

**Choice Based Credit System
(CBCS)**

Regulation No. 25

(Under section 51)

With Effect From the Session July-2017



**Makhanlal Chaturvedi National University of
Journalism and Communication
BHOPAL**

Choice Based Credit System (CBCS)

Background

In pursuance to the recommendations made by National Regulatory Authorities in Higher Education (HE) such as UGC (University Grants Commission) and NAAC (National Assessment and Accreditation Council), the University is introducing Choice Based Credit System (CBCS) in following programmes (except B.Tech. (PP)LE), from the Academic Session July 2017. These are listed as under.

Post Graduate Level Courses:-

1. Master of Journalism - M.J
2. Master of Arts in Advertising and Public Relations – M.A (APR)
3. Master of Arts in Broadcast Journalism – M.A (BJ)
4. Master of Science in Electronic Media – M.Sc. (EM)
5. Master of Arts in Mass Communication – M.A (MC)
6. MBA (Entertainment Communication) – M.B.A (EC)
7. MBA (Corporate Communication) – M.B.A (CC)
8. MBA (Advertising & Marketing Communication) – M.B.A (AMC)
9. MBA (Media Management) – M.B.A (MM)
10. Master of Science in Media Research – M.Sc. (MR)
11. Master of Science in Film Production – M.Sc. (FP)
12. Master of Arts in New Media Content Design – M.A (NMCD)
13. Master of Science in New Media – M.Sc. (NM)
14. Master of Computer Applications – M.C.A.

Graduate Level Courses:-

1. Bachelor of Science (Multimedia) – B.Sc. (MM)
2. Bachelor of Science (Graphics & Animation) – B.Sc. (GA)
3. BA in Mass Communication – B.A. (MC)
4. Bachelor of Science (Electronic media) – B.Sc. (EM)
5. B.Tech. (Printing & Packaging) – B.Tech. (PP)
6. B.Tech. (Printing & Packaging) Lateral Entry – B.Tech. (PP)LE (effective from July-2018)
7. Bachelor of Business Administration (E-Commerce) – B.B.A (EC)
8. Bachelor of Computer Applications – B.C.A.

For systematic execution of CBCS, this regulation will be applicable to students who have taken admission in July 2017 session in above mentioned programmes i.e. 14 Post Graduate and 7 Under Graduate level programmes. This regulation will be applicable to students who have taken admission in July 2018 session in B.Tech. (PP) LE Under Graduate level programme. This regulation will also be applicable on all the corresponding regulations of the aforementioned programmes that have been framed for the conduct of the Academic programmes. This regulation will be applicable to students who will take admission in above mentioned programmes in July 2017 session and subsequently thereafter, unless notified otherwise.

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Definitions

Different courses of study are labelled and defined as follows:

Core Course: A course which should compulsorily be studied by a candidate as a core requirement is termed as a Core Course. A Core Course may be a Core Course Elective (CCE) if there is a choice or an option for the candidate to choose a course from a pool of courses from the main discipline / subject of study or from a sister/related discipline / subject which supports the main discipline / subject. In contrast to the phrase Core Course Elective (CCE) a compulsory core course is called a Core Course Compulsory (CCC).

Open Elective Course: Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline / subject of study or which provides an extended scope or which enables an exposure to some other discipline / subject/domain or nurtures the candidate's proficiency / skill is called an Open Elective Course. Elective courses may be offered by the main discipline / subject of study or by sister / related discipline / subject of study. A Core Course Elective (CCE) may also be considered as an elective. An elective course chosen generally from an unrelated discipline / subject, with an intention to seek exposure is called an open elective. An elective course designed to acquire a special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher is called a Self Study Elective. A core course offered in a discipline / subject may be treated as an elective by other discipline / subject and vice versa. Project Work is a special course involving application of knowledge in solving / analyzing / exploring a real life situation / difficult problem. A project work up to 4 credits is called Minor Project work. A project work of 6 to 8 credits is called Major Project Work. Dissertation is another special course of 10 or more credits involving a problem solving component.

Ability Enhancement Course: Ability Enhancement Courses (AEC) are the courses based upon the content that leads to knowledge enhancement: i) Environmental Science and ii) English/Hindi Communication. These are mandatory for all disciplines.

Skill Enhancement Course: Skill Enhancement Courses (SEC) are value –based and/or skill-based and are aimed at providing hands-on-training, competencies, skill, etc.

Academic Year: Two consecutive (one odd + one even) semesters constitute one academic year.

Choice Based Credit System (CBCS): The CBCS provides choice for students to select from the prescribed courses (core, elective or minor or soft skill courses).

Course: Usually referred to as 'papers', is a component of a programme. All courses need not carry the same weight. The courses should define learning objectives and learning outcomes. A course may be designed to comprise lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/vocational training/viva/seminars/term papers/assignments/presentations/ self-study etc. or a combination of some of these.

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Credit Based Semester System (CBSS): Under the CBSS, the requirement for awarding a degree or diploma or certificate is prescribed in terms of number of credits to be completed by the students.

Credit Point: It is the product of grade point and number of credits for a course.

Credit: A unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.

Cumulative Grade Point Average (CGPA): It is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.

Grade Point: It is a numerical weight allotted to each letter grade on a 10-point scale.

Letter Grade: It is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P and F.

Programme: An educational programme leading to award of a Degree, Diploma or Certificate.

Semester Grade Point Average (SGPA): It is a measure of performance of work done in a semester. It is ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.

Semester: Each semester will consist of 15-18 weeks of academic work equivalent to 90 actual teaching days. The odd semester may be scheduled from July to December and even semester from January to June.

Transcript or Grade Card or Certificate: Based on the grades earned, a grade certificate shall be issued to all the enrolled students after every semester. The grade certificate will display the course details (code, title, number of credits, grade secured, marks) along with SGPA of that semester and CGPA earned till that semester.

For Post Graduate courses, CBCS programmes are structured in three types of courses. One type is called Core Course Compulsory (CCC) type which is essential and compulsory. Second type is called Core Course Elective (CCE) type, which is also essential. Third type is called Open Elective (OE) type, which a student can choose from his/her programme of study in each semester or can choose from other programmes of study. Under CBCS, students are being offered Open Elective course in each semester of above mentioned programmes. Students can opt to choose one distinct course from pool of elective courses either from the same programme which he/she is studying in or from other equivalent similar level programmes (either graduate or post graduate).

For Post Graduate programmes (except M.C.A.), each essential course (CCC and CCE) will be of 6 credits and each Open Elective course will be of 3 credits. Thus, a Post Graduate

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Programme will comprise of 108 credits. Students will have to study total number of 96 credits in essential core courses (CCC and CCE) that are being offered and 12 credits in Open Elective courses.

For M.C.A. Programme, each Core Course Compulsory (Theory) will be of 4 credits (total 80 credits), each Core Course Compulsory (Practical) will be of 2 credits (total 20 credits), each Core Course Elective will be of 4 credits (total 20 credits), each Open Elective will be of 3 credits (total 15 credits) and each Project will be of 4 credits (total 20 credits). Total marks for 5 semesters will be 650 each and for 6th semester will be 500 marks.

Under Graduate Programmes will comprise of Core Course Compulsory, Core Course Elective, Open Elective, Ability Enhancement Course and Skill Enhancement Course.

For Under Graduate Programmes (Three Years), each essential course (CCC and CCE) will be of 6 credits and Open Elective course will be of 3 credits. Each Ability Enhancement Course (AEC) and Skill Enhancement Course (SEC) will of 3 credits. Thus, a Under Graduate Programme (Three Years) (except B.Tech.(PP) LE) will comprise of total 144 credits. Students will have to study total number of 108 credits in essential core courses (CCC and CCE), 18 credits in Ability Enhancement Course and Skill Enhancement Course that are being offered and 18 credits in Open Elective courses.

B.Tech. (PP) LE programme will comprise of total 180 credits. Students will have to study total number of 144 credits in essential core courses (CCC and CCE), 18 credits in Skill Enhancement Course that are being offered and 18 credits in Open Elective courses.

The Under Graduate Programme (4 Years) Technical (B.Tech. PP) will comprise of total 240 credits. Students will have to study total number of 156 credits in Core Course Compulsory, 36 credits in Core Course Elective, 24 credits in Open Elective, 6 credits in Ability Enhancement Course and 18 credits in Skill Enhancement Course. Thus students will have to study 30 credits in each semester.

Students can opt Open Elective Courses of the same semester from other similar level programme, in which he/she is studying which in mentioned on Page No. 01 of this Regulation. Thus if a student is studying in a Post Graduate programme he/she can choose Open Elective similar level programme from same semester from 14 programmes. Thus if a student is studying in a Graduate level programme he/she can choose Open Elective similar level programme from same semester from 8 programmes.

1. **Master of Journalism - M.J Course Code – 105 Two Years Full Time Post Graduate Course**

Course:-

The Post Graduate Degree in Journalism – M.J. of Two Years (Four Semesters) course shall be designated as Master of Journalism and abbreviated as M.J. under choice based credit system (CBCS)

Admissions:-

1. A candidate seeking admission to M.J. course should be any Graduate from recognized University.

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2. A candidate seeking admission to M.J. course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows:
 - (a) M.J. First Year
 - M.J - I semester
 - M.J - II semester
 - (b) M.J Second Year
 - M.J - III semester
 - M.J - IV semester

-: Scheme of Examinations:-

Master of Journalism (Course Code-105) SEMESTER – I

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 1. | CCC1 | 4531 | 1MJ1 | Journalism in Pre and Post Independence | 80 | 20 | - | 100 |
| 2. | CCC2 | 4532 | 1MJ2 | News and Views : Writing Skills | 50 | 20 | 30 | 100 |
| 3. | CCC3 | 4533 | 1MJ3 | Basic of Computer Application for Print Media | 50 | 20 | 30 | 100 |
| 4. | CCE1 | 4534 | 1MJ4 | Science of Human Communication | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 5. | OE1 | 4535 | MJ5 | Art and Culture Journalism | 25 | 10 | 15 | 50 |
| 6. | OE2 | 4536 | MJ5 | Sports Journalism | 25 | 10 | 15 | 50 |
| 7. | OE3 | 4537 | MJ5 | Content Production for Media | 25 | 10 | 15 | 50 |
| 8. | OE4 | 4538 | MJ5 | Media Language : Structure, Style and Translation | 25 | 10 | 15 | 50 |
| 9. | OE5 | 4539 | MJ5 | Crime and Court Reporting | 25 | 10 | 15 | 50 |
| 10. | OE6 | 4540 | MJ5 | Copy Writing on Different Issues | 25 | 10 | 15 | 50 |
| 11. | OE7 | 4541 | MJ5 | Magazine Journalism | 25 | 10 | 15 | 50 |
| 12. | OE8 | 4542 | MJ5 | Gender Studies | 25 | 10 | 15 | 50 |
| 13. | OE9 | 4543 | MJ5 | Science Journalism | 25 | 10 | 15 | 50 |
| 14. | OE10 | 4544 | MJ5 | Media Management and Business | 25 | 10 | 15 | 50 |
| 15. | OE11 | 4545 | MJ5 | Opinion Writing | 25 | 10 | 15 | 50 |

Master of Journalism (Course Code-105) SEMESTER – II

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 16. | CCC4 | 4546 | 2MJ1 | Newspaper and Magazines : Structure and Functions | 80 | 20 | - | 100 |
| 17. | CCC5 | 4547 | 2MJ2 | Reporting : Principles and Practices | 50 | 20 | 30 | 100 |
| 18. | CCC6 | 4548 | 2MJ3 | Word Processing and Page Layout | 50 | 20 | 30 | 100 |
| 19. | CCE2 | 4549 | 2MJ4 | Mass Communication : Principles and Process | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 20. | OE1 | 4535 | MJ5 | Art and Culture Journalism | 25 | 10 | 15 | 50 |
| 21. | OE2 | 4536 | MJ5 | Sports Journalism | 25 | 10 | 15 | 50 |
| 22. | OE3 | 4537 | MJ5 | Content Production for Media | 25 | 10 | 15 | 50 |
| 23. | OE4 | 4538 | MJ5 | Media Language : Structure, Style and Translation | 25 | 10 | 15 | 50 |

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|-----|------|------|-----|----------------------------------|----|----|----|----|
| 24. | OE5 | 4539 | MJ5 | Crime and Court Reporting | 25 | 10 | 15 | 50 |
| 25. | OE6 | 4540 | MJ5 | Copy Writing on Different Issues | 25 | 10 | 15 | 50 |
| 26. | OE7 | 4541 | MJ5 | Magazine Journalism | 25 | 10 | 15 | 50 |
| 27. | OE8 | 4542 | MJ5 | Gender Studies | 25 | 10 | 15 | 50 |
| 28. | OE9 | 4543 | MJ5 | Science Journalism | 25 | 10 | 15 | 50 |
| 29. | OE10 | 4544 | MJ5 | Media Management and Business | 25 | 10 | 15 | 50 |
| 30. | OE11 | 4545 | MJ5 | Opinion Writing | 25 | 10 | 15 | 50 |

Master of Journalism (Course Code-105) SEMESTER – III

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 31. | CCC7 | 4550 | 3MJ1 | Editing : Principles and Practices | 50 | 20 | 30 | 100 |
| 32. | CCC8 | 4551 | 3MJ2 | Media Laws and Ethics | 80 | 20 | - | 100 |
| 33. | CCC9 | 4552 | 3MJ3 | Cyber Media and Journalism | 50 | 20 | 30 | 100 |
| 34. | CCE3 | 4553 | 3MJ4 | Electronic Journalism | 80 | 20 | - | 100 |
| 35. | CCE4 | 4554 | 3MJ4 | Media, Development and Social Change | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 36. | OE1 | 4535 | MJ5 | Art and Culture Journalism | 25 | 10 | 15 | 50 |
| 37. | OE2 | 4536 | MJ5 | Sports Journalism | 25 | 10 | 15 | 50 |
| 38. | OE3 | 4537 | MJ5 | Content Production for Media | 25 | 10 | 15 | 50 |
| 39. | OE4 | 4538 | MJ5 | Media Language : Structure, Style and Translation | 25 | 10 | 15 | 50 |
| 40. | OE5 | 4539 | MJ5 | Crime and Court Reporting | 25 | 10 | 15 | 50 |
| 41. | OE6 | 4540 | MJ5 | Copy Writing on Different Issues | 25 | 10 | 15 | 50 |
| 42. | OE7 | 4541 | MJ5 | Magazine Journalism | 25 | 10 | 15 | 50 |
| 43. | OE8 | 4542 | MJ5 | Gender Studies | 25 | 10 | 15 | 50 |
| 44. | OE9 | 4543 | MJ5 | Science Journalism | 25 | 10 | 15 | 50 |
| 45. | OE10 | 4544 | MJ5 | Media Management and Business | 25 | 10 | 15 | 50 |
| 46. | OE11 | 4545 | MJ5 | Opinion Writing | 25 | 10 | 15 | 50 |

Master of Journalism (Course Code-105) SEMESTER – IV

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 47. | CCC10 | 4555 | 4MJ1 | Journalism Research | 50 | 20 | 30 | 100 |
| 48. | CCC11 | 4556 | 4MJ2 | Diversity and Writing for Media | 50 | 20 | 30 | 100 |
| 49. | CCC12 | 4557 | 4MJ3 | Newspaper and Magazine Production | 50 | 20 | 30 | 100 |
| 50. | CCE5 | 4558 | 4MJ4 | Intercultural Communication and Contemporary Issues | 80 | 20 | - | 100 |
| 51. | CCE6 | 4559 | 4MJ4 | Advertising and Public Relations | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 52. | OE1 | 4535 | MJ5 | Art and Culture Journalism | 25 | 10 | 15 | 50 |
| 53. | OE2 | 4536 | MJ5 | Sports Journalism | 25 | 10 | 15 | 50 |
| 54. | OE3 | 4537 | MJ5 | Content Production for Media | 25 | 10 | 15 | 50 |
| 55. | OE4 | 4538 | MJ5 | Media Language : Structure, Style and Translation | 25 | 10 | 15 | 50 |
| 56. | OE5 | 4539 | MJ5 | Crime and Court Reporting | 25 | 10 | 15 | 50 |
| 57. | OE6 | 4540 | MJ5 | Copy Writing on Different Issues | 25 | 10 | 15 | 50 |
| 58. | OE7 | 4541 | MJ5 | Magazine Journalism | 25 | 10 | 15 | 50 |
| 59. | OE8 | 4542 | MJ5 | Gender Studies | 25 | 10 | 15 | 50 |
| 60. | OE9 | 4543 | MJ5 | Science Journalism | 25 | 10 | 15 | 50 |
| 61. | OE10 | 4544 | MJ5 | Media Management and Business | 25 | 10 | 15 | 50 |
| 62. | OE11 | 4545 | MJ5 | Opinion Writing | 25 | 10 | 15 | 50 |

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2. Master of Arts in Advertising and Public Relations–M.A (APR) Course Code – 116 Two Years Full Time Post Graduate Course

Course :-

The Post Graduate Degree in Advertising and Public Relations – M.A(APR) of Two Years (Four Semesters) course shall be designated as Master of Arts (Advertising and Public Relations) and abbreviated as M.A.(APR) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to M.A.(APR) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.A. (APR) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) M.A (APR) First Year
 - M.A (APR) - I semester
 - M.A (APR) - II semester
 - (b) M.A (APR) Second Year
 - M.A (APR) - III semester
 - M.A (APR) - IV semester

-: Scheme of Examinations:-

Master of Arts in Advertising and Public Relations – M.A (APR) Semester - I (Course Code-116)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 1. | CCC1 | 4561 | 1MA(APR)1 | Origin and Growth of Indian Media | 80 | 20 | - | 100 |
| 2. | CCC2 | 4562 | 1MA(APR)2 | Media Language : Structure, Style & Translation | 50 | 20 | 30 | 100 |
| 3. | CCC3 | 4563 | 1MA(APR)3 | Principles & Practices of Management | 80 | 20 | - | 100 |
| 4. | CCE1 | 4564 | 1MA(APR)4 | Science of Human Communication | 80 | 20 | - | 100 |
| 5. | CCE2 | 4565 | 1MA(APR)4 | Basic Computer Applications | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 6. | OE1 | 4566 | MA(APR)5 | Business Communication | 40 | 10 | - | 50 |
| 7. | OE2 | 4567 | MA(APR)5 | Corporate Communication | 40 | 10 | - | 50 |
| 8. | OE3 | 4568 | MA(APR)5 | Copywriting | 40 | 10 | - | 50 |
| 9. | OE4 | 4569 | MA(APR)5 | Brand Management | 40 | 10 | - | 50 |
| 10. | OE5 | 4570 | MA(APR)5 | Media Planning | 40 | 10 | - | 50 |
| 11. | OE6 | 4571 | MA(APR)5 | Client Servicing and Account Planning | 40 | 10 | - | 50 |
| 12. | OE7 | 4572 | MA(APR)5 | Event Management | 40 | 10 | - | 50 |
| 13. | OE8 | 4573 | MA(APR)5 | Production for Corporate Communication and PR | 40 | 10 | - | 50 |
| 14. | OE9 | 4574 | MA(APR)5 | Corporate Social Responsibilities | 40 | 10 | - | 50 |
| 15. | OE10 | 4575 | MA(APR)5 | Consumer Behaviour | 40 | 10 | - | 50 |

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|-----|------|------|----------|------------------------------------|----|----|---|----|
| 16. | OE11 | 4576 | MA(APR)5 | Integrated Marketing Communication | 40 | 10 | - | 50 |
| 17. | OE12 | 4577 | MA(APR)5 | Web Advertising and e-PR | 40 | 10 | - | 50 |

Master of Arts in Advertising and Public Relations - M.A (APR) Semester - II (Course Code-116)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 18. | CCC4 | 4578 | 2MA(APR)1 | Principles & Practices of PR | 80 | 20 | - | 100 |
| 19. | CCC5 | 4579 | 2MA(APR)2 | Advertising Management | 50 | 20 | 30 | 100 |
| 20. | CCC6 | 4580 | 2MA(APR)3 | Multimedia and DTP | 50 | 20 | 30 | 100 |
| 21. | CCE3 | 4581 | 2MA(APR)4 | Mass Communication Process | 80 | 20 | - | 100 |
| | | | | OR | | | | |
| 22. | CCE4 | 4582 | 2MA(APR)4 | Communication for Development | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 23. | OE1 | 4566 | MA(APR)5 | Business Communication | 40 | 10 | - | 50 |
| 24. | OE2 | 4567 | MA(APR)5 | Corporate Communication | 40 | 10 | - | 50 |
| 25. | OE3 | 4568 | MA(APR)5 | Copywriting | 40 | 10 | - | 50 |
| 26. | OE4 | 4569 | MA(APR)5 | Brand Management | 40 | 10 | - | 50 |
| 27. | OE5 | 4570 | MA(APR)5 | Media Planning | 40 | 10 | - | 50 |
| 28. | OE6 | 4571 | MA(APR)5 | Client Servicing and Account Planning | 40 | 10 | - | 50 |
| 29. | OE7 | 4572 | MA(APR)5 | Event Management | 40 | 10 | - | 50 |
| 30. | OE8 | 4573 | MA(APR)5 | Production for Corporate Communication and PR | 40 | 10 | - | 50 |
| 31. | OE9 | 4574 | MA(APR)5 | Corporate Social Responsibilities | 40 | 10 | - | 50 |
| 32. | OE10 | 4575 | MA(APR)5 | Consumer Behaviour | 40 | 10 | - | 50 |
| 33. | OE11 | 4576 | MA(APR)5 | Integrated Marketing Communication | 40 | 10 | - | 50 |
| 34. | OE12 | 4577 | MA(APR)5 | Web Advertising and e-PR | 40 | 10 | - | 50 |

Master of Arts in Advertising and Public Relations - M.A (APR) Semester - III (Course Code-116)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 35. | CCC7 | 4583 | 3MA(APR)1 | Introduction to Marketing Management | 80 | 20 | - | 100 |
| 36. | CCC8 | 4584 | 3MA(APR)2 | Tools & Techniques of PR | 50 | 20 | 30 | 100 |
| 37. | CCC9 | 4585 | 3MA(APR)3 | Communication Research | 50 | 20 | 30 | 100 |
| 38. | CCE5 | 4586 | 3MA(APR)4 | Advance Advertising and Brand Management | 80 | 20 | - | 100 |
| | | | | OR | | | | |
| 39. | CCE6 | 4587 | 3MA(APR)4 | Consumer Behaviour | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 40. | OE1 | 4566 | MA(APR)5 | Business Communication | 40 | 10 | - | 50 |
| 41. | OE2 | 4567 | MA(APR)5 | Corporate Communication | 40 | 10 | - | 50 |
| 42. | OE3 | 4568 | MA(APR)5 | Copywriting | 40 | 10 | - | 50 |
| 43. | OE4 | 4569 | MA(APR)5 | Brand Management | 40 | 10 | - | 50 |
| 44. | OE5 | 4570 | MA(APR)5 | Media Planning | 40 | 10 | - | 50 |
| 45. | OE6 | 4571 | MA(APR)5 | Client Servicing and Account Planning | 40 | 10 | - | 50 |
| 46. | OE7 | 4572 | MA(APR)5 | Event Management | 40 | 10 | - | 50 |
| 47. | OE8 | 4573 | MA(APR)5 | Production for Corporate Communication and PR | 40 | 10 | - | 50 |
| 48. | OE9 | 4574 | MA(APR)5 | Corporate Social Responsibilities | 40 | 10 | - | 50 |
| 49. | OE10 | 4575 | MA(APR)5 | Consumer Behaviour | 40 | 10 | - | 50 |
| 50. | OE11 | 4576 | MA(APR)5 | Integrated Marketing Communication | 40 | 10 | - | 50 |
| 51. | OE12 | 4577 | MA(APR)5 | Web Advertising and e-PR | 40 | 10 | - | 50 |

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Master of Arts in Advertising and Public Relations - M.A (APR) Semester - IV (Course Code-116)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 52. | CCC10 | 4588 | 4MA(APR)1 | Media Planning | 50 | 20 | 30 | 100 |
| 53. | CCC11 | 4589 | 4MA(APR)2 | Corporate and Business Communication | 50 | 20 | 30 | 100 |
| 54. | CCC12 | 4590 | 4MA(APR)3 | Specialized Copywriting | 50 | 20 | 30 | 100 |
| 55. | CCE7 | 4591 | 4MA(APR)4 | Web Advertising and e-PR | 50 | 20 | 30 | 100 |
| 56. | CCE8 | 4592 | 4MA(APR)4 | Mass Media : Media Ethics & Laws | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 57. | OE1 | 4566 | MA(APR)5 | Business Communication | 40 | 10 | - | 50 |
| 58. | OE2 | 4567 | MA(APR)5 | Corporate Communication | 40 | 10 | - | 50 |
| 59. | OE3 | 4568 | MA(APR)5 | Copywriting | 40 | 10 | - | 50 |
| 60. | OE4 | 4569 | MA(APR)5 | Brand Management | 40 | 10 | - | 50 |
| 61. | OE5 | 4570 | MA(APR)5 | Media Planning | 40 | 10 | - | 50 |
| 62. | OE6 | 4571 | MA(APR)5 | Client Servicing and Account Planning | 40 | 10 | - | 50 |
| 63. | OE7 | 4572 | MA(APR)5 | Event Management | 40 | 10 | - | 50 |
| 64. | OE8 | 4573 | MA(APR)5 | Production for Corporate Communication and PR | 40 | 10 | - | 50 |
| 65. | OE9 | 4574 | MA(APR)5 | Corporate Social Responsibilities | 40 | 10 | - | 50 |
| 66. | OE10 | 4575 | MA(APR)5 | Consumer Behaviour | 40 | 10 | - | 50 |
| 67. | OE11 | 4576 | MA(APR)5 | Integrated Marketing Communication | 40 | 10 | - | 50 |
| 68. | OE12 | 4577 | MA(APR)5 | Web Advertising and e-PR | 40 | 10 | - | 50 |

3. Master of Arts in Broadcast Journalism – M.A (BJ) Course Code – 117 Two Years Full Time Post Graduate Course

Course:-

The Post Graduate Degree in Broadcast Journalism – M.A (BJ) of Two Years (Four Semesters) course shall be designated as Master of Arts (Broadcast Journalism) and abbreviated as M.A(B.J.) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to M.A. (B.J.) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.A.(B.J.) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows:

(a) M.A (BJ) First Year

- M.A (BJ) - I semester
- M.A (BJ) - II semester

(b) M.A (BJ) Second Year

- M.A (BJ) - III semester
- M.A (BJ) - IV semester


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-: Scheme of Examinations:-

Master of Arts in Broadcast Journalism – M.A (BJ) (Course Code - 117) SEMESTER - I

