

Symbiosis Centre for Media and Communication, Pune
Bachelor of Arts (Mass Communication) Honours/ Honours with Research
Programme Structure 2023-27

1.	OBJECTIVE	Providing the industry with skilled and trained media professionals adept in all fields of communication at an entry level.			
2.	DURATION (IN MONTHS)	48 (Full Time) With Multiple Entry and Multiple Exit Options			
3.	INTAKE	120			
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)
			15	7.5	3
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)	b) International Students (In Percentage)	
			2	15	
5.	ELIGIBILITY	Passed Standard XII (10+2) or equivalent examination from any recognised Board with a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste/ Scheduled Tribes). Students who wish to opt for Honours with Research must earn 7.5 CGPA and above at the end of Semester-6 Eligibility Criteria for the Multiple entries would be as per University’s Lateral Entry Rules for FYUG Programmes			
6.	SELECTION PROCEDURE	SET (Symbiosis Entrance Test), studio test, writing ability test, personal interaction and verification of documents Selection Procedure for the Multiple Entry would be as per the University’s Lateral Entry Rules for FYUG Programmes			
7.	MEDIUM OF INSTRUCTION	English; some audio-visual case studies may be screened in Hindi, other regional / foreign languages (with English subtitles)			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	The details of the courses are given in Annexure A. List of Majors Offered- 1. Brand and Media Management 2. Film Studies 3. Media Entrepreneurship			

		4. Film Production 5. Public Relations and Corporate Communications 6. Digital Marketing and Advertising Management 7. Multimedia Journalism List of Minors Offered- 1. Brand and Media Management 2. Film Studies 3. Media Entrepreneurship 4. Film Production 5. Public Relations and Corporate Communications 6. Digital Marketing and Advertising Management 7. Multimedia Journalism			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
		Indian Students	3,46,000/-	20,000/-	3,66,000/-
		International Students (USD equivalent to INR)	5,20,000/-	20,000/-	5,40,000/-
11.	ASSESSMENT	All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% component as external [University] examination			
12.	STANDARD OF PASSING	The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.			
13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Bachelor of Arts (Mass Communication) with the applicable Major and applicable Minor will be awarded at the end of semester VI by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA. Bachelor of Arts (Mass Communication) Honours with the applicable Major and applicable Minor will be awarded at the end of semester VIII by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA. Bachelor of Arts (Mass Communication) Honours with Research with the applicable Major and applicable Minor will be awarded at the end of semester VIII by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA. Diploma in Mass Communication will be awarded at the end of semester IV by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer. Certificate in Mass Communication will be awarded at the end of semester II by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit			

Annexure A

Semester: I					
Course Title	Major / Minor	Credits	Internal Marks	External Marks	Total Marks
Major Core Courses- Compulsory					
Perspectives on Indian Media	Major	4	60	40	100
Multidisciplinary Courses - (To choose from SIU Basket)					
MD1		4	100	0	100
Ability Enhancement Course- Compulsory					
Understanding Modern Theatre		4	100	0	100
Introduction to Better Language Skills		2	30	20	50
Skill Enhancement Course- Compulsory					
Basic Communication Theories		2	50	0	50
Writing Skills		4	60	40	100
Total		20	400	100	500
Notes:					

Semester: II					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Core Courses- Compulsory					
Culture in Making	Major	4	60	40	100
Fundamentals of Marketing	Major	4	60	40	100
Multidisciplinary Courses - (To choose from SIU Basket)					
MD2		5	105	20	125
Ability Enhancement Course- Compulsory					
Project (Regional Language Expression)	AEC	2	50	0	50
Skill Enhancement Course - Compulsory					
Media Content Review I	SEC	3	75	0	75
Common Value-Added Courses - Compulsory					
Foundation of Photography	VAC	2	50	0	50
Total		20	400	100	500
Vocational Courses (Summer): Only for students who wish to exit after the First Year with a Certificate					
Industry Project (Exit Course)		4	100	0	100
Total		24	500	100	600
Notes: At the End of semester 2 students are required to choose Major and Minor from 7 options: 1) BMM (Brand and Media Management)					

