		Unit 4: Visual Communication Ethics		
4.	IKS (Related to Major) - Indian Communication Perspectives	Unit 1: Foundations of Indian Communication	3	30
		Unit 2: Rasa Theory		
		Unit 3: Traditional and Folk Media in India		
5.	DSE II - Screen and Spectatorship	Unit 1: Theories of Spectatorship	4	100
		Unit 2: Spectatorship and Narrative Engagement		
		Unit 3: Visual and Aural Cues in Spectatorship		
		Unit 4: Social and Cultural Dimensions of Spectatorship		
6.	VOC I - Promotional Filmmaking	Unit 1: Fundamentals of Promotional Filmmaking	2	50
		Unit 2: Production Techniques for Promotional Films		

		Unit 3:Post Production and Campaign Strategy		
7.	VOC II - Music Video Production	Unit 1: Music Video: Introduction	2	50
		Unit 2: Technical Aspects of Music Videos		
		Unit 3: Workflow Management for Music Video Production		

Semester – VI

Sr. No.	Choice Based Credit System	Credits
1	Major Courses - i) Production Management ii) Emerging Trends and Issues in Audio-Visual Production	4+4
2	Discipline-Specific Elective I Marketing & Publicity Design	4
3	Discipline-Specific Elective II Business Planning & Negotiation Skills	4
4	Major 3 - Narrative Design for Interactive Media	2
5	Vocational I - Production for YouTube using Smartphone	2
6	Vocational II - Production of Vertical Content	2
7	Field Project: Practical Filmmaking - Fiction	4

Sr No	Course Code & Title	Course Unit Title	Credit	Total Marks
1.	MAJOR I Production Management	Unit 1: Production Management Introduction	4	100
		Unit 2: Resource Management: Teams and Finances		
		Unit 3: Scheduling and Workflow Management		
		Unit 4: Production Crisis Management		
2.	MAJOR II Emerging Trends and Issues in Audio-Visual Production	Unit 1: The Ethics and Responsibilities of Modern Content Creation	4	100
		Unit 2: Socio-Cultural and political issues		
		Unit 3: Evolving Technology of AV Production		
		Unit 4: Sustainability and the Future of Audio-Visual Production		
3.	Major III Narrative Design forInteractive Media	Unit 1: Introduction to Interactive Media	2	50
		Unit 2: Visual Design		
		Unit 3: Development and creation of narratives in Interactive Media		

4.	DSE I Marketing & Publicity Design for Entertainment Production	Unit 1: Introduction to Marketing and Publicity	4	100
		Unit 2: Understanding Consumer of Entertainment Production		
		Unit 3: Traditional Marketing and Publicity Design		
		Unit 4: Digital Marketing and Publicity Strategies		
5.	DSE II Business Planning and Negotiations for Entertainment Productions	Unit 1: Business Planning for the Entertainment Industry: An Introduction	4	100
		Unit 2: Entertainment Production Business Plan: Models and Methods		
		Unit 3: Fundamentals of Negotiations		
		Unit 4: Negotiation: Practices and Processes		
6.	VOC I Production for YouTube using Smartphone	Unit 1: Fundamentals of Mobile Filmmaking	2	50
		Unit 2: Planning and Developing Smartphone Video Ideas or YouTube		
		Unit 3: Filming and Editing Videos for YouTube		
7.	VOC II Production of Vertical Content	Unit 1: Introduce to Vertical Content	2	50
		Unit 2: Content Strategy and Development		
		Unit 3: Filming and Editing Vertical Content for Smartphone		
8.	Field Project	Practical Filmmaking - Fiction	4	100