



**ADAMAS UNIVERSITY, KOLKATA**  
**SCHOOL OF MEDIA AND COMMUNICATION**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**B.A. JOURNALISM AND MASS COMMUNICATION**  
**NEP 2023-25**

**COURSE STRUCTURE**

<b>Semester I</b>								
S.No.	Type of Course	Code	Title of the Course	Contact Hours Per Week				Remarks
				L	T	P	C	
1	CC	JMC101	Introduction to Journalism	3	1	0	4	CC-1
2	CC	JMC102	Communication Theories	3	1	0	4	CC-2
3	MDC	JMC103	Media Literacy				3	
4	AEC	AEC101	Communicative English-I	2	1	0	3	
5	Minor		To be chosen from pool of minor courses					
6	VAC	VAC101	Environmental Education-I	2	0	0	2	
<b>Semester Credits</b>							<b>20</b>	
<b>SEMESTER II</b>								
7	CC	JMC105	Basics of Reporting and Editing	3	1	0	4	CC-3
8	CC	JMC106	Media Laws and Ethics	3	1	0	4	CC-4
9	MDC	JMC107		3			3	
10	SEC		To be chosen from pool of skill courses					
11	VAC	VAC102	Human Values and Ethics	2	0	0	2	

12	AEC	AEC102	Communicative English-II	2	1	0	3	
13	Minor		To be chosen from pool of minors					
<b>Semester Credits</b>							<b>22</b>	
<b>SEMESTER III</b>								
14	CC	JMC201	Graphic Designing-Illustration and Typography	2	1	1	4	CC-5
15	CC	JMC202	Advertising	3	1	0	4	CC-6
16	MDC	JMC203		3			3	
17	Minor		To be chosen from pool of minors					
<b>Optional (Choose any one)</b>								
18	AEC	AEC103	Introduction to Bengali Language and Literature	2	0	0	2	
	AEC	AEC104	Hindi	2	0	0	2	
	AEC	AEC105	Sanskrit	2	0	0	2	
19	SEC		To be chosen from pool of skill courses				2	
20	VAC	VAC103	Constitutions and Human Rights	2	0	0	2	
<b>Semester Credits</b>							<b>21</b>	
<b>SEMESTER IV</b>								
21	CC	JMC205	Introduction to Broadcast Media	3	1	0	4	CC-7
22	CC	JMC206	Animation Fundamentals	0	0	8	4	CC-8
23	CC	JMC207	Public Relations	3	1	0	4	CC-9
24	SEC		To be chosen from pool of skill courses				2	
25	Minor		To be chosen from pool of minors					
<b>Optional (choose any one)</b>								
26	VAC	VAC104	Yoga and Wellness	2	0	0	2	
	VAC	VAC105	Community Engagement and Social Responsibility	1	0	1	2	
	VAC	VAC201	Environmental Education-II	1	0	1	2	
<b>Semester Credits</b>							<b>20</b>	
<b>SEMESTER V</b>								
27	CC	JMC301	Media and Cultural Studies	3	1	0	4	CC-10

28	CC	JMC302	Film Studies	3	1	0	4	CC-11
29	CC	JMC303	Development Communication	3	1	0	4	CC-12
30	Minor		To be chosen from pool of minors					
31	SEC		To be chosen from pool of skill courses				2	
31	INT	JMC305	Internship	0	0	8	4	
<b>Semester Credits</b>							<b>22</b>	
<b>SEMESTER VI</b>								
32	CC	JMC306	Folk Media	2	1	1	4	CC-13
33	CC	JMC307	Anchoring/Radio Podcasting	2	1	1	4	CC-14
34	CC	JMC308	Story and Script Writing	3	1	0	4	CC-15
35	Minor		To be chosen from pool of minors				4	
36	SEC		To be chosen from pool of skill courses				2	
37	Project	JMC310					4	
<b>Semester Credits</b>							<b>22</b>	
<b>Total Credits of the Program after 3<sup>rd</sup> Year</b>							<b>127</b>	
<b>SEMESTER VII</b>								
38	CC	JMC401	Documentary Production	1	1	2	4	CC-16
39	CC	JMC402	Digital Marketing	3	1	0	4	CC-17
40	CC	JMC403	Gender and Media	2	1	1	4	CC-18
41	CC (For With research)	JMC404	Research Methodology (should start working on dissertation topic)	3	1	0	4	CC-19 (Research)
42	CC (For Without research)	JMC405	Web Designing	1	1	2	4	CC-19(without Research)
43	Minor	JMC311	To be chosen from pool of minors				4	
<b>Total Semester Credit</b>							<b>20</b>	
<b>SEMESTER VIII</b>								
44	CC	JMC406	Screenplay Writing	1	0	7	4	CC-20