2) DMA (Digital Marketing and Advertising Management) 3) PRCC (Public Relations and Corporate Communications) 4) ME (Media Entrepreneurship) 5) FP Film Production 6) FS (Film Studies) 7) MMJ (Multimedia Journalism)

Semester: III					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Core Courses- Compulsory					
Industry Project	Major	4	100	0	100
Major Courses MMMC - Students to Choose ANY ONE					
Introduction to Journalism	MMMC	4	60	40	100
Introduction to AV Radio and Television	MMMC				
Major Courses MMCM - Students to Choose ANY ONE					
Introduction to Advertising	MMCM	4	60	40	100
Introduction to Public Relations Practice	MMCM				
Major Courses MMCM - Compulsory					
Sustainable Marketing	MMCM	4	60	40	100
Business Statistics and Market Research	MMCM	4	100	0	100
Major Courses MMMC - Compulsory					
Cinema Appreciation	MMMC	4	60	40	100
Camera Techniques and Lighting	MMMC	4	100	0	100
Common Value-Added Courses - Compulsory					
Sustainability and Environmental Awareness/Photography Workshop	VAC(MM)	4	100	0	100
Total		20	420	80	500
Notes: List of courses in each Major will shared for the choice					

Semester: IV					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Courses MMCM - Students to Choose ANY ONE					
Consumer Behaviour	MMCM	4	60	40	100
Digital Marketing	MMCM				
Major Courses MMMC - Students to Choose ANY ONE					
Documentary Cinema and Non Fiction	MMMC	4	60	40	100
Media Laws and Ethics	MMMC				
Major Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					
Branding	BMM	4	100	0	100
Retail Marketing	BMM	4	100	0	100
Indian and Regional Cinema	FS	4	100	0	100
Asian Cinema	FS	4	100	0	100
Entrepreneurial Process	ME	4	100	0	100
Money, Banking and Finance	ME	4	100	0	100
Scriptwriting	FP	4	100	0	100
Film Production and Management	FP	4	100	0	100
Corporate Governance and CSR	PRCC	4	100	0	100
Event Management	PRCC	4	100	0	100
Social Media Marketing	DMA	4	100	0	100
Content Marketing	DMA	4	100	0	100
Broadcast News Production	MMJ	4	100	0	100
Website Technology - CMS	MMJ	4	100	0	100
Minor Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ) (Limited based on minimum number of registrations)					
		8	200	0	200

Total		20	460	40	500
Vocational Courses (Summer): Only for students who wish to exit after the Second Year with a Diploma					
Industry Project (Exit Course)		4	100	0	100
Total		24	460	40	600
Notes:					

Semester: V					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Core Courses- Compulsory					
Internship & Research Methodology Workshop	Internship	4	100	0	100
Major Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					
E-Customer Relationship Management	BMM	4	100	0	100
Management Strategy	BMM	4	100	0	100
History of Hindi Cinema	FS	4	100	0	100
Cinema and Gender	FS	4	100	0	100
Corporate Communication Strategy	PRCC	4	100	0	100
Crisis Management in Public Relations	PRCC	4	100	0	100
Film Marketing and Distribution Models	FP	4	100	0	100
Elements of Cinematography	FP	4	100	0	100
Business Journalism	MMJ	4	100	0	100
Data Journalism	MMJ	4	100	0	100
Global Business Environment	ME	4	100	0	100
Social Entrepreneurship	ME	4	100	0	100
Advertising Strategy	DMA	4	100	0	100
Advertising Film Making	DMA	4	100	0	100
Minor Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					
		8	200	0	200

Total	20	500	0	500
Notes:				

