

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

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

Semester I										
C N -	Type of	Cada	Title of the Common	Contact	t Hou	urs Per	Week	Remarks		
S.No.	Course	Code	Title of the Course	L	Τ	Р	С			
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			
		Se	mester Credits				20			
		1	SEMESTER	RII						
7	CC	JMC105	Basics of Reporting and Editing	3	1	0	4	CC-3		
8	СС	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			

COURSE STRUCTURE

13 Minor To be chosen from pool of minors 22 Semester Credits 22 SEMESTER II 14 CC JMC201 Typography 2 1 1 4 CC-5 15 CC JMC202 Advertising 3 1 0 4 CC-5 16 MDC JMC203 To be chosen from pool of minors 3 3 3 17 Minor Pool of minors 3 3 3 3 Optional (Choose any one) Introduction to Bengali Language and Laterature AEC AEC104 Hindi 2 0 0 2 Semester Credits 2 0 0 2 Semester Credits 21 0 2 Semester Credits 21 Semester Credits 21 Semester Credits 21 Oto of skill courses 2	12	AEC	AEC102	Communicative English-II	2	1	0	3					
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24SECpool of skill coursesImage: Course in the sector of				To be chosen from				2					
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SEMESTER V		VAC VAC201 Education-II											
	SEMESTER V												
				Media and Cultural	2	1	0	4					
27 CC JMC301 Studies 5 1 0 4 CC-10	27	СС	JMC301	Studies	3	T	U	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
2,	66	J110303	To be chosen from					
30	Minor		pool of minors					
50	MIIIOI		To be chosen from					
31	SEC		pool of skill courses				2	
31	INT	IMC305	Internship	0	0	8	4	
51	110 1	JMC505	internship	0	U	0	4	
		Seme	ster Credits				22	
			SEMESTER	VI				
32	СС	JMC306	Folk Media	2	1	1	4	CC-13
33	CC	JMC307	Anchoring/Radio		-	-	-	0015
55		51010507	Podcasting	2	1	1	4	CC-14
34	CC	JMC308	Story and Script	3	1	0	4	
			Writing					CC-15
			To be chosen from				4	
35	Minor		pool of minors				4	
			To be chosen from				2	
36	SEC		pool of skill courses				2	
37	Project	JMC310					4	
		Seme	ster Credits				22	
	Total	Credits of th	e Program after 3rd Ye	ear			127	
			SEMESTER VII					
			Documentary					
38	CC	JMC401	Production	1	1	2	4	CC-16
39	CC	JMC402	Digital Marketing	3	1	0	4	CC-17
40	СС	JMC403	Gender and Media	2	1	1	4	CC-18
			Research					
			Methodology					
	CC (For		(should start					
	With		working on					
41	research)	JMC404	dissertation topic)	3	1	0	4	CC-19 (Research)
	CC (For							
	Without			1	1	2	4	CC-19(without
42	research)	JMC405	Web Designing					Research)
			To be chosen from				4	
43	Minor	JMC311	pool of minors				4	
		Total Se	emester Credit				20	
r		T	a 		- <u> </u>			
			Semester VIII					
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)
	CC (For Without							CC-22(without
46	Research)	JMC408	Photo Journalism	2	1	2	4	Research)
47	Minor (For without research)	IMC312	Event Management	1	1	4	4	
	Minor (For without	,	<u> </u>			_		
48	research)	JMC313	Radio Production	0	0	8	4	
49	Dissertation	JMC409	Project/Dissertation	12	0	0	12	
			20					
	Total	167						

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

SEM	ESTER I							
S.No	Type of Course	Code	Title of the Course	Co We		t Ho	urs Per	Remarks
	Course			L	T	P	С	
1	СС	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	
Seme	ster Credits	I					20	
SEM	ESTER II							1
7	CC	BGA105	GraphicDesign-llustrationandTypography	2	1	1	4	CC-3
8	СС	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	
Seme	ster Credits	1	1	1	1	I	22	
SEM	ESTER III							1