45	CC (For Without research)	JMC407	Film Production	0	0	8	4	CC-21 (without Research)
46	CC (For Without Research)	JMC408	Photo Journalism	2	1	2	4	CC-22(without Research)
47	Minor (For without research)	JMC312	Event Management	1	1	4	4	
48	Minor (For without research)	JMC313	Radio Production	0	0	8	4	
49	Dissertation	JMC409	Project/Dissertation	12	0	0	12	
<b>Total Semester Credit</b>							<b>20</b>	
<b>Total Credits of the Program after 4th Year</b>							<b>167</b>	

**SCHOOL OF MEDIA AND COMMUNICATION**  
**UNDERGRADUATE COURSE STRUCTURE**  
**B.SC (H) GRAPHICS AND ANIMATION**  
**BATCH 2023-25**

<b>SEMESTER I</b>								
S.No	Type of Course	Code	Title of the Course	Contact Hours Per Week				Remarks
				L	T	P	C	
1	CC	BGA101	Introduction to Graphic Design	3	1	0	4	CC-1
2	CC	BGA102	Animation Fundamentals	3	1	0	4	CC-2
3	MDC	BGA103	To be chosen from the bucket	2	1	0	3	
4	AEC	AEC101	Communicative English-I	2	1	0	3	
5	Minor	BGA104	Basics of Photography	2	1	1	4	
6	VAC	VAC101	Environmental Education-I	2	0	0	2	
<b>Semester Credits</b>							<b>20</b>	
<b>SEMESTER II</b>								
7	CC	BGA105	Graphic Design- and Illustration and Typography	2	1	1	4	CC-3
8	CC	BGA106	Digital Methods : Photoshop, Illustrator	2	1	1	4	CC-4
9	MDC	BGA107	To be chosen from the bucket	2	1	0	3	
10	SEC		To be chosen from the pool of skills courses				2	
11	VAC	VAC102	Human Values and Ethics	2	0	0	2	
12	AEC	AEC102	Communicative English-II	2	1	0	3	
13	Minor	BGA108	Basics of Videography	2	1	1	4	
<b>Semester Credits</b>							<b>22</b>	
<b>SEMESTER III</b>								

14	CC	BGA201	2D Animation	2	1	1	4	CC-5
15	CC	BGA202	Web Design	2	1	1	4	CC-6
16	MDC	BGA203	To be chosen from the bucket	2	1	0	3	
17	Minor	BGA204	Graphic Design- and Illustration and Typography	2	1	1	4	
18	AEC	AEC103 /ACE104 /AEC105	Introduction to Bengali Language and Literature / or / Hindi / or / Sanskrit	2	0	0	2	
19	SEC		To be chosen from the pool of skills courses				2	
20	VAC	VAC103	Constitutions and Human Rights	2	0	0	2	
<b>Semester Credits</b>							<b>21</b>	
<b>SEMESTER IV</b>								
21	CC	BGA205	Graphic Design for social media	2	1	1	4	CC-7
22	CC	BGA206	Preproduction techniques	2	1	1	4	CC-8
23	CC	BGA207	3D Basics	2	1	1	4	CC-9
24	SEC		To be chosen from the pool of skills courses	2		1	2	
25	Minor	BGA208	Digital Methods : Photoshop, Illustrator	0	2	2	4	
26	VAC	VAC104	Yoga and Wellness	2	0	0	2	
<b>Semester Credits</b>							<b>20</b>	
<b>SEMESTER V</b>								
27	CC	BGA301	Shading and Texturing in 3D	0	2	2	4	CC-10
28	CC	BGA302	3D Lighting Rendering	0	2	2	4	CC-11
29	CC	BGA303	3D Character Animation	0	2	2	4	CC-12

30	Minor	BGA304	Television Broadcasting	3	1	0	4	
31	SEC		To be chosen from the pool of skills courses				2	
31	INT	BGA305	Internship				4	
<b>Semester Credits</b>							<b>22</b>	
<b>SEMESTER VII</b>								
32	CC	BGA306	Vfx techniques	2	1	1	4	CC-13
33	CC	BGA307	Rigging	3	1	0	4	CC-14
34	CC	BGA308	Advanced Character animation	3	1	0	4	CC-15
35	Minor	BGA309	Radio & Podcasting	3	1	0	4	
36	SEC		To be chosen from the pool of skills courses				2	
37	Project	BGA310	Academic Project	0	2	2	4	
<b>Semester Credits</b>							<b>22</b>	
<b>Total Credits of the Program after 3<sup>rd</sup> Year</b>							<b>127</b>	
<b>SEMESTER VII</b>								
38	CC	BGA401	3D – Dynamics & Simulation	0	2	2	4	CC-16
39	CC	BGA402	Experimental Animation	0	2	2	4	CC-17
40	CC	BGA403	Animation Film Studies	3	1	0	4	CC-18
41	CC (For With research)	BGA404	Research Methodology (should start working on dissertation topic)	3	1	0	4	CC-19 (Research)
42	CC (For Without research)	BGA405	Film studies	3	1	0	4	CC-19(without Research)
43	Minor	BGA406	Art history and Figure drawing	0	2	2	4	
<b>Total Semester Credit</b>							<b>20</b>	