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 1. | CCC1 | 4601 | 1MA(BJ)1 | Science of Human Communication | 80 | 20 | - | 100 |
| 2. | CCC2 | 4602 | 1MA(BJ)2 | Process of Mass Communication | 80 | 20 | - | 100 |
| 3. | CCC3 | 4603 | 1MA(BJ)3 | Introduction to Broadcast Media | 80 | 20 | - | 100 |
| 4. | CCE1 | 4604 | 1MA(BJ)4 | Applications of Computer in Electronic Media | 50 | 20 | 30 | 100 |
| 5. | CCE2 | 4605 | 1MA(BJ)4 | OR Current Affairs for Radio & Television | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 6. | OE1 | 4606 | MA(BJ)5 | Environment Journalism | 40 | 10 | - | 50 |
| 7. | OE2 | 4607 | MA(BJ)5 | Rural Journalism | 40 | 10 | - | 50 |
| 8. | OE3 | 4608 | MA(BJ)5 | Spiritual Communication | 40 | 10 | - | 50 |
| 9. | OE4 | 4609 | MA(BJ)5 | Defence Journalism | 40 | 10 | - | 50 |
| 10. | OE5 | 4610 | MA(BJ)5 | Gender Studies | 40 | 10 | - | 50 |
| 11. | OE6 | 4611 | MA(BJ)5 | International Security Scenario | 40 | 10 | - | 50 |
| 12. | OE7 | 4612 | MA(BJ)5 | Business Journalism | 40 | 10 | - | 50 |
| 13. | OE8 | 4613 | MA(BJ)5 | Criminal Procedure System & Crime Reporting | 40 | 10 | - | 50 |

Master of Arts in Broadcast Journalism - M.A (BJ) (Course Code - 117) SEMESTER - II

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|---|-------|
| 14. | CCC4 | 4614 | 2MA(BJ)1 | Broadcast Media Management | 80 | 20 | - | 100 |
| 15. | CCC5 | 4615 | 2MA(BJ)2 | Writing for Broadcast Media | 80 | 20 | - | 100 |
| 16. | CCC6 | 4616 | 2MA(BJ)3 | Media Language & Content | 80 | 20 | - | 100 |
| 17. | CCE3 | 4617 | 2MA(BJ)4 | Community & Participatory Communication | 80 | 20 | - | 100 |
| 18. | CCE4 | 4618 | 2MA(BJ)4 | OR Traditional Media | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 19. | OE1 | 4606 | MA(BJ)5 | Environment Journalism | 40 | 10 | - | 50 |
| 20. | OE2 | 4607 | MA(BJ)5 | Rural Journalism | 40 | 10 | - | 50 |
| 21. | OE3 | 4608 | MA(BJ)5 | Spiritual Communication | 40 | 10 | - | 50 |
| 22. | OE4 | 4609 | MA(BJ)5 | Defence Journalism | 40 | 10 | - | 50 |
| 23. | OE5 | 4610 | MA(BJ)5 | Gender Studies | 40 | 10 | - | 50 |
| 24. | OE6 | 4611 | MA(BJ)5 | International Security Scenario | 40 | 10 | - | 50 |
| 25. | OE7 | 4612 | MA(BJ)5 | Business Journalism | 40 | 10 | - | 50 |
| 26. | OE8 | 4613 | MA(BJ)5 | Criminal Procedure System & Crime Reporting | 40 | 10 | - | 50 |

Master of Arts in Broadcast Journalism - M.A (BJ) (Course Code - 117) SEMESTER - III

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 27. | CCC7 | 4619 | 3MA(BJ)1 | Radio Reporting & Production | 50 | 20 | 30 | 100 |
| 28. | CCC8 | 4620 | 3MA(BJ)2 | Television Reporting & Production | 50 | 20 | 30 | 100 |
| 29. | CCC9 | 4621 | 3MA(BJ)3 | Media Law and Ethics | 80 | 20 | - | 100 |
| 30. | CCE5 | 4622 | 3MA(BJ)4 | Corporate Communication & Public Relation | 80 | 20 | - | 100 |
| 31. | CCE6 | 4623 | 3MA(BJ)4 | OR Online Media | 80 | 20 | - | 100 |

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| Open Elective : (Any One in each Semester) | | | | | | | | |
|--|-----|------|---------|---|----|----|---|----|
| 32. | OE1 | 4606 | MA(BJ)5 | Environment Journalism | 40 | 10 | - | 50 |
| 33. | OE2 | 4607 | MA(BJ)5 | Rural Journalism | 40 | 10 | - | 50 |
| 34. | OE3 | 4608 | MA(BJ)5 | Spiritual Communication | 40 | 10 | - | 50 |
| 35. | OE4 | 4609 | MA(BJ)5 | Defence Journalism | 40 | 10 | - | 50 |
| 36. | OE5 | 4610 | MA(BJ)5 | Gender Studies | 40 | 10 | - | 50 |
| 37. | OE6 | 4611 | MA(BJ)5 | International Security Scenario | 40 | 10 | - | 50 |
| 38. | OE7 | 4612 | MA(BJ)5 | Business Journalism | 40 | 10 | - | 50 |
| 39. | OE8 | 4613 | MA(BJ)5 | Criminal Procedure System & Crime Reporting | 40 | 10 | - | 50 |

Master of Arts in Broadcast Journalism - M.A (BJ) (Course Code - 117) SEMESTER - IV

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--|-----------------|------------------------|----------------|---|----|----|----|-------|
| 40. | CCC10 | 4624 | 4MA(BJ)1 | Communication Research | 80 | 20 | - | 100 |
| 41. | CCC11 | 4625 | 4MA(BJ)2 | Advertisement for Broadcast Media | 80 | 20 | - | 100 |
| 42. | CCC12 | 4626 | 4MA(BJ)3 | Development Journalism | 80 | 20 | - | 100 |
| 43. | CCE7 | 4627 | 4MA(BJ)4 | Production Portfolio | - | 20 | 80 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 44. | OE1 | 4606 | MA(BJ)5 | Environment Journalism | 40 | 10 | - | 50 |
| 45. | OE2 | 4607 | MA(BJ)5 | Rural Journalism | 40 | 10 | - | 50 |
| 46. | OE3 | 4608 | MA(BJ)5 | Spiritual Communication | 40 | 10 | - | 50 |
| 47. | OE4 | 4609 | MA(BJ)5 | Defense Journalism | 40 | 10 | - | 50 |
| 48. | OE5 | 4610 | MA(BJ)5 | Gender Studies | 40 | 10 | - | 50 |
| 49. | OE6 | 4611 | MA(BJ)5 | International Security Scenario | 40 | 10 | - | 50 |
| 50. | OE7 | 4612 | MA(BJ)5 | Business Journalism | 40 | 10 | - | 50 |
| 51. | OE8 | 4613 | MA(BJ)5 | Criminal Procedure System & Crime Reporting | 40 | 10 | - | 50 |

4. Master of Science in Electronic Media-M.Sc. (EM) Course Code - 123 Two Years Full Time Post Graduate Course

Course:-

The Post Graduate Degree in Electronic Media – M.Sc. (EM) of Two Years (Four Semesters) course shall be designated as Master of Science (Electronic Media) and abbreviated as M.Sc. (E.M.) under choice based credit system (CBCS)

Admissions:-

1. A candidate seeking admission to M.Sc.(E.M.) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.Sc. (E.M.) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows:
 - (a) M.Sc. (EM) First Year
 - M.Sc. (EM) - I semester
 - M.Sc. (EM) - II semester


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(b) M.Sc. (EM) Second Year

- M.Sc. (EM) - III semester
- M.Sc. (EM) - IV semester

-: Scheme of Examinations:-

M.Sc. (Electronic Media) (Course Code - 123) SEMESTER - I

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 1. | CCC1 | 4651 | 1MSc(EM)1 | Introduction to Electronic Media | 80 | 20 | - | 100 |
| 2. | CCC2 | 4652 | 1MSc(EM)2 | Science of Human Communication | 80 | 20 | - | 100 |
| 3. | CCC3 | 4653 | 1MSc(EM)3 | Process of Mass Communication | 80 | 20 | - | 100 |
| 4. | CCE1 | 4654 | 1MSc(EM)4 | Applications of Computer in Electronic Media | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 5. | CCE2 | 4655 | 1MSc(EM)4 | Current Affairs for Electronic Media | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 6. | OE1 | 4656 | MSc(EM)5 | Environment and Media | 40 | 10 | - | 50 |
| 7. | OE2 | 4657 | MSc(EM)5 | Documentary and Film Production | 25 | 10 | 15 | 50 |
| 8. | OE3 | 4658 | MSc(EM)5 | Digital Photography | 40 | 10 | - | 50 |
| 9. | OE4 | 4659 | MSc(EM)5 | Digital Communication & App. of Multimedia in Electronic Media | 40 | 10 | - | 50 |
| 10. | OE5 | 4660 | MSc(EM)5 | Professional Videography | 25 | 10 | 15 | 50 |
| 11. | OE6 | 4661 | MSc(EM)5 | International Security Scenario | 40 | 10 | - | 50 |
| 12. | OE7 | 4662 | MSc(EM)5 | New Media and Its Characteristics | 40 | 10 | - | 50 |
| 13. | OE8 | 4663 | MSc(EM)5 | Cinema Studies | 40 | 10 | - | 50 |

M.Sc. (Electronic Media) (Course Code - 123) SEMESTER - II

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 14. | CCC4 | 4664 | 2MSc(EM)1 | Reporting for Electronic Media | 80 | 20 | - | 100 |
| 15. | CCC5 | 4665 | 2MSc(EM)2 | Media Language & Content | 80 | 20 | - | 100 |
| 16. | CCC6 | 4666 | 2MSc(EM)3 | Specialized Script Writing for Electronic Media | 80 | 20 | - | 100 |
| 17. | CCE3 | 4667 | 2MSc(EM)4 | Software for Media | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 18. | CCE4 | 4668 | 2MSc(EM)4 | Video Production | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 19. | OE1 | 4656 | MSc(EM)5 | Environment and Media | 40 | 10 | - | 50 |
| 20. | OE2 | 4657 | MSc(EM)5 | Documentary and Film Production | 25 | 10 | 15 | 50 |
| 21. | OE3 | 4658 | MSc(EM)5 | Digital Photography | 40 | 10 | - | 50 |
| 22. | OE4 | 4659 | MSc(EM)5 | Digital Communication & App. of Multimedia in Electronic Media | 40 | 10 | - | 50 |
| 23. | OE5 | 4660 | MSc(EM)5 | Professional Videography | 25 | 10 | 15 | 50 |
| 24. | OE6 | 4661 | MSc(EM)5 | International Security Scenario | 40 | 10 | - | 50 |
| 25. | OE7 | 4662 | MSc(EM)5 | New Media and Its Characteristics | 40 | 10 | - | 50 |
| 26. | OE8 | 4663 | MSc(EM)5 | Cinema Studies | 40 | 10 | - | 50 |

M.Sc. (Electronic Media) (Course Code - 123) SEMESTER - III

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|--------------------|----|----|---|-------|
| 27. | CCC7 | 4669 | 3MSc(EM)1 | Radio Production | 80 | 20 | - | 100 |
| 28. | CCC8 | 4670 | 3MSc(EM)2 | TV Production | 80 | 20 | - | 100 |

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| | | | | | | | | |
|---|------|------|-----------|--|----|----|----|-----|
| 29. | CCC9 | 4671 | 3MSc(EM)3 | Media Law & Ethics | 80 | 20 | - | 100 |
| 30. | CCE5 | 4672 | 3MSc(EM)4 | Community & Participatory Communication | 80 | 20 | - | 100 |
| OR | | | | | | | | |
| 31. | CCE6 | 4673 | 3MSc(EM)4 | Audio Production | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 32. | OE1 | 4656 | MSc(EM)5 | Environment and Media | 40 | 10 | - | 50 |
| 33. | OE2 | 4657 | MSc(EM)5 | Documentary and Film Production | 25 | 10 | 15 | 50 |
| 34. | OE3 | 4658 | MSc(EM)5 | Digital Photography | 40 | 10 | - | 50 |
| 35. | OE4 | 4659 | MSc(EM)5 | Digital Communication & App. of Multimedia in Electronic Media | 40 | 10 | - | 50 |
| 36. | OE5 | 4660 | MSc(EM)5 | Professional Videography | 25 | 10 | 15 | 50 |
| 37. | OE6 | 4661 | MSc(EM)5 | International Security Scenario | 40 | 10 | - | 50 |
| 38. | OE7 | 4662 | MSc(EM)5 | New Media and Its Characteristics | 40 | 10 | - | 50 |
| 39. | OE8 | 4663 | MSc(EM)5 | Cinema Studies | 40 | 10 | - | 50 |

M.Sc. (Electronic Media) (Course Code - 123) SEMESTER - IV

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 40. | CCC10 | 4674 | 4MSc(EM)1 | Advertisements for Broadcast Media | 80 | 20 | - | 100 |
| 41. | CCC11 | 4675 | 4MSc(EM)2 | Corporate Communication & Public Relations | 80 | 20 | - | 100 |
| 42. | CCC12 | 4676 | 4MSc(EM)3 | Media Research | 80 | 20 | - | 100 |
| 43. | CCE7 | 4677 | 4MSc(EM)4 | Production Portfolio | - | 20 | 80 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 45. | OE1 | 4656 | MSc(EM)5 | Environment and Media | 40 | 10 | - | 50 |
| 46. | OE2 | 4657 | MSc(EM)5 | Documentary and Film Production | 25 | 10 | 15 | 50 |
| 47. | OE3 | 4658 | MSc(EM)5 | Digital Photography | 40 | 10 | - | 50 |
| 48. | OE4 | 4659 | MSc(EM)5 | Digital Communication & App. of Multimedia in Electronic Media | 40 | 10 | - | 50 |
| 49. | OE5 | 4660 | MSc(EM)5 | Professional Videography | 25 | 10 | 15 | 50 |
| 50. | OE6 | 4661 | MSc(EM)5 | International Security Scenario | 40 | 10 | - | 50 |
| 51. | OE7 | 4662 | MSc(EM)5 | New Media and Its Characteristics | 40 | 10 | - | 50 |
| 52. | OE8 | 4663 | MSc(EM)5 | Cinema Studies | 40 | 10 | - | 50 |

5. Master of Arts in Mass Communication –M.A (MC) Course Code - 118 Two Years Full Time Post Graduate Course

Course :-

The Post Graduate Degree in Mass Communication - M.A (MC) of Two Years (Four Semesters) course shall be designated as Master of Arts (Mass Communication) and abbreviated as M.A.(M.C.) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to M.A.(M.C.) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.A.(M.C.) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows:


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- (a) M.A (MC) First Year
- M.A (MC) - I semester
 - M.A (MC) - II semester
- (b) M.A (MC) Second Year
- M.A (MC) - III semester
 - M.A (MC) - IV semester

-: Scheme of Examinations:-

MA in Mass Communication – M.A (MC) (Course Code – 118) SEMESTER – I

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 1. | CCC1 | 4701 | 1MA(MC)1 | Introduction to Socio Economic Polity | 80 | 20 | - | 100 |
| 2. | CCC2 | 4702 | 1MA(MC)2 | Media Language : Structure, Style & Translation | 80 | 20 | - | 100 |
| 3. | CCC3 | 4703 | 1MA(MC)3 | Origin and Growth of Media | 80 | 20 | - | 100 |
| 4. | CCE1 | 4704 | 1MA(MC)4 | Science of Human Communication | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 5. | OE1 | 4705 | MA(MC)5 | 1) Art of Photography | 25 | 10 | 15 | 50 |
| 6. | OE2 | 4706 | MA(MC)5 | 2) Art of Anchoring | 25 | 10 | 15 | 50 |
| 7. | OE3 | 4707 | MA(MC)5 | 3) Art, Culture and Life-style Communication | 25 | 10 | 15 | 50 |
| 8. | OE4 | 4708 | MA(MC)5 | 4) Communication Skill | 25 | 10 | 15 | 50 |
| 9. | OE5 | 4709 | MA(MC)5 | 5) Cyber Communication | 25 | 10 | 15 | 50 |
| 10. | OE6 | 4710 | MA(MC)5 | 6) Writing for New Media | 25 | 10 | 15 | 50 |
| 11. | OE7 | 4711 | MA(MC)5 | 7) Mobile Communication | 25 | 10 | 15 | 50 |
| 12. | OE8 | 4712 | MA(MC)5 | 8) Writing on Current Affairs | 25 | 10 | 15 | 50 |
| 13. | OE9 | 4713 | MA(MC)5 | 9) Business Journalism | 25 | 10 | 15 | 50 |

MA in Mass Communication – M.A (MC) (Course Code – 118) SEMESTER – II

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 14. | CCC4 | 4714 | 2MA(MC)1 | Art & Craft of Reporting (Print Media) | 50 | 20 | 30 | 100 |
| 15. | CCC5 | 4715 | 2MA(MC)2 | Communication for Development | 80 | 20 | - | 100 |
| 16. | CCC6 | 4716 | 2MA(MC)3 | Media Laws and Ethics | 80 | 20 | - | 100 |
| 17. | CCE2 | 4717 | 2MA(MC)4 | Mass Communication Concept and Process | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 18. | OE1 | 4705 | MA(MC)5 | 1) Art of Photography | 25 | 10 | 15 | 50 |
| 19. | OE2 | 4706 | MA(MC)5 | 2) Art of Anchoring | 25 | 10 | 15 | 50 |
| 20. | OE3 | 4707 | MA(MC)5 | 3) Art, Culture and Life-style Communication | 25 | 10 | 15 | 50 |
| 21. | OE4 | 4708 | MA(MC)5 | 4) Communication Skill | 25 | 10 | 15 | 50 |
| 22. | OE5 | 4709 | MA(MC)5 | 5) Cyber Communication | 25 | 10 | 15 | 50 |
| 23. | OE6 | 4710 | MA(MC)5 | 6) Writing for New Media | 25 | 10 | 15 | 50 |
| 24. | OE7 | 4711 | MA(MC)5 | 7) Mobile Communication | 25 | 10 | 15 | 50 |
| 25. | OE8 | 4712 | MA(MC)5 | 8) Writing on Current Affairs | 25 | 10 | 15 | 50 |
| 26. | OE9 | 4713 | MA(MC)5 | 9) Business Journalism | 25 | 10 | 15 | 50 |

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MA in Mass Communication – M.A (MC) (Course Code – 118) SEMESTER – III

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 27. | CCC7 | 4718 | 3MA(MC)1 | Art & Craft of Editing (Print Media) | 80 | 20 | - | 100 |
| 28. | CCC8 | 4719 | 3MA(MC)2 | Reporting & Editing for Electronic Media | 50 | 20 | 30 | 100 |
| 29. | CCC9 | 4720 | 3MA(MC)3 | Advertising : Principles & Practice | 80 | 20 | - | 100 |
| 30. | CCE3 | 4721 | 3MA(MC)4 | Radio Programme Production | 50 | 20 | 30 | 100 |
| 31. | CCE4 | 4722 | 3MA(MC)4 | OR Basic Computer Application | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 32. | OE1 | 4705 | MA(MC)5 | 1) Art of Photography | 25 | 10 | 15 | 50 |
| 33. | OE2 | 4706 | MA(MC)5 | 2) Art of Anchoring | 25 | 10 | 15 | 50 |
| 34. | OE3 | 4707 | MA(MC)5 | 3) Art, Culture and Life-style Communication | 25 | 10 | 15 | 50 |
| 35. | OE4 | 4708 | MA(MC)5 | 4) Communication Skill | 25 | 10 | 15 | 50 |
| 36. | OE5 | 4709 | MA(MC)5 | 5) Cyber Communication | 25 | 10 | 15 | 50 |
| 37. | OE6 | 4710 | MA(MC)5 | 6) Writing for New Media | 25 | 10 | 15 | 50 |
| 38. | OE7 | 4711 | MA(MC)5 | 7) Mobile Communication | 25 | 10 | 15 | 50 |
| 39. | OE8 | 4712 | MA(MC)5 | 8) Writing on Current Affairs | 25 | 10 | 15 | 50 |
| 40. | OE9 | 4713 | MA(MC)5 | 9) Business Journalism | 25 | 10 | 15 | 50 |

MA in Mass Communication – M.A (MC) (Course Code – 118) SEMESTER – IV

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 41. | CCC10 | 4723 | 4MA(MC)1 | Mass Communication Research | 80 | 20 | - | 100 |
| 42. | CCC11 | 4724 | 4MA(MC)2 | Media Management | 80 | 20 | - | 100 |
| 43. | CCC12 | 4725 | 4MA(MC)3 | Issue Oriented Writing | 80 | 20 | - | 100 |
| 44. | CCE5 | 4726 | 4MA(MC)4 | Television Programme Production | 50 | 20 | 30 | 100 |
| 45. | CCE6 | 4727 | 4MA(MC)4 | OR Public Relations and Corporate Communication | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 46. | OE1 | 4705 | MA(MC)5 | 1) Art of Photography | 25 | 10 | 15 | 50 |
| 47. | OE2 | 4706 | MA(MC)5 | 2) Art of Anchoring | 25 | 10 | 15 | 50 |
| 48. | OE3 | 4707 | MA(MC)5 | 3) Art, Culture and Life-style Communication | 25 | 10 | 15 | 50 |
| 49. | OE4 | 4708 | MA(MC)5 | 4) Communication Skill | 25 | 10 | 15 | 50 |
| 50. | OE5 | 4709 | MA(MC)5 | 5) Cyber Communication | 25 | 10 | 15 | 50 |
| 51. | OE6 | 4710 | MA(MC)5 | 6) Writing for New Media | 25 | 10 | 15 | 50 |
| 52. | OE7 | 4711 | MA(MC)5 | 7) Mobile Communication | 25 | 10 | 15 | 50 |
| 53. | OE8 | 4712 | MA(MC)5 | 8) Writing on Current Affairs | 25 | 10 | 15 | 50 |
| 54. | OE9 | 4713 | MA(MC)5 | 9) Business Journalism | 25 | 10 | 15 | 50 |

6. Master of Business Administration in Entertainment Communication – M.B.A.(EC) Course Code - 152 Two Years Full Time Post Graduate Course

Course :-

The Post Graduate Degree in Entertainment Communication – M.B.A (EC) of Two Years (Four Semesters) course shall be designated as Master of Business Administration (Entertainment Communication) and abbreviated as M.B.A. (E.C.) under choice based credit system (CBCS)

Admissions:-

1. A candidate seeking admission to M.B.A.(E.C.) course should be any Graduate from recognized University.


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2. A candidate seeking admission to M.B.A.(E.C.) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) M.B.A(EC) First Year
 - M.B.A(EC) - I semester
 - M.B.A(EC) - II semester
 - (b) M.B.A(EC) Second Year
 - M.B.A(EC) - III semester
 - M.B.A(EC) - IV semester

-: Scheme of Examinations:-

M.B.A Entertainment Communication (Two Year) Ist SEMESTER (Course Code -152)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 1. | CCC1 | 5301 | 1MBA(EC)1 | Science of Communication | 80 | 20 | - | 100 |
| 2. | CCC2 | 5302 | 1MBA(EC)2 | Principle & Practice of Management | 80 | 20 | - | 100 |
| 3. | CCC3 | 5303 | 1MBA(EC)3 | Basic Computer Applications & MIS | 50 | 20 | 30 | 100 |
| Core Course Elective : (Any One) | | | | | | | | |
| 4. | CCE1 | 5304 | 1MBA(EC)4 | 1) Media Business Communication | 80 | 20 | - | 100 |
| 5. | CCE2 | 5305 | 1MBA(EC)4 | 2) Origin and Growth of Indian Media | 80 | 20 | - | 100 |
| 6. | CCE3 | 5306 | 1MBA(EC)4 | 3) Organization and Management of Media | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 7. | OE1 | 5307 | MBA(EC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 8. | OE2 | 5308 | MBA(EC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 9. | OE3 | 5309 | MBA(EC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 10. | OE4 | 5310 | MBA(EC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 11. | OE5 | 5311 | MBA(EC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

M.B.A Entertainment Communication (Two Year) IInd SEMESTER (Course Code -152)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 12. | CCC4 | 5312 | 2MBA(EC)1 | Fundamentals of Media Production | 50 | 20 | 30 | 100 |
| 13. | CCC5 | 5313 | 2MBA(EC)2 | Basic of Accounting and Finance | 80 | 20 | - | 100 |
| 14. | CCC6 | 5314 | 2MBA(EC)3 | Marketing Management | 80 | 20 | - | 100 |
| Core Course Elective : (Any One) | | | | | | | | |
| 15. | CCE4 | 5315 | 2MBA(EC)4 | 1) Media Language : Structure, Style & Translation | 80 | 20 | - | 100 |
| 16. | CCE5 | 5316 | 2MBA(EC)4 | 2) Entertainment Programming for Print and New Media | 80 | 20 | - | 100 |
| 17. | CCE6 | 5317 | 2MBA(EC)4 | 3) Entertainment Programming for TV & Radio | 50 | 20 | 30 | 100 |


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| Open Elective : (Any One) | | | | | | | | |
|---------------------------|-----|------|----------|--|----|----|---|----|
| 18. | OE1 | 5307 | MBA(EC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 19. | OE2 | 5038 | MBA(EC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 20. | OE3 | 5309 | MBA(EC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 21. | OE4 | 5310 | MBA(EC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 22. | OE5 | 5311 | MBA(EC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

M.B.A Entertainment Communication (Two Year) IIIrd SEMESTER (Course Code -152)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 23. | CCC7 | 5318 | 3MBA(EC)1 | Media Laws and Ethics | 80 | 20 | - | 100 |
| 24. | CCC8 | 5319 | 3MBA(EC)2 | Media Research : Methods, Tools & Elements | 50 | 20 | 30 | 100 |
| 25. | CCC9 | 5320 | 3MBA(EC)3 | Human Resource Management | 80 | 20 | - | 100 |
| Core Course Elective : (Any One) | | | | | | | | |
| 26. | CCE7 | 5321 | 3MBA(EC)4 | 1) Content Production for Entertainment Media | 50 | 20 | 30 | 100 |
| 27. | CCE8 | 5322 | 3MBA(EC)4 | 2) Media Planning and Business Economics | 80 | 20 | - | 100 |
| 28. | CCE9 | 5323 | 3MBA(EC)4 | 3) Entertainment Communication and Indian Tradition | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 29. | OE1 | 5307 | MBA(EC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 30. | OE2 | 5038 | MBA(EC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 31. | OE3 | 5309 | MBA(EC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 32. | OE4 | 5310 | MBA(EC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 33. | OE5 | 5311 | MBA(EC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

