



HSNC University Mumbai

(2023-2024)

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

2023-2024

Semester I & Semester II

Semester – I

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Fundamentals of Mass Communication ii) History of Media	4+4	
2	Minor Courses- Introduction to Economics for Media	4	
3	Vocational Courses- Technology in Media- I	1	
4	Ability Enhancement Courses- Communication Skills in English I	2	
5	Indian Knowledge System	1	
6	Value Added Course	2	

Sr No	Subject Code & Title	Subject Unit Title	Credit	Total Marks
1	MAJOR-I Fundamentals of Mass Communication	Communication: Meaning, Forms and Techniques	4	100
		Communication Models-		
		Rise of Mass Communication-		
		Mass Communication and Society-		
2	MAJOR-II History of Media	History of Press	4	100
		History of Broadcasting- Radio and TV		
		Evolution and Growth of Advertising and Public Relations		
		Evolution of New Media and Way Ahead		
3	MINOR Introduction to Economics for Media	Demand and Supply	4	100
		Financial Systems and Media		
		Media and Inflation		
		Introduction to media economics		
4	VOCATIONAL- Technology in Media-I	Word Processing and Page Designing- MS Word, InDesign	1	(50) converted to 25
		Graphic Designing- Illustrator, Corel Draw and Canva		
		Image Production- Photoshop and Lightroom		
5	AEC- Communication Skills in English I	Letters	2	50
		Data Interpretation		
		Essay		

Semester – II

Sr. No.	Choice Based Credit System	Credits	Remarks
1	Major Courses- i) Introduction to Media Psychology ii) Storytelling through Literature	4+4	
2	Minor Courses- Principles of Marketing and Management	4	
3	Vocational Courses- Technology in Media- II	1	
4	Ability Enhancement Courses- Communication Skills in English II	2	
5	Indian Knowledge System	1	
6	Value Added Course	2	

Sr No	Subject Code & Title	Subject Unit Title	Credit	Total Marks
1	MAJOR-I Introduction to Media Psychology	Introduction to Psychology and Role of Psychology in Media	4	100
		Psychological Effects and Media Influence		
		Social Psychology of Media		
		Developmental Psychological Issues wrt Media		
2	MAJOR-II Storytelling through Literature	Importance of literature for Mass Media	4	100
		Short Stories and Novels- Understanding the medium		
		Plays- Understanding drama as a medium.		
		Poetry- Understanding poetry- Forms and types		
3	MINOR Principles of Marketing and Management	Management- Concept, Function, Nature and Approaches	4	100
		Management and Mass Media-		
		Marketing- Scope, Meaning, Basic Concepts, Marketing Mix		
		Integrated Marketing Communication- Introduction, Process and recent Trends		
4	VOCATIONAL- Technology in Media-II	Video Production Basics	1	(50) Converted to 25
		Audio Production Basics		
		Using Mobile Phone for Media Production-		
5	AEC- Communication Skills In English II	Emails	2	50
		Report Writing		
		Creative Writing		