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- llustration and Typography	2	1	1	4	
		AEC103		2	0	0	2	
18	AEC	/ACE104 /AEC105	Introduction to Bengali Language and Literature / or / Hindi / or / Sanskrit					
19	SEC		To be chosen from the pool of skills courses				2	
20	VAC	VAC103	Constitutions and Human Rights	2	0	0	2	
Seme	ster Credits						21	
SEM	ESTER IV							
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	
Seme	ster Credits	J	1	1	1	1	20	
SEM	ESTER V						<u>ı</u>	'
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	
						•		
Seme	ester Credits			•			22	
SEM	ESTER VII							
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	
Seme	ester Credits		1	1	1		22	
Tota	l Credits of the	Program af	ter 3 rd Year				127	
			SEMESTER VII					
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	
Tota	Semester Crea	lit	•	•	•		20	

			Semester VIII					
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	
Total	Semester Cred	lit	1	20				
Total	Credits of the		167					

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

Ability Enhancement Course

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

Value Added Course

Serial	Course	Courses	L	Т	Р	С	Department
No.	Code						

1	VAC101	Environmental	2	0	0	2	PAN University
		Education-I					
2	VAC102	Human Values and	2	0	0	2	PAN University
		Ethics					
3	VAC103	Constitutions and	2	0	0	2	PAN University
		Human Rights					
4	VAC104	Yoga and Wellness	2	0	0	2	PAN University
5	VAC105	Community	1	0	1	2	PAN University
		Engagement and Social					
		Responsibility					
6	VAC201	Environmental	1	0	1	2	PAN University
		Education-II					

Multi-Disciplinary Courses

Serial No.	Course Code	Courses	L	Т	Р	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	Т	P	C
1	BGA104	Basics of Photography	2	0	1	3
2	BGA108	Basics of Videography	2	0	1	3
3	BGA204	Graphic Design- llustration 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		Story development & Screenwriting for				
	BGA410	Animation	2	1	1	4
9	BGA411	Animation Showreel	2	1	1	4

Skill Enhancement Course

Serial No.	Course Code	Courses	L	Т	Р	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	1	0	1	2	Forensic, SOBAS	
-		Biometry						
4	SEC104	Handwriting	1	0	1	2	Forensic, SOBAS	
		Identification and						
		recognition						
5	SEC105	Accidental	1	0	1	2	Forensic, SOBAS	
-	~	Investigation		-	_			
6	SEC106	Green Methods in	2	0	0	2	Chemistry, SOBAS	
0	520100	Chemistry	-	Ŭ	Ū	-		
7	SEC107	Fuel Chemistry	2	0	0	2	Chemistry, SOBAS	
8	SEC108	Pharmaceutical	1	0	1	2	Chemistry, SOBAS	
0	520100	Chemistry		Ŭ	-	-		
9	SEC109	Mathematics for	1	1	0	2	Chemistry, SOBAS	
1	SECTO	chemistry	1	1	Ŭ	-		
10	SEC110	Computation in	1	0	1	2	Chemistry, SOBAS	
10	SECTIO	Chemistry	1	Ŭ	1	-	chemistry, source	
11	SEC111	Environmental	1	1	0	2	Environmental Science,	
		Economics					SOBAS	
12	SEC112	Conservation Biology	2	0	0	2	Environmental Science,	
		and Wildlife					SOBAS	
		Management						
13	SEC113	Green Marketing and	2	0	0	2	Environmental Science,	
1.4	000114	Consumer Behaviour	1	0	1	-	SOBAS	
14	SEC114	Environmental Sampling and Field	1	0	1	2	Environmental Science, SOBAS	
		Techniques					SOBAS	
15	SEC115	Environmental and	2	0	0	2	Environmental Science,	
		Social Governance					SOBAS	
16	SEC116	Environmental	1	0	1	2	Environmental Science,	
-		Analytical Chemistry					SOBAS	
17	SEC117	Application of AI-ML	1	0	1	2	Environmental Science,	
		in Environmental					SOBAS	
		Management						
18	SEC118	Environmental	1	1	0	2	Environmental Science,	
	~	Entrepreneurship and	-	_			SOBAS	
		Innovation						

19	SEC119	Circular Economy and Resource Management	2	0	0	2	Environmental Science, SOBAS
20	SEC120		2	0	0	2	
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	1	0	1	2	SOLB (Microbiology)
44	SEC144	quality assuranceClinical 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	SEC140	AI in Biology	1	0	1	2	SOLB (Biochemistry)
48	SEC147	Writing and Editing	1	1	0	2	Bengali, SOLACS
40	SEC140	Skill	1	1	0	2	Beligali, 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