M.B.A Entertainment Communication (Two Year) IVth SEMESTER (Course Code -152)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 34. | CCC10 | 5324 | 4MBA(EC)1 | Project Work | - | 20 | 80 | 100 |
| 35. | CCC11 | 5325 | 4MBA(EC)2 | Production Portfolio | - | 20 | 80 | 100 |
| 36. | CCC12 | 5326 | 4MBA(EC)3 | Audience Specific Entertainment and Analysis | 80 | 20 | - | 100 |
| Core Course Elective : (Any One) | | | | | | | | |
| 37. | CCE10 | 5327 | 4MBA(EC)3 | 1) Entertainment Media Houses Structures and Functions | 80 | 20 | - | 100 |
| 38. | CCE11 | 5328 | 4MBA(EC)3 | 2) News Paper and Magazine Production | 50 | 20 | 30 | 100 |
| 39. | CCE12 | 5329 | 4MBA(EC)3 | 3) Event Management | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 40. | OE1 | 5307 | MBA(EC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 41. | OE2 | 5038 | MBA(EC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 42. | OE3 | 5309 | MBA(EC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 43. | OE4 | 5310 | MBA(EC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 44. | OE5 | 5311 | MBA(EC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |


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**7. Master of Business Administration in Corporate Communication –M.B.A(CC)
Course Code - 139 Two Years Full Time Post Graduate Course**

Course :-

The Post Graduate Degree in Corporate Communication – M.B.A(CC) of Two Years (Four Semesters) course shall be designated as Master of Business Administration (Corporate Communication) and abbreviated as M.B.A.(C.C.) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to M.B.A.(C.C.) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.B.A.(C.C.) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) M.B.A(CC) First Year
 - M.B.A(CC) - I semester
 - M.B.A(CC) - II semester
 - (b) M.B.A(CC) Second Year
 - M.B.A(CC) - III semester
 - M.B.A(CC) - IV semester

:- Scheme of Examinations :-

M.B.A in Corporate Communication (Two Year) 1st SEMESTER (Course Code -139)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 1. | CCC1 | 5331 | 1MBA(CC)1 | Science of Communication | 80 | 20 | - | 100 |
| 2. | CCC2 | 5332 | 1MBA(CC)2 | Principle & Practice of Management | 80 | 20 | - | 100 |
| 3. | CCC3 | 5333 | 1MBA(CC)3 | Basic Computer Applications & MIS | 50 | 20 | 30 | 100 |
| Course Core Elective : (Any One) | | | | | | | | |
| 4. | CCE1 | 5334 | 1MBA(CC)4 | 1) Media Business Communication | 80 | 20 | - | 100 |
| 5. | CCE2 | 5335 | 1MBA(CC)4 | 2) Origin and Growth of Indian Media | 80 | 20 | - | 100 |
| 6. | CCE3 | 5336 | 1MBA(CC)4 | 3) Organization and Management of Media | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 7. | OE1 | 5337 | MBA(CC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 8. | OE2 | 5338 | MBA(CC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 9. | OE3 | 5339 | MBA(CC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 10. | OE4 | 5340 | MBA(CC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 11. | OE5 | 5341 | MBA(CC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |


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M.B.A in Corporate Communication (Two Year) IInd SEMESTER (Course Code -139)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 12. | CCC4 | 5342 | 2MBA(CC)1 | Fundamentals of Media Production | 50 | 20 | 30 | 100 |
| 13. | CCC5 | 5343 | 2MBA(CC)2 | Basic of Accounting and Finance | 80 | 20 | - | 100 |
| 14. | CCC6 | 5344 | 2MBA(CC)3 | Marketing Management | 80 | 20 | - | 100 |
| Course Core Elective : (Any One) | | | | | | | | |
| 15. | CCE4 | 5345 | 2MBA(CC)4 | 1) Media Language : Structure, Style & Translation | 80 | 20 | - | 100 |
| 16. | CCE5 | 5346 | 2MBA(CC)4 | 2) New media and its Characteristics | 50 | 20 | 30 | 100 |
| 17. | CCE6 | 5347 | 2MBA(CC)4 | 3) Corporate Social Responsibility | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 18. | OE1 | 5337 | MBA(CC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 19. | OE2 | 5338 | MBA(CC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 20. | OE3 | 5339 | MBA(CC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 21. | OE4 | 5340 | MBA(CC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 22. | OE5 | 5341 | MBA(CC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

M.B.A in Corporate Communication (Two Year) IIIrd SEMESTER (Course Code -139)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 23. | CCC7 | 5348 | 3MBA(CC)1 | Media Laws and Ethics | 80 | 20 | - | 100 |
| 24. | CCC8 | 5349 | 3MBA(CC)2 | Media Research : Methods, Tools & Elements | 50 | 20 | 30 | 100 |
| 25. | CCC9 | 5350 | 3MBA(CC)3 | Human Resource Management | 80 | 20 | - | 100 |
| Course Core Elective : (Any One) | | | | | | | | |
| 26. | CCE7 | 5351 | 3MBA(CC)4 | 1) Tools & Techniques of Public Relation | 80 | 20 | - | 100 |
| 27. | CCE8 | 5352 | 3MBA(CC)4 | 2) Corporate Media House Structures and functions | 80 | 20 | - | 100 |
| 28. | CCE9 | 5353 | 3MBA(CC)4 | 3) Corporate advertising and e-PR | 50 | 20 | 30 | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 29. | OE1 | 5337 | MBA(CC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 30. | OE2 | 5338 | MBA(CC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 31. | OE3 | 5339 | MBA(CC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 32. | OE4 | 5340 | MBA(CC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 33. | OE5 | 5341 | MBA(CC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

M.B.A in Corporate Communication (Two Year) IVth SEMESTER (Course Code -139)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 34. | CCC10 | 5354 | 4MBA(CC)1 | Project Work | - | 20 | 80 | 100 |
| 35. | CCC11 | 5355 | 4MBA(CC)1 | Production Portfolio | - | 20 | 80 | 100 |
| 36. | CCC12 | 5356 | 4MBA(CC)2 | Content writing for corporate communication | 80 | 20 | - | 100 |
| Course Core Elective : (Any One) | | | | | | | | |
| 37. | CCE10 | 5357 | 4MBA(CC)3 | 1) Corporate Consumer behavior and customer relationship management | 80 | 20 | - | 100 |

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| | | | | | | | | |
|----------------------------------|-------|------|-----------|--|----|----|----|-----|
| 38. | CCE11 | 5358 | 4MBA(CC)3 | 2) Integrated Corporate Communication | 80 | 20 | - | 100 |
| 39. | CCE12 | 5359 | 4MBA(CC)3 | 3) Event Management | 50 | 20 | 30 | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 40. | OE1 | 5337 | MBA(CC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 41. | OE2 | 5338 | MBA(CC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 42. | OE3 | 5339 | MBA(CC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 43. | OE4 | 5340 | MBA(CC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 44. | OE5 | 5341 | MBA(CC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

8. Master of Business Administration in Advertising and Marketing Communication –M.B.A(AMC) Course Code - 153 Two Years Full Time Post Graduate Course

Course:-

The Post Graduate Degree in Advertising and Marketing Communication – M.B.A(AMC) of Two Years (Four Semesters) course shall be designated as Master of Business Administration (Advertising and Marketing Communication) and abbreviated as M.B.A.(A.M.C.) under choice based credit system (CBCS)

Admissions:-

1. A candidate seeking admission to M.B.A.(A.M.C.) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.B.A.(A.M.C.) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:-

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows:
 - (a) M.B.A(AMC) First Year
 - M.B.A(AMC) - I semester
 - M.B.A(AMC) - II semester
 - (b) M.B.A(AMC) Second Year
 - M.B.A(AMC) - III semester
 - M.B.A(AMC) - IV semester

-: Scheme of Examinations :-

M.B.A in Advertising & Marketing Communication (Two Year) Ist SEMESTER (Course Code -153)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|------------------------------------|----|----|----|-------|
| 1. | CCC1 | 5361 | 1MBA(AMC)1 | Science of Communication | 80 | 20 | - | 100 |
| 2. | CCC2 | 5362 | 1MBA(AMC)2 | Principle & Practice of Management | 80 | 20 | - | 100 |
| 3. | CCC3 | 5363 | 1MBA(AMC)3 | Basic Computer Applications & MIS | 50 | 20 | 30 | 100 |
| Core Course Elective : (Any One) | | | | | | | | |
| 4. | CCE1 | 5364 | 1MBA(AMC)4 | 1) Media Business Communication | 80 | 20 | - | 100 |

| | | | | | | | | |
|----------------------------------|------|------|------------|--|----|----|---|-----|
| 5. | CCE2 | 5365 | 1MBA(AMC)4 | 2) Origin and Growth of Indian Media | 80 | 20 | - | 100 |
| 6. | CCE3 | 5366 | 1MBA(AMC)4 | 3) Organization and Management of Media | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 7. | OE1 | 5367 | MBA(AMC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 8. | OE2 | 5368 | MBA(AMC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 9. | OE3 | 5369 | MBA(AMC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 10. | OE4 | 5370 | MBA(AMC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 11. | OE5 | 5371 | MBA(AMC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

M.B.A in Advertising & Marketing Communication (Two Year) IIrd SEMESTER (Course Code -153)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 12. | CCC4 | 5372 | 2MBA(AMC)1 | Fundamentals of Media Production | 50 | 20 | 30 | 100 |
| 13. | CCC5 | 5373 | 2MBA(AMC)2 | Basic of Accounting and Finance | 80 | 20 | - | 100 |
| 14. | CCC6 | 5374 | 2MBA(AMC)3 | Marketing Management | 80 | 20 | - | 100 |
| Core Course Elective : (Any One) | | | | | | | | |
| 15. | CCE4 | 5375 | 2MBA(AMC)4 | 1) Media Language : Structure, Style & Translation | 80 | 20 | - | 100 |
| 16. | CCE5 | 5376 | 2MBA(AMC)4 | 2) New media and its Characteristics | 50 | 20 | 30 | 100 |
| 17. | CCE6 | 5377 | 2MBA(AMC)4 | 3) Consumer Behavior and Customer Relationship Management | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 18. | OE1 | 5367 | MBA(AMC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 19. | OE2 | 5368 | MBA(AMC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 20. | OE3 | 5369 | MBA(AMC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 21. | OE4 | 5370 | MBA(AMC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 22. | OE5 | 5371 | MBA(AMC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

M.B.A in Advertising & Marketing Communication (Two Year) IIIrd SEMESTER (Course Code -153)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 23. | CCC7 | 5378 | 3MBA(AMC)1 | Media Laws and Ethics | 80 | 20 | - | 100 |
| 24. | CCC8 | 5379 | 3MBA(AMC)2 | Media Research : Methods, Tools & Elements | 50 | 20 | 30 | 100 |
| 25. | CCC9 | 5380 | 3MBA(AMC)3 | Human Resource Management | 80 | 20 | - | 100 |
| Core Course Elective : (Any One) | | | | | | | | |
| 26. | CCE7 | 5381 | 3MBA(AMC)4 | 1) Advertising Concepts Principle and Planning | 50 | 20 | 30 | 100 |
| 27. | CCE8 | 5382 | 3MBA(AMC)4 | 2) Direct Marketing and Sales Promotion | 80 | 20 | - | 100 |
| 28. | CCE9 | 5383 | 3MBA(AMC)4 | 3) Media Planning and Business Economics | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 29. | OE1 | 5367 | MBA(AMC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 30. | OE2 | 5368 | MBA(AMC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 31. | OE3 | 5369 | MBA(AMC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 32. | OE4 | 5370 | MBA(AMC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 33. | OE5 | 5371 | MBA(AMC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

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M.B.A in Advertising & Marketing Communication (Two Year) IVth SEMESTER (Course Code -153)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Tota |
|---|-----------------|------------------------|----------------|--|----|----|----|------|
| 34. | CCC10 | 5384 | 4MBA(AMC)1 | Project Work | - | 20 | 80 | 100 |
| 35. | CCC11 | 5385 | 4MBA(AMC)2 | Production Portfolio | - | 20 | 80 | 100 |
| 36. | CCC12 | 5386 | 4MBA(AMC)3 | Integrated Marketing Communication and Creative Advertising | 80 | 20 | - | 100 |
| Core Course Elective : (Any One) | | | | | | | | |
| 37. | CCE10 | 5387 | 4MBA(AMC)3 | 1) Advertising Presentation for TV, Radio, Internet and Mobile | 50 | 20 | 30 | 100 |
| 38. | CCE11 | 5388 | 4MBA(AMC)3 | 2) Web Advertising and e-PR | 80 | 20 | - | 100 |
| 39. | CCE12 | 5389 | 4MBA(AMC)3 | 3) Business Environment and Strategic Brand Management | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 40. | OE1 | 5367 | MBA(AMC)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 41. | OE2 | 5368 | MBA(AMC)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 42. | OE3 | 5369 | MBA(AMC)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 43. | OE4 | 5370 | MBA(AMC)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 44. | OE5 | 5371 | MBA(AMC)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

9. Master of Business Administration in Media Management-M.B.A(MM) Course Code - 151 Two Years Full Time Post Graduate Course**Course :-**

The Post Graduate Degree in Media Management – M.B.A(MM) of Two Years (Four Semesters) course shall be designated as Master of Business Administration (Media Management) and abbreviated as M.B.A.(M.M.) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to M.B.A.(M.M.) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.B.A.(M.M.) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows:
 - (a) M.B.A(MM) First Year
 - M.B.A (MM) - I semester
 - M.B.A (MM) - II semester
 - (b) M.B.A (MM) Second Year
 - M.B.A (MM) - III semester
 - M.B.A (MM) - IV semester


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-: Scheme of Examinations:-

M.B.A in Media Management (Two Year) Ist SEMESTER (Course Code -151)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 1. | CCC1 | 5391 | 1MBA(MM)1 | Science of Communication | 80 | 20 | - | 100 |
| 2. | CCC2 | 5392 | 1MBA(MM)2 | Principle & Practice of Management | 80 | 20 | - | 100 |
| 3. | CCC3 | 5393 | 1MBA(MM)3 | Basic Computer Applications & MIS | 50 | 20 | 30 | 100 |
| Elective : (Any One) | | | | | | | | |
| 4. | CCE1 | 5394 | 1MBA(MM)4 | Media Business Communication | 80 | 20 | - | 100 |
| 5. | CCE2 | 5395 | 1MBA(MM)4 | Origin and Growth of Indian Media | 80 | 20 | - | 100 |
| 6. | CCE3 | 5396 | 1MBA(MM)4 | Organization and Management of Media | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 7. | OE1 | 5397 | MBA(MM)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 8. | OE2 | 5398 | MBA(MM)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 9. | OE3 | 5399 | MBA(MM)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 10. | OE4 | 5400 | MBA(MM)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 11. | OE5 | 5401 | MBA(MM)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

M.B.A in Media Management (Two Year) IInd SEMESTER (Course Code -151)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 12. | CCC4 | 5402 | 2MBA(MM)1 | Fundamentals of Media Production | 50 | 20 | 30 | 100 |
| 13. | CCC5 | 5403 | 2MBA(MM)2 | Basic of Accounting and Finance | 80 | 20 | - | 100 |
| 14. | CCC6 | 5404 | 2MBA(MM)3 | Marketing Management | 80 | 20 | - | 100 |
| Elective : (Any One) | | | | | | | | |
| 15. | CCE4 | 5405 | 2MBA(MM)4 | Media Language : Structure, Style & Translation | 80 | 20 | - | 100 |
| 16. | CCE5 | 5406 | 2MBA(MM)4 | New media and its Characteristics | 50 | 20 | 30 | 100 |
| 17. | CCE6 | 5407 | 2MBA(MM)4 | Organizational Behavior | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 18. | OE1 | 5397 | MBA(MM)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 19. | OE2 | 5398 | MBA(MM)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 20. | OE3 | 5399 | MBA(MM)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 21. | OE4 | 5400 | MBA(MM)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 22. | OE5 | 5401 | MBA(MM)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

M.B.A in Media Management (Two Year) IIIrd SEMESTER (Course Code -151)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|-----------------------------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 23. | CCC7 | 5408 | 3MBA(MM)1 | Media Laws and Ethics | 80 | 20 | - | 100 |
| 24. | CCC8 | 5409 | 3MBA(MM)2 | Media Research : Methods, Tools & Elements | 50 | 20 | 30 | 100 |
| 25. | CCC9 | 5410 | 3MBA(MM)3 | Human Resource Management | 80 | 20 | - | 100 |
| Elective : (Any One) | | | | | | | | |
| 26. | CCE7 | 5411 | 3MBA(MM)4 | Media Planning and Business Economics | 80 | 20 | - | 100 |
| 27. | CCE8 | 5412 | 3MBA(MM)4 | Audience Readership Survey | 50 | 20 | 30 | 100 |
| 28. | CCE9 | 5413 | 3MBA(MM)4 | Media Houses Structures and Functions | 80 | 20 | - | 100 |

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| Open Elective : (Any One) | | | | | | | | |
|---------------------------|-----|------|----------|--|----|----|---|----|
| 29. | OE1 | 5397 | MBA(MM)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 30. | OE2 | 5398 | MBA(MM)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 31. | OE3 | 5399 | MBA(MM)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 32. | OE4 | 5400 | MBA(MM)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 33. | OE5 | 5401 | MBA(MM)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

M.B.A in Media Management (Two Year) IVth SEMESTER (Course Code -151)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---------------------------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 34. | CCC10 | 5414 | 4MBA(MM)1 | Project Work | - | 20 | 80 | 100 |
| 35. | CCC11 | 5415 | 4MBA(MM)2 | Production Portfolio | - | 20 | 80 | 100 |
| 36. | CCC12 | 5416 | 4MBA(MM)3 | Media Techno Production | 80 | 20 | - | 100 |
| Elective : (Any One) | | | | | | | | |
| 37. | CCE10 | 5417 | 4MBA(MM)3 | News Paper & Magazine Production | 50 | 20 | 30 | 100 |
| 38. | CCE11 | 5418 | 4MBA(MM)3 | Brand Management | 80 | 20 | - | 100 |
| 39. | CCE12 | 5419 | 4MBA(MM)3 | Event Management | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 40. | OE1 | 5397 | MBA(MM)5 | Soft Skills for Managers | 40 | 10 | - | 50 |
| 41. | OE2 | 5398 | MBA(MM)5 | Space Management and Advertising in Media | 40 | 10 | - | 50 |
| 42. | OE3 | 5399 | MBA(MM)5 | Stress and Time Management | 40 | 10 | - | 50 |
| 43. | OE4 | 5400 | MBA(MM)5 | Election Campaign Communication Management | 40 | 10 | - | 50 |
| 44. | OE5 | 5401 | MBA(MM)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

10. Master of Science in Media Research-M.Sc.(MR) Course Code - 162 Two Years Full Time Post Graduate Course

Course:-

The Post Graduate Degree in Media Research- M.Sc.(MR) of Two Years (Four Semesters) course shall be designated as Master of Science (Media Research) and abbreviated as M.Sc.(M.R.) under choice based credit system (CBCS)

Admissions:-

1. A candidate seeking admission to M.Sc.(M.R.) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.Sc.(M.R.) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows:

- (a) M.Sc.(MR) First Year
 - M.Sc.(MR) - I semester
 - M.Sc.(MR) - II semester


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(b) M.Sc.(MR) Second Year

- M.Sc.(MR) - III semester
- M.Sc.(MR) - IV semester

-: Scheme of Examinations:-

Master of Science in Media Research M.Sc. (MR) Semester-I (Course Code-162)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 1. | CCC1 | 4871 | 1MSc(MR)1 | Science of Communication | 80 | 20 | - | 100 |
| 2. | CCC2 | 4872 | 1MSc(MR)2 | Introduction to Media Research and Design | 50 | 20 | 30 | 100 |
| 3. | CCC3 | 4873 | 1MSc(MR)3 | Communication Technology and Research | 80 | 20 | - | 100 |
| 4. | CCE1 | 4874 | 1MSc(MR)4 | 1) Fundamental of Computer | 50 | 20 | 30 | 100 |
| 5. | CCE2 | 4875 | 1MSc(MR)4 | 2) Anthropology of Mass Media | 50 | 20 | 30 | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 6. | OE1 | 4876 | MSc(MR)5 | Content Analysis | 25 | 10 | 15 | 50 |
| 7. | OE2 | 4877 | MSc(MR)5 | Marketing Research | 40 | 10 | - | 50 |
| 8. | OE3 | 4878 | MSc(MR)5 | SPSS | 25 | 10 | 15 | 50 |
| 9. | OE4 | 4879 | MSc(MR)5 | Web Survey Methodology | 25 | 10 | 15 | 50 |
| 10. | OE5 | 4880 | MSc(MR)5 | Media Planning and Strategy Research | 40 | 10 | - | 50 |

Master of Science in Media Research M.Sc. (MR) Semester-II (Course Code-162)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|--------------------------------------|----|----|----|-------|
| 11. | CCC4 | 4881 | 2MSc(MR)1 | Mass Communication Process | 80 | 20 | - | 100 |
| 12. | CCC5 | 4882 | 2MSc(MR)2 | Media Research Methods & Tools | 50 | 20 | 30 | 100 |
| 13. | CCC6 | 4883 | 2MSc(MR)3 | Data Analysis and Interpretation | 50 | 20 | 30 | 100 |
| 14. | CCE3 | 4884 | 2MSc(MR)4 | 1) Multimedia & Research | 50 | 20 | 30 | 100 |
| 15. | CCE4 | 4885 | 2MSc(MR)4 | 2) Elementary Statistics & SPSS | 50 | 20 | 30 | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 16. | OE1 | 4876 | MSc(MR)5 | Content Analysis | 25 | 10 | 15 | 50 |
| 17. | OE2 | 4877 | MSc(MR)5 | Marketing Research | 40 | 10 | - | 50 |
| 18. | OE3 | 4878 | MSc(MR)5 | SPSS | 25 | 10 | 15 | 50 |
| 19. | OE4 | 4879 | MSc(MR)5 | Web Survey Methodology | 25 | 10 | 15 | 50 |
| 20. | OE5 | 4880 | MSc(MR)5 | Media Planning and Strategy Research | 40 | 10 | - | 50 |

Master of Science in Media Research M.Sc. (MR) Semester-III (Course Code-162)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|-------------------------------------|----|----|----|-------|
| 21. | CCC7 | 4886 | 3MSc(MR)1 | Audience and Opinion Research | 50 | 20 | 30 | 100 |
| 22. | CCC8 | 4887 | 3MSc(MR)2 | New Media Research | 50 | 20 | 30 | 100 |
| 23. | CCC9 | 4888 | 3MSc(MR)3 | Advanced Statistics and SPSS | 50 | 20 | 30 | 100 |
| 24. | CCE5 | 4889 | 3MSc(MR)4 | 1) Qualitative Research | 80 | 20 | - | 100 |
| 25. | CCE6 | 4890 | 3MSc(MR)4 | 2) Political Communication Research | 80 | 20 | - | 100 |

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| Open Elective : (Any One) | | | | | | | | |
|---------------------------|-----|------|----------|--------------------------------------|----|----|----|----|
| 26. | OE1 | 4876 | MSc(MR)5 | Content Analysis | 25 | 10 | 15 | 50 |
| 27. | OE2 | 4877 | MSc(MR)5 | Marketing Research | 40 | 10 | - | 50 |
| 28. | OE3 | 4878 | MSc(MR)5 | SPSS | 25 | 10 | 15 | 50 |
| 29. | OE4 | 4879 | MSc(MR)5 | Web Survey Methodology | 25 | 10 | 15 | 50 |
| 30. | OE5 | 4880 | MSc(MR)5 | Media Planning and Strategy Research | 40 | 10 | - | 50 |

Master of Science in Media Research M.Sc. (MR) Semester-IV (Course Code-162)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 31. | CCC10 | 4891 | 4MSc(MR)1 | Research Report Writing | 80 | 20 | - | 100 |
| 32. | CCC11 | 4892 | 4MSc(MR)2 | New Trends in Media Research | 80 | 20 | - | 100 |
| 33. | CCC12 | 4893 | 4MSc(MR)3 | Marketing and Advertising Research | 50 | 20 | 30 | 100 |
| 34. | CCE7 | 4894 | 4MSc(MR)4 | Minor Project Report – 50 Marks Viva – 30 (15 Internal & 15 External) | - | 20 | 80 | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 35. | OE1 | 4876 | MSc(MR)5 | Content Analysis | 25 | 10 | 15 | 50 |
| 36. | OE2 | 4877 | MSc(MR)5 | Marketing Research | 40 | 10 | - | 50 |
| 37. | OE3 | 4878 | MSc(MR)5 | SPSS | 25 | 10 | 15 | 50 |
| 38. | OE4 | 4879 | MSc(MR)5 | Web Survey Methodology | 25 | 10 | 15 | 50 |
| 39. | OE5 | 4880 | MSc(MR)5 | Media Planning and Strategy Research | 40 | 10 | - | 50 |

11. Master of Science in Film Production – M.Sc.(FP) Course Code - 177 Two Years Full Time Post Graduate Course

Course:-

The Post Graduate Degree in Film Production- M.Sc.(FP) of Two Years (Four Semesters) course shall be designated as Master of Science (Film Production) and abbreviated as M.Sc.(FP) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to M.Sc.(FP) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.Sc.(FP) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows:
 - (a) M.Sc.(FP) First Year
 - M.Sc.(FP) - I semester
 - M.Sc.(FP) - II semester
 - (b) M.Sc.(FP) Second Year
 - M.Sc.(FP) - III semester
 - M.Sc.(FP) - IV semester

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-: Scheme of Examinations:-

Master of Science in Film Production M.Sc. (FP) Ist SEMESTER (Course Code-177)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|-------------------------------------|----|----|----|-------|
| 1. | CCC1 | 4901 | 1MSc(FP)1 | Film Production - I (Equipment) | 50 | 20 | 30 | 100 |
| 2. | CCC2 | 4902 | 1MSc(FP)2 | Indian Cinema - A Journey | 80 | 20 | - | 100 |
| 3. | CCC3 | 4903 | 1MSc(FP)3 | Film Appreciation Analysis | 80 | 20 | - | 100 |
| 4. | CCE1 | 4904 | 1MSc(FP)4 | Science of Human Communication | 80 | 20 | - | 100 |
| 5. | CCE2 | 4905 | 1MSc(FP)4 | Computer Application : Introduction | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 6. | OE1 | 4906 | M.Sc.(FP)5 | Film Appreciation | 40 | 10 | - | 50 |
| 7. | OE2 | 4907 | M.Sc.(FP)5 | Visual Writing | 40 | 10 | - | 50 |
| 8. | OE3 | 4908 | M.Sc.(FP)5 | Script Writing and Story Boarding | 40 | 10 | - | 50 |
| 9. | OE4 | 4909 | M.Sc.(FP)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

