



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE "A" INSTITUTE (CYCLE-2)

Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

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**Department of Journalism
and Mass Communication**

PROGRAMME : BA (JMC)

TIME TABLE
for the
Session : 2025-26

42

TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE "A" INSTITUTE
ACADEMIC SESSION 2025-26

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Programme: BA (JMC) (Div.-A)

Semester: I (I-Shift)

W.E.F- 01-08-2025

Room No. : 2403 (UG Building)

Class In-charge: Mr. Ashish Kumar

Period	09:00 10:00	10:00 11:00	11:00 11:30	11:30 12:30	12:30 01:30	01:30 02:30	02:30 03:00	03:00 04:00	04:00 05:00
MON	BAJMC -101-IC	BAJMC- 111- WSM	B R E A K	BA(JMC)- 105- BDG	BAJMC 115/117 HVPE/ MOOCS	BAJMC- 103-SEPO	B R E A K	BA(JMC) 109 - PD	BAJMC 1005- T&P
	(UKA)	(DGTH)		(SGA)	(AHK)	(SHU)		(ATA)	Dr. Smita Srivastava
TUE	BAJMC -101-IC	BAJMC- 111- WSM		BA(JMC)- 105- BDG	BAJMC 115/117 HVPE/ MOOCS	BAJMC- 103-SEPO		BA(JMC) 109 - PD	BAJMC 1005- T&P
	(UKA)	(DGTH)		(SGA)	(AHK)	(SHU)		(ATA)	Dr. Smita Srivastava
WED	BAJMC -101-IC	BAJMC- 111- WSM		BA(JMC)- 105- BDG	BAJMC 1005- T&P	BAJMC- 103-SEPO		BA(JMC) 109 - PD	BAJMC 1009- CoE
	(UKA)	(DGTH)		(SGA)	Dr. Smita Srivastava	(SHU)		(ATA)	ATA/UKA/ SGA
THU	BA(JMC) 113 - BEL	BAJMC -159- WSM Lab		BA(JMC)- 153- D&G Lab	BA(JMC) 113 - BEL	BAJMC -151-CS Lab		BA(JMC) 157 – PD Lab	BAJMC 1005- T&P
	(SSA)	(DGTH)		(SGA)	(SSA)	(UKA)		(ATA)	Dr. Smita Srivastava
FRI	BA(JMC) 113 - BEL	BAJMC -159- WSM Lab		BAJMC 1015-LIB	BAJMC 1005- T&P	BAJMC -151-CS Lab		BAJMC 1001- MM	BAJMC 1009- CoE
	(SSA)	(DGTH)		(SGA)	(Training) Dr. Smita Srivastava	(UKA)		(AHK)	ATA/UKA/ SGA
SAT	BA(JMC)-153- D&G Lab	BA(JMC) 157 – PD Lab		BAJMC 1017-A VAC / Certificate Course in AI	BAJMC 1013- Guest Lecture/Exper t Lecture / Workshop/Se minar / Conferences	BAJMC 1007 NCC/NSS/Comm unity Engagement/ Socio-Cultural Outreach (NUES)		BAJMC 1011 - Industrial Visit / Education Visit	BAJMC 1017 -B VAC / Certificate in Course Psychology
	(SGA)	(ATA)		In-charge/ HOD	In-charge/ HOD	In-charge /AHK		In-charge/ HOD	In-charge/ HOD

The Session will commence as per GGSIP University Officer Order issued from Office of Director (Academic Affairs) Ref. No.F_34(2)(4)/2025/DAA/1186; Dated: 9th July, 2025; on the Subject: Academic Calendar of the University for the Academic Session 2025-26, As per Ordinance 11 for the conduct Academic Programmes offered by the Affiliated College/ Institutes.

Academic Session 2025-26 for Odd Semester for Imparting of Instructions and Laboratory work Including Continuous Evaluations by teacher, Semester and Labs/ Practical/ Term Paper Evaluation / NUES etc. will commence from 01.08.2025 (Friday) to 04.12.2025 (Thursday) 4 months 3

"Approved by the BoS in its 26th meeting and by the Academic Sub-Committee in the meeting held on 23.07.2025, to be made effective from the academic years 2025-2026 for batch 2024-2028 & 2025-2029 onwards "

Dr. Shivachar K. R.

Mr. Ashish Kumar

days or 17 weeks 6 days or 125 calendar days including 3 days for Sport Meet from 29- 31.Oct.2025

COURSE CODE: BAJMC 1007; COURSE: NSS/NCC/ Club Activities: L: 1; Internal Evaluation: 100 Marks; Each student should work as part of NSS/NCC/ Club Activities during Semester 1 – Semester 4. The student shall make his/her personal file of activities accomplished during this period under the guidance/supervision of the faculty approved by the HoD/Dean of the programme. She/he shall submit the hard and soft copy in duplicate and also make multimedia presentation on the same. The work would be evaluated as part of VAC by internal faculty/supervisor in semester VI.

NEP Category	Course Code	Course Title	Faculty	L	T/P	Credit	Hours per Week	No. of Week	Contact Hours
THEORY									
Discipline Specific Course (DSC)	BA(JMC) 101	Introduction to Communication	Dr. Upasana Khurana (UKA)	3	-	3	3	15	45
Discipline Specific Course (DSC)	BA(JMC) 103	Socio, Economic and Political Overview	Dr. Shivendu Kr. Rai (SHU)	3	-	3	3	15	45
Inter- disciplinary Course (IDC)	BA(JMC) 105	Basics of Design and Graphics	Ms. Swati Gupta (SGA)	3	-	3	3	15	45
Multi-Disciplinary Course (MDC) (Elective)	BA(JMC) 109	Personality Development	Mr. Amit Sharma (ATA)	3	-	3	3	15	45
Skill Enhancement Course (SEC)	BA(JMC) 111	Writing Skills for Media	Dr. Gopal Thakur (DGTH)	3	-	3	3	15	45
Ability Enhancement Course (AEC)	BA(JMC) 113	Basics of English Language	Ms. Shruti Sharma	3	-	3	3	15	45
Value Added Course (VAC) (Elective/any-one)	BA(JMC) 115	Human Values & Professional Ethics (NUES)	Mr. Ashish Kumar (AHK)	2	-	2	2	15	30
	BA(JMC) 117	MOOCS* (NUES)	MOOCS Facilitating Centre						
PRACTICAL/PROJECTS/VIVA VOCE									
Discipline Specific Course (DSC)	BA (JMC) 151	Communication Skills Lab	Dr. Upasana Khurana (UKA)	-	2	1	1	15	15
Discipline Specific Course (DSC)	BA(JMC) 153	Design & Graphics Lab	Ms. Swati Gupta (SGA)	-	2	1	1	15	15
Multi-Disciplinary Course (MDC) (Elective)	BA (JMC) 157	Personality Development Lab	Mr. Amit Sharma (ATA)	-	2	1	1	15	15
Skill Enhancement Course (SEC)	BA(JMC) 159	Writing Skills for Media Lab	Dr. Gopal Thakur (DGTH)	-	2	1	1	15	15
	Total			20	8	24	24	165	360