Semester: VI					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Core Courses- Compulsory					
Practical: Creation of a Newspaper/Film/Marketing/Communication-AD,PR Events with New Media	Major	4	100	0	100
Major Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					
Literature and Cinema	FS	4	100	0	100
Key Concepts in Film Studies	FS	4	100	0	100
PR Political and Advocacy Communication	PRCC	4	100	0	100
Strategic PR and Campaign Planning	PRCC	4	100	0	100
Advertising Design and Creatives	DMA	4	100	0	100
Data Analytics using Excel	DMA	4	100	0	100
Sound Design	FP	4	100	0	100
AV Post Production - Advanced Editing	FP	4	100	0	100
Marketing Strategies For Entrepreneurs	ME	4	100	0	100
Managing Creative Enterprises	ME	4	100	0	100
Cases in Marketing Strategy	BMM	4	100	0	100
Measurement Metrics: Brand and Corporate Image	BMM	4	100	0	100
News Portal Platforms	MMJ	4	100	0	100
Data Visualisation	MMJ	4	100	0	100
Minor Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					

	8	200	0	200
Total	20	500	0	500
Notes:				

Semester: VII (Honours)					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Core Courses- Compulsory					
Industry Project (Internship)	MM	4	100	0	100
Research Methodology	MM	4	60	40	100
Major Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					
Film Economy	FS	4	100	0	100
Indian Art House, Short Films and OTT	FS	4	100	0	100
Propaganda and Narratives: Politics Campaigns	PRCC	4	100	0	100
Corporate Image Strategy	PRCC	4	100	0	100
Digital Branding Strategy	DMA	4	100	0	100
Social Media and Influencer Strategy	DMA	4	100	0	100
Advanced Editing, FX and Post Production	FP	4	100	0	100
Screenplay	FP	4	100	0	100
Media Enterprises and Funding	ME	4	100	0	100
Talent Management in Media	ME	4	100	0	100
Value Proposition and Marketing Analytics	BMM	4	100	0	100
Culture and Organisational Strategy	BMM	4	100	0	100
Short News Production	MMJ	4	100	0	100
New Journalism and Literature	MMJ	4	100	0	100
Minor Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					
		4	100	0	100
Total		20	500	0	500
Notes:					

Semester: VIII (Honours)					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Core Courses- Compulsory					
Research Project - Peer Review Paper Publication	MM	4	100	0	100
Research and Contemporary Issues: Seminar/Conference	MM	4	100	0	100
Major Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					
FS Book Chapter	FS	8	200	0	200
Corporate Film	PRCC	8	200	0	200
Digital Marketing Campaign Live	DMA	8	200	0	200
Film Production	FP	8	200	0	200
Media Brand Campaign Live	ME	8	200	0	200
Brand Strategy Campaign Live	BMM	8	200	0	200
Chronicle Online	MMJ	8	200	0	200
Minor Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					
		4	100	0	100
Total		20	500	0	500
Notes:					

Semester: VII (Honours with Research)					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Core Courses- Compulsory					
Industry Project (Internship)	MM	4	100	0	100
Research Methodology	MM	4	60	40	100
Research Project - Dissertation 1	D/R	4	100	0	100
Major Courses - Students to Choose ANY ONE					
Qualitative Research and Analysis		4	60	40	100
Quantitative Methods					
Minor Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					
		4	100	0	100
Total		20	420	80	500
Notes:					

Semester: VIII (Honours with Research)					
Course Title	Major/ Minor	Credits	Internal Marks	External Marks	Total Marks
Major Core Courses- Compulsory					
Research Project - Peer Review Paper Publication	MM	4	100	0	100
Video Film and Poster Project - Dissertation 2	D/R	8	200	0	200
Research and Contemporary Issues: Seminar/Conference	MM	4	100	0	100
Minor Courses - Compulsory (As Chosen from BMM/FS/ME/FP/PRCC/DMA/MMJ)					
		4	100	0	100
Total		20	500	0	500
Notes:					