Master of Science in Film Production M.Sc. (FP) IInd SEMESTER (Course Code-177)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 10. | CCC4 | 4910 | 2MSc(FP)1 | Planning and Writing for Cinema | 80 | 20 | - | 100 |
| 11. | CCC5 | 4911 | 2MSc(FP)2 | Visualization and Cinematography | 50 | 20 | 30 | 100 |
| 12. | CCC6 | 4912 | 2MSc(FP)3 | Multimedia and Animation | 50 | 20 | 30 | 100 |
| 13. | CCE3 | 4913 | 2MSc(FP)4 | Process of Mass Communication | 80 | 20 | - | 100 |
| 14. | CCE4 | 4914 | 2MSc(FP)4 | Drama and Aesthetics | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 15. | OE1 | 4906 | M.Sc.(FP)5 | Film Appreciation | 40 | 10 | - | 50 |
| 16. | OE2 | 4907 | M.Sc.(FP)5 | Visual Writing | 40 | 10 | - | 50 |
| 17. | OE3 | 4908 | M.Sc.(FP)5 | Script Writing and Story Boarding | 40 | 10 | - | 50 |
| 18. | OE4 | 4909 | M.Sc.(FP)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

Master of Science in Film Production M.Sc. (FP) IIIrd SEMESTER (Course Code-177)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---------------------------------------|----|----|----|-------|
| 19. | CCC7 | 4915 | 3MSc(FP)1 | Film Production – II (Pre Production) | 80 | 20 | - | 100 |
| 20. | CCC8 | 4916 | 3MSc(FP)2 | Sound and Lighting | 50 | 20 | 30 | 100 |
| 21. | CCC9 | 4917 | 3MSc(FP)3 | Film Editing | 50 | 20 | 30 | 100 |
| 22. | CCE5 | 4918 | 3MSc(FP)4 | Society, Culture and Film | 80 | 20 | - | 100 |
| 23. | CCE6 | 4919 | 3MSc(FP)4 | Special Effects For Film | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 24. | OE1 | 4906 | M.Sc.(FP)5 | Film Appreciation | 40 | 10 | - | 50 |
| 25. | OE2 | 4907 | M.Sc.(FP)5 | Visual Writing | 40 | 10 | - | 50 |
| 26. | OE3 | 4908 | M.Sc.(FP)5 | Script Writing and Story Boarding | 40 | 10 | - | 50 |
| 27. | OE4 | 4909 | M.Sc.(FP)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

Master of Science in Film Production M.Sc.(FP) IVth SEMESTER (Course Code-177)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|--------------------|----|----|---|-------|
| 28. | CCC10 | 4920 | 4MSc(FP)1 | Film Research | 80 | 20 | - | 100 |

| | | | | | | | | |
|---|-------|------|------------|--|----|----|----|-----|
| 29. | CCC11 | 4921 | 4MSc(FP)2 | Portfolio :- Project Evaluation - 50 Practical - 30 | - | 20 | 80 | 100 |
| 30. | CCC12 | 4922 | 4MSc(FP)3 | Project Work Project Evaluation - 50 Practical - 30 | - | 20 | 80 | 100 |
| 31. | CCE7 | 4923 | 4MSc(FP)4 | Film Management, Marketing and Exhibitions | 80 | 20 | - | 100 |
| 32. | CCE8 | 4924 | 4MSc(FP)4 | OR Film Regulation | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 33. | OE1 | 4906 | M.Sc.(FP)5 | Film Appreciation | 40 | 10 | - | 50 |
| 34. | OE2 | 4907 | M.Sc.(FP)5 | Visual Writing | 40 | 10 | - | 50 |
| 35. | OE3 | 4908 | M.Sc.(FP)5 | Script Writing and Story Boarding | 40 | 10 | - | 50 |
| 36. | OE4 | 4909 | M.Sc.(FP)5 | Entrepreneurship Development | 40 | 10 | - | 50 |

12. Master of Arts in New Media Content Design – M.A (NMCD) Course Code - 178 Two Years Full Time Post Graduate Course

Course:-

The Post Graduate Degree in New Media Content Design- M.A (NMCD) of Two Years (Four Semesters) course shall be designated as Master of Arts (New Media Content Design) and abbreviated as M.A. (NMCD) under choice based credit system (CBCS)

Admissions:-

1. A candidate seeking admission to M.A.(NMCD) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.A.(NMCD) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) M.A(NMCD) First Year
 - M.A(NMCD) - I semester
 - M.A(NMCD) - II semester
 - (b) M.A(NMCD) Second Year
 - M.A(NMCD) - III semester
 - M.A(NMCD) - IV semester

-: Scheme of Examinations :-

Master of Arts in New Media Content Design M.A.(NMCD) Ist SEMESTER (Course Code-178)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 1. | CCC1 | 4936 | 1MA(NMCD)1 | Introduction to Interpreting New Media | 80 | 20 | - | 100 |
| 2. | CCC2 | 4937 | 1MA(NMCD)2 | Introduction to contextual Information | 80 | 20 | - | 100 |
| 3. | CCC3 | 4938 | 1MA(NMCD)3 | Content Production | 50 | 20 | 30 | 100 |

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| | | | | | | | | |
|---|------|------|------------|---|----|----|----|-----|
| 4. | CCE1 | 4939 | 1MA(NMCD)4 | Introduction to Media and Language | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 5. | OE1 | 4940 | MA(NMCD)5 | Challenges and Opportunities of New Media | 40 | 10 | - | 50 |
| 6. | OE2 | 4941 | MA(NMCD)5 | Content aggregation, Ethics and Practice | 40 | 10 | - | 50 |
| 7. | OE3 | 4942 | MA(NMCD)5 | Gamification Through Content | 40 | 10 | - | 50 |
| 8. | OE4 | 4943 | MA(NMCD)5 | Video Game Design | 40 | 10 | - | 50 |

Master of Arts in New Media Content Design M.A.(NMCD) IIInd SEMESTER (Course Code-178)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 9. | CCC4 | 4944 | 2MA(NMCD)1 | Editing of Media | 50 | 20 | 30 | 100 |
| 10. | CCC5 | 4945 | 2MA(NMCD)2 | Visual content Design for New Media | 50 | 20 | 30 | 100 |
| 11. | CCC6 | 4946 | 2MA(NMCD)3 | Elements of Design | 80 | 20 | - | 100 |
| 12. | CCE2 | 4947 | 2MA(NMCD)4 | Psychology and Media | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 13. | OE1 | 4940 | MA(NMCD)5 | Challenges and Opportunities of New Media | 40 | 10 | - | 50 |
| 14. | OE2 | 4941 | MA(NMCD)5 | Content aggregation, Ethics and Practice | 40 | 10 | - | 50 |
| 15. | OE3 | 4942 | MA(NMCD)5 | Gamification Through Content | 40 | 10 | - | 50 |
| 16. | OE4 | 4943 | MA(NMCD)5 | Video Game Design | 40 | 10 | - | 50 |

Master of Arts in New Media Content Design M.A.(NMCD) IIIrd SEMESTER (Course Code-178)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 17. | CCC7 | 4948 | 3MA(NMCD)1 | Layout Design | 50 | 20 | 30 | 100 |
| 18. | CCC8 | 4949 | 3MA(NMCD)2 | Multiplatform publishing for Different Media | 50 | 20 | 30 | 100 |
| 19. | CCC9 | 4950 | 3MA(NMCD)3 | Virality and Monetization of Different platforms and Media | 80 | 20 | - | 100 |
| 20. | CCE3 | 4951 | 3MA(NMCD)4 | Publishing on Social Media | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 21. | OE1 | 4940 | MA(NMCD)5 | Challenges and Opportunities of New Media | 40 | 10 | - | 50 |
| 22. | OE2 | 4941 | MA(NMCD)5 | Content aggregation, Ethics and Practice | 40 | 10 | - | 50 |
| 23. | OE3 | 4942 | MA(NMCD)5 | Gamification Through Content | 40 | 10 | - | 50 |
| 24. | OE4 | 4943 | MA(NMCD)5 | Video Game Design | 40 | 10 | - | 50 |

Master of Arts in New Media Content Design M.A.(NMCD) IVth SEMESTER (Course Code-178)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 25. | CCC10 | 4952 | 4MA(NMCD)1 | Project Work | - | 40 | 60 | 100 |
| 26. | CCC11 | 4953 | 4MA(NMCD)2 | Project Portfolio Management | - | 40 | 60 | 100 |
| 27. | CCC12 | 4954 | 4MA(NMCD)3 | Data Visualisation and Analysis | 80 | 20 | - | 100 |
| 28. | CCE4 | 4955 | 4MA(NMCD)4 | Internet of Things | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 29. | OE1 | 4940 | MA(NMCD)5 | Challenges and Opportunities of New Media | 40 | 10 | - | 50 |
| 30. | OE2 | 4941 | MA(NMCD)5 | Content aggregation, Ethics and Practice | 40 | 10 | - | 50 |
| 31. | OE3 | 4942 | MA(NMCD)5 | Gamification Through Content | 40 | 10 | - | 50 |
| 32. | OE4 | 4943 | MA(NMCD)5 | Video Game Design | 40 | 10 | - | 50 |

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13. Master of Science in New Media – M.Sc.(NM) Course Code - 182 Two Years Full Time Post Graduate Course

Course :-

The Post Graduate Degree in New Media – M.Sc.(NM) of Two Years (Four Semesters) course shall be designated as Master of Science (New Media) and abbreviated as M.Sc.(NM) under choice based credit system (CBCS)

Admissions:-

1. A candidate seeking admission to M.Sc.(NM) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.Sc.(NM) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows:
 - (a) M.Sc.(NM) First Year
 - M.Sc.(NM) - I semester
 - M.Sc.(NM) - II semester
 - (b) M.Sc.(NM) Second Year
 - M.Sc.(NM) - III semester
 - M.Sc.(NM) - IV semester

-: Scheme of Examinations :-

M.Sc. (New Media) M.Sc.(NM) Ist SEMESTER (Course Code-182)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 1. | CCC1 | 4966 | 1MSc(NM)1 | Science of Human Communication | 80 | 20 | - | 100 |
| 2. | CCC2 | 4967 | 1MSc(NM)2 | Fundamentals of Multimedia | 50 | 20 | 30 | 100 |
| 3. | CCC3 | 4968 | 1MSc(NM)3 | Web Communication | 50 | 20 | 30 | 100 |
| 4. | CCE1 | 4969 | 1MSc(NM)4 | a) Trends in New Media | 80 | 20 | - | 100 |
| 5. | CCE2 | 4970 | 1MSc(NM)4 | b) Elements of Design | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 6. | OE1 | 4971 | MSc(NM)5 | Video Production for Mobile devices | 40 | 10 | - | 50 |
| 7. | OE2 | 4972 | MSc(NM)5 | Script Writing and Story Boarding for New Media | 40 | 10 | - | 50 |
| 8. | OE3 | 4973 | MSc(NM)5 | Application Designing for Small Devices | 40 | 10 | - | 50 |
| 9. | OE4 | 4974 | MSc(NM)5 | Animation Technology | 40 | 10 | - | 50 |
| 10. | OE5 | 4975 | MSc(NM)5 | Digital Printing Process | 40 | 10 | - | 50 |
| 11. | OE6 | 4976 | MSc(NM)5 | Video Game Design | 40 | 10 | - | 50 |
| 12. | OE7 | 4977 | MSc(NM)5 | Publishing on Social Media | 40 | 10 | - | 50 |
| 13. | OE8 | 4978 | MSc(NM)5 | Gamification through content | 40 | 10 | - | 50 |
| 14. | OE9 | 4979 | MSc(NM)5 | Content aggregation ethics & practice | 40 | 10 | - | 50 |

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M.Sc. (New Media) M.Sc.(NM) IInd SEMESTER (Course Code-182)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 15. | CCC4 | 4980 | 2MSc(NM)1 | Production Pipeline | 50 | 20 | 30 | 100 |
| 16. | CCC5 | 4981 | 2MSc(NM)2 | Art and Craft of Online Writing | 50 | 20 | 30 | 100 |
| 17. | CCC6 | 4982 | 2MSc(NM)3 | Visual Content Design for New Media | 80 | 20 | - | 100 |
| 18. | CCE3 | 4983 | 2MSc(NM)4 | a) Cyber Security & Ethical Practices | 80 | 20 | - | 100 |
| 19. | CCE4 | 4984 | 2MSc(NM)4 | b) Colour Science & Management | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 20. | OE1 | 4971 | MSc(NM)5 | Video Production for Mobile devices | 40 | 10 | - | 50 |
| 21. | OE2 | 4972 | MSc(NM)5 | Script Writing and Story Boarding for New Media | 40 | 10 | - | 50 |
| 22. | OE3 | 4973 | MSc(NM)5 | Application Designing for Small Devices | 40 | 10 | - | 50 |
| 23. | OE4 | 4974 | MSc(NM)5 | Animation Technology | 40 | 10 | - | 50 |
| 24. | OE5 | 4975 | MSc(NM)5 | Digital Printing Process | 40 | 10 | - | 50 |
| 25. | OE6 | 4976 | MSc(NM)5 | Video Game Design | 40 | 10 | - | 50 |
| 26. | OE7 | 4977 | MSc(NM)5 | Publishing on Social Media | 40 | 10 | - | 50 |
| 27. | OE8 | 4978 | MSc(NM)5 | Gamification through content | 40 | 10 | - | 50 |
| 28. | OE9 | 4979 | MSc(NM)5 | Content aggregation ethics & practice | 40 | 10 | - | 50 |

M.Sc. (New Media) M.Sc.(NM) IIIrd SEMESTER (Course Code-182)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 29. | CCC7 | 4985 | 3MSc(NM)1 | Integration of New Media | 80 | 20 | - | 100 |
| 30. | CCC8 | 4986 | 3MSc(NM)2 | Data Visualization and Analysis | 50 | 20 | 30 | 100 |
| 31. | CCC9 | 4987 | 3MSc(NM)3 | Understanding & Analysis of Big Data | 50 | 20 | 30 | 100 |
| 32. | CCE5 | 4988 | 3MSc(NM)4 | a) Internet of Things (IOT) | 80 | 20 | - | 100 |
| 33. | CCE6 | 4989 | 3MSc(NM)4 | b) Advertising for New Media | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 34. | OE1 | 4971 | MSc(NM)5 | Video Production for Mobile devices | 40 | 10 | - | 50 |
| 35. | OE2 | 4972 | MSc(NM)5 | Script Writing and Story Boarding for New Media | 40 | 10 | - | 50 |
| 36. | OE3 | 4973 | MSc(NM)5 | Application Designing for Small Devices | 40 | 10 | - | 50 |
| 37. | OE4 | 4974 | MSc(NM)5 | Animation Technology | 40 | 10 | - | 50 |
| 38. | OE5 | 4975 | MSc(NM)5 | Digital Printing Process | 40 | 10 | - | 50 |
| 39. | OE6 | 4976 | MSc(NM)5 | Video Game Design | 40 | 10 | - | 50 |
| 40. | OE7 | 4977 | MSc(NM)5 | Publishing on Social Media | 40 | 10 | - | 50 |
| 41. | OE8 | 4978 | MSc(NM)5 | Gamification through content | 40 | 10 | - | 50 |
| 42. | OE9 | 4979 | MSc(NM)5 | Content aggregation ethics & practice | 40 | 10 | - | 50 |

M.Sc. (New Media) M.Sc.(NM) IVth SEMESTER (Course Code-182)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 43. | CCC10 | 4990 | 4MSc(NM)1 | Virality and Monetization of Different Platforms and Media | 50 | 20 | 30 | 100 |
| 44. | CCC11 | 4991 | 4MSc(NM)2 | Major Project | - | 20 | 80 | 100 |

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| | | | | | | | | |
|----------------------------------|-------|------|-----------|---|----|----|----|-----|
| 45. | CCC12 | 4992 | 4MSc(NM)3 | Project Portfolio Management | - | 20 | 80 | 100 |
| 46. | CCE7 | 4993 | 4MSc(NM)4 | a) New Media Research | 80 | 20 | - | 100 |
| | | | | OR | | | | |
| 47. | CCE8 | 4994 | 4MSc(NM)4 | b) Entrepreneurship in New Media | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 48. | OE1 | 4971 | MSc(NM)5 | Video Production for Mobile devices | 40 | 10 | - | 50 |
| 49. | OE2 | 4972 | MSc(NM)5 | Script Writing and Story Boarding for New Media | 40 | 10 | - | 50 |
| 50. | OE3 | 4973 | MSc(NM)5 | Application Designing for Small Devices | 40 | 10 | - | 50 |
| 51. | OE4 | 4974 | MSc(NM)5 | Animation Technology | 40 | 10 | - | 50 |
| 52. | OE5 | 4975 | MSc(NM)5 | Digital Printing Process | 40 | 10 | - | 50 |
| 53. | OE6 | 4976 | MSc(NM)5 | Video Game Design | 40 | 10 | - | 50 |
| 54. | OE7 | 4977 | MSc(NM)5 | Publishing on Social Media | 40 | 10 | - | 50 |
| 55. | OE8 | 4978 | MSc(NM)5 | Gamification through content | 40 | 10 | - | 50 |
| 56. | OE9 | 4979 | MSc(NM)5 | Content aggregation ethics & practice | 40 | 10 | - | 50 |

14. Master of Computer Application – M.C.A Course Code -101 Three Years Full Time Post Graduate Course

Course :-

The Post Graduate Degree in Computer Application – M.C.A of Three Years (Six Semesters) course shall be designated as Master of Computer Application and abbreviated as M.C.A. under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to M.C.A. course should have passed 3 Year Graduation from recognized University with minimum 50% marks (45% for SC/ST) and Maths at 10+2 or Graduate level.
2. A candidate seeking admission to M.C.A. course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) M.C.A First Year
 - M.C.A - I semester
 - M.C.A - II semester
 - (b) MCA Second Year
 - M.C.A - III semester
 - MCA - IV semester
 - (c) M.C.A Third Year
 - M.C.A - V semester
 - M.C.A - VI semester

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-: Scheme of Examinations :-

Master of Computer Application - M.C.A. Ist SEMESTER (Course Code-101)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 1. | CCC1 | 9021 | 1MCA1 | Principles of Programming Language | 80 | 20 | - | 100 |
| 2. | CCC2 | 9022 | 1MCA2 | Digital Computer Organization | 80 | 20 | - | 100 |
| 3. | CCC3 | 9023 | 1MCA3 | Database Management Systems | 80 | 20 | - | 100 |
| 4. | CCC4 | 9024 | 1MCA4 | Data Structure | 80 | 20 | - | 100 |
| 5. | CCC5 | 9025 | 1MCA5 | C Programming Lab | - | 10 | 40 | 50 |
| 6. | CCC6 | 9026 | 1MCA6 | Office Automation Tools & DBMS Lab | - | 10 | 40 | 50 |
| 7. | CCE1 | 9027 | 1MCA7 | Multimedia Application & Tools | 80 | 20 | - | 100 |
| 8. | CCE2 | 9028 | 1MCA7 | Management Theory & Practices | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 9. | OE1 | 9029 | MCA8 | Computer in Media Industry | 40 | 10 | - | 50 |
| 10. | OE2 | 9030 | MCA8 | Advanced Excel | 40 | 10 | - | 50 |
| 11. | OE3 | 9031 | MCA8 | Information System Management | 40 | 10 | - | 50 |
| 12. | OE4 | 9032 | MCA8 | Principles of User Interface Design | 40 | 10 | - | 50 |
| 13. | OE5 | 9033 | MCA8 | Oracle & SQL Programming | 40 | 10 | - | 50 |
| 14. | OE6 | 9034 | MCA8 | Python Programming | 40 | 10 | - | 50 |
| 15. | OE7 | 9035 | MCA8 | ERP & CRM | 40 | 10 | - | 50 |
| 16. | OE8 | 9036 | MCA8 | Object Oriented Analysis and Design | 40 | 10 | - | 50 |
| 17. | OE9 | 9037 | MCA8 | Open Source Mathematical & Scientific Tools | 40 | 10 | - | 50 |
| 18. | OE10 | 9038 | MCA8 | Angular JAVA Script | 40 | 10 | - | 50 |
| 19. | OE11 | 9039 | MCA8 | Soft Computing | 40 | 10 | - | 50 |
| 20. | OE12 | 9040 | MCA8 | R Programming | 40 | 10 | - | 50 |
| 21. | OE13 | 9041 | MCA8 | Software Testing and Quality Assurance | 40 | 10 | - | 50 |
| 22. | OE14 | 9042 | MCA8 | Cyber Crime & Laws | 40 | 10 | - | 50 |
| 23. | OE15 | 9043 | MCA8 | Software Project Management | 40 | 10 | - | 50 |
| 24. | OE16 | 9044 | MCA8 | Information Retrieval | 40 | 10 | - | 50 |
| 25. | OE17 | 9045 | MCA8 | Parallel Computing | 40 | 10 | - | 50 |
| 26. | OE18 | 9046 | MCA8 | MATLAB Programming | 40 | 10 | - | 50 |
| 27. | OE19 | 9047 | MCA8 | Digital Forensic | 40 | 10 | - | 50 |

Master of Computer Application - M.C.A. IInd SEMESTER (Course Code-101)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 28. | CCC7 | 9124 | 2MCA1 | Numerical Methods | 80 | 20 | - | 100 |
| 29. | CCC8 | 9125 | 2MCA2 | Object Oriented Programming with C++ | 80 | 20 | - | 100 |
| 30. | CCC9 | 9126 | 2MCA3 | Web Development with HTML, DHTML, Java Script & CSS | 80 | 20 | - | 100 |
| 31. | CCC10 | 9127 | 2MCA4 | Networked Knowledge Society : Social & Professional Issues | 80 | 20 | - | 100 |
| 32. | CCC11 | 9128 | 2MCA5 | Object Oriented Programming Lab | - | 10 | 40 | 50 |
| 33. | CCC12 | 9129 | 2MCA6 | Web Programming Lab | - | 10 | 40 | 50 |
| 34. | CCE3 | 9130 | 2MCA7 | Communicative English | 80 | 20 | - | 100 |
| Open Elective : (Any One) | | | | | | | | |
| 35. | OE1 | 9029 | MCA8 | Computer in Media Industry | 40 | 10 | - | 50 |
| 36. | OE2 | 9030 | MCA8 | Advanced Excel | 40 | 10 | - | 50 |
| 37. | OE3 | 9031 | MCA8 | Information System Management | 40 | 10 | - | 50 |

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| | | | | | | | | |
|-----|------|------|------|---|----|----|---|----|
| 38. | OE4 | 9032 | MCA8 | Principles of User Interface Design | 40 | 10 | - | 50 |
| 39. | OE5 | 9033 | MCA8 | Oracle & SQL Programming | 40 | 10 | - | 50 |
| 40. | OE6 | 9034 | MCA8 | Python Programming | 40 | 10 | - | 50 |
| 41. | OE7 | 9035 | MCA8 | ERP & CRM | 40 | 10 | - | 50 |
| 42. | OE8 | 9036 | MCA8 | Object Oriented Analysis and Design | 40 | 10 | - | 50 |
| 43. | OE9 | 9037 | MCA8 | Open Source Mathematical & Scientific Tools | 40 | 10 | - | 50 |
| 44. | OE10 | 9038 | MCA8 | Angular JAVA Script | 40 | 10 | - | 50 |
| 45. | OE11 | 9039 | MCA8 | Soft Computing | 40 | 10 | - | 50 |
| 46. | OE12 | 9040 | MCA8 | R Programming | 40 | 10 | - | 50 |
| 47. | OE13 | 9041 | MCA8 | Software Testing and Quality Assurance | 40 | 10 | - | 50 |
| 48. | OE14 | 9042 | MCA8 | Cyber Crime & Laws | 40 | 10 | - | 50 |
| 49. | OE15 | 9043 | MCA8 | Software Project Management | 40 | 10 | - | 50 |
| 50. | OE16 | 9044 | MCA8 | Information Retrieval | 40 | 10 | - | 50 |
| 51. | OE17 | 9045 | MCA8 | Parallel Computing | 40 | 10 | - | 50 |
| 52. | OE18 | 9046 | MCA8 | MATLAB Programming | 40 | 10 | - | 50 |
| 53. | OE19 | 9047 | MCA8 | Digital Forensic | 40 | 10 | - | 50 |

Master of Computer Application - M.C.A. IIIrd SEMESTER (Course Code-101)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 54. | CCC13 | 9221 | 3MCA1 | Computer Networks | 80 | 20 | - | 100 |
| 55. | CCC14 | 9222 | 3MCA2 | Advanced Database Management Systems | 50 | 20 | 30 | 100 |
| 56. | CCC15 | 9223 | 3MCA3 | Cloud Computing | 80 | 20 | - | 100 |
| 57. | CCC16 | 9224 | 3MCA4 | Operating Systems | 80 | 20 | - | 100 |
| 58. | CCC17 | 9225 | 3MCA5 | Data Structure with C++ : Lab | - | 10 | 40 | 50 |
| 59. | CCC18 | 9226 | 3MCA6 | Linux Programming : Lab | - | 10 | 40 | 50 |
| Elective : (Any One) | | | | | | | | |
| 60. | CCE4 | 9227 | 3MCA7 | Information Security Foundations | 80 | 20 | - | 100 |
| 61. | CCE5 | 9228 | 3MCA7 | Data Warehousing & Mining | 80 | 20 | - | 100 |
| 62. | CCE6 | 9229 | 3MCA7 | Cloud Architecture & Infrastructure | 80 | 20 | - | 100 |
| 63. | CCE7 | 9230 | 3MCA7 | Discrete Mathematics & Finite State Automata | 80 | 20 | - | 100 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 64. | OE1 | 9029 | MCA8 | Computer in Media Industry | 40 | 10 | - | 50 |
| 65. | OE2 | 9030 | MCA8 | Advanced Excel | 40 | 10 | - | 50 |
| 66. | OE3 | 9031 | MCA8 | Information System Management | 40 | 10 | - | 50 |
| 67. | OE4 | 9032 | MCA8 | Principles of User Interface Design | 40 | 10 | - | 50 |
| 68. | OE5 | 9033 | MCA8 | Oracle & SQL Programming | 40 | 10 | - | 50 |
| 69. | OE6 | 9034 | MCA8 | Python Programming | 40 | 10 | - | 50 |
| 70. | OE7 | 9035 | MCA8 | ERP & CRM | 40 | 10 | - | 50 |
| 71. | OE8 | 9036 | MCA8 | Object Oriented Analysis and Design | 40 | 10 | - | 50 |
| 72. | OE9 | 9037 | MCA8 | Open Source Mathematical & Scientific Tools | 40 | 10 | - | 50 |
| 73. | OE10 | 9038 | MCA8 | Angular JAVA Script | 40 | 10 | - | 50 |
| 74. | OE11 | 9039 | MCA8 | Soft Computing | 40 | 10 | - | 50 |
| 75. | OE12 | 9040 | MCA8 | R Programming | 40 | 10 | - | 50 |
| 76. | OE13 | 9041 | MCA8 | Software Testing and Quality Assurance | 40 | 10 | - | 50 |
| 77. | OE14 | 9042 | MCA8 | Cyber Crime & Laws | 40 | 10 | - | 50 |
| 78. | OE15 | 9043 | MCA8 | Software Project Management | 40 | 10 | - | 50 |
| 79. | OE16 | 9044 | MCA8 | Information Retrieval | 40 | 10 | - | 50 |
| 80. | OE17 | 9045 | MCA8 | Parallel Computing | 40 | 10 | - | 50 |
| 81. | OE18 | 9046 | MCA8 | MATLAB Programming | 40 | 10 | - | 50 |
| 82. | OE19 | 9047 | MCA8 | Digital Forensic | 40 | 10 | - | 50 |