Course Code	Course Title	Title Detail	Subject Aligned	Faculty Name	L	T/P	Credit	Hours per Week	No. of Week	Contact Hours
BAJMC 1001	Mentor Mentee (MM)			Mr. Ashish Kumar (AHK)	1	0	0	1	15	15
BAJMC 1003	Minor Project/(Major Project)/Dissertation /Research Project	Research	BAJMC 151, 153,157,159	Dr. Shivendu Kumar Rai	1	0	0	1	15	15
BAJMC 1005	Entrepreneurship Mindset/Family Business/ Startup	BAJMC-1005(a) T&P: Placement Preparation		Dr. Smita Srivastava / Mr. Ashish Kumar	2	0	0	2	15	30
		BAJMC-1005(b) T&P: Technical Training	BAJMC 105, 141	Dr. Smita Srivastava /	2	0	0	2	15	30

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Dr. Shivendu Kumar Rai

Mr. Ashish Kumar

				Mr. Ashish Kumar						
		BAJMC-1005(c) T&P: Soft skills and Personality Development	BAJMC 101, 109,	Dr. Smita Srivastava / Mr. Ashish Kumar	2	0	0	2	15	30
BAJMC 1007	NCC/NSS/Community Engagement/ Socio-Cultural Outreach (NUES)	Clubs /Cells	BAJMC 151, 153,157,159	Mr. Ashish Kumar, Dr. Upasana Khurana, Mr. Amit Sharma, Ms. Swati Gupta	1	0	0	1	15	15
BAJMC 1009	Print Media, Electronic Media and Integrated Marketing	Domain Clubs / Centre of Excellence / IKS	BAJMC 151, 153,157,159	Ms. Swati Gupta, Mr. Amit Sharma, Dr. Upasana Khurana	1	0	0	1	15	15
BAJMC 1011	Industrial Visit / Education Visit		BAJMC 151, 153,157,159	HoDs /PC/AC	1	0	0	1	15	15
BAJMC 1013	Guest Lecture/Expert Lecture / Workshop/Seminar / Conferences		BAJMC 151, 153,157,159	HoDs /PC/AC	2	0	0	2	15	30
BAJMC 1015	Library	Research and Intellectual Property		Class In-charge	1	0	0	1	15	15
BAJMC 1017 -A	VAC / Certificate Course in AI	Academic Flexibility (As per University)		Class In-charge	1	0	0	1	15	15
BAJMC 1017 -A	VAC / Certificate in Course Psychology	Academic Flexibility (As per University)			1	0	0	1	15	15
		Total			13	0	0	15	180	240 (B)

Total Hours (A+B) = 360 +240=600

CREDIT SUMMARY

Semester	Theory	Lab	Total Credits	Max Credits	No of Credits Required
First Semester	19	5	24	24	144
Second Semester	19	7	26	26	
Third Semester	17	7	24	24	
Fourth Semester	17	9	26	26	
Fifth Semester	17	7	24	24	
Sixth Semester	14	6	20	20	
Seventh Semester	12	6	18	18	178
Eighth Semester (Honours)	--	-	16	16	
Eighth Semester (Honours with Research)	--	-	16	16	178
Total Credits	115	57/73	178/178	178/178	

No of courses (Theory and Practical) offered as per NEP Category

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Semester	Discipline Specific Course (DSC)	Inter-Disciplinary Course (IDC)	Multi-Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	MOOC
First Semester	4	1	4	2	2	1	1
Second Semester	3	1	2	2	3	1	---
Third Semester	3	2	2	2	1	1	1
Fourth Semester	4	2	4	2	1	1	---
Fifth Semester	4	2	2	1	1	1	1
Sixth Semester	1	1	1	2	1	1	---
Seventh Semester	1	2	4	2	1	---	---
Eighth Semester (Honours)	2	---	---	---	---	---	---
Eighth Semester (Honours with Research)	2	---	---	---	---	---	---
Total	22	11	22	13	10	6	3

CREDIT REQUIREMENT AND EXIT OPTIONS OF THE PROGRAM

Exit Options	Duration (in years)	Specialization Certificate/Diploma/Degree/Honors	Total Credits	Minimum Credits required
1 Year	After 1 st Year (on the completion of 1 st & 2 nd Semester)	Certificate in Journalism and Mass Communication (JMC)	50	50
2 Year	After 2 nd Year (on the completion of 1 st , 2 nd , 3 rd & 4 th Semester)	Diploma in Journalism and Mass Communication (JMC)	100	100
3 Year	After 3 rd Year (on the completion of 1 st , 2 nd , 3 rd , 4 th 5 th & 6 th Semester)	Degree in Bachelor of Arts with Honors in Journalism and Mass Communication BA(JMC)	144	136
4 Year	After 4 th Year (on the completion of 1 st , 2 nd , 3 rd , 4 th 5 th , 6 th , 7 th)	Degree in Bachelor of Arts with Honors in Journalism and Mass Communication BA(JMC)	178	170

Dr. Shivendu K. Rai

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(Signature)

& 8 th Semester)	Degree in Bachelor of Arts with Honors with Research in Journalism and Mass Communication BA(JMC)	178	170
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Note:

1. Each student shall be required to appear in all the examination of 1st & 2nd Semester for Certificate in Journalism and Mass Communication (JMC) and 1st, 2nd, 3rd & 4th Semester for the award of Diploma in Journalism and Mass Communication (JMC).
2. The student has the flexibility to drop 8 credits overall to get 3 years or 4 years degree wherein summer training/apprenticeship/dissertation/are mandatory credits to be earned. The Value-Added Courses (VAC)/MOOCs cannot be dropped to attain the degree.

Re-entry Criteria into Second/Third year

The student, who take exit after the successful completion of 1st year (1st & 2nd Semester) Certificate or 2nd year (1st, 2nd, 3rd & 4th Semester) Diploma, may be allowed to re-enter into Third/Fifth semester for the completion of Degree in Bachelor of Arts with Honors in Journalism and Mass Communication BA(JMC) programme or Degree in Bachelor of Arts with Honors/ Honors with Research within a maximum period of 3 years, subject to the condition that the total term for completing the degree should not exceed 07 years. The exit option can be availed only once either for Certificate or Diploma as per the UGC Guidelines under NEP-2020.

SCHEME OF EXAMINATION

EVALUATION CRITERIA

All theory and practical courses have an internal assessment of 40 marks and 60 marks for external examination.