<b>Semester VIII</b>								
44	CC	BGA407	Non Fiction Film	3	1	0	4	CC-20
45	CC (For Without research)	BGA408	Media and Cultural studies	3	1	0	4	CC-21 (without Research)
46	CC (For Without Research)	BGA409	Advertising Basics	3	1	0	4	CC-22(without Research)
47	Minor (For without research)	BGA410	Story development & Screenwriting for Animation	2	1	1	4	
48	Minor (For without research)	BGA411	Animation Showreel	2	1	1	4	
49	Dissertation	BGA410	Project/Dissertation	12	0	0	12	
<b>Total Semester Credit</b>							<b>20</b>	
<b>Total Credits of the Program after 4th Year</b>							<b>167</b>	

\*NOTE: With research is only allowed for Students *who secure 75% marks and above in the first six semesters*

### Ability Enhancement Course

Serial No.	Course Code	Courses	L	T	P	C	Department
1	AEC101	Communicative English-I	2	1	0	3	PAN University (Sem -I)
2	AEC102	Communicative English-II	2	1	0	3	PAN University (Sem-II)
3	AEC103	Introduction to Bengali Language and Literature	2	0	0	2	PAN University
4	AEC104	Hindi	2	0	0	2	PAN University
5	AEC105	Sanskrit	2	0	0	2	PAN University

### Value Added Course

Serial No.	Course Code	Courses	L	T	P	C	Department
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1	VAC101	Environmental Education-I	2	0	0	2	PAN University
2	VAC102	Human Values and Ethics	2	0	0	2	PAN University
3	VAC103	Constitutions and Human Rights	2	0	0	2	PAN University
4	VAC104	Yoga and Wellness	2	0	0	2	PAN University
5	VAC105	Community Engagement and Social Responsibility	1	0	1	2	PAN University
6	VAC201	Environmental Education-II	1	0	1	2	PAN University

### Multi-Disciplinary Courses

Serial No.	Course Code	Courses	L	T	P	C
1	BGA103	Introduction to Media & Communication	2	1	0	3
2	BGA107	Introduction to Radio & Television	2	1	0	3
3	BGA203	Introduction to Digital Media	2	1	0	3

### Minor Courses

Serial No.	Course Code	Courses	L	T	P	C
1	BGA104	Basics of Photography	2	0	1	3
2	BGA108	Basics of Videography	2	0	1	3
3	BGA204	Graphic Design- Illustration and Typography	1	0	2	3
4	BGA208	Digital Methods : Photoshop, Illustrator	1	0	2	3
5	BGA304	Television Broadcasting	2	1	0	3
6	BGA309	Radio & Podcasting	2	1	0	3
7	BGA406	Art history and Figure drawing	0	2	2	4
8	BGA410	Story development & Screenwriting for Animation	2	1	1	4
9	BGA411	Animation Showreel	2	1	1	4

### Skill Enhancement Course

Serial No.	Course Code	Courses	L	T	P	C	Department
1	SEC101	Forensic Photography	1	0	1	2	Forensic, SOBAS
2	SEC102	Wildlife Forensics	1	0	1	2	Forensic, SOBAS
3	SEC103	Introduction to Biometry	1	0	1	2	Forensic, SOBAS
4	SEC104	Handwriting Identification and recognition	1	0	1	2	Forensic, SOBAS
5	SEC105	Accidental Investigation	1	0	1	2	Forensic, SOBAS
6	SEC106	Green Methods in Chemistry	2	0	0	2	Chemistry, SOBAS
7	SEC107	Fuel Chemistry	2	0	0	2	Chemistry, SOBAS
8	SEC108	Pharmaceutical Chemistry	1	0	1	2	Chemistry, SOBAS
9	SEC109	Mathematics for chemistry	1	1	0	2	Chemistry, SOBAS
10	SEC110	Computation in Chemistry	1	0	1	2	Chemistry, SOBAS
11	SEC111	Environmental Economics	1	1	0	2	Environmental Science, SOBAS
12	SEC112	Conservation Biology and Wildlife Management	2	0	0	2	Environmental Science, SOBAS
13	SEC113	Green Marketing and Consumer Behaviour	2	0	0	2	Environmental Science, SOBAS
14	SEC114	Environmental Sampling and Field Techniques	1	0	1	2	Environmental Science, SOBAS
15	SEC115	Environmental and Social Governance	2	0	0	2	Environmental Science, SOBAS
16	SEC116	Environmental Analytical Chemistry	1	0	1	2	Environmental Science, SOBAS
17	SEC117	Application of AI-ML in Environmental Management	1	0	1	2	Environmental Science, SOBAS
18	SEC118	Environmental Entrepreneurship and Innovation	1	1	0	2	Environmental Science, SOBAS