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Master of Computer Application - M.C.A. IVth SEMESTER (Course Code-101)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 83. | CCC19 | 9329 | 4MCA1 | Software Engineering | 80 | 20 | - | 100 |
| 84. | CCC20 | 9330 | 4MCA2 | Java Programming | 50 | 20 | 30 | 100 |
| 85. | CCC21 | 9331 | 4MCA3 | Design & Analysis of Algorithms | 80 | 20 | - | 100 |
| 86. | CCC22 | 9332 | 4MCA4 | Theory of Computation | 80 | 20 | - | 100 |
| 87. | CCC23 | 9333 | 4MCA5 | Professional Communication Skills : Lab | - | 10 | 40 | 50 |
| 88. | CCC24 | 9334 | 4MCA6 | Web Development : Lab | - | 10 | 40 | 50 |
| Elective : (Any One) | | | | | | | | |
| 89. | CCE8 | 9335 | 4MCA7 | Network & Cyber Security | 80 | 20 | - | 100 |
| 90. | CCE9 | 9336 | 4MCA7 | Big Data Analytics | 80 | 20 | - | 100 |
| 91. | CCE10 | 9337 | 4MCA7 | Cloud storage & Application Development framework | 80 | 20 | - | 100 |
| 92. | CCE11 | 9338 | 4MCA7 | Server Administration | 50 | 20 | 30 | 100 |
| Open Elective : (Any One in each semester) | | | | | | | | |
| 93. | OE1 | 9029 | MCA8 | Computer in Media Industry | 40 | 10 | - | 50 |
| 94. | OE2 | 9030 | MCA8 | Advanced Excel | 40 | 10 | - | 50 |
| 95. | OE3 | 9031 | MCA8 | Information System Management | 40 | 10 | - | 50 |
| 96. | OE4 | 9032 | MCA8 | Principles of User Interface Design | 40 | 10 | - | 50 |
| 97. | OE5 | 9033 | MCA8 | Oracle & SQL Programming | 40 | 10 | - | 50 |
| 98. | OE6 | 9034 | MCA8 | Python Programming | 40 | 10 | - | 50 |
| 99. | OE7 | 9035 | MCA8 | ERP & CRM | 40 | 10 | - | 50 |
| 100. | OE8 | 9036 | MCA8 | Object Oriented Analysis and Design | 40 | 10 | - | 50 |
| 101. | OE9 | 9037 | MCA8 | Open Source Mathematical & Scientific Tools | 40 | 10 | - | 50 |
| 102. | OE10 | 9038 | MCA8 | Angular JAVA Script | 40 | 10 | - | 50 |
| 103. | OE11 | 9039 | MCA8 | Soft Computing | 40 | 10 | - | 50 |
| 104. | OE12 | 9040 | MCA8 | R Programming | 40 | 10 | - | 50 |
| 105. | OE13 | 9041 | MCA8 | Software Testing and Quality Assurance | 40 | 10 | - | 50 |
| 106. | OE14 | 9042 | MCA8 | Cyber Crime & Laws | 40 | 10 | - | 50 |
| 107. | OE15 | 9043 | MCA8 | Software Project Management | 40 | 10 | - | 50 |
| 108. | OE16 | 9044 | MCA8 | Information Retrieval | 40 | 10 | - | 50 |
| 109. | OE17 | 9045 | MCA8 | Parallel Computing | 40 | 10 | - | 50 |
| 110. | OE18 | 9046 | MCA8 | MATLAB Programming | 40 | 10 | - | 50 |
| 111. | OE19 | 9047 | MCA8 | Digital Forensic | 40 | 10 | - | 50 |

Master of Computer Application - M.C.A. Vth SEMESTER (Course Code-101)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|-----------------------------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 112. | CCC25 | 9432 | 5MCA1 | Digital Initiatives, E-Commerce & Internet of Things | 80 | 20 | - | 100 |
| 113. | CCC26 | 9433 | 5MCA2 | Computer Graphics | 80 | 20 | - | 100 |
| 114. | CCC27 | 9434 | 5MCA3 | Artificial Intelligence & Machine learning | 80 | 20 | - | 100 |
| 115. | CCC28 | 9435 | 5MCA4 | Dot Net Programming | 50 | 20 | 30 | 100 |
| 116. | CCC29 | 9436 | 5MCA5 | Mobile Application Development : Lab | - | 10 | 40 | 50 |
| 117. | CCC30 | 9437 | 5MCA6 | IOT : Lab | - | 10 | 40 | 50 |
| Elective : (Any One) | | | | | | | | |
| 118. | CCE12 | 9438 | 5MCA7 | Security Standards Policies, Laws & Management | 50 | 20 | 30 | 100 |
| 119. | CCE13 | 9439 | 5MCA7 | Big Data Analytics tools | 50 | 20 | 30 | 100 |
| 120. | CCE14 | 9440 | 5MCA7 | Cloud Planning Management & Security | 50 | 20 | 30 | 100 |

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| | | | | | | | | |
|---|-------|------|-------|---|----|----|---|-----|
| 121. | CCE15 | 9441 | 5MCA7 | Compiler Design | 80 | 20 | - | 100 |
| Open Elective : (Any One in each semester) | | | | | | | | |
| 122. | OE1 | 9029 | MCA8 | Computer in Media Industry | 40 | 10 | - | 50 |
| 123. | OE2 | 9030 | MCA8 | Advanced Excel | 40 | 10 | - | 50 |
| 124. | OE3 | 9031 | MCA8 | Information System Management | 40 | 10 | - | 50 |
| 125. | OE4 | 9032 | MCA8 | Principles of User Interface Design | 40 | 10 | - | 50 |
| 126. | OE5 | 9033 | MCA8 | Oracle & SQL Programming | 40 | 10 | - | 50 |
| 127. | OE6 | 9034 | MCA8 | Python Programming | 40 | 10 | - | 50 |
| 128. | OE7 | 9035 | MCA8 | ERP & CRM | 40 | 10 | - | 50 |
| 129. | OE8 | 9036 | MCA8 | Object Oriented Analysis and Design | 40 | 10 | - | 50 |
| 130. | OE9 | 9037 | MCA8 | Open Source Mathematical & Scientific Tools | 40 | 10 | - | 50 |
| 131. | OE10 | 9038 | MCA8 | Angular JAVA Script | 40 | 10 | - | 50 |
| 132. | OE11 | 9039 | MCA8 | Soft Computing | 40 | 10 | - | 50 |
| 133. | OE12 | 9040 | MCA8 | R Programming | 40 | 10 | - | 50 |
| 134. | OE13 | 9041 | MCA8 | Software Testing and Quality Assurance | 40 | 10 | - | 50 |
| 135. | OE14 | 9042 | MCA8 | Cyber Crime & Laws | 40 | 10 | - | 50 |
| 136. | OE15 | 9043 | MCA8 | Software Project Management | 40 | 10 | - | 50 |
| 137. | OE16 | 9044 | MCA8 | Information Retrieval | 40 | 10 | - | 50 |
| 138. | OE17 | 9045 | MCA8 | Parallel Computing | 40 | 10 | - | 50 |
| 139. | OE18 | 9046 | MCA8 | MATLAB Programming | 40 | 10 | - | 50 |
| 140. | OE19 | 9047 | MCA8 | Digital Forensic | 40 | 10 | - | 50 |

Master of Computer Application - M.C.A. Vth SEMESTER (Course Code-101)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Project Report | Pract. Viva | Int. Evalu./ Presen. | Total |
|--------|-----------------|------------------------|----------------|--------------------------------|----------------|-------------|----------------------|-------|
| 141. | CCC31 | 9506 | 6MCA1 | Project - Analysis & Planning | - | 40 | 60 | 100 |
| 142. | CCC32 | 9507 | 6MCA2 | Project - Design & Development | - | 40 | 60 | 100 |
| 143. | CCC33 | 9508 | 6MCA3 | Project - Testing & Validation | - | 40 | 60 | 100 |
| 144. | CCC34 | 9509 | 6MCA4 | Project - Documentation | 80 | - | 20 | 100 |
| 145. | CCC35 | 9510 | 6MCA5 | Project Presentation & Viva | - | 80 | 20 | 100 |

Under Graduate Level Courses :-

1. Bachelor of Science in Multimedia – B.Sc.(MM) Course Code - 131 Three Years Full Time Degree Course

Course :-

The Bachelor Degree in Multimedia – B.Sc.(MM) of Three Years (Six Semesters) course shall be designated as Bachelor of Science (Multimedia) and abbreviated as B.Sc.(MM) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to B.Sc.(MM) course should be 12th Pass from any recognized Board of India or Equivalent/ Three year Polytechnic Diploma.
2. A candidate seeking admission to B.Sc.(MM) course shall have to submit his Transfer/Migration Certificate from previous School/Board for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :

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- (a) B.Sc.(MM) First Year
- B.Sc.(MM) - I semester
 - B.Sc.(MM) - II semester
- (b) B.Sc.(MM) Second Year
- B.Sc.(MM) - III semester
 - B.Sc.(MM) - IV semester
- (c) B.Sc.(MM) Third Year
- B.Sc.(MM) - V semester
 - B.Sc.(MM) - VI semester

-: Scheme of Examinations :-

Bachelor of Science (Multimedia)-Semester-I (Course Code -131)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 1. | CCC1 | 4221 | 1BSc(MM)1 | Principles of Art | 30 | 20 | 50 | 100 |
| 2. | CCC2 | 4222 | 1BSc(MM)2 | Fundamentals of Multimedia | 50 | 20 | 30 | 100 |
| 3. | CCC3 | 4223 | 1BSc(MM)3 | Science of Communication | 80 | 20 | - | 100 |
| 4. | AEC1 | 4224 | 1BSc(MM)4 | Communicative English & Hindi | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 5. | OE1 | 4225 | BSc(MM)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 6. | OE2 | 4226 | BSc(MM)5 | Pc Packages | - | 10 | 40 | 50 |
| 7. | OE3 | 4227 | BSc(MM)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 8. | OE4 | 4228 | BSc(MM)5 | Social Science | 40 | 10 | - | 50 |
| 9. | OE5 | 4229 | BSc(MM)5 | Website Development | - | 10 | 40 | 50 |
| 10. | OE6 | 4230 | BSc(MM)5 | Social Media | 40 | 10 | - | 50 |
| 11. | OE7 | 4231 | BSc(MM)5 | Advanced 3D Design with MAYA | - | 10 | 40 | 50 |

Bachelor of Science (Multimedia)-Semester-II (Course Code -131)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 12. | CCC4 | 4232 | 2BSc(MM)1 | Internet & Web site development | 50 | 20 | 30 | 100 |
| 13. | CCC5 | 4233 | 2BSc(MM)2 | Basic of Mathematics | 80 | 20 | - | 100 |
| 14. | CCC6 | 4234 | 2BSc(MM)3 | New Trends in DTP | 50 | 20 | 30 | 100 |
| 15. | AEC2 | 4235 | 2BSc(MM)4 | Environmental Studies | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 16. | OE1 | 4225 | BSc(MM)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 17. | OE2 | 4226 | BSc(MM)5 | Pc Packages | - | 10 | 40 | 50 |
| 18. | OE3 | 4227 | BSc(MM)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 19. | OE4 | 4228 | BSc(MM)5 | Social Science | 40 | 10 | - | 50 |
| 20. | OE5 | 4229 | BSc(MM)5 | Website Development | - | 10 | 40 | 50 |
| 21. | OE6 | 4230 | BSc(MM)5 | Social Media | 40 | 10 | - | 50 |
| 22. | OE7 | 4231 | BSc(MM)5 | Advanced 3D Design with MAYA | - | 10 | 40 | 50 |

Bachelor of Science (Multimedia)-Semester-III (Course Code -131)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|---------------------------------------|----|----|----|-------|
| 23. | CCC7 | 4236 | 3BSc(MM)1 | Sound Editing | 50 | 20 | 30 | 100 |
| 24. | CCC8 | 4237 | 3BSc(MM)2 | Digital Art Designing & Image Editing | 50 | 20 | 30 | 100 |


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|----------------------------------|------|------|-----------|--|----|----|----|-----|
| 25. | CCE1 | 4238 | 3BSc(MM)3 | a) Multimedia Communication Technology | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 26. | CCE2 | 4239 | 3BSc(MM)3 | b) Script Writing & Storyboarding | 50 | 20 | 30 | 100 |
| 27. | SEC1 | 4240 | 3BSc(MM)4 | Data Visualization Using Multimedia | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 28. | OE1 | 4225 | BSc(MM)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 29. | OE2 | 4226 | BSc(MM)5 | Pc Packages | - | 10 | 40 | 50 |
| 30. | OE3 | 4227 | BSc(MM)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 31. | OE4 | 4228 | BSc(MM)5 | Social Science | 40 | 10 | - | 50 |
| 32. | OE5 | 4229 | BSc(MM)5 | Website Development | - | 10 | 40 | 50 |
| 33. | OE6 | 4230 | BSc(MM)5 | Social Media | 40 | 10 | - | 50 |
| 34. | OE7 | 4231 | BSc(MM)5 | Advanced 3D Design with MAYA | - | 10 | 40 | 50 |

Bachelor of Science (Multimedia)-Semester-IV (Course Code -131)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 35. | CCC9 | 4241 | 4BSc(MM)1 | Principles of Digital Film Making | 50 | 20 | 30 | 100 |
| 36. | CCC10 | 4242 | 4BSc(MM)2 | Design with 3D MAX | 50 | 20 | 30 | 100 |
| 37. | CCE3 | 4243 | 4BSc(MM)3 | a) Video Editing | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 38. | CCE4 | 4244 | 4BSc(MM)3 | b) Multi Platform Publishing for different Media | 50 | 20 | 30 | 100 |
| 39. | SEC2 | 4245 | 4BSc(MM)4 | Visual Content design for Multimedia | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 40. | OE1 | 4225 | BSc(MM)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 41. | OE2 | 4226 | BSc(MM)5 | Pc Packages | - | 10 | 40 | 50 |
| 42. | OE3 | 4227 | BSc(MM)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 43. | OE4 | 4228 | BSc(MM)5 | Social Science | 40 | 10 | - | 50 |
| 44. | OE5 | 4229 | BSc(MM)5 | Website Development | - | 10 | 40 | 50 |
| 45. | OE6 | 4230 | BSc(MM)5 | Social Media | 40 | 10 | - | 50 |
| 46. | OE7 | 4231 | BSc(MM)5 | Advanced 3D Design with MAYA | - | 10 | 40 | 50 |

Bachelor of Science (Multimedia)-Semester-V (Course Code -131)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 47. | CCC11 | 4246 | 5BSc(MM)1 | 3D Design with MAYA | 50 | 20 | 30 | 100 |
| 48. | CCC12 | 4247 | 5BSc(MM)2 | Authoring and Virtual Reality | 80 | 20 | - | 100 |
| 49. | CCE5 | 4248 | 5BSc(MM)3 | a) Interactive Content for Social Media | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 50. | CCE6 | 4249 | 5BSc(MM)3 | b) Project Management for Multimedia | 50 | 20 | 30 | 100 |
| 51. | SEC3 | 4250 | 5BSc(MM)4 | Interactive Media for Mobile Application | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 52. | OE1 | 4225 | BSc(MM)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 53. | OE2 | 4226 | BSc(MM)5 | Pc Packages | - | 10 | 40 | 50 |
| 54. | OE3 | 4227 | BSc(MM)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 55. | OE4 | 4228 | BSc(MM)5 | Social Science | 40 | 10 | - | 50 |
| 56. | OE5 | 4229 | BSc(MM)5 | Website Development | - | 10 | 40 | 50 |
| 57. | OE6 | 4230 | BSc(MM)5 | Social Media | 40 | 10 | - | 50 |
| 58. | OE7 | 4231 | BSc(MM)5 | Advanced 3D Design with MAYA | - | 10 | 40 | 50 |

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Bachelor of Science (Multimedia)-Semester-VI (Course Code -131)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 59. | CCC13 | 4251 | 6BSc(MM)1 | Project Portfolio Management | 80 | 20 | - | 100 |
| 60. | CCC14 | 4252 | 6BSc(MM)2 | Project | - | 20 | 80 | 100 |
| 61. | CCE7 | 4253 | 6BSc(MM)3 | Multimedia Production Pipeline | 80 | 20 | - | 100 |
| 62. | SEC4 | 4254 | 6BSc(MM)4 | Advertising for New Media | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 63. | OE1 | 4225 | BSc(MM)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 64. | OE2 | 4226 | BSc(MM)5 | Pc Packages | - | 10 | 40 | 50 |
| 65. | OE3 | 4227 | BSc(MM)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 66. | OE4 | 4228 | BSc(MM)5 | Social Science | 40 | 10 | - | 50 |
| 67. | OE5 | 4229 | BSc(MM)5 | Website Development | - | 10 | 40 | 50 |
| 68. | OE6 | 4230 | BSc(MM)5 | Social Media | 40 | 10 | - | 50 |
| 69. | OE7 | 4231 | BSc(MM)5 | Advanced 3D Design with MAYA | - | 10 | 40 | 50 |

2. Bachelor of Science in (Graphics and Animation) - B.Sc.(GA) Course Code - 132 Three Years Full Time Degree Course

Course :-

The Bachelor Degree in (Graphics and Animation) – B.Sc.(GA) of Three Years (Six Semesters) course shall be designated as Bachelor of Science (Graphics and Animation) and abbreviated as B.Sc.(GA) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to B.Sc.(GA) course should be 12th Pass from any recognized Board of India or Equivalent/ Three year Polytechnic Diploma.
2. A candidate seeking admission to B.Sc.(GA) course shall have to submit his Transfer/Migration Certificate from previous School/Board for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) B.Sc.(GA) First Year
 - B.Sc.(GA) - I semester
 - B.Sc.(GA) - II semester
 - (b) B.Sc.(GA) Second Year
 - B.Sc.(GA) - III semester
 - B.Sc.(GA) - IV semester
 - (c) B.Sc.(GA) Third Year
 - B.Sc.(GA) - V semester
 - B.Sc.(GA) - VI semester

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-: Scheme of Examinations:-

Bachelor of Science (Graphics & Animation)-Semester- I (Course Code -132)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 1. | CCC1 | 4261 | 1BSc(GA)1 | Principles of Art | 30 | 20 | 50 | 100 |
| 2. | CCC2 | 4262 | 1BSc(GA)2 | Fundamentals of Multimedia | 50 | 20 | 30 | 100 |
| 3. | CCC3 | 4263 | 1BSc(GA)3 | Science of Communication | 80 | 20 | - | 100 |
| 4. | AEC1 | 4264 | 1BSc(GA)4 | Communicative English & Hindi | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 5. | OE1 | 4265 | BSc(GA)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 6. | OE2 | 4266 | BSc(GA)5 | Pc Packages | - | 10 | 40 | 50 |
| 7. | OE3 | 4267 | BSc(GA)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 8. | OE4 | 4268 | BSc(GA)5 | Social Science | 40 | 10 | - | 50 |
| 9. | OE5 | 4269 | BSc(GA)5 | Animation Technology | 40 | 10 | - | 50 |
| 10. | OE6 | 4270 | BSc(GA)5 | Design Concepts and Technology | 40 | 10 | - | 50 |
| 11. | OE7 | 4271 | BSc(GA)5 | Social Media | 40 | 10 | - | 50 |
| 12. | OE8 | 4272 | BSc(GA)5 | 3D Design with Maya Advanced | - | 10 | 40 | 50 |

Bachelor of Science (Graphics & Animation)-Semester- II (Course Code -132)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 13. | CCC4 | 4273 | 2BSc(GA)1 | Internet & Web site development | 50 | 20 | 30 | 100 |
| 14. | CCC5 | 4274 | 2BSc(GA)2 | Basic Mathematics | 80 | 20 | - | 100 |
| 15. | CCC6 | 4275 | 2BSc(GA)3 | New Trends in DTP | 50 | 20 | 30 | 100 |
| 16. | AEC2 | 4276 | 2BSc(GA)4 | Environmental Studies | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 17. | OE1 | 4265 | BSc(GA)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 18. | OE2 | 4266 | BSc(GA)5 | Pc Packages | - | 10 | 40 | 50 |
| 19. | OE3 | 4267 | BSc(GA)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 20. | OE4 | 4268 | BSc(GA)5 | Social Science | 40 | 10 | - | 50 |
| 21. | OE5 | 4269 | BSc(GA)5 | Animation Technology | 40 | 10 | - | 50 |
| 22. | OE6 | 4270 | BSc(GA)5 | Design Concepts and Technology | 40 | 10 | - | 50 |
| 23. | OE7 | 4271 | BSc(GA)5 | Social Media | 40 | 10 | - | 50 |
| 24. | OE8 | 4272 | BSc(GA)5 | 3D Design with Maya Advanced | - | 10 | 40 | 50 |

Bachelor of Science (Graphics & Animation)-Semester- III (Course Code -132)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|----|-------|
| 25. | CCC7 | 4277 | 3BSc(GA)1 | Sound Editing | 50 | 20 | 30 | 100 |
| 26. | CCC8 | 4278 | 3BSc(GA)2 | Digital Art Designing & Image Editing | 50 | 20 | 30 | 100 |
| 27. | CCE1 | 4279 | 3BSc(GA)3 | a) Art and Techniques of Animation | 50 | 20 | 30 | 100 |
| 28. | CCE2 | 4280 | 3BSc(GA)3 | OR b) Script Writing & Storyboarding | 50 | 20 | 30 | 100 |
| 29. | SEC1 | 4281 | 3BSc(GA)4 | 2D Animation using Flash | - | 10 | 40 | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 30. | OE1 | 4265 | BSc(GA)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 31. | OE2 | 4266 | BSc(GA)5 | Pc Packages | - | 10 | 40 | 50 |
| 32. | OE3 | 4267 | BSc(GA)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 33. | OE4 | 4268 | BSc(GA)5 | Social Science | 40 | 10 | - | 50 |
| 34. | OE5 | 4269 | BSc(GA)5 | Animation Technology | 40 | 10 | - | 50 |
| 35. | OE6 | 4270 | BSc(GA)5 | Design Concepts and Technology | 40 | 10 | - | 50 |
| 36. | OE7 | 4271 | BSc(GA)5 | Social Media | 40 | 10 | - | 50 |
| 37. | OE8 | 4272 | BSc(GA)5 | 3D Design with Maya Advanced | - | 10 | 40 | 50 |

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Bachelor of Science (Graphics & Animation)-Semester- IV (Course Code -132)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 38. | CCC9 | 4282 | 4BSc(GA)1 | Digital Film Making | 50 | 20 | 30 | 100 |
| 39. | CCC10 | 4283 | 4BSc(GA)2 | Design with 3D MAX | 50 | 20 | 30 | 100 |
| 40. | CCE3 | 4284 | 4BSc(GA)3 | a) Video Editing | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 41. | CCE4 | 4285 | 4BSc(GA)3 | b) Principles of Game Design | 50 | 20 | 30 | 100 |
| 42. | SEC2 | 4286 | 4BSc(GA)4 | Website Development | - | 10 | 40 | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 43. | OE1 | 4265 | BSc(GA)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 44. | OE2 | 4266 | BSc(GA)5 | Pc Packages | - | 10 | 40 | 50 |
| 45. | OE3 | 4267 | BSc(GA)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 46. | OE4 | 4268 | BSc(GA)5 | Social Science | 40 | 10 | - | 50 |
| 47. | OE5 | 4269 | BSc(GA)5 | Animation Technology | 40 | 10 | - | 50 |
| 48. | OE6 | 4270 | BSc(GA)5 | Design Concepts and Technology | 40 | 10 | - | 50 |
| 49. | OE7 | 4271 | BSc(GA)5 | Social Media | 40 | 10 | - | 50 |
| 50. | OE8 | 4272 | BSc(GA)5 | 3D Design with Maya Advanced | - | 10 | 40 | 50 |

Bachelor of Science (Graphics & Animation)-Semester- V (Course Code -132)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 51. | CCC11 | 4287 | 5BSc(GA)1 | 3D Design with MAYA | 50 | 20 | 30 | 100 |
| 52. | CCC12 | 4288 | 5BSc(GA)2 | Animation for Multiplatform | 50 | 20 | 30 | 100 |
| 53. | CCE5 | 4289 | 5BSc(GA)3 | a) Character Animation | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 54. | CCE6 | 4290 | 5BSc(GA)3 | b) Visual Effects | 50 | 20 | 30 | 100 |
| 55. | SEC3 | 4291 | 5BSc(GA)4 | Dynamics of Visual Communication | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 56. | OE1 | 4265 | BSc(GA)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 57. | OE2 | 4266 | BSc(GA)5 | Pc Packages | - | 10 | 40 | 50 |
| 58. | OE3 | 4267 | BSc(GA)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 59. | OE4 | 4268 | BSc(GA)5 | Social Science | 40 | 10 | - | 50 |
| 60. | OE5 | 4269 | BSc(GA)5 | Animation Technology | 40 | 10 | - | 50 |
| 61. | OE6 | 4270 | BSc(GA)5 | Design Concepts and Technology | 40 | 10 | - | 50 |
| 62. | OE7 | 4271 | BSc(GA)5 | Social Media | 40 | 10 | - | 50 |
| 63. | OE8 | 4272 | BSc(GA)5 | 3D Design with Maya Advanced | - | 10 | 40 | 50 |

