



**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 Multimedia and Mass Communication**

**(B.A.M.M.C.)**

With effect from the Academic year

2025-2026

**Semester V, Semester VI**

## Board of Studies

### Mass Media

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## Semester – V

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Media in the Changing World ii) Corporate Communications iii) Indian Perspectives on Communication	4 4 2	
2	DSE I- Banking, Financial Services & Insurance PR	4	
3	DSE II – PR in Public Sector	4	
4	VOC-I PR Campaign Management- Traditional	2	
5	VOC-II PR Campaign Management- Digital	2	

<b>Sr No</b>	<b>Course Code &amp; Title</b>	<b>Course Unit Title</b>	<b>Credit</b>	<b>Total Marks</b>
1.	MAJOR - I  Media in Changing World	Contemporary Media Ethics and Morality	4	100
		Media for Sustainable Future		
		Media and Emerging Technologies		
		Power, Politics and Media Narratives		
2.	MAJOR - II  Corporate Communication	Fundamentals of Corporate Communications	4	100
		Internal Communications and Employee Relations		
		External Corporate Communication		
		Crisis Communication & Reputation Management		
3.	MAJOR III – Indian Perspectives on Communication	Roots of Indian Communication Perspectives	2	50
		People’s Media in Mediaeval India		
		Dialogic Traditions and Discourses in Indian Philosophy		
4.	DSE I:  Banking, Finance, and Insurance PR	Industry Stakeholders and Communication Within	4	100
		PR Tools and Techniques for BFSI Sector		
		Digital PR for the BFSI Sector		
		Crisis Management in BFSI Sector		
5.	DSE II  PR in Public Sector	Fundamentals of Public Sector Communication	4	100
		Policy Communication and Public Information Campaigns		
		Media Handling and Political Communication		

		Crisis Management and Ethical Governance Communication		
6.	VOC I: PR Campaign Management-Traditional Media	Campaign Planning and Strategy	2	50
		Content Creation and Planning Activities		
		Campaign Execution and Evaluation		
7.	VOC II: PR Campaign Management-Digital	Campaign Planning and Strategy	2	50
		Content Creation and Planning Activities		
		Campaign Execution and Evaluation		

## Semester – VI

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Fundamentals of Media Laws ii) Media Relations iii) Event Management	4 4 2	
2	DSE I- Political PR	4	
3	DSE II Entertainment PR	4	
4	VOC-I Entrepreneurship & Innovation for PR	2	
5	VOC-II Communication Audit and Analysis for PR	2	
6	Field Project- Documentary Filmmaking/ Media Effect or Consumption Study	4	

<b>Sr No</b>	<b>Course Code &amp; Title</b>	<b>Course Unit Title</b>	<b>Credit</b>	<b>Total Marks</b>
1.	MAJOR - I  Fundamentals of Media Laws	Constitutional Foundations Of Media Law & Introduction To Indian Legal System	4	100
		General Content Regulation Laws, Intellectual Property Laws and Contract law		
		Laws Governing Print Media & Advertising Laws		
		Laws Governing Broadcasting & Digital Media		
2.	MAJOR - II  Media Relations	Role of Media Relations in Public Relations	4	100
		Developing Media Strategies and Story Angles		
		Media Writing and Press Communication Tools		
		Media Relations in Crisis and Reputation Scenarios		
3.	MAJOR II:  Event Management	Foundations of Event Management in PR	2	50
		Planning and Execution		
		Promotion, Media, and Post-Event Analysis		
3.	DSE I:  Political PR	Foundations of Political Communication and PR	4	100
		Campaign Communication and Messaging Strategy		
		Media Relations and Public Opinion Management		
		Crisis Communication, Ethics, and Political Reputation		
4.	DSE II:  Entertainment PR	Foundations of Entertainment Public Relations	4	100
		Media Relations and Campaign Strategies		

		Digital and Social Media in Entertainment PR		
		Specialized Areas in Entertainment PR		
7.	VOC I:  Entrepreneurship & Innovation in PR	Public Relation Business Basics	2	50
		Innovative Trends and Creative Opportunities		
		Planning and Launching a PR Venture		
8.	VOC II:  Communication Audit And Analysis For PR	Fundamentals of Communication Analysis	2	50
		Communication Audit - Tools and Techniques		
		Communications, Measurement, and Evaluation Research		