INTERNAL EVALUATION

Theory Courses	Allocation of Marks: 40	
Class Test	There shall be one Class Test in each semester for each of the Courses	15
Continuous Evaluation	It shall be based on Home Assignments & Class Assignments/Quiz Tests	20
Internal Assessment	It shall be based on Attendance & Class Room Performance	5

Practical Courses	Allocation of Marks: 40	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment:	It shall be based on Attendance & Lab Performance in each Semester	10

Note: Record should be maintained by faculty and made available to the University, if required. Every institute to maintain the records of direct and indirect assessments and develop their own rubrics for evaluation as per the COs and Pos.

EXTERNAL EVALUATION

The external evaluation for each Courses of the programme, shall be based on the students' performance in the End-Term Theory and Practical Examination (as outlined in the detailed course scheme) i.e. 60 marks in Theory and Practical courses.

INSTRUCTIONS FOR PAPER SETTER/ MODERATOR THEORY COURSES

Maximum Marks	60
Time	3 hours
Total Questions	Total 9 questions, out of which Question No. 1 will be compulsory.
Compulsory Question (4x5=20 marks)	The Paper Setter must ensure internal choice of 4 Short answer type questions of 5 marks each from all the four units.
Setting of Other Questions 10 marks each	Q.No.2 & 3 is to be set from Unit I, Q.No.4&5 from Unit II, Q.No.6&7 from Unit III and Q.No.8 & 9 from Unit IV along with internal choice for each question from each unit.
Distribution of Marks in these Questions	A question should either be a full-length question of 10 marks or 2 short notes/questions of 5 marks each.

PRACTICAL/ SEMINAR/ PRESENTATION/ WORKSHOP

A.	Student(s) should be evaluated on the basis of the end-product prepared by them along with hard and soft copy of exercises/ assignments undertaken during the semester (45 marks)
B.	The examiner shall interview the student(s) to assess the knowledge/ Understanding of the subject. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

PC

CC to:

Chairman, TIAS
Director, TIAS
Dean Academics, TIAS
Dean IQAC, TIAS

Dr. Shiveda K. Ravi
HoD
Dept. of JMC

Dr. Shiveda K. Ravi
(Signature)

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

ACADEMIC SESSION 2025-26

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Programme: BA (JMC) (Div.-A)

Semester: III (I-Shift)

W.E.F- 01-08-2025

Room No. 1407(PG Building)

Class In-charge: Dr. Upasana Khurana

Period	9:00-10:00	10:00-11:00	11:00 11:30	11:30-12:30	12:30-1:30	01:30-02:30	02:30 03:00	03:00 04:00	04:00 05:00
MON	BA(JMC)- 207 - IJ	BA(JMC) 205 - BVCLS	B R E A K	BA(JMC) 203- RPP	BA(JMC) 253 – VP Lab	BA(JMC) 201 HJPED	B R E A K	BA(JMC) 211 AVE	BAJMC 1105- T&P T&P
	(SSA)	(ATA)		(MYK)	(ATA)	(AHK)		(AHK)	Dr. Smita Srivastava
TUE	BA(JMC)- 207 - IJ	BA(JMC) 205 - BVCLS		BA(JMC) 203- RPP	BA(JMC) 253 – VP Lab	BA(JMC) 201 HJPED		BAJMC 1105- T&P	BAJMC 1105- T&P
	(SSA)	(ATA)		(MYK)	(ATA)	(AHK)		Dr. Smita Srivastava	Dr. Smita Srivastava
WED	BA(JMC)- 207 - IJ	BA(JMC) 205 - BVCLS		BA(JMC) 203- RPP	BA(JMC) 201 HJPED	BA(JMC) 213 -ES		BAJMC 1115 LIB	BAJMC 1109- CoE
	(SSA)	(ATA)		(MYK)	(AHK)	(SGA)		(AHK)	ATA/UKA/ SGA
THU	BA(JMC) 213 -ES	BA(JMC) 251- RP Lab		BA(JMC) 211 AVE	BA(JMC) 257- STR	BA(JMC) 255 AVE Lab		BAJMC 1115 LIB	BAJMC 1105- T&P
	(SGA)	(MYK)		(AHK)	(DGTH)	(AHK)		Class In- charge	Dr. Smita Srivastava
FRI	BA(JMC) 213 -ES	BA(JMC) 251- RP Lab		BAJMC 1105- T&P	BA(JMC) 257- STR	BA(JMC) 255 AVE Lab		BAJMC 1115 LIB	BAJMC 1109- CoE
	(SGA)	(MYK)		Dr. Smita Srivastava	(DGTH)	(AHK)		Class In- charge	ATA/UKA/ SGA
SAT	BAJMC 1101 -MM	BA(JMC) 211 AVE		BAJMC 1115-A VAC/ Certificate Course in AI	BAJMC 1113 Guest Lecture	BAJMC 1107 Clubs / Cells /Outreach/ Cultural / IV/ Sports/ Extension Activities		BAJMC 1115 LIB	BAJMC 1115-B VAC/ Certificate Course in Psychology
	(UKA)	(AHK)		In-charge/ HOD	In-charge/ HOD	In- charge/AHK		Class In- charge	Dr. Smita Srivastava

The Session will commence as per GGSIP University Officer Order issued from Office of Director (Academic Affairs) Ref. No.F_34(2)(4)/2025/DAA/1186; Dated: 9th July, 2025; on the Subject: Academic Calendar of the University for the Academic Session 2025-26, As per Ordinance 11 for the conduct Academic Programmes offered by the Affiliated College/ Institutes.

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days or 17 weeks 6 days or 125 calendar days including 3 days for Sport Meet from 29- 31.Oct.2025

COURSE CODE: BAJMC 1107; COURSE: NSS/NCC/ Club Activities: L: 1; Internal Evaluation: 100 Marks; Each student should work as part of NSS/NCC/ Club Activities during Semester 1 – Semester 4. The student shall make his/her personal file of activities accomplished during this period under the guidance/supervision of the faculty approved by the HoD/Dean of the programme. She/he shall submit the hard and soft copy in duplicate and also make multimedia presentation on the same. The work would be evaluated as part of VAC by internal faculty/supervisor in semester VI.