Bachelor of Science (Graphics & Animation)-Semester- VI (Course Code -132)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 64. | CCC13 | 4292 | 6BSc(GA)1 | Project Portfolio Management | 80 | 20 | - | 100 |
| 65. | CCC14 | 4293 | 6BSc(GA)2 | Project | - | 20 | 80 | 100 |
| 66. | CCE7 | 4294 | 6BSc(GA)3 | Animation Production Pipeline | 80 | 20 | - | 100 |
| 67. | SEC4 | 4295 | 6BSc(GA)4 | Video Game Design | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 68. | OE1 | 4265 | BSc(GA)5 | Fundamentals of Computers | 40 | 10 | - | 50 |
| 69. | OE2 | 4266 | BSc(GA)5 | Pc Packages | - | 10 | 40 | 50 |
| 70. | OE3 | 4267 | BSc(GA)5 | Digital Art & Digital Photography | - | 10 | 40 | 50 |
| 71. | OE4 | 4268 | BSc(GA)5 | Social Science | 40 | 10 | - | 50 |
| 72. | OE5 | 4269 | BSc(GA)5 | Animation Technology | 40 | 10 | - | 50 |
| 73. | OE6 | 4270 | BSc(GA)5 | Design Concepts and Technology | 40 | 10 | - | 50 |
| 74. | OE7 | 4271 | BSc(GA)5 | Social Media | 40 | 10 | - | 50 |
| 75. | OE8 | 4272 | BSc(GA)5 | 3D Design with Maya Advanced | - | 10 | 40 | 50 |

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3. Bachelor of Arts in Mass Communication - B.A(MC) Course Code - 110 Three Years Full Time Degree Course

Course :-

The Bachelor Degree in (Mass Communication) - B.A(MC) of Three Years (Six Semesters) course shall be designated as Bachelor of Arts (Mass Communication) and abbreviated as B.A.(MC) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to B.A.(MC) course should be 12th Pass from any recognized Board of India or Equivalent/ Three year Polytechnic Diploma.
2. A candidate seeking admission to B.A.(MC) course shall have to submit his Transfer/Migration Certificate from previous School/Board for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) B.A(MC) First Year
 - B.A(MC) - I semester
 - B.A(MC) - II semester
 - (b) B.A(MC) Second Year
 - B.A(MC) - III semester
 - B.A(MC) - IV semester
 - (c) B.A(MC) Third Year
 - B.A(MC) - V semester
 - B.A(MC) - VI semester

-: Scheme of Examinations :-

B.A in Mass Communication B.A (MC) (Course Code - 110) (Three Year) SEMESTER – I

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--------------------------------|----|----|----|-------|
| 1. | CCC1 | 4331 | 1BA(MC)1 | Science of Communication – 1 | 80 | 20 | - | 100 |
| 2. | CCC2 | 4332 | 1BA(MC)2 | Sociology | 80 | 20 | - | 100 |
| 3. | CCC3 | 4333 | 1BA(MC)3 | Computer Application | 50 | 20 | 30 | 100 |
| 4. | AEC1 | 4334 | 1BA(MC)4 | Communicative English & Hindi | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 5. | OE1 | 4335 | BA(MC)5 | 1) Writing for Print Media | 25 | 10 | 15 | 50 |
| 6. | OE2 | 4336 | BA(MC)5 | 2) Current Affairs and Issues | 25 | 10 | 15 | 50 |
| 7. | OE3 | 4337 | BA(MC)5 | 3) Communication Technology | 25 | 10 | 15 | 50 |
| 8. | OE4 | 4338 | BA(MC)5 | 4) Communication Skill | 25 | 10 | 15 | 50 |
| 9. | OE5 | 4339 | BA(MC)5 | 5) Photo Journalism | 25 | 10 | 15 | 50 |
| 10. | OE6 | 4340 | BA(MC)5 | 6) Creative Writing | 25 | 10 | 15 | 50 |
| 11. | OE7 | 4341 | BA(MC)5 | 7) National Security and Media | 25 | 10 | 15 | 50 |
| 12. | OE8 | 4342 | BA(MC)5 | 8) Radio Production | 25 | 10 | 15 | 50 |
| 13. | OE9 | 4343 | BA(MC)5 | 9) Television Production | 25 | 10 | 15 | 50 |
| 14. | OE10 | 4344 | BA(MC)5 | 10) Culture and Communication | 25 | 10 | 15 | 50 |

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| 15. | OE11 | 4345 | BA(MC)5 | 11) Art of Anchoring | 25 | 10 | 15 | 50 |
| 16. | OE12 | 4346 | BA(MC)5 | 12) Writing for Magazines | 25 | 10 | 15 | 50 |

B.A in Mass Communication B.A (MC) (Course Code - 110) (Three Year) SEMESTER – II

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--------------------------------|----|----|----|-------|
| 17. | CCC4 | 4347 | 2BA(MC)1 | Science of Communication – 2 | 80 | 20 | - | 100 |
| 18. | CCC5 | 4348 | 2BA(MC)2 | Psychology | 80 | 20 | - | 100 |
| 19. | CCC6 | 4349 | 2BA(MC)3 | Computer for Mass Media | 50 | 20 | 30 | 100 |
| 20. | AEC2 | 4350 | 2BA(MC)4 | Environmental Studies | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 21. | OE1 | 4335 | BA(MC)5 | 1) Writing for Print Media | 25 | 10 | 15 | 50 |
| 22. | OE2 | 4336 | BA(MC)5 | 2) Current Affairs and Issues | 25 | 10 | 15 | 50 |
| 23. | OE3 | 4337 | BA(MC)5 | 3) Communication Technology | 25 | 10 | 15 | 50 |
| 24. | OE4 | 4338 | BA(MC)5 | 4) Communication Skill | 25 | 10 | 15 | 50 |
| 25. | OE5 | 4339 | BA(MC)5 | 5) Photo Journalism | 25 | 10 | 15 | 50 |
| 26. | OE6 | 4340 | BA(MC)5 | 6) Creative Writing | 25 | 10 | 15 | 50 |
| 27. | OE7 | 4341 | BA(MC)5 | 7) National Security and Media | 25 | 10 | 15 | 50 |
| 28. | OE8 | 4342 | BA(MC)5 | 8) Radio Production | 25 | 10 | 15 | 50 |
| 29. | OE9 | 4343 | BA(MC)5 | 9) Television Production | 25 | 10 | 15 | 50 |
| 30. | OE10 | 4344 | BA(MC)5 | 10) Culture and Communication | 25 | 10 | 15 | 50 |
| 31. | OE11 | 4345 | BA(MC)5 | 11) Art of Anchoring | 25 | 10 | 15 | 50 |
| 32. | OE12 | 4346 | BA(MC)5 | 12) Writing for Magazines | 25 | 10 | 15 | 50 |

B.A in Mass Communication B.A (MC) (Course Code - 110) (Three Year) SEMESTER – III

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--------------------------------|----|----|----|-------|
| 33. | CCC7 | 4351 | 3BA(MC)1 | History of Print Media | 80 | 20 | - | 100 |
| 34. | CCC8 | 4352 | 3BA(MC)2 | Political Science | 80 | 20 | - | 100 |
| 35. | CCE1 | 4353 | 3BA(MC)3 | News Writing | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 36. | CCE2 | 4354 | 3BA(MC)3 | Print Production | 50 | 20 | 30 | 100 |
| 37. | SEC1 | 4355 | 3BA(MC)4 | Hindi – 1 | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 38. | OE1 | 4335 | BA(MC)5 | 1) Writing for Print Media | 25 | 10 | 15 | 50 |
| 39. | OE2 | 4336 | BA(MC)5 | 2) Current Affairs and Issues | 25 | 10 | 15 | 50 |
| 40. | OE3 | 4337 | BA(MC)5 | 3) Communication Technology | 25 | 10 | 15 | 50 |
| 41. | OE4 | 4338 | BA(MC)5 | 4) Communication Skill | 25 | 10 | 15 | 50 |
| 42. | OE5 | 4339 | BA(MC)5 | 5) Photo Journalism | 25 | 10 | 15 | 50 |
| 43. | OE6 | 4340 | BA(MC)5 | 6) Creative Writing | 25 | 10 | 15 | 50 |
| 44. | OE7 | 4341 | BA(MC)5 | 7) National Security and Media | 25 | 10 | 15 | 50 |
| 45. | OE8 | 4342 | BA(MC)5 | 8) Radio Production | 25 | 10 | 15 | 50 |
| 46. | OE9 | 4343 | BA(MC)5 | 9) Television Production | 25 | 10 | 15 | 50 |
| 47. | OE10 | 4344 | BA(MC)5 | 10) Culture and Communication | 25 | 10 | 15 | 50 |
| 48. | OE11 | 4345 | BA(MC)5 | 11) Art of Anchoring | 25 | 10 | 15 | 50 |
| 49. | OE12 | 4346 | BA(MC)5 | 12) Writing for Magazines | 25 | 10 | 15 | 50 |

B.A in Mass Communication B.A (MC) (Course Code - 110) (Three Year) SEMESTER – IV

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|-----------------------------|----|----|---|-------|
| 50. | CCC9 | 4356 | 4BA(MC)1 | History of Electronic Media | 80 | 20 | - | 100 |
| 51. | CCC10 | 4357 | 4BA(MC)2 | Economics | 80 | 20 | - | 100 |
| 52. | CCE3 | 4358 | 4BA(MC)3 | Reporting & Editing | 80 | 20 | - | 100 |
| | | | | OR | | | | |
| 53. | CCE4 | 4359 | 4BA(MC)3 | Development Communication | 80 | 20 | - | 100 |

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|---|------|------|----------|--------------------------------|----|----|----|----|
| 54. | SEC2 | 4360 | 4BA(MC)4 | Communicative English | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 55. | OE1 | 4335 | BA(MC)5 | 1) Writing for Print Media | 25 | 10 | 15 | 50 |
| 56. | OE2 | 4336 | BA(MC)5 | 2) Current Affairs and Issues | 25 | 10 | 15 | 50 |
| 57. | OE3 | 4337 | BA(MC)5 | 3) Communication Technology | 25 | 10 | 15 | 50 |
| 58. | OE4 | 4338 | BA(MC)5 | 4) Communication Skill | 25 | 10 | 15 | 50 |
| 59. | OE5 | 4339 | BA(MC)5 | 5) Photo Journalism | 25 | 10 | 15 | 50 |
| 60. | OE6 | 4340 | BA(MC)5 | 6) Creative Writing | 25 | 10 | 15 | 50 |
| 61. | OE7 | 4341 | BA(MC)5 | 7) National Security and Media | 25 | 10 | 15 | 50 |
| 62. | OE8 | 4342 | BA(MC)5 | 8) Radio Production | 25 | 10 | 15 | 50 |
| 63. | OE9 | 4343 | BA(MC)5 | 9) Television Production | 25 | 10 | 15 | 50 |
| 64. | OE10 | 4344 | BA(MC)5 | 10) Culture and Communication | 25 | 10 | 15 | 50 |
| 65. | OE11 | 4345 | BA(MC)5 | 11) Art of Anchoring | 25 | 10 | 15 | 50 |
| 66. | OE12 | 4346 | BA(MC)5 | 12) Writing for Magazines | 25 | 10 | 15 | 50 |

B.A in Mass Communication B.A (MC) (Course Code - 110) (Three Year) SEMESTER – V

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---------------------------------|----|----|----|-------|
| 67. | CCC11 | 4361 | 5BA(MC)1 | Media Law and Ethics | 80 | 20 | - | 100 |
| 68. | CCC12 | 4362 | 5BA(MC)2 | Media Management | 80 | 20 | - | 100 |
| 69. | CCE5 | 4363 | 5BA(MC)3 | Advertising | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 70. | CCE6 | 4364 | 5BA(MC)3 | New Media and Online Journalism | 50 | 20 | 30 | 100 |
| 71. | SEC3 | 4365 | 5BA(MC)4 | Hindi - II | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 72. | OE1 | 4335 | BA(MC)5 | 1) Writing for Print Media | 25 | 10 | 15 | 50 |
| 73. | OE2 | 4336 | BA(MC)5 | 2) Current Affairs and Issues | 25 | 10 | 15 | 50 |
| 74. | OE3 | 4337 | BA(MC)5 | 3) Communication Technology | 25 | 10 | 15 | 50 |
| 75. | OE4 | 4338 | BA(MC)5 | 4) Communication Skill | 25 | 10 | 15 | 50 |
| 76. | OE5 | 4339 | BA(MC)5 | 5) Photo Journalism | 25 | 10 | 15 | 50 |
| 77. | OE6 | 4340 | BA(MC)5 | 6) Creative Writing | 25 | 10 | 15 | 50 |
| 78. | OE7 | 4341 | BA(MC)5 | 7) National Security and Media | 25 | 10 | 15 | 50 |
| 79. | OE8 | 4342 | BA(MC)5 | 8) Radio Production | 25 | 10 | 15 | 50 |
| 80. | OE9 | 4343 | BA(MC)5 | 9) Television Production | 25 | 10 | 15 | 50 |
| 81. | OE10 | 4344 | BA(MC)5 | 10) Culture and Communication | 25 | 10 | 15 | 50 |
| 82. | OE11 | 4345 | BA(MC)5 | 11) Art of Anchoring | 25 | 10 | 15 | 50 |
| 83. | OE12 | 4346 | BA(MC)5 | 12) Writing for Magazines | 25 | 10 | 15 | 50 |

B.A in Mass Communication B.A (MC) (Course Code - 110) (Three Year) SEMESTER – VI

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--------------------------------|----|----|----|-------|
| 84. | CCC13 | 4366 | 6BA(MC)1 | Communication Research | 80 | 20 | - | 100 |
| 85. | CCC14 | 4367 | 6BA(MC)2 | Public Relations | 80 | 20 | - | 100 |
| 86. | CCE7 | 4368 | 6BA(MC)3 | Media, Society and Culture | 80 | 20 | - | 100 |
| | | | | OR | | | | |
| 87. | CCE8 | 4369 | 6BA(MC)3 | Global Media | 80 | 20 | - | 100 |
| 88. | SEC4 | 4370 | 6BA(MC)4 | Non Linear Video Editing | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 89. | OE1 | 4335 | BA(MC)5 | 1) Writing for Print Media | 25 | 10 | 15 | 50 |
| 90. | OE2 | 4336 | BA(MC)5 | 2) Current Affairs and Issues | 25 | 10 | 15 | 50 |
| 91. | OE3 | 4337 | BA(MC)5 | 3) Communication Technology | 25 | 10 | 15 | 50 |
| 92. | OE4 | 4338 | BA(MC)5 | 4) Communication Skill | 25 | 10 | 15 | 50 |
| 93. | OE5 | 4339 | BA(MC)5 | 5) Photo Journalism | 25 | 10 | 15 | 50 |
| 94. | OE6 | 4340 | BA(MC)5 | 6) Creative Writing | 25 | 10 | 15 | 50 |
| 95. | OE7 | 4341 | BA(MC)5 | 7) National Security and Media | 25 | 10 | 15 | 50 |
| 96. | OE8 | 4342 | BA(MC)5 | 8) Radio Production | 25 | 10 | 15 | 50 |
| 97. | OE9 | 4343 | BA(MC)5 | 9) Television Production | 25 | 10 | 15 | 50 |

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|------|------|------|---------|-------------------------------|----|----|----|----|
| 98. | OE10 | 4344 | BA(MC)5 | 10) Culture and Communication | 25 | 10 | 15 | 50 |
| 99. | OE11 | 4345 | BA(MC)5 | 11) Art of Anchoring | 25 | 10 | 15 | 50 |
| 100. | OE12 | 4346 | BA(MC)5 | 12) Writing for Magazines | 25 | 10 | 15 | 50 |

4. Bachelor of Science in Electronic Media – B.Sc.(EM) Course Code - 130 Three Years Full Time Degree Course

Course :-

The Bachelor Degree in (Electronic Media) – B.Sc.(EM) of Three Years (Six Semesters) course shall be designated as Bachelor of Science (Electronic Media) and abbreviated as B.Sc.(EM) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to B.Sc.(EM) course should be 12th Pass from any recognized Board of India or Equivalent/ Three year Polytechnic Diploma..
2. A candidate seeking admission to B.Sc.(EM) course shall have to submit his Transfer/Migration Certificate from previous School/Board for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) B.Sc.(EM) First Year
 - B.Sc.(EM) - I semester
 - B.Sc.(EM) - II semester
 - (b) B.Sc.(EM) Second Year
 - B.Sc.(EM) - III semester
 - B.Sc.(EM) - IV semester
 - (c) B.Sc.(EM) Third Year
 - B.Sc.(EM) - V semester
 - B.Sc.(EM) - VI semester

-: Scheme of Examinations :-

Bachelor of Science (Electronic Media) (Course Code – 130) SEMESTER – I

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|-----------------------------------|----|----|---|-------|
| 1. | CCC1 | 4431 | 1BSc(EM)1 | Introduction to Communication | 80 | 20 | - | 100 |
| 2. | CCC2 | 4432 | 1BSc(EM)2 | Development of Media | 80 | 20 | - | 100 |
| 3. | CCC3 | 4433 | 1BSc(EM)3 | Traditional Media | 80 | 20 | - | 100 |
| 4. | AEC1 | 4434 | 1BSc(EM)4 | Communicative English and Hindi | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 5. | OE1 | 4435 | BSc(EM)5 | 1) Indian Political System | 40 | 10 | - | 50 |
| 6. | OE2 | 4436 | BSc(EM)5 | 2) Human Rights and Media | 40 | 10 | - | 50 |
| 7. | OE3 | 4437 | BSc(EM)5 | 3) Folk and Community Media | 40 | 10 | - | 50 |
| 8. | OE4 | 4438 | BSc(EM)5 | 4) Rural Communication | 40 | 10 | - | 50 |
| 9. | OE5 | 4439 | BSc(EM)5 | 5) Yoga & Spiritual Communication | 40 | 10 | - | 50 |

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|-----|------|------|----------|------------------------------|----|----|----|----|
| 10. | OE6 | 4440 | BSc(EM)5 | 6) Defence Journalism | 40 | 10 | - | 50 |
| 11. | OE7 | 4441 | BSc(EM)5 | 7) Wild Life Conservation | 40 | 10 | - | 50 |
| 12. | OE8 | 4442 | BSc(EM)5 | 8) Gender Studies | 40 | 10 | - | 50 |
| 13. | OE9 | 4443 | BSc(EM)5 | 9) Business Communication | 40 | 10 | - | 50 |
| 14. | OE10 | 4444 | BSc(EM)5 | 10) Indian Economical System | 40 | 10 | - | 50 |
| 15. | OE11 | 4445 | BSc(EM)5 | 11) Documentary Production | 25 | 10 | 15 | 50 |
| 16. | OE12 | 4446 | BSc(EM)5 | 12) Women Children and Media | 40 | 10 | - | 50 |

Bachelor of Science (Electronic Media) (Course Code – 130) SEMESTER – II

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 17. | CCC4 | 4447 | 2BSc(EM)1 | Media Language and Content | 80 | 20 | - | 100 |
| 18. | CCC5 | 4448 | 2BSc(EM)2 | Media House | 80 | 20 | - | 100 |
| 19. | CCC6 | 4449 | 2BSc(EM)3 | News Agency Journalism | 80 | 20 | - | 100 |
| 20. | AEC2 | 4450 | 2BSc(EM)4 | Environmental Studies | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 21. | OE1 | 4435 | BSc(EM)5 | 1) Indian Political System | 40 | 10 | - | 50 |
| 22. | OE2 | 4436 | BSc(EM)5 | 2) Human Rights and Media | 40 | 10 | - | 50 |
| 23. | OE3 | 4437 | BSc(EM)5 | 3) Folk and Community Media | 40 | 10 | - | 50 |
| 24. | OE4 | 4438 | BSc(EM)5 | 4) Rural Communication | 40 | 10 | - | 50 |
| 25. | OE5 | 4439 | BSc(EM)5 | 5) Yoga & Spiritual Communication | 40 | 10 | - | 50 |
| 26. | OE6 | 4440 | BSc(EM)5 | 6) Defence Journalism | 40 | 10 | - | 50 |
| 27. | OE7 | 4441 | BSc(EM)5 | 7) Wild Life Conservation | 40 | 10 | - | 50 |
| 28. | OE8 | 4442 | BSc(EM)5 | 8) Gender Studies | 40 | 10 | - | 50 |
| 29. | OE9 | 4443 | BSc(EM)5 | 9) Business Communication | 40 | 10 | - | 50 |
| 30. | OE10 | 4444 | BSc(EM)5 | 10) Indian Economical System | 40 | 10 | - | 50 |
| 31. | OE11 | 4445 | BSc(EM)5 | 11) Documentary Production | 25 | 10 | 15 | 50 |
| 32. | OE12 | 4446 | BSc(EM)5 | 12) Women Children and Media | 40 | 10 | - | 50 |

Bachelor of Science (Electronic Media) (Course Code – 130) SEMESTER – III

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 33. | CCC7 | 4451 | 3BSc(EM)1 | Media Technology | 80 | 20 | - | 100 |
| 34. | CCC8 | 4452 | 3BSc(EM)2 | Camera Operation | 50 | 20 | 30 | 100 |
| 35. | CCE1 | 4453 | 3BSc(EM)3 | Newspapers & Magazine OR | 80 | 20 | - | 100 |
| 36. | CCE2 | 4454 | 3BSc(EM)3 | Global Media | 80 | 20 | - | 100 |
| 37. | SEC1 | 4455 | 3BSc(EM)4 | Digital Photography OR | 25 | 10 | 15 | 50 |
| 38. | SEC2 | 4456 | 3BSc(EM)4 | Video Production | 25 | 10 | 15 | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 39. | OE1 | 4435 | BSc(EM)5 | 1) Indian Political System | 40 | 10 | - | 50 |
| 40. | OE2 | 4436 | BSc(EM)5 | 2) Human Rights and Media | 40 | 10 | - | 50 |
| 41. | OE3 | 4437 | BSc(EM)5 | 3) Folk and Community Media | 40 | 10 | - | 50 |
| 42. | OE4 | 4438 | BSc(EM)5 | 4) Rural Communication | 40 | 10 | - | 50 |
| 43. | OE5 | 4439 | BSc(EM)5 | 5) Yoga & Spiritual Communication | 40 | 10 | - | 50 |
| 44. | OE6 | 4440 | BSc(EM)5 | 6) Defence Journalism | 40 | 10 | - | 50 |
| 45. | OE7 | 4441 | BSc(EM)5 | 7) Wild Life Conservation | 40 | 10 | - | 50 |
| 46. | OE8 | 4442 | BSc(EM)5 | 8) Gender Studies | 40 | 10 | - | 50 |
| 47. | OE9 | 4443 | BSc(EM)5 | 9) Business Communication | 40 | 10 | - | 50 |
| 48. | OE10 | 4444 | BSc(EM)5 | 10) Indian Economical System | 40 | 10 | - | 50 |
| 49. | OE11 | 4445 | BSc(EM)5 | 11) Documentary Production | 25 | 10 | 15 | 50 |
| 50. | OE12 | 4446 | BSc(EM)5 | 12) Women Children and Media | 40 | 10 | - | 50 |

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Bachelor of Science (Electronic Media) (Course Code – 130) SEMESTER – IV

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 51. | CCC9 | 4457 | 4BSc(EM)1 | Writing for TV & Radio | 80 | 20 | - | 100 |
| 52. | CCC10 | 4458 | 4BSc(EM)2 | Electronic News Production | 50 | 20 | 30 | 100 |
| 53. | CCE3 | 4459 | 4BSc(EM)3 | Corporate Comm. & Public Relation | 80 | 20 | - | 100 |
| | | | | OR | | | | |
| 54. | CCE4 | 4460 | 4BSc(EM)3 | Advertisement | 80 | 20 | - | 100 |
| 55. | SEC3 | 4461 | 4BSc(EM)4 | Application of Computers in EM | 25 | 10 | 15 | 50 |
| | | | | OR | | | | |
| 56. | SEC4 | 4462 | 4BSc(EM)4 | Audio Production | 25 | 10 | 15 | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 57. | OE1 | 4435 | BSc(EM)5 | 1) Indian Political System | 40 | 10 | - | 50 |
| 58. | OE2 | 4436 | BSc(EM)5 | 2) Human Rights and Media | 40 | 10 | - | 50 |
| 59. | OE3 | 4437 | BSc(EM)5 | 3) Folk and Community Media | 40 | 10 | - | 50 |
| 60. | OE4 | 4438 | BSc(EM)5 | 4) Rural Communication | 40 | 10 | - | 50 |
| 61. | OE5 | 4439 | BSc(EM)5 | 5) Yoga & Spiritual Communication | 40 | 10 | - | 50 |
| 62. | OE6 | 4440 | BSc(EM)5 | 6) Defence Journalism | 40 | 10 | - | 50 |
| 63. | OE7 | 4441 | BSc(EM)5 | 7) Wild Life Conservation | 40 | 10 | - | 50 |
| 64. | OE8 | 4442 | BSc(EM)5 | 8) Gender Studies | 40 | 10 | - | 50 |
| 65. | OE9 | 4443 | BSc(EM)5 | 9) Business Communication | 40 | 10 | - | 50 |
| 66. | OE10 | 4444 | BSc(EM)5 | 10) Indian Economical System | 40 | 10 | - | 50 |
| 67. | OE11 | 4445 | BSc(EM)5 | 11) Documentary Production | 25 | 10 | 15 | 50 |
| 68. | OE12 | 4446 | BSc(EM)5 | 12) Women Children and Media | 40 | 10 | - | 50 |

Bachelor of Science (Electronic Media) (Course Code – 130) SEMESTER – V

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 69. | CCC11 | 4463 | 5BSc(EM)1 | Media Research | 80 | 20 | - | 100 |
| 70. | CCC12 | 4464 | 5BSc(EM)2 | Media Management & Economy | 80 | 20 | - | 100 |
| 71. | CCE5 | 4465 | 5BSc(EM)3 | Citizen Journalism | 80 | 20 | - | 100 |
| | | | | OR | | | | |
| 72. | CCE6 | 4466 | 5BSc(EM)3 | Development Communication | 80 | 20 | - | 100 |
| 73. | SEC5 | 4467 | 5BSc(EM)4 | Principle of Journalism | 40 | 10 | - | 50 |
| | | | | OR | | | | |
| 74. | SEC6 | 4468 | 5BSc(EM)4 | Script Writing | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 75. | OE1 | 4435 | BSc(EM)5 | 1) Indian Political System | 40 | 10 | - | 50 |
| 76. | OE2 | 4436 | BSc(EM)5 | 2) Human Rights and Media | 40 | 10 | - | 50 |
| 77. | OE3 | 4437 | BSc(EM)5 | 3) Folk and Community Media | 40 | 10 | - | 50 |
| 78. | OE4 | 4438 | BSc(EM)5 | 4) Rural Communication | 40 | 10 | - | 50 |
| 79. | OE5 | 4439 | BSc(EM)5 | 5) Yoga & Spiritual Communication | 40 | 10 | - | 50 |
| 80. | OE6 | 4440 | BSc(EM)5 | 6) Defence Journalism | 40 | 10 | - | 50 |
| 81. | OE7 | 4441 | BSc(EM)5 | 7) Wild Life Conservation | 40 | 10 | - | 50 |
| 82. | OE8 | 4442 | BSc(EM)5 | 8) Gender Studies | 40 | 10 | - | 50 |
| 83. | OE9 | 4443 | BSc(EM)5 | 9) Business Communication | 40 | 10 | - | 50 |
| 84. | OE10 | 4444 | BSc(EM)5 | 10) Indian Economical System | 40 | 10 | - | 50 |
| 85. | OE11 | 4445 | BSc(EM)5 | 11) Documentary Production | 25 | 10 | 15 | 50 |
| 86. | OE12 | 4446 | BSc(EM)5 | 12) Women Children and Media | 40 | 10 | - | 50 |