19	SEC119	Circular Economy and Resource Management	2	0	0	2	Environmental Science, SOBAS
20	SEC120	Climate Change Science	2	0	0	2	Environmental Science, SOBAS
21	SEC121	Ecological Restoration	2	0	0	2	Environmental Science, SOBAS
22	SEC122	Introduction to Scientific Analysis and Documentation Skills	0	0	2	2	Physics, SOBAS
23	SEC123	Introduction to C/C++ Programming	0	0	2	2	Physics, SOBAS
24	SEC124	Instrumentation Skills	0	0	2	2	Physics, SOBAS
25	SEC125	Radiation Safety Techniques	1	0	1	2	Physics, SOBAS
26	SEC126	Introduction to Python Programming	0	0	2	2	Physics, SOBAS
27	SEC127	R Programming	0	0	2	2	Mathematics, SOBAS
28	SEC128	Introduction to MATLAB	0	0	2	2	Mathematics, SOBAS
29	SEC129	Q GIS	0	0	2	2	Geography, SOBAS
30	SEC130	Statistical Techniques and Computer Application	1	0	1	2	Geography, SOBAS
31	SEC131	Geoinformatics for Environmental Management	1	0	1	2	Geography, SOBAS
32	SEC132	Life Skills Education	1	1	0	2	Education, SOE
33	SEC133	Skills for Democratic Citizenship	1	1	0	2	Education, SOE
34	SEC134	Enzymology	1	0	1	2	Biotechnology, SOLB
35	SEC135	Basics of Forensic Biology	1	0	1	2	Biotechnology, SOLB
36	SEC136	Applied Biophysics	1	0	1	2	Biotechnology, SOLB
37	SEC137	Molecular Diagnostics	1	0	1	2	Biotechnology, SOLB
38	SEC138	Biostatistics	1	0	1	2	Biotechnology, SOLB
39	SEC139	Applied Biophysics1	1	0	1	2	SOLB (Microbiology)
40	SEC140	Applied Biophysics2	1	0	1	2	SOLB (Microbiology)
41	SEC141	Microbial and Molecular diagnostics	1	0	1	2	SOLB (Microbiology)
42	SEC142	IPR and Biosafety	1	1	0	2	SOLB (Microbiology, Biochemistry)

43	SEC143	Quality control and quality assurance	1	0	1	2	SOLB (Microbiology)
44	SEC144	Clinical Biochemistry	1	0	1	2	SOLB (Biochemistry)
45	SEC145	Forensic Science	1	0	1	2	SOLB (Biochemistry)
46	SEC146	Molecular diagnostics	1	0	1	2	SOLB (Biochemistry)
47	SEC147	AI in Biology	1	0	1	2	SOLB (Biochemistry)
48	SEC148	Writing and Editing Skill	1	1	0	2	Bengali, SOLACS
49	SEC149	Computer Application in Bengali	1	0	1	2	Bengali, SOLACS
50	SEC150	Bengali Advertising	1	1	0	2	Bengali, SOLACS
51	SEC151	Introduction Business Analytics	1	0	1	2	SOBE
52	SEC152	Negotiation skills in Business and Management	1	1	0	2	SOBE
53	SEC153	Introduction to accounting	1	1	0	2	SOBE
54	SEC154	People management and Leadership	2	0	0	2	SOBE
55	SEC155	Introduction to sales management	1	1	0	2	SOBE
56	SEC156	Conflict management skills	1	1	0	2	SOBE
57	SEC157	Finance for non-finance professionals	1	1	0	2	SOBE
58	SEC158	Academic writing skills in management and business	1	1	0	2	SOBE
59	SEC159	Professional etiquette and behaviour at workplace	1	1	0	2	SOBE
60	SEC160	AI Algorithm's in Media	1	0	1	2	SOMC
61	SEC161	MoJo (sem 2)	1	0	1	2	SOMC
62	SEC162	Anchoring Skills	1	0	1	2	SOMC
63	SEC163	Podcasting ( BA sem4)	1	0	1	2	SOMC