NEP Category	Course Code	Course Title	Faculty	L	T/P	Credit	Hours per week	No. of	Hours per week
Discipline Specific Course(DSC)	BA(JMC) 201	History of Journalism: Print Electronic and Digital	Mr. Ashish Kumar (AHK)	3	-	3	3	15	45
Discipline Specific Course(DSC)	BA(JMC) 203	Radio Programming And Production	Mr. Mayank Arora (MYK)	3	-	3	3	15	45
Inter- disciplinary Course (IDC)	BA(JMC) 205	Basics of Video Camera, Lights & Sound	Mr. Amit Sharma (ATA)	3	-	3	3	15	45
Multi-Disciplinary Course (MDC) (Elective)	BA(JMC) 207	Investigative Journalism	Ms. Shruti Sharma (SSA)	2	1	3	3	15	45
Skill Enhancement Course (SEC)	BA(JMC) 211	Audio and Video Editing	Mr. Ashish Kumar (AHK)	3	-	3	3	15	45
Value Added Course (VAC) (Elective)	BA(JMC) 213	Environmental Studies (NUES)	Ms. Swati Gupta (SGA)	2	-	2	2	15	30
	BA(JMC) 215	MOOCs* (NUES)							
Discipline Specific Course (DSC)	BA(JMC) 251	Radio Production Lab	Mr. Mayank Arora (MYK)	0	2	1	1	15	15
Inter- disciplinary Course (IDC)	BA(JMC) 253	Video Production Lab	Mr. Amit Sharma (ATA)	0	2	1	1	15	15
Skill Enhancement Course (SEC)	BA(JMC) 255	Audio and Video Editing Lab	Mr. Ashish Kumar (AHK)	0	2	1	1	15	15
Ability Enhancement Course (AEC)	BA(JMC) 257	Summer Training Report-I	Dr. Gopal Thakur (DGTH)	-	-	4	4	15	60
	Total			17	07	2	24	150	360 (A)

Course Code	Course Title	Title Detail	Subject Aligned	Faculty Name	L	T/P	Credit	Hours per week	No. of Weeks	Total Additional Hours
BAJMC 1101	Mentor Mentee (MM)			Mr. Ashish Kumar (AHK)	1	0	0	1	15	15
BAJMC 1103	Minor Project/(Major Project)/Dissertation /Research Project	Research	BAJMC 251, 253,255, 257	Dr. Shivendu Kumar Rai	1	0	0	1	15	15
BAJMC 1105	Entrepreneurship Mindset/Family Business/ Startup	BAJMC-1005(a) T&P: Placement Preparation		Dr. Smita Srivastava / Mr. Ashish Kumar	2	0	0	2	15	30
		BAJMC-1005(b) T&P: Technical Training	BAJMC 205, 211	Dr. Smita Srivastava /	2	0	0	2	15	30

		BAJMC-1005(c) T&P: Soft skills and Personality Development	BAJMC 201, 207,	Mr. Ashish Kumar Dr. Smita Srivastava / Mr. Ashish Kumar	2	0	0	2	15	30
BAJMC 1107	NCC/NSS/Community Engagement/ Socio-Cultural Outreach (NUES)	Clubs /Cells	BAJMC 251, 253,253,257	Mr. Ashish Kumar, Dr. Upasana Khurana, Mr. Amit Sharma, Ms. Swati Gupta	1	0	0	1	15	15
BAJMC 1109	Print Media, Electronic Media and Integrated Marketing	Domain Clubs / Centre of Excellence / IKS	BAJMC 251, 253,253,257	Ms. Swati Gupta, Mr. Amit Sharma, Dr. Upasana Khurana	1	0	0	1	15	15
BAJMC 1111	Industrial Visit / Education Visit		BAJMC 251, 253,253,257	HoDs /PC/AC	1	0	0	1	15	15
BAJMC 1113	Guest Lecture/Expert Lecture / Workshop/Seminar / Conferences		BAJMC 251, 253,253,257	HoDs /PC/AC	2	0	0	2	15	30
BAJMC 1115	Library			Class In-charge	1	0	0	1	15	15
BAJMC 1117-A	VAC/ Certificate Course in AI			In-charge/ HOD	1	0	0	1	15	15
BAJMC 1117-B	VAC/ Certificate Course in Psychology			In-charge/ HOD	1	0	0	1	15	15
		Total			13	0	0	15	180	240

Total Hours (A+B) = 360+240= 600

CREDIT SUMMARY

Semester	Theory	Lab	Total Credits	Max Credits	No of Credits Required
First Semester	19	5	24	24	144
Second Semester	19	7	26	26	
Third Semester	17	7	24	24	
Fourth Semester	17	9	26	26	
Fifth Semester	17	7	24	24	
Sixth Semester	14	6	20	20	
Seventh Semester	12	6	18	18	178
Eighth Semester (Honours)	--	-	16	16	
Eighth Semester (Honours with Research)	--	-	16	16	178
Total Credits	115	57/73	178/178	178/178	

No of courses (Theory and Practical) offered as per NEP Category

Dr. Shivam K. Rai

Dr. Anil K. Singh

Semester	Discipline Specific Course (DSC)	Inter-Disciplinary Course (IDC)	Multi-Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	MOOC
First Semester	4	1	4	2	2	1	1
Second Semester	3	1	2	2	3	1	---
Third Semester	3	2	2	2	1	1	1
Fourth Semester	4	2	4	2	1	1	---
Fifth Semester	4	2	2	1	1	1	1
Sixth Semester	1	1	1	2	1	1	---
Seventh Semester	1	2	4	2	1	---	---
Eighth Semester (Honours)	2	---	---	---	---	---	---
Eighth Semester (Honours with Research)	2	---	---	---	---	---	---
Total	22	11	22	13	10	6	3

CREDIT REQUIREMENT AND EXIT OPTIONS OF THE PROGRAM

Exit Options	Duration (in years)	Specialization Certificate/Diploma/ Degree/Honors	Total Credits	Minimum Credits required
1 Year	After 1 st Year (on the completion of 1 st & 2 nd Semester)	Certificate in Journalism and Mass Communication (JMC)	50	50
2 Year	After 2 nd Year (on the completion of 1 st , 2 nd , 3 rd & 4 th Semester)	Diploma in Journalism and Mass Communication (JMC)	100	100
3 Year	After 3 rd Year (on the completion of 1 st , 2 nd , 3 rd , 4 th 5 th & 6 th Semester)	Degree in Bachelor of Arts with Honors in Journalism and Mass Communication BA(JMC)	144	136
4 Year	After 4 th Year (on the completion of 1 st , 2 nd , 3 rd , 4 th 5 th & 6 th Semester)	Degree in Bachelor of Arts with Honors in Journalism and Mass Communication BA(JMC)	178	170

4 th 5 th , 6 th , 7 th & 8 th Semester)	Degree in Bachelor of Arts with Honors with Research in Journalism and Mass Communication BA(JMC)	178	170
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Note:

1. Each student shall be required to appear in all the examination of 1st & 2nd Semester for Certificate in Journalism and Mass Communication (JMC) and 1st, 2nd, 3rd & 4th Semester for the award of Diploma in Journalism and Mass Communication (JMC).
2. The student has the flexibility to drop 8 credits overall to get 3 years or 4 years degree wherein summer training/apprenticeship/dissertation/are mandatory credits to be earned. The Value-Added Courses (VAC)/MOOCs cannot be dropped to attain the degree.

Re-entry Criteria into Second/Third year

The student, who take exit after the successful completion of 1st year (1st & 2nd Semester) Certificate or 2nd year (1st, 2nd, 3rd & 4th Semester) Diploma, may be allowed to re-enter into Third/Fifth semester for the completion of Degree in Bachelor of Arts with Honors in Journalism and Mass Communication BA(JMC) programme or Degree in Bachelor of Arts with Honors/ Honors with Research within a maximum period of 3 years, subject to the condition that the total term for completing the degree should not exceed 07 years. The exit option can be availed only once either for Certificate or Diploma as per the UGC Guidelines under NEP-2020.