Bachelor of Science (Electronic Media) (Course Code – 130) SEMESTER – VI

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|---------------------|----|----|---|-------|
| 87. | CCC13 | 4469 | 6BSc(EM)1 | Media Laws & Ethics | 80 | 20 | - | 100 |
| 88. | CCC14 | 4470 | 6BSc(EM)2 | Cinema Studies | 80 | 20 | - | 100 |

| | | | | | | | | |
|---|------|------|-----------|-----------------------------------|----|----|----|-----|
| 89. | CCE7 | 4471 | 6BSc(EM)3 | Project Work & Viva Voce | - | 20 | 80 | 100 |
| 90. | SEC7 | 4472 | 6BSc(EM)4 | Animation | 25 | 10 | 15 | 50 |
| | | | | OR | | | | |
| 91. | SEC8 | 4473 | 6BSc(EM)4 | Multimedia Production | 25 | 10 | 15 | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 92. | OE1 | 4435 | BSc(EM)5 | 1) Indian Political System | 40 | 10 | - | 50 |
| 93. | OE2 | 4436 | BSc(EM)5 | 2) Human Rights and Media | 40 | 10 | - | 50 |
| 94. | OE3 | 4437 | BSc(EM)5 | 3) Folk and Community Media | 40 | 10 | - | 50 |
| 95. | OE4 | 4438 | BSc(EM)5 | 4) Rural Communication | 40 | 10 | - | 50 |
| 96. | OE5 | 4439 | BSc(EM)5 | 5) Yoga & Spiritual Communication | 40 | 10 | - | 50 |
| 97. | OE6 | 4440 | BSc(EM)5 | 6) Defence Journalism | 40 | 10 | - | 50 |
| 98. | OE7 | 4441 | BSc(EM)5 | 7) Wild Life Conservation | 40 | 10 | - | 50 |
| 99. | OE8 | 4442 | BSc(EM)5 | 8) Gender Studies | 40 | 10 | - | 50 |
| 100. | OE9 | 4443 | BSc(EM)5 | 9) Business Communication | 40 | 10 | - | 50 |
| 101. | OE10 | 4444 | BSc(EM)5 | 10) Indian Economical System | 40 | 10 | - | 50 |
| 102. | OE11 | 4445 | BSc(EM)5 | 11) Documentary Production | 25 | 10 | 15 | 50 |
| 103. | OE12 | 4446 | BSc(EM)5 | 12) Women Children and Media | 40 | 10 | - | 50 |

5. Bachelor of Technology in Printing and Packaging – B.Tech.(PP) Course Code - 165 Four Years Full Time Degree Course

Course :-

The Bachelor Degree in (Printing and Packaging) – B.Tech.(PP) of Four Years (Eight Semesters) course shall be designated as Bachelor of Technology (Printing and Packaging) and abbreviated as B.Tech.(PP) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to B.Tech.(PP) course should be 12th Pass (Maths, Physics with Chemistry/Computer Science) from any recognized Board of India.
2. A candidate seeking admission to B.Tech.(PP) course shall have to submit his Transfer/Migration Certificate from previous School/Board for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) B.Tech.(PP) First Year
 - B.Tech.(PP) - I semester
 - B.Tech.(PP) - II semester
 - (b) B.Tech.(PP) Second Year
 - B.Tech.(PP) - III semester
 - B.Tech.(PP) - IV semester
 - (c) B.Tech.(PP) Third Year
 - B.Tech.(PP) - V semester
 - B.Tech.(PP) - VI semester
 - (d) B.Tech.(PP) Four Year
 - B.Tech.(PP) - VII semester
 - B.Tech.(PP) - VIII semester

-: Scheme of Examinations :-

B.Tech. (PP) (Printing and Packaging) (Four Year) Ist SEMESTER (Course Code- 165)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 1. | CCC1 | 4751 | 1BTech(PP)1 | Engineering Chemistry | 50 | 20 | 30 | 100 |
| 2. | CCC2 | 4752 | 1BTech(PP)2 | Engineering Mathematics | 80 | 20 | - | 100 |
| 3. | CCC3 | 4753 | 1BTech(PP)3 | Basic Electricals & Electronics Engineering | 50 | 20 | 30 | 100 |
| 4. | CCC4 | 4754 | 1BTech(PP)4 | Engineering Graphics | 50 | 20 | 30 | 100 |
| 5. | AEC1 | 4755 | 1BTech(PP)5 | Communicative English and Hindi | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 6. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 7. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 8. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 9. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 10. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 11. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 12. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 13. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 14. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 15. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 16. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 17. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 18. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 19. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) (Four Year) IInd SEMESTER (Course Code- 165)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 20. | CCC5 | 4770 | 2BTech(PP)1 | Engineering Physics | 50 | 20 | 30 | 100 |
| 21. | CCC6 | 4771 | 2BTech(PP)2 | Basic Mechanical Engineering | 50 | 20 | 30 | 100 |
| 22. | CCC7 | 4772 | 2BTech(PP)3 | Basic Civil Engineering & Engineering Mechanics | 50 | 20 | 30 | 100 |
| 23. | CCC8 | 4773 | 2BTech(PP)4 | Basic Computer Engineering | 50 | 20 | 30 | 100 |
| 24. | AEC2 | 4774 | 2BTech(PP)5 | Environmental Studies | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 25. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 26. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 27. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 28. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 29. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 30. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 31. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 32. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 33. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 34. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 35. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |

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|-----|------|------|------------|---|----|----|---|----|
| 36. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 37. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 38. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) (Four Year) IIIrd SEMESTER (Course Code- 165)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Tota |
|---|-----------------|------------------------|----------------|--|----|----|----|------|
| 39. | CCC9 | 4775 | 3BTech(PP)1 | Basic of Printing Processes | 50 | 20 | 30 | 100 |
| 40. | CCC10 | 4776 | 3BTech(PP)2 | Elements of Packaging | 80 | 20 | - | 100 |
| 41. | CCC11 | 4777 | 3BTech(PP)3 | Printing Material Science | 80 | 20 | - | 100 |
| 42. | CCE1 | 4778 | 3BTech(PP)4 | Mechanics of Machines | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 43. | CCE2 | 4779 | 3BTech(PP)4 | Electrical Machines and Utilization | 50 | 20 | 30 | 100 |
| 44. | SEC1 | 4780 | 3BTech(PP)5 | Graphics Designing | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 45. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 46. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 47. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 48. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 49. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 50. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 51. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 52. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 53. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 54. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 55. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 56. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 57. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 58. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) (Four Year) IVth SEMESTER (Course Code- 165)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Tota |
|---|-----------------|------------------------|----------------|---|----|----|----|------|
| 59. | CCC12 | 4781 | 4BTech(PP)1 | Printing & Packaging Materials | 80 | 20 | - | 100 |
| 60. | CCC13 | 4782 | 4BTech(PP)2 | Imaging Technology | 50 | 20 | 30 | 100 |
| 61. | CCC14 | 4783 | 4BTech(PP)3 | Technology of Sheet fed offset Printing | 50 | 20 | 30 | 100 |
| 62. | CCE3 | 4784 | 4BTech(PP)4 | Screen Printing | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 63. | CCE4 | 4785 | 4BTech(PP)4 | Planning for Print Production | 50 | 20 | 30 | 100 |
| 64. | SEC2 | 4786 | 4BTech(PP)5 | Packaging Design | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 65. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 66. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 67. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 68. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 69. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 70. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 71. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |

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|-----|------|------|------------|--|----|----|---|----|
| 72. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 73. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 74. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 75. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 76. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 77. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 78. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) (Four Year) Vth SEMESTER (Course Code- 165)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Tota |
|---|-----------------|------------------------|----------------|--|----|----|----|------|
| 79. | CCC15 | 4787 | 5BTech(PP)1 | Technology of Flexography | 50 | 20 | 30 | 100 |
| 80. | CCC16 | 4788 | 5BTech(PP)2 | Image Carrier for Printing Process | 50 | 20 | 30 | 100 |
| 81. | CCC17 | 4789 | 5BTech(PP)3 | Paper based Packaging | 80 | 20 | - | 100 |
| 82. | CCE5 | 4790 | 5BTech(PP)4 | Packaging Material Science | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 83. | CCE6 | 4791 | 5BTech(PP)4 | Microprocessor & Microcontroller | 50 | 20 | 30 | 100 |
| 84. | SEC3 | 4792 | 5BTech(PP)5 | Digital Pre Press | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 85. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 86. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 87. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 88. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 89. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 90. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 91. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 92. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 93. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 94. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 95. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 96. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 97. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 98. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) (Four Year) VI th SEMESTER (Course Code- 165)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Tota |
|---|-----------------|------------------------|----------------|--------------------------------------|----|----|----|------|
| 99. | CCC18 | 4793 | 6BTech(PP)1 | Technology of Gravure | 50 | 20 | 30 | 100 |
| 100. | CCC19 | 4794 | 6BTech(PP)2 | Plastic & Polymer Based Packaging | 80 | 20 | - | 100 |
| 101. | CCC20 | 4795 | 6BTech(PP)3 | Colour Science | 50 | 20 | 30 | 100 |
| 102. | CCE7 | 4796 | 6BTech(PP)4 | Metal and Glass Based Packaging | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 103. | CCE8 | 4797 | 6BTech(PP)4 | Print Finishing and Converting | 50 | 20 | 30 | 100 |
| 104. | SEC4 | 4798 | 6BTech(PP)5 | Machine Design | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 105. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 106. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 107. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |

| | | | | | | | | |
|------|------|------|------------|--|----|----|---|----|
| 108. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 109. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 110. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 111. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 112. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 113. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 114. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 115. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 116. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 117. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 118. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech (PP). (Printing and Packaging) (Four Year) VII th SEMESTER (Course Code- 165)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 119. | CCC21 | 4799 | 7BTech(PP)1 | Technology of Web Offset | 50 | 20 | 30 | 100 |
| 120. | CCC22 | 4800 | 7BTech(PP)2 | Ink Technology | 50 | 20 | 30 | 100 |
| 121. | CCC23 | 4801 | 7BTech(PP)3 | Specialized Packaging | 80 | 20 | - | 100 |
| 122. | CCE9 | 4802 | 7BTech(PP)4 | Machine Maintenance Management | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 123. | CCE10 | 4803 | 7BTech(PP)4 | Printing Plant and Layout Design | 50 | 20 | 30 | 100 |
| 124. | SEC5 | 4804 | 7BTech(PP)5 | Industrial Training | - | 10 | 40 | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 125. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 126. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 127. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 128. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 129. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 130. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 131. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 132. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 133. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 134. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 135. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 136. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 137. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 138. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) (Four Year) VIII th SEMESTER (Course Code- 165)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|--------------------------------------|----|----|----|-------|
| 139. | CCC24 | 4805 | 8BTech(PP)1 | Security and Specialized Printing | 80 | 20 | - | 100 |
| 140. | CCC25 | 4806 | 8BTech(PP)2 | Estimating and Costing | 80 | 20 | - | 100 |
| 141. | CCC26 | 4807 | 8BTech(PP)3 | Major Project | - | 20 | 80 | 100 |
| 142. | CCE11 | 4808 | 8BTech(PP)4 | Digital & Advance Printing Processes | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 143. | CCE12 | 4809 | 8BTech(PP)4 | Printed Electronics | 50 | 20 | 30 | 100 |
| 144. | SEC6 | 4810 | 8BTech(PP)5 | Food and Agro based Packaging | 40 | 10 | - | 50 |

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| Open Elective : (Any One in each Semester) | | | | | | | | |
|--|------|------|------------|--|----|----|---|----|
| 145. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 146. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 147. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 148. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 149. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 150. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 151. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 152. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 153. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 154. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 155. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 156. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 157. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 158. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

6. Bachelor of Technology in Printing and Packaging – B.Tech.(PP) Lateral Entry Course Code - 992 Three Years Full Time Degree Course

Course :-

The Bachelor Degree in Printing and Packaging – B.Tech.(PP) Lateral Entry of Three Years (Six Semesters) course shall be designated as Bachelor of Technology (Printing and Packaging) Lateral Entry and abbreviated as B.Tech.(PP)LE under choice based credit system (CBCS) and will be applicable from July 2018.

Admissions :-

1. A candidate seeking admission to B.Tech.(PP)LE course should be Diploma in Printing / Packaging Technology from any recognized Institution of India.
2. A candidate seeking admission to B.Tech.(PP)LE course shall have to submit his Transfer/Migration Certificate from previous institution for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) B.Tech.(PP)LE Second Year
 - B.Tech.(PP)LE - III semester
 - B.Tech.(PP)LE - IV semester
 - (b) B.Tech.(PP)LE Third Year
 - B.Tech.(PP)LE - V semester
 - B.Tech.(PP)LE - VI semester
 - (c) B.Tech.(PP)LE Fourth Year
 - B.Tech.(PP)LE - VII semester
 - B.Tech.(PP)LE - VIII semester

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-: Scheme of Examinations :-

B.Tech. (PP) (Printing and Packaging) Lateral Entry (Three Year) IIIrd SEMESTER (Course Code-992)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 1. | CCC9 | 4775 | 3BTech(PP)1 | Basic of Printing Processes | 50 | 20 | 30 | 100 |
| 2. | CCC10 | 4776 | 3BTech(PP)2 | Elements of Packaging | 80 | 20 | - | 100 |
| 3. | CCC11 | 4777 | 3BTech(PP)3 | Printing Material Science | 80 | 20 | - | 100 |
| 4. | CCE1 | 4778 | 3BTech(PP)4 | Mechanics of Machines OR | 50 | 20 | 30 | 100 |
| 5. | CCE2 | 4779 | 3BTech(PP)4 | Electrical Machines and Utilization | 50 | 20 | 30 | 100 |
| 6. | SEC1 | 4780 | 3BTech(PP)5 | Graphics Designing | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 7. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 8. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 9. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 10. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 11. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 12. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 13. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 14. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 15. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 16. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 17. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 18. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 19. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 20. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) Lateral Entry (Three Year) IVth SEMESTER (Course Code-992)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|---|----|----|----|-------|
| 21. | CCC12 | 4781 | 4BTech(PP)1 | Printing & Packaging Materials | 80 | 20 | - | 100 |
| 22. | CCC13 | 4782 | 4BTech(PP)2 | Imaging Technology | 50 | 20 | 30 | 100 |
| 23. | CCC14 | 4783 | 4BTech(PP)3 | Technology of Sheet fed offset Printing | 50 | 20 | 30 | 100 |
| 24. | CCE3 | 4784 | 4BTech(PP)4 | Screen Printing OR | 50 | 20 | 30 | 100 |
| 25. | CCE4 | 4785 | 4BTech(PP)4 | Planning for Print Production | 50 | 20 | 30 | 100 |
| 26. | SEC2 | 4786 | 4BTech(PP)5 | Packaging Design | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 27. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 28. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 29. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 30. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 31. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 32. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 33. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |

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of Journalism & Communication, Bhopal

| | | | | | | | | |
|-----|------|------|------------|--|----|----|---|----|
| 34. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 35. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 36. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 37. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 38. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 39. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 40. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) Lateral Entry (Three Year) Vth SEMESTER (Course Code-992)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Tota |
|---|-----------------|------------------------|----------------|--|----|----|----|------|
| 41. | CCC15 | 4787 | 5BTech(PP)1 | Technology of Flexography | 50 | 20 | 30 | 100 |
| 42. | CCC16 | 4788 | 5BTech(PP)2 | Image Carrier for Printing Process | 50 | 20 | 30 | 100 |
| 43. | CCC17 | 4789 | 5BTech(PP)3 | Paper based Packaging | 80 | 20 | - | 100 |
| 44. | CCE5 | 4790 | 5BTech(PP)4 | Packaging Material Science | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 45. | CCE6 | 4791 | 5BTech(PP)4 | Microprocessor & Microcontroller | 50 | 20 | 30 | 100 |
| 46. | SEC3 | 4792 | 5BTech(PP)5 | Digital Pre Press | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 47. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 48. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 49. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 50. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 51. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 52. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 53. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 54. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 55. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 56. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 57. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 58. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 59. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 60. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) Lateral Entry (Three Year) VI th SEMESTER (Course Code-992)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Tota |
|---|-----------------|------------------------|----------------|-----------------------------------|----|----|----|------|
| 61. | CCC18 | 4793 | 6BTech(PP)1 | Technology of Gravure | 50 | 20 | 30 | 100 |
| 62. | CCC19 | 4794 | 6BTech(PP)2 | Plastic & Polymer Based Packaging | 80 | 20 | - | 100 |
| 63. | CCC20 | 4795 | 6BTech(PP)3 | Colour Science | 50 | 20 | 30 | 100 |
| 64. | CCE7 | 4796 | 6BTech(PP)4 | Metal and Glass Based Packaging | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 65. | CCE8 | 4797 | 6BTech(PP)4 | Print Finishing and Converting | 50 | 20 | 30 | 100 |
| 66. | SEC4 | 4798 | 6BTech(PP)5 | Machine Design | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 67. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 68. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |

| | | | | | | | | |
|-----|------|------|------------|--|----|----|---|----|
| 69. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 70. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 71. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 72. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 73. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 74. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 75. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 76. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 77. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 78. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 79. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 80. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) Lateral Entry (Three Year) VII th SEMESTER (Course Code 992)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|---|-----------------|------------------------|----------------|--|----|----|----|-------|
| 81. | CCC21 | 4799 | 7BTech(PP)1 | Technology of Web Offset | 50 | 20 | 30 | 100 |
| 82. | CCC22 | 4800 | 7BTech(PP)2 | Ink Technology | 50 | 20 | 30 | 100 |
| 83. | CCC23 | 4801 | 7BTech(PP)3 | Specialized Packaging | 80 | 20 | - | 100 |
| 84. | CCE9 | 4802 | 7BTech(PP)4 | Machine Maintenance Management | 50 | 20 | 30 | 100 |
| 85. | CCE10 | 4803 | 7BTech(PP)4 | Printing Plant and Layout Design | 50 | 20 | 30 | 100 |
| 86. | SEC5 | 4804 | 7BTech(PP)5 | Industrial Training | - | 10 | 40 | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 87. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 88. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 89. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 90. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 91. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 92. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 93. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 94. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 95. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 96. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 97. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 98. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 99. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 100. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

B.Tech. (PP) (Printing and Packaging) Lateral Entry (Three Year) VIII th SEMESTER (Course Code 992)

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|-----------------------------------|----|----|----|-------|
| 101. | CCC24 | 4805 | 8BTech(PP)1 | Security and Specialized Printing | 80 | 20 | - | 100 |
| 102. | CCC25 | 4806 | 8BTech(PP)2 | Estimating and Costing | 80 | 20 | - | 100 |
| 103. | CCC26 | 4807 | 8BTech(PP)3 | Major Project | - | 20 | 80 | 100 |


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|---|-------|------|-------------|--|----|----|----|-----|
| 104. | CCE11 | 4808 | 8BTech(PP)4 | Digital & Advance Printing Processes | 50 | 20 | 30 | 100 |
| | | | | OR | | | | |
| 105. | CCE12 | 4809 | 8BTech(PP)4 | Printed Electronics | 50 | 20 | 30 | 100 |
| 106. | SEC6 | 4810 | 8BTech(PP)5 | Food and Agro based Packaging | 40 | 10 | - | 50 |
| Open Elective : (Any One in each Semester) | | | | | | | | |
| 107. | OE1 | 4756 | BTech(PP)6 | Management Information System | 40 | 10 | - | 50 |
| 108. | OE2 | 4757 | BTech(PP)6 | TQM for Graphic Art Industry | 40 | 10 | - | 50 |
| 109. | OE3 | 4758 | BTech(PP)6 | Psychology of Printing and Packaging | 40 | 10 | - | 50 |
| 110. | OE4 | 4759 | BTech(PP)6 | Computer Applications in Printing & Packaging | 40 | 10 | - | 50 |
| 111. | OE5 | 4760 | BTech(PP)6 | Digital Electronic Circuits | 40 | 10 | - | 50 |
| 112. | OE6 | 4761 | BTech(PP)6 | Multimedia Technology | 40 | 10 | - | 50 |
| 113. | OE7 | 4762 | BTech(PP)6 | Advertising & Multimedia | 40 | 10 | - | 50 |
| 114. | OE8 | 4763 | BTech(PP)6 | International Logistics and Legal Environment | 40 | 10 | - | 50 |
| 115. | OE9 | 4764 | BTech(PP)6 | International Trade and Relations | 40 | 10 | - | 50 |
| 116. | OE10 | 4765 | BTech(PP)6 | Print Media Ethics | 40 | 10 | - | 50 |
| 117. | OE11 | 4766 | BTech(PP)6 | Printing Management and Entrepreneurship Development | 40 | 10 | - | 50 |
| 118. | OE12 | 4767 | BTech(PP)6 | Image Processing | 40 | 10 | - | 50 |
| 119. | OE13 | 4768 | BTech(PP)6 | Quality Control and Supply Chain Management | 40 | 10 | - | 50 |
| 120. | OE14 | 4769 | BTech(PP)6 | Industrial Safety Management | 40 | 10 | - | 50 |

7. Bachelor of Business Administration in E-Commerce– B.B.A(EC) Course Code - 179 Three Years Full Time Degree Course

Course :-


The Bachelor Degree in (E-Commerce) - B.B.A(EC) of Three Years (Six Semesters) course shall be designated as Bachelor of Business Administration (E-Commerce) and abbreviated as B.B.A.(EC) under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to B.B.A(EC) course should be 12th Pass from any recognized Board of India or Equivalent/ Three year Polytechnic Diploma..
2. A candidate seeking admission to B.B.A.(EC) course shall have to submit his Transfer/Migration Certificate from previous School/Board for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :
 - (a) B.B.A(EC) First Year
 - B.B.A(EC) - I semester
 - B.B.A(EC) - II semester
 - (b) B.B.A(EC) Second Year
 - B.B.A(EC) - III semester
 - B.B.A(EC) - IV semester


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- (c) B.B.A(EC) Third Year
- B.B.A(EC) - V semester
 - B.B.A(EC) - VI semester

-: Scheme of Examinations :-

Bachelor of Business Administration (E-Commerce) (Course Code - 179) Ist SEMESTER

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|---|-------|
| 1. | CCC1 | 4816 | 1BBA(EC)1 | Science of Communication | 80 | 20 | - | 100 |
| 2. | CCC2 | 4817 | 1BBA(EC)2 | Commerce and E-Commerce | 80 | 20 | - | 100 |
| 3. | CCC3 | 4818 | 1BBA(EC)3 | Economics | 80 | 20 | - | 100 |
| 4. | AEC1 | 4819 | 1BBA(EC)4 | Communicative English and Hindi | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 5. | OE1 | 4820 | BBA(EC)5 | Business Mathematics | 40 | 10 | - | 50 |
| 6. | OE2 | 4821 | BBA(EC)5 | Business Communication | 40 | 10 | - | 50 |
| 7. | OE3 | 4822 | BBA(EC)5 | Indian Banking System | 40 | 10 | - | 50 |
| 8. | OE4 | 4823 | BBA(EC)5 | Retail Management | 40 | 10 | - | 50 |
| 9. | OE5 | 4824 | BBA(EC)5 | Consumer Behavior | 40 | 10 | - | 50 |
| 10. | OE6 | 4825 | BBA(EC)5 | Customer Relationship Management | 40 | 10 | - | 50 |
| 11. | OE7 | 4826 | BBA(EC)5 | Business Environment | 40 | 10 | - | 50 |
| 12. | OE8 | 4827 | BBA(EC)5 | Management Science | 40 | 10 | - | 50 |
| 13. | OE9 | 4828 | BBA(EC)5 | Corporate Communication, Advertising & PR | 40 | 10 | - | 50 |
| 14. | OE10 | 4829 | BBA(EC)5 | Event Management | 40 | 10 | - | 50 |

Bachelor of Business Administration (E-Commerce) (Course Code - 179) IInd SEMESTER

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|---|-------|
| 15. | CCC4 | 4830 | 2BBA(EC)1 | Principles and Practices of Management | 80 | 20 | - | 100 |
| 16. | CCC5 | 4831 | 2BBA(EC)2 | Basic Accountancy | 80 | 20 | - | 100 |
| 17. | CCC6 | 4832 | 2BBA(EC)3 | Internet and E-Commerce | 80 | 20 | - | 100 |
| 18. | AEC2 | 4833 | 2BBA(EC)4 | Environmental Studies | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 19. | OE1 | 4820 | BBA(EC)5 | Business Mathematics | 40 | 10 | - | 50 |
| 20. | OE2 | 4821 | BBA(EC)5 | Business Communication | 40 | 10 | - | 50 |
| 21. | OE3 | 4822 | BBA(EC)5 | Indian Banking System | 40 | 10 | - | 50 |
| 22. | OE4 | 4823 | BBA(EC)5 | Retail Management | 40 | 10 | - | 50 |
| 23. | OE5 | 4824 | BBA(EC)5 | Consumer Behavior | 40 | 10 | - | 50 |
| 24. | OE6 | 4825 | BBA(EC)5 | Customer Relationship Management | 40 | 10 | - | 50 |
| 25. | OE7 | 4826 | BBA(EC)5 | Business Environment | 40 | 10 | - | 50 |
| 26. | OE8 | 4827 | BBA(EC)5 | Management Science | 40 | 10 | - | 50 |
| 27. | OE9 | 4828 | BBA(EC)5 | Corporate Communication, Advertising & PR | 40 | 10 | - | 50 |
| 28. | OE10 | 4829 | BBA(EC)5 | Event Management | 40 | 10 | - | 50 |

Bachelor of Business Administration (E-Commerce) (Course Code - 179) IIIrd SEMESTER

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--------|-----------------|------------------------|----------------|-------------------------|----|----|---|-------|
| 29. | CCC7 | 4834 | 3BBA(EC)1 | Business Law and Ethics | 80 | 20 | - | 100 |


