



BRAINWARE UNIVERSITY
SCHOOL OF COMMUNICATION, MULTIMEDIA & FILM STUDIES
DEPARTMENT OF MEDIA SCIENCE & JOURNALISM
BACHELOR OF SCIENCE in MEDIA SCIENCE & JOURNALISM/
BACHELOR OF SCIENCE (HONOURS) in MEDIA SCIENCE & JOURNALISM - 2024

Semester I

| Sl. No | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|-------------------------------------|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIA | ESE | | | |
| 1 | BMJ10101 | Media, Communications and Society | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 2 | BMJ17201 | Introduction to Camera and Lighting | 2 | 0 | 4 | 40 | 60 | 100 | 4 | Minor |
| 3 | BMJ10001 | Basics of Computer & New Media | 2 | 1 | 0 | 40 | 60 | 100 | 3 | IC |
| 4 | AEC00005 | Functional English | 2 | 0 | 0 | 40 | 60 | 100 | 2 | AEC |
| 5 | BMJ17002 | News Reporting and Writing | 2 | 0 | 2 | 40 | 60 | 100 | 3 | SEC |
| 6 | VAC00006 | Environmental Studies | 2 | 0 | 0 | 40 | 60 | 100 | 2 | VAC |
| 7 | VAC00007 | Human Values and Ethics | 2 | 0 | 0 | 40 | 60 | 100 | 2 | VAC |
| TOTAL | | | 16 | 1 | 6 | 280 | 420 | 700 | 20 | |

Semester II

| Sl. No | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|---|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIA | ESE | | | |
| 1 | BMJ27102 | Introduction to Photography and Photojournalism | 2 | 0 | 4 | 40 | 60 | 100 | 4 | Major |
| 2 | BMJ27202 | Tools and Techniques of Video Editing | 2 | 0 | 4 | 40 | 60 | 100 | 4 | Minor |
| 3 | BMJ20001 | Media Psychology | 3 | 0 | 0 | 40 | 60 | 100 | 3 | IC |
| 4 | AEC00002 | Communicative English | 2 | 0 | 0 | 40 | 60 | 100 | 2 | AEC |
| 5 | BMJ20002 | Basics of Videography | 2 | 1 | 0 | 40 | 60 | 100 | 3 | SEC |
| 6 | VAC00015 | Understanding Social Media | 3 | 1 | 0 | 40 | 60 | 100 | 4 | VAC |
| TOTAL | | | 14 | 2 | 8 | 240 | 360 | 600 | 20 | |

Semester III

| Sl. No | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|------------------------------|-----------|----------|-----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIA | ESE | | | |
| 1 | BMJ30103 | Broadcast Journalism | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 2 | BMJ30104 | Editing and design | 2 | 0 | 0 | 40 | 60 | 100 | 2 | Major |
| 3 | BMJ39105 | Editing and design Practical | 0 | 0 | 4 | 40 | 60 | 100 | 2 | Major |
| 4 | BMJ37203