SCHEME OF EXAMINATION

EVALUATION CRITERIA

All theory and practical courses have an internal assessment of 40 marks and 60 marks for external examination.

INTERNAL EVALUATION

Theory Courses	Allocation of Marks: 40	
Class Test	There shall be one Class Test in each semester for each of the Courses	15
Continuous Evaluation	It shall be based on Home Assignments & Class Assignments/Quiz Tests	20
Internal Assessment	It shall be based on Attendance & Class Room Performance	5

Practical Courses	Allocation of Marks: 40	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment:	It shall be based on Attendance & Lab Performance in each Semester	10

Note: Record should be maintained by faculty and made available to the University, if required. Every institute to maintain the records of direct and indirect assessments and develop their own rubrics for

[Signature]

[Signature]

evaluation as per the COs and Pos.

EXTERNAL EVALUATION

The external evaluation for each Courses of the programme, shall be based on the students' performance in the End-Term Theory and Practical Examination (as outlined in the detailed course scheme) i.e. 60 marks in Theory and Practical courses.

INSTRUCTIONS FOR PAPER SETTER/ MODERATOR THEORY COURSES

Maximum Marks	60
Time	3 hours
Total Questions	Total 9 questions, out of which Question No. 1 will be compulsory.
Compulsory Question (4x5=20 marks)	The Paper Setter must ensure internal choice of 4 Short answer type questions of 5 marks each from all the four units.
Setting of Other Questions 10 marks each	Q.No.2 & 3 is to be set from Unit I, Q.No.4&5 from Unit II, Q.No.6&7 from Unit III and Q.No.8 & 9 from Unit IV along with internal choice for each question from each unit.
Distribution of Marks in these Questions	A question should either be a full-length question of 10 marks or 2 short notes/questions of 5 marks each.

PRACTICAL/ SEMINAR/ PRESENTATION/ WORKSHOP

A.	Student(s) should be evaluated on the basis of the end-product prepared by them along with hard and soft copy of exercises/ assignments undertaken during the semester (45 marks)
B.	The examiner shall interview the student(s) to assess the knowledge/ Understanding of the subject. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

PC

Dr. Shrinivas K. Sai
HoD
Dept. of JMC

Med 3)
CHANDRA

CC to:
Chairman, TIAS
Director, TIAS
Dean Academics, TIAS
Dean IQAC, TIAS

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE

ACADEMIC SESSION 2025-26

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Scheme and Syllabus 2022-23

Programme: BA (JMC) (Div.-A)

Semester: V (I-Shift)

W.E.F- 01-08-2025

Room No. : 2503 (UG Building)

Class In-charge: Mr. Mayank Arora

Period	8:00 9:00	09:00 10:00	10:00- 11:00	11:00 11:30	11:30- 12:30	12:30-1:30	01:30- 02:30	02:30 03:00	03:00: 04:00	04:00 05:00
MON	BAJMC 305- EM	BAJMC 303-MR	BAJMC 355- EM LAB	B R E A K	BAJMC 301- BNM	BAJMC307- DMM / BAJMC 309 - FA	BAJMC 351- NM LAB	B R E A K	BAJMC359- DMM LAB / BAJMC361-FA LAB	BAJMC 1205- T&P
	(UKA)	(SHU)	(SSA)		(DGTH)	(SGA/MYK)	(DGTH)		(SGA/MYK)	Dr. Smita Srivastava
TUE	BAJMC 305- EM	BAJMC 303-MR	BAJMC 355- EM LAB		BAJMC 301- BNM	BAJMC307- DMM / BAJMC 309 - FA	BAJMC 1205- T&P		BAJMC359- DMM LAB / BAJMC361-FA LAB	BAJMC 1205- T&P
	(UKA)	(SHU)	(SSA)		(DGTH)	(SGA/MYK)	Dr. Smita Srivastava		(SGA/MYK)	Dr. Smita Srivastava
WED	BAJMC 305- EM	BAJMC 303-MR	BAJMC 355- EM LAB		BAJMC 301- BNM	BAJMC307- DMM / BAJMC 309 - FA	BAJMC 351- BNM LAB		BAJMC 1205- T&P	BAJMC 1209- CoE
	(UKA)	(SHU)	(SSA)		(DGTH)	(SGA/MYK)	(DGTH)		Dr. Smita Srivastava	ATA/UKA/ SGA
THU	BAJMC 305- EM	BAJMC 303-MR	BAJMC 355- EM LAB		BAJMC 301- BNM	BAJMC307- DMM / BAJMC 309 - FA	BAJMC 351- NM LAB		BAJMC 353- MR LAB	BAJMC 1205- T&P
	(UKA)	(SHU)	(SSA)		(DGTH)	(SGA/MYK)	(DGTH)		(SHU)	Dr. Smita Srivastava
FRI	BAJMC 1217-B VAC- PSSP	BAJMC 353- MR LAB	BAJMC 357- FER		BAJMC 351- BNM LAB	BAJMC359- DMM LAB / BAJMC361- FA LAB	BAJMC 353- MR LAB		BAJMC359- DMM LAB / BAJMC361-FA LAB	BAJMC 1209- CoE
	(UKA)	(SHU)	(SHU)		(DGTH)	(SGA/MYK)	(SHU)		(SGA/MYK)	ATA/UKA/ SGA
SAT	BAJMC 1217-B VAC- PSSP	BAJMC 353- MR LAB	Clubs / Cells /Outreach / Cultural /IV/ Sports/ Extension Activities		BAJMC 1217-A VAC- Certificat e Course in AI -1217	BAJMC 1213-Expert Lecture-	BAJMC 1215- LIB		BAJMC 1201 - MM	BAJMC 1217-A - VAC- Certificate Course in Psychology
	(UKA)	(SHU)	In-charge		In-charge/ HOD	In-charge/ HOD	(MYK)		(MYK)	In-charge/ HoD

The Session will commence as per GGSIP University Officer Order issued from Office of Director (Academic Affairs) Ref. No.F_34(2)(4)/2025/DAA/1186; Dated: 9th July, 2025; on the Subject: Academic Calendar of the University for the Academic Session 2025-26, As per Ordinance 11 for the conduct Academic Programmes offered by the Affiliated College/ Institutes.

Academic Session 2025-26 for Odd Semester for Imparting of Instructions and Laboratory work Including Continuous Evaluations by teacher, Semester and

Approved in the 20th Meeting of the BOS held on 5th May 2022 and 53rd Meeting of Academic Council held on 2nd June 2022.