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|----------------------------------|------|------|-----------|---|----|----|---|-----|
| 30. | CCC8 | 4835 | 3BBA(EC)2 | Network Infrastructure for E-Commerce | 80 | 20 | - | 100 |
| 31. | CCE1 | 4836 | 3BBA(EC)3 | Business Organization | 80 | 20 | - | 100 |
| 32. | CCE2 | 4837 | 3BBA(EC)3 | OR Statistics | | | | |
| 33. | SEC1 | 4838 | 3BBA(EC)4 | Financial Management | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 34. | OE1 | 4820 | BBA(EC)5 | Business Mathematics | 40 | 10 | - | 50 |
| 35. | OE2 | 4821 | BBA(EC)5 | Business Communication | 40 | 10 | - | 50 |
| 36. | OE3 | 4822 | BBA(EC)5 | Indian Banking System | 40 | 10 | - | 50 |
| 37. | OE4 | 4823 | BBA(EC)5 | Retail Management | 40 | 10 | - | 50 |
| 38. | OE5 | 4824 | BBA(EC)5 | Consumer Behavior | 40 | 10 | - | 50 |
| 39. | OE6 | 4825 | BBA(EC)5 | Customer Relationship Management | 40 | 10 | - | 50 |
| 40. | OE7 | 4826 | BBA(EC)5 | Business Environment | 40 | 10 | - | 50 |
| 41. | OE8 | 4827 | BBA(EC)5 | Management Science | 40 | 10 | - | 50 |
| 42. | OE9 | 4828 | BBA(EC)5 | Corporate Communication, Advertising & PR | 40 | 10 | - | 50 |
| 43. | OE10 | 4829 | BBA(EC)5 | Event Management | 40 | 10 | - | 50 |

Bachelor of Business Administration (E-Commerce) (Course Code - 179) IVth SEMESTER

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|---|----|----|---|-------|
| 44. | CCC9 | 4839 | 4BBA(EC)1 | Marketing Management | 80 | 20 | - | 100 |
| 45. | CCC10 | 4840 | 4BBA(EC)2 | Organizational Behavior | 80 | 20 | - | 100 |
| 46. | CCE3 | 4841 | 4BBA(EC)3 | Introduction to Networking | 80 | 20 | - | 100 |
| 47. | CCE4 | 4842 | 4BBA(EC)3 | OR Human Resource Management | | | | |
| 48. | SEC2 | 4843 | 4BBA(EC)4 | Cost and Management Accounting | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 49. | OE1 | 4820 | BBA(EC)5 | Business Mathematics | 40 | 10 | - | 50 |
| 50. | OE2 | 4821 | BBA(EC)5 | Business Communication | 40 | 10 | - | 50 |
| 51. | OE3 | 4822 | BBA(EC)5 | Indian Banking System | 40 | 10 | - | 50 |
| 52. | OE4 | 4823 | BBA(EC)5 | Retail Management | 40 | 10 | - | 50 |
| 53. | OE5 | 4824 | BBA(EC)5 | Consumer Behavior | 40 | 10 | - | 50 |
| 54. | OE6 | 4825 | BBA(EC)5 | Customer Relationship Management | 40 | 10 | - | 50 |
| 55. | OE7 | 4826 | BBA(EC)5 | Business Environment | 40 | 10 | - | 50 |
| 56. | OE8 | 4827 | BBA(EC)5 | Management Science | 40 | 10 | - | 50 |
| 57. | OE9 | 4828 | BBA(EC)5 | Corporate Communication, Advertising & PR | 40 | 10 | - | 50 |
| 58. | OE10 | 4829 | BBA(EC)5 | Event Management | 40 | 10 | - | 50 |

Bachelor of Business Administration (E-Commerce) (Course Code - 179) Vth SEMESTER

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 59. | CCC11 | 4844 | 5BBA(EC)1 | Research Methodology | 80 | 20 | - | 100 |
| 60. | CCC12 | 4845 | 5BBA(EC)2 | International Trade | 80 | 20 | - | 100 |
| 61. | CCE5 | 4846 | 5BBA(EC)3 | E-Commerce Technologies | 50 | 20 | 30 | 100 |
| 62. | CCE6 | 4847 | 5BBA(EC)3 | OR Brand Management | 80 | 20 | - | 100 |
| 63. | SEC3 | 4848 | 5BBA(EC)4 | Entrepreneurship and Small Business Management | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 64. | OE1 | 4820 | BBA(EC)5 | Business Mathematics | 40 | 10 | - | 50 |
| 65. | OE2 | 4821 | BBA(EC)5 | Business Communication | 40 | 10 | - | 50 |
| 66. | OE3 | 4822 | BBA(EC)5 | Indian Banking System | 40 | 10 | - | 50 |
| 67. | OE4 | 4823 | BBA(EC)5 | Retail Management | 40 | 10 | - | 50 |

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Registrar

| | | | | | | | | |
|-----|------|------|----------|---|----|----|---|----|
| 68. | OE5 | 4824 | BBA(EC)5 | Consumer Behavior | 40 | 10 | - | 50 |
| 69. | OE6 | 4825 | BBA(EC)5 | Customer Relationship Management | 40 | 10 | - | 50 |
| 70. | OE7 | 4826 | BBA(EC)5 | Business Environment | 40 | 10 | - | 50 |
| 71. | OE8 | 4827 | BBA(EC)5 | Management Science | 40 | 10 | - | 50 |
| 72. | OE9 | 4828 | BBA(EC)5 | Corporate Communication, Advertising & PR | 40 | 10 | - | 50 |
| 73. | OE10 | 4829 | BBA(EC)5 | Event Management | 40 | 10 | - | 50 |

Bachelor of Business Administration (E-Commerce) (Course Code - 179) Vth SEMESTER

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|----------------------------------|-----------------|------------------------|----------------|--|----|----|----|-------|
| 74. | CCC13 | 4849 | 6BBA(EC)1 | Project-I Project Evaluation - 50 Viva - 30 | - | 20 | 80 | 100 |
| 75. | CCC14 | 4850 | 6BBA(EC)2 | Project-II Project Evaluation - 50 Viva - 30 | - | 20 | 80 | 100 |
| 75. | CCE7 | 4851 | 6BBA(EC)2 | Management Information System | 80 | 20 | - | 100 |
| 76. | SEC4 | 4852 | 6BBA(EC)3 | Database Management System | 40 | 10 | - | 50 |
| Open Elective : (Any One) | | | | | | | | |
| 77. | OE1 | 4820 | BBA(EC)5 | Business Mathematics | 40 | 10 | - | 50 |
| 78. | OE2 | 4821 | BBA(EC)5 | Business Communication | 40 | 10 | - | 50 |
| 79. | OE3 | 4822 | BBA(EC)5 | Indian Banking System | 40 | 10 | - | 50 |
| 80. | OE4 | 4823 | BBA(EC)5 | Retail Management | 40 | 10 | - | 50 |
| 81. | OE5 | 4824 | BBA(EC)5 | Consumer Behavior | 40 | 10 | - | 50 |
| 82. | OE6 | 4825 | BBA(EC)5 | Customer Relationship Management | 40 | 10 | - | 50 |
| 83. | OE7 | 4826 | BBA(EC)5 | Business Environment | 40 | 10 | - | 50 |
| 84. | OE8 | 4827 | BBA(EC)5 | Management Science | 40 | 10 | - | 50 |
| 85. | OE9 | 4828 | BBA(EC)5 | Corporate Communication, Advertising & PR | 40 | 10 | - | 50 |
| 86. | OE10 | 4829 | BBA(EC)5 | Event Management | 40 | 10 | - | 50 |

8. Bachelor of Computer Applications – B.C.A Course Code - 14 Three Years Full Time Degree Course

Course :-

The Bachelor Degree in (Computer Application) - B.C.A of Three Years (Six Semesters) course shall be designated as Bachelor of Computer Application and abbreviated as B.C.A. under choice based credit system (CBCS)

Admissions :-

1. A candidate seeking admission to B.C.A. course should be 12th Pass from any recognized Board of India or Equivalent/ Three year Polytechnic Diploma.
2. A candidate seeking admission to B.C.A. course shall have to submit his Transfer/Migration Certificate from previous School/Board for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows :


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- (a) B.C.A First Year
- B.C.A - I semester
 - B.C.A - II semester
- (b) B.C.A Second Year
- B.C.A - III semester
 - B.C.A - IV semester
- (c) B.C.A Third Year
- B.C.A - V semester
 - B.C.A - VI semester

-: Scheme of Examinations :-

Bachelor of Computer Applications B.C.A (Course Code - 14) SEMESTER – I

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--|-----------------|------------------------|----------------|--|----|----|----|-------|
| 1. | CCC1 | 7028 | 1BCA1 | Programming with C | 50 | 20 | 30 | 100 |
| 2. | CCC2 | 7029 | 1BCA2 | Database Management Systems | 50 | 20 | 30 | 100 |
| 3. | CCC3 | 7030 | 1BCA3 | Elementary Mathematics | 80 | 20 | - | 100 |
| 4. | AEC1 | 7031 | 1BCA4 | Communicative English & Hindi | 40 | 10 | - | 50 |
| Open Elective : (Choose any One per Semester) | | | | | | | | |
| 5. | OE1 | 7032 | BCA5 | 1) Fundamentals of Computer & Information Technology | 40 | 10 | - | 50 |
| 6. | OE2 | 7033 | BCA5 | 2) Office Automation & PC Packages | 25 | 10 | 15 | 50 |
| 7. | OE3 | 7034 | BCA5 | 3) Multimedia | 25 | 10 | 15 | 50 |
| 8. | OE4 | 7035 | BCA5 | 4) Python Programming | 25 | 10 | 15 | 50 |
| 9. | OE5 | 7036 | BCA5 | 5) Information Security Basics | 25 | 10 | 15 | 50 |
| 10. | OE6 | 7037 | BCA5 | 6) VBA Programming | 25 | 10 | 15 | 50 |
| 11. | OE7 | 7038 | BCA5 | 7) RDBMS using My SQL | 25 | 10 | 15 | 50 |
| 12. | OE8 | 7039 | BCA5 | 8) Linux & Shell Programming | 25 | 10 | 15 | 50 |
| 13. | OE9 | 7040 | BCA5 | 9) Working with OS (Dos, Windows & Linux) | 25 | 10 | 15 | 50 |
| 14. | OE10 | 7041 | BCA5 | 10) Software Engineering | 40 | 10 | - | 50 |

Bachelor of Computer Applications B.C.A (Course Code - 14) SEMESTER – II

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--|-----------------|------------------------|----------------|--|----|----|----|-------|
| 15. | CCC4 | 7132 | 2BCA1 | Advanced C Programming | 50 | 20 | 30 | 100 |
| 16. | CCC5 | 7133 | 2BCA2 | Data Structure | 50 | 20 | 30 | 100 |
| 17. | CCC6 | 7134 | 2BCA3 | Digital Electronics | 80 | 20 | - | 100 |
| 18. | AEC2 | 7135 | 2BCA4 | Environmental Science | 40 | 10 | - | 50 |
| Open Elective : (Choose any One per Semester) | | | | | | | | |
| 19. | OE1 | 7032 | BCA5 | 1) Fundamentals of Computer & Information Technology | 40 | 10 | - | 50 |
| 20. | OE2 | 7033 | BCA5 | 2) Office Automation & PC Packages | 25 | 10 | 15 | 50 |
| 21. | OE3 | 7034 | BCA5 | 3) Multimedia | 25 | 10 | 15 | 50 |
| 22. | OE4 | 7035 | BCA5 | 4) Python Programming | 25 | 10 | 15 | 50 |
| 23. | OE5 | 7036 | BCA5 | 5) Information Security Basics | 25 | 10 | 15 | 50 |
| 24. | OE6 | 7037 | BCA5 | 6) VBA Programming | 25 | 10 | 15 | 50 |
| 25. | OE7 | 7038 | BCA5 | 7) RDBMS using My SQL | 25 | 10 | 15 | 50 |
| 26. | OE8 | 7039 | BCA5 | 8) Linux & Shell Programming | 25 | 10 | 15 | 50 |


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| | | | | | | | | |
|-----|------|------|------|---|----|----|----|----|
| 27. | OE9 | 7040 | BCA5 | 9) Working with OS (Dos, Windows & Linux) | 25 | 10 | 15 | 50 |
| 28. | OE10 | 7041 | BCA5 | 10) Software Engineering | 40 | 10 | - | 50 |

Bachelor of Computer Applications B.C.A (Course Code - 14) SEMESTER – III

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--|-----------------|------------------------|----------------|--|----|----|----|-------|
| 29. | CCC7 | 7220 | 3BCA1 | Object Oriented Programming with C++ | 50 | 20 | 30 | 100 |
| 30. | CCC8 | 7221 | 3BCA2 | Computer Networks | 80 | 20 | - | 100 |
| 31. | CCE1 | 7222 | 3BCA3 | Management Theory & Practices | 50 | 20 | 30 | 100 |
| 32. | CCE2 | 7223 | 3BCA3 | Discrete Mathematics | 80 | 20 | - | 100 |
| 33. | SEC1 | 7224 | 3BCA4 | Computer Hardware Maintenance and Troubleshooting | 25 | 10 | 15 | 50 |
| Open Elective : (Choose any One per Semester) | | | | | | | | |
| 34. | OE1 | 7032 | BCA5 | 1) Fundamentals of Computer & Information Technology | 40 | 10 | - | 50 |
| 35. | OE2 | 7033 | BCA5 | 2) Office Automation & PC Packages | 25 | 10 | 15 | 50 |
| 36. | OE3 | 7034 | BCA5 | 3) Multimedia | 25 | 10 | 15 | 50 |
| 37. | OE4 | 7035 | BCA5 | 4) Python Programming | 25 | 10 | 15 | 50 |
| 38. | OE5 | 7036 | BCA5 | 5) Information Security Basics | 25 | 10 | 15 | 50 |
| 39. | OE6 | 7037 | BCA5 | 6) VBA Programming | 25 | 10 | 15 | 50 |
| 40. | OE7 | 7038 | BCA5 | 7) RDBMS using My SQL | 25 | 10 | 15 | 50 |
| 41. | OE8 | 7039 | BCA5 | 8) Linux & Shell Programming | 25 | 10 | 15 | 50 |
| 42. | OE9 | 7040 | BCA5 | 9) Working with OS (Dow, Windows & Linux) | 25 | 10 | 15 | 50 |
| 43. | OE10 | 7041 | BCA5 | 10) Software Engineering | 40 | 10 | - | 50 |

Bachelor of Computer Applications B.C.A (Course Code - 14) SEMESTER – IV

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--|-----------------|------------------------|----------------|--|----|----|----|-------|
| 44. | CCC9 | 7355 | 4BCA1 | Java Programming | 50 | 20 | 30 | 100 |
| 45. | CCC10 | 7356 | 4BCA2 | Operating Systems | 80 | 20 | - | 100 |
| 46. | CCE3 | 7357 | 4BCA3 | System Analysis & Design | 80 | 20 | - | 100 |
| 47. | CCE4 | 7358 | 4BCA3 | E-Commerce & E-Governance | 80 | 20 | - | 100 |
| 48. | SEC2 | 7359 | 4BCA4 | Web Designing (HTML, CSS, Javascript) | 25 | 10 | 15 | 50 |
| Open Elective : (Choose any One per Semester) | | | | | | | | |
| 49. | OE1 | 7032 | BCA5 | 1) Fundamentals of Computer & Information Technology | 40 | 10 | - | 50 |
| 50. | OE2 | 7033 | BCA5 | 2) Office Automation & PC Packages | 25 | 10 | 15 | 50 |
| 51. | OE3 | 7034 | BCA5 | 3) Multimedia | 25 | 10 | 15 | 50 |
| 52. | OE4 | 7035 | BCA5 | 4) Python Programming | 25 | 10 | 15 | 50 |
| 53. | OE5 | 7036 | BCA5 | 5) Information Security Basics | 25 | 10 | 15 | 50 |
| 54. | OE6 | 7037 | BCA5 | 6) VBA Programming | 25 | 10 | 15 | 50 |
| 55. | OE7 | 7038 | BCA5 | 7) RDBMS using My SQL | 25 | 10 | 15 | 50 |
| 56. | OE8 | 7039 | BCA5 | 8) Linux & Shell Programming | 25 | 10 | 15 | 50 |
| 57. | OE9 | 7040 | BCA5 | 9) Working with OS (Dow, Windows & Linux) | 25 | 10 | 15 | 50 |
| 58. | OE10 | 7041 | BCA5 | 10) Software Engineering | 40 | 10 | - | 50 |

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Bachelor of Computer Applications B.C.A (Course Code - 14) SEMESTER – V

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--|-----------------|------------------------|----------------|--|----|----|----|-------|
| 59. | CCC11 | 7445 | 5BCA1 | Dot Net Programming | 50 | 20 | 30 | 100 |
| 60. | CCC12 | 7446 | 5BCA2 | Web Development with PHP | 50 | 20 | 30 | 100 |
| 61. | CCE5 | 7447 | 5BCA3 | Windows Server Administration OR | 50 | 20 | 30 | 100 |
| 62. | CCE6 | 7448 | 5BCA3 | Linux Server Administration | 50 | 20 | 30 | 100 |
| 63. | SEC3 | 7449 | 5BCA4 | Oracle | 25 | 10 | 15 | 50 |
| Open Elective : (Choose any One per Semester) | | | | | | | | |
| 64. | OE1 | 7032 | BCA5 | 1) Fundamentals of Computer & Information Technology | 40 | 10 | - | 50 |
| 65. | OE2 | 7033 | BCA5 | 2) Office Automation & PC Packages | 25 | 10 | 15 | 50 |
| 66. | OE3 | 7034 | BCA5 | 3) Multimedia | 25 | 10 | 15 | 50 |
| 67. | OE4 | 7035 | BCA5 | 4) Python Programming | 25 | 10 | 15 | 50 |
| 68. | OE5 | 7036 | BCA5 | 5) Information Security Basics | 25 | 10 | 15 | 50 |
| 69. | OE6 | 7037 | BCA5 | 6) VBA Programming | 25 | 10 | 15 | 50 |
| 70. | OE7 | 7038 | BCA5 | 7) RDBMS using My SQL | 25 | 10 | 15 | 50 |
| 71. | OE8 | 7039 | BCA5 | 8) Linux & Shell Programming | 25 | 10 | 15 | 50 |
| 72. | OE9 | 7040 | BCA5 | 9) Working with OS (Dow, Windows & Linux) | 25 | 10 | 15 | 50 |
| 73. | OE10 | 7041 | BCA5 | 10) Software Engineering | 40 | 10 | - | 50 |

Bachelor of Computer Applications B.C.A (Course Code - 14) SEMESTER – VI

| S. No. | Course of Study | Paper Numerical Unique | Class & Papers | Paper Name/Subject | Th | IA | P | Total |
|--|-----------------|------------------------|----------------|--|----|----|----|-------|
| 74. | CCC13 | 7507 | 6BCA1 | Project Analysis & Design | - | 20 | 80 | 100 |
| 75. | CCC14 | 7508 | 6BCA2 | Project Development & Implementation | - | 20 | 80 | 100 |
| 76. | CCE7 | 7509 | 6BCA3 | Cloud Computing OR | 50 | 20 | 30 | 100 |
| 77. | CCE8 | 7510 | 6BCA3 | Android Programming | 50 | 20 | 30 | 100 |
| 78. | SEC4 | 7511 | 6BCA4 | Computerised Accounting with Tally | 25 | 10 | 15 | 50 |
| Open Elective : (Choose any One per Semester) | | | | | | | | |
| 79. | OE1 | 7032 | BCA5 | 1) Fundamentals of Computer & Information Technology | 40 | 10 | - | 50 |
| 80. | OE2 | 7033 | BCA5 | 2) Office Automation & PC Packages | 25 | 10 | 15 | 50 |
| 81. | OE3 | 7034 | BCA5 | 3) Multimedia | 25 | 10 | 15 | 50 |
| 82. | OE4 | 7035 | BCA5 | 4) Python Programming | 25 | 10 | 15 | 50 |
| 83. | OE5 | 7036 | BCA5 | 5) Information Security Basics | 25 | 10 | 15 | 50 |
| 84. | OE6 | 7037 | BCA5 | 6) VBA Programming | 25 | 10 | 15 | 50 |
| 85. | OE7 | 7038 | BCA5 | 7) RDBMS using My SQL | 25 | 10 | 15 | 50 |
| 86. | OE8 | 7039 | BCA5 | 8) Linux & Shell Programming | 25 | 10 | 15 | 50 |
| 87. | OE9 | 7040 | BCA5 | 9) Working with OS (Dow, Windows & Linux) | 25 | 10 | 15 | 50 |
| 88. | OE10 | 7041 | BCA5 | 10) Software Engineering | 40 | 10 | - | 50 |

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General Scheme of Programmes

Academic Scheme:-

There shall be an Academic Scheme of the course as prescribed by the University and printed in the prospectus/syllabus of the course concerned. The scheme of the course is binding to all the students. The University shall have right to change or modify the scheme of the course from time to time.

Examinations:-

1. The examination of I, III, V and VII Semesters, called as Odd Semester, shall be generally held in the months of December-January and that of II, IV, VI and VIII Semesters, called Even Semesters, shall be held in the months of May-June.
2. There shall be ATKT (Allowed to Keep Term) and Backlog system in which a failure student (who appears in the examination of a semester but fails) to pursue his regular studies in higher semester. He can simultaneously appear in the examination of higher semester as a regular fresh student and in the examination of lower semester as a Backlog student.
3. The duration of theory examination of any semester should normally not exceed twenty working days.
4. In any case the final result shall not be declared unless he/she has fully cleared all the semesters.

Passing of Examinations:-

1. In order to pass Examination of any semester, a candidate shall have to secure following percentage of minimum marks:
 - a) 40% of the maximum marks allotted to each Theory Paper.
 - b) 40% of the maximum marks allotted to each Practical/Viva-voce/Project.
 - c) 40% of the maximum marks allotted to each Internal/Term-work.

Awards of Division:-

1. Division shall be awarded only in the final semester.
2. Successful candidates in all the semester examination shall be awarded the division at the end of final semester examination taking the aggregate of marks obtained in all semesters as follows:
 - a) 60% and above First Division.
 - b) Less than 60% but not less than 45% Second Division.
 Provided the candidate has secured the minimum pass marks as specified under clause Passing of Examination above.

Condonation of deficiency in marks:-

- a) One Grace mark shall be awarded by the Vice Chancellor to the passed candidate who may be placed in the higher division by award of Vice Chancellor's one grace mark. The higher division will be shown in the result.


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- b) Grace marks up to five percent of maximum marks in a theory paper will be granted if the candidate after having appeared in all theory papers together as regular candidate fails in a single paper. No grace marks will be granted if the examination is taken in parts.
- c) Grace marks are not added to score of the paper. Grace marks will be considered for calculation of Grade Point. They are notional in nature. They are indicated to grant the benefit to the student without affecting the magnitude of score.
- d) In the mark sheet award of Grace marks is indicated as "GR"
- e) The Grace marks will not be granted to backlog papers.
- f) Grace marks will not be granted to Practicals- Group i.e. to practicals, projects, internal assessment and term work.

Attendance:-

- a) A candidate shall be eligible to be admitted to examination if the maintains at least 75% attendance in the teaching program of the class.
- b) A shortage in attendance up to 5% can be condoned by the Head of The Department/Head of the Institute of reasonable grounds.
- c) A further shortage up to 10% can be condoned by the Vice Chancellor on recommendation of the Head of Department/Head of the Institute on reasonable grounds.
- d) No candidate can be admitted to examination if his attendance percentage is below 60%.

Maximum Years permitted to complete a Course:-

Details of maximum number of years permitted to a student to complete a particular course is as follows:

| Level | Course Duration | Maximum permitted years to complete the course. (From the date of Enrollment/Registration) |
|--------------------|-----------------|--|
| Masters Degree | 2 years | 4 years |
| Bachelors Degree | 4 years | 8 years |
| Bachelors Degree | 3 years | 6 years |
| Bachelors Degree | 1 year | 3 years |
| PG Diploma/Diploma | 1 year | 3 years |

Maximum number of attempts is not fixed but it is mandatory that the student completes the course in the maximum given time. The maximum number of years includes the year of admission.

Candidate shall not be permitted to continue in a course, if he/she does not pass all the semesters in the maximum years as mentioned above, from the date of first admission.


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Examination and Assessment

The Grade, Letter Grade and the Grade Point earned by the candidate in a subject will be as given below. The University recommends a 10-point grading system with the following letter grades as given below:

| <u>Percentage</u> | <u>Letter Grade</u> | <u>Grade Point</u> |
|-------------------|---------------------|--------------------|
| 90-100 | O (Outstanding) | 10 |
| 80-89 | A+ (Excellent) | 9 |
| 70-79 | A (Very Good) | 8 |
| 60-69 | B+ (Good) | 7 |
| 50-59 | B (Above Average) | 6 |
| 46-49 | C (Average) | 5 |
| 40-45 | P (Pass) | 4 |
| Below 40 | F (Fail) | 0 |
| -- | Ab (Absent) | 0 |

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

Computation of SGPA and CGPA

The following procedure is prescribed to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

1. The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e

$$\text{SGPA (Si)} = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course.

2. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where S_i is the SGPA of the i th semester and C_i is the total number of credits in that semester.

3. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.


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Illustration of Computation of SGPA and CGPA and Format for Transcripts

i. Computation of SGPA and CGPA

Illustration for SGPA

| Course | Credit | Grade letter | Grade point | Credit Point Credit x Grade |
|----------|--------|--------------|-------------|--------------------------------|
| Course 1 | 3 | A | 8 | 3 x 8 = 24 |
| Course 2 | 4 | B+ | 7 | 4 x 7 = 28 |
| Course 3 | 3 | B | 6 | 3 x 6 = 18 |
| Course 4 | 3 | O | 10 | 3 x 10 = 30 |
| Course 5 | 3 | C | 5 | 3 x 5 = 15 |
| Course 6 | 4 | B | 6 | 4 x 6 = 24 |
| | 20 | | | 139 |

Thus, $SGPA = 139/20 = 6.95$

Illustration for

CGPA

| Semester 1 | Semester 2 | Semester 3 | Semester 4 |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Credit : 20 SGPA: 6.9 | Credit : 22 SGPA: 7.8 | Credit : 25 SGPA: 5.6 | Credit : 26 SGPA: 6.0 |

| Semester 5 | Semester 6 |
|--------------------------|--------------------------|
| Credit : 26 SGPA: 6.3 | Credit : 25 SGPA: 8.0 |

Thus, $CGPA = 20 \times 6.9 + 22 \times 7.8 + 25 \times 5.6 + 26 \times 6.0 + 26 \times 6.3 + 25 \times 8.0$

$= 6.73$

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Transcript (Format): Based on the above recommendations on Letter grades, grade points and SGPA and CGPA, the University will issue the transcript for each semester and a consolidated transcript indicating the performance in all semesters.


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