Dr. Shivadevi

Dr. Mayank Arora

Labs/ Practical/ Term Paper Evaluation / NUES etc. will commence from 01.08.2025 (Friday) to 04.12.2025 (Thursday) 4 months 3 days or 17 weeks 6 days or 125 calendar days including 3 days for Sport Meet from 29- 31.Oct.2025

COURSE CODE: BAJMC 1207; COURSE: NSS/NCC/ Club Activities: L: 1; Internal Evaluation: 100 Marks; Each student should work as part of NSS/NCC/ Club Activities during Semester 1 – Semester 4. The student shall make his/her personal file of activities accomplished during this period under the guidance/supervision of the faculty approved by the HoD/Dean of the programme. She/he shall submit the hard and soft copy in duplicate and also make multimedia presentation on the same. The work would be evaluated as part of VAC by internal faculty/supervisor in semester VI.

Paper Code	Paper	Faculty	L	T/P	Credit	Hours Per Week	No. of Weeks	Contact Hours
CORE COURSES / THEORY								
BAJMC301	Basic of New Media (BNM)	Dr. Gopal Thakur (DGTH)	4	0	4	4	15	60
BAJMC303	Media Research (MR)	Dr. Shivendu Kumar Rai (SHU)	4	0	4	4	15	60
BAJMC305	Event Management (EM)	Dr. Upasana Khurana (UKA)	4	0	4	4	15	60
PRACTICAL/VIVA VOCE								
BAJMC351	New Media Lab (NM LAB)	Dr. Gopal Thakur (DGTH)	0	2	2	2	15	30
BAJMC353	Media Research Lab (MR LAB)	Dr. Shivendu Kumar Rai (SHU)	0	2	2	2	15	30
BAJMC355	Event Management Lab. (EMLAB)	Ms. Shruti Sharma (SSA)	0	2	2	2	15	30
BAJMC357	Functional Exposure Report (FER)****	Dr. Shivendu Kr Rai (SHU)	0	0	4	4	15	60
ELECTIVE COURSES (Select any one from the following)								
BAJMC307	Digital Media Marketing (DMM) - CBCS	Ms. Swati Gupta (SGA)	4	0	4	4	15	60
BAJMC309	Film Appreciation (FA) - CBCS	Mr. Mayank Arora (MYK)	4	0	4	4		
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)								
BAJMC359	Digital Media Marketing Lab (DMM LAB) - CBCS	Ms. Swati Gupta (SGA)	0	2	2	2	15	30
BAJMC361	Film Appreciation Lab (FA LAB) - CBCS	Mr. Mayank Arora (MYK)	0	2	2	2		
	Total		16	8*2=16	28	28	165	420 (A)

*****The Functional Exposure Report [FER] carries 100 marks. The report shall be evaluated out of 50 marks each by a Board of Examiners comprising of Director/Principal or her/his nominee and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.

Each student shall be assigned the Final Project at the end of the Fifth Semester. The Final Project shall be pursued by her/him under the supervision of internal faculty in the Sixth Semester. The student shall make her/his Final Project on the theme/topic approved by the Director of the Institute/Principal in the Fifth Semester. She/ he shall submit the hard & soft copy of the Final Project in duplicate and also make the multi-media presentation on the same at least four weeks before the date of commencement of the End-Term Examination of the Sixth Semester. The project would be continuously monitored through tutorials and assignments and the record of the same would be submitted at the time of external examination duly certified by the internal faculty.

The Comprehensive Viva shall be based on all the courses of the programme and future projections of Media & Entertainment industry.

Dr. Shivendu Kr Rai

Dr. Upasana Khurana

Approved in the 20th Meeting of the BOS held on 5th May 2022 and 53rd Meeting of Academic Council held on 2nd June 2022.

Course Code	Course Title	Title Detail	Subject Aligned	Faculty Name	L	T/P	Credit	Hours per Week	No. of Week	Contact Hours
BAJMC 1201	Mentor Mentee (MM)			Mr. Ashish Kumar (AHK)	1	0	0	1	15	15
BAJMC 1203	Minor Project/(Major Project)/Dissertation /Research Project	Research	BAJMC 303,357	Dr. Shivendu Kumar Rai	0	0	0	0	0	0
BAJMC 1205	Entrepreneurship Mindset/Family Business/ Startup	BAJMC-1005(a) T&P: Placement Preparation		Dr. Smita Srivastava / Mr. Ashish Kumar	1	0	0	1	15	15
		BAJMC-1005(b) T&P: Technical Training	BAJMC 305, 357	Dr. Smita Srivastava / Mr. Ashish Kumar	1	0	0	1	15	15
		BAJMC-1005(c) T&P: Soft skills and Personality Development	BAJMC 301, 307	Dr. Smita Srivastava / Mr. Ashish Kumar	1	0	0	1	15	15
BAJMC 1207	NCC/NSS/Community Engagement/ Socio-Cultural Outreach (NUES)	Clubs /Cells	BAJMC 351, 353,355, 357,259,361	Mr. Ashish Kumar, Dr. Upasana Khurana, Mr. Amit Sharma, Ms. Swati Gupta	1	0	0	1	15	15
BAJMC 1209	Print Media, Electronic Media and Integrated Marketing	Domain Clubs / Centre of Excellence / IKS	BAJMC 351, 353,355, 357,259,361	Ms. Swati Gupta, Mr. Amit Sharma, Dr. Upasana Khurana	1	0	0	1	15	15
BAJMC 1211	Industrial Visit / Education Visit		BAJMC 351, 353,355, 357,259,361	HoDs /PC/AC	1	0	0	1	15	15
BAJMC 1213	Guest Lecture/Expert Lecture / Workshop/Seminar / Conferences		BAJMC 351, 353,355, 357,259,361	HoDs /PC/AC	1	0	0	1	15	15
BAJMC 1215	Library			Class In-charge	1	0	0	1	15	15
BAJMC 1217 -A	VAC-Certificate Course in AI / Psychology			In-charge/ HoD	1	0	0	1	15	15
BAJMC 1217-B	VAC- PSSP			Mr. Amit Sharma	2	0	0	1	15	30
		Total			16	0	0	15	165	180 (B)

Total Hours (A+B) = 420 +180=600

Soon after the End Term Examination of the Fourth Semester, each student shall undergo a Functional Exposure Training/ Internship for four weeks in Radio/TV/Advertising /Public Relations/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Functional Exposure Report [FER] alongwith the DVD of multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Fifth Semester. The Functional Exposure Report shall be supervised by the internal faculty appointed by the Director/ Principal of the Institute/ College.

****Non University Examination System (NUES).** NCC/NSS can be completed during semester 1 – Semester 4. It will be evaluated internally by the respective institute and faculty. The credits for this will be given in sixth semester to the students The student shall make his/her personal file of activities accomplished during this period under the

Approved in the 20th Meeting of the BOS held on 5th May 2022 and 53rd Meeting of Academic Council held on 2nd June 2022.

Dr. Shivendu Kumar Rai

[Signature]

guidance/supervision of the faculty approved by the HoD/Dean of the programme. She/he shall submit the hard and soft copy in duplicate and also make multimedia presentation on the same. The work would be evaluated as part of NUES by internal faculty/supervisor in semester VI. The NCC/NSS camps/classes will be held either during Weekends/Holidays or Winter/Summer Vacations.

SCHEME OF EXAMINATION INTERNAL EVALUATION

Theory Courses	Allocation of Marks: 25	
Class Test	There shall be one Class Test in each semester for each of the Courses	10
Continuous Evaluation	It shall be based on Home Assignments & Class Assignments/Quiz Tests	10
Internal Assessment	It shall be based on Seminars/Presentations & Class Room Performance	5

Practical Courses	Allocation of Marks: 40	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment:	It shall be based on Lab Performance in each Semester	10

EXTERNAL EVALUATION

The external evaluation for each Courses of the programme, shall be based on the students' performance in the End-Term Theory and Practical Examination (as outlined in the detailed course scheme) i.e.75 marks in Theory courses and 60 marks in Practical courses.

INSTRUCTIONS FOR PAPER SETTER/ MODERATOR THEORY COURSES

Maximum Marks	75
Time	3 hours
Total Questions	5 questions of 15 marks each, out of which Question No. 1 will be compulsory.
Compulsory Question	The Paper Setter must ensure internal choice of 5 Short answer type questions of 3 marks each from all the four units.
Setting of Other Questions	Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III and Q.No.5 from Unit IV along with internal choice for each question from each unit.
Distribution of Marks in these Questions	A question should either be a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.

PRACTICAL/ SEMINAR/ PRESENTATION/ WORKSHOP

A.	Student(s) should be evaluated on the basis of the end-product prepared by them along with hard and soft copy of exercises/ assignments undertaken during the semester (45 marks)
B.	The examiner shall interview the student(s) to assess the knowledge/ understanding of the subject. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

Approved in the 20th Meeting of the BOS held on 5th May 2022 and 53rd Meeting of Academic Council held on 2nd June 2022.

DISTRIBUTION OF CREDITS

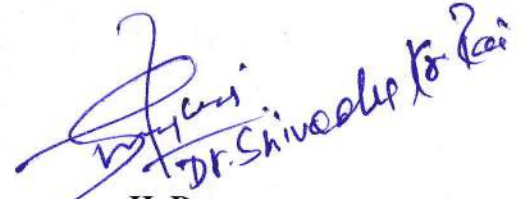
Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI	Total
26	24	26	24	28	26	154

Note: Total number of credits for the BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION - BA (JMC) = 154.

For the award of degree a student must secure 150 credits.



PC



Dr. Shivesh Kumar
HoD
Dept. of JMC

CC to:

Chairman, TIAS

Director, TIAS

Dean Academics, TIAS

Dean Development, TIAS

Guard File



Anurag

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
Scheme and Syllabus 2022-23

W.E.F- 01-08-2025
Class In-charge: Mr. Amit Sharma

The Session will commence as per GGSIP University Officer Order issued from Office of Director (Academic Affairs) Ref. No.F_34(2)(4)/2025/DAA/1186; Dated: 9th July, 2025; on the Subject: Academic Calendar of the University for the Academic Session 2025-26, As per Ordinance 11 for the conduct Academic Programmes offered by the Affiliated College/ Institutes.

Academic Session 2025-26 for Odd Semester for Imparting of Instructions and Laboratory work Including Continuous Evaluations by teacher, Semester and

Meeting of Academic Council held on

Labs/ Practical/ Term Paper Evaluation / NUES etc. will commence from 01.08.2025 (Friday) to 04.12.2025 (Thursday) 4 months 3 days or 17 weeks 6 days or 125 calendar days including 3 days for Sport Meet from 29- 31.Oct.2025

COURSE CODE: BAJMC 1207; COURSE: NSS/NCC/ Club Activities: L: 1; Internal Evaluation: 100 Marks; Each student should work as part of NSS/NCC/ Club Activities during Semester 1 – Semester 4. The student shall make his/her personal file of activities accomplished during this period under the guidance/supervision of the faculty approved by the HoD/Dean of the programme. She/he shall submit the hard and soft copy in duplicate and also make multimedia presentation on the same. The work would be evaluated as part of VAC by internal faculty/supervisor in semester VI.

Paper Code	Paper	Faculty	L	T/P	Credit	Hours Per Week	No. of Weeks	Contact Hours
CORE COURSES / THEORY								
BAJMC301	Basic of New Media (BNM)	Dr. Gopal Thakur (DGTH)	4	0	4	4	15	60
BAJMC303	Media Research (MR)	Mr. Ashish Kumar (AHK)	4	0	4	4	15	60
BAJMC305	Event Management (EM)	Dr. Upasana Khurana (UKA)	4	0	4	4	15	60
PRACTICAL/VIVA VOCE								
BAJMC351	New Media Lab (NM LAB)	Dr. Gopal Thakur (DGTH)	0	2	2	2	15	30
BAJMC353	Media Research Lab (MR LAB)	Mr. Mayank Arora (MYK)	0	2	2	2	15	30
BAJMC355	Event Management Lab (EMLAB)	Ms. Shruti Sharma (SSA)	0	2	2	2	15	30
BAJMC357	Functional Exposure Report (FER)****	Dr. Gopal Thakur (DGTH)	0	0	4	4	15	60
ELECTIVE COURSES (Select any one from the following)								
BAJMC307	Digital Media Marketing (DMM) - CBCS	Ms. Swati Gupta (SGA)	4	0	4	4	15	60
BAJMC309	Film Appreciation (FA) - CBCS	Mr. Amit Sharma(ATA)	4	0	4	4		
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)								
BAJMC359	Digital Media Marketing Lab (DMM LAB) - CBCS	Ms. Swati Gupta (SGA)	0	2	2	2	15	30
BAJMC361	Film Appreciation Lab (FA LAB) - CBCS	Mr. Mayank Arora (MYK)	0	2	2	2		
	Total		16	8*2=16	28	28	165	420 (A)

****The Functional Exposure Report [FER] carries 100 marks. The report shall be evaluated out of 50 marks each by a Board of Examiners comprising of Director/Principal or her/his nominee and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.

Each student shall be assigned the Final Project at the end of the Fifth Semester. The Final Project shall be pursued by her/him under the supervision of internal faculty in the Sixth Semester. The student shall make her/his Final Project on the theme/topic approved by the Director of the Institute/Principal in the Fifth Semester. She/ he shall submit the hard & soft copy of the Final Project in duplicate and also make the multi-media presentation on the same at least four weeks before the date of commencement of the End-Term Examination of the Sixth Semester. The project would be continuously monitored through tutorials and assignments and the record of the same would be submitted at the time of external examination duly certified by the internal faculty.

The Comprehensive Viva shall be based on all the courses of the programme and future projections of Media & Entertainment industry.

Approved in the 20th Meeting of the BOS held on 5th May 2022 and 53rd Meeting of Academic Council held on 2nd June 2022.

Course Code	Course Title	CoE/Cell/Clubs/ Support System	Subject Aligned	Faculty Name	L	T/P	Credit	Hours per Week	No. of Week	Contact Hours
BAJMC 1201	Mentor Mentee (MM)			Mr. Ashish Kumar (AHK)	1	0	0	1	15	15
BAJMC 1203	Minor Project/(Major Project)/Dissertation /Research Project	Research	BAJMC 303,357	Dr. Shivendu Kumar Rai	0	0	0	0	0	0
BAJMC 1205	Entrepreneurship Mindset/Family Business/ Startup	BAJMC-1005(a) T&P: Placement Preparation		Dr. Smita Srivastava / Mr. Ashish Kumar	1	0	0	1	15	15
		BAJMC-1005(b) T&P: Technical Training	BAJMC 305, 357	Dr. Smita Srivastava / Mr. Ashish Kumar	1	0	0	1	15	15
		BAJMC-1005(c) T&P: Soft skills and Personality Development	BAJMC 301, 307,	Dr. Smita Srivastava / Mr. Ashish Kumar	1	0	0	1	15	15
BAJMC 1207	NCC/NSS/Community Engagement/ Socio-Cultural Outreach (NUES)	Clubs /Cells	BAJMC 351, 353,355, 357,259,361	Mr. Ashish Kumar, Dr. Upasana Khurana, Mr. Amit Sharma, Ms. Swati Gupta	1	0	0	1	15	15
BAJMC 1209	Print Media, Electronic Media and Integrated Marketing	Domain Clubs / Centre of Excellence / IKS	BAJMC 351, 353,355, 357,259,361	Ms. Swati Gupta, Mr. Amit Sharma, Dr. Upasana Khurana	1	0	0	1	15	15
BAJMC 1211	Industrial Visit / Education Visit		BAJMC 351, 353,355, 357,259,361	HoDs /PC/AC	1	0	0	1	15	15
BAJMC 1213	Guest Lecture/Expert Lecture / Workshop/Seminar / Conferences		BAJMC 351, 353,355, 357,259,361	HoDs /PC/AC	1	0	0	1	15	15
BAJMC 1215	Library			Class In-charge	1	0	0	1	15	15
BAJMC 1217 -A	VAC-Certificate Course in AI / Psychology			In-charge/ HoD	1	0	0	1	15	15
BAJMC 1217-B	VAC- PSSP			Mr. Amit Shurma	2	0	0	1	15	30
		Total			16	0	0	15	180	180 (B)

Total Hours (A+B) = 420 +180=600

Soon after the End Term Examination of the Fourth Semester, each student shall undergo a Functional Exposure Training/ Internship for four weeks in Radio/TV/Advertising /Public Relations/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Functional Exposure Report [FER] alongwith the DVD of multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Fifth Semester. The Functional Exposure Report shall be supervised by the internal faculty appointed by the Director/ Principal of the Institute/ College.

****Non University Examination System (NUES).** NCC/NSS can be completed during semester 1 – Semester 4. It will be evaluated internally by the respective institute and faculty. The credits for this will be given in sixth semester to the students The student shall make his/her personal file of activities accomplished during this period under the guidance/supervision of the faculty approved by the HoD/Dean of the programme. She/he shall submit the hard

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Dr. Shivendu K. Rai

Dr. Ashish Kumar

and soft copy in duplicate and also make multimedia presentation on the same. The work would be evaluated as part of NUES by internal faculty/supervisor in semester VI. The NCC/NSS camps/classes will be held either during Weekends/Holidays or Winter/Summer Vacations.

23

SCHEME OF EXAMINATION INTERNAL EVALUATION

Theory Courses	Allocation of Marks: 25	
Class Test	There shall be one Class Test in each semester for each of the Courses	10
Continuous Evaluation	It shall be based on Home Assignments & Class Assignments/Quiz Tests	10
Internal Assessment	It shall be based on Seminars/Presentations & Class Room Performance	5

Practical Courses	Allocation of Marks: 40	
Class Test	There shall be one Class Test in each semester for each of the Lab Courses. It shall be based on Demonstration of Skills and Viva Voce	15
Continuous Evaluation	It shall be based on Assignments & Exercises	15
Internal Assessment:	It shall be based on Lab Performance in each Semester	10

EXTERNAL EVALUATION

The external evaluation for each Courses of the programme, shall be based on the students' performance in the End-Term Theory and Practical Examination (as outlined in the detailed course scheme) i.e. 75 marks in Theory courses and 60 marks in Practical courses.

INSTRUCTIONS FOR PAPER SETTER/ MODERATOR THEORY COURSES

Maximum Marks	75
Time	3 hours
Total Questions	5 questions of 15 marks each, out of which Question No. 1 will be compulsory.
Compulsory Question	The Paper Setter must ensure internal choice of 5 Short answer type questions of 3 marks each from all the four units.
Setting of Other Questions	Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III and Q.No.5 from Unit IV along with internal choice for each question from each unit.
Distribution of Marks in these Questions	A question should either be a full-length question of 15 marks or 2 questions of 7 ½ marks each or 3 short notes of 5 marks each.

PRACTICAL/ SEMINAR/ PRESENTATION/ WORKSHOP

A.	Student(s) should be evaluated on the basis of the end-product prepared by them along with hard and soft copy of exercises/ assignments undertaken during the semester (45 marks)
B.	The examiner shall interview the student(s) to assess the knowledge/ understanding of the subject. (15 marks)
Max Marks	The marks prescribed for evaluating a student by the External Examiner are 60.

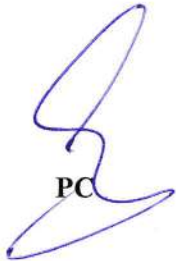
Approved in the 20th Meeting of the BOS held on 5th May 2022 and 53rd Meeting of Academic Council held on 2nd June 2022.

DISTRIBUTION OF CREDITS

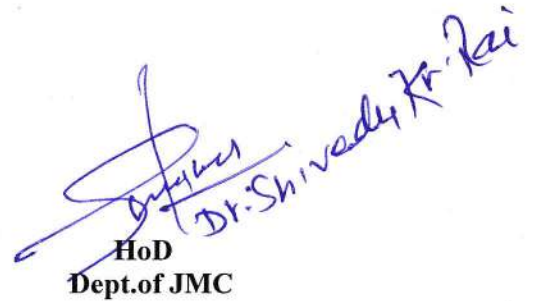
Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI	Total
26	24	26	24	28	26	154

Note: Total number of credits for the BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION - BA (JMC) = 154.

For the award of degree a student must secure 150 credits.



PC



Dr. Shivady Kr. Rai
HoD
Dept. of JMC

CC to:
Chairman, TIAS
Director, TIAS
Dean Academics, TIAS
Dean Development, TIAS



Dr. Shivady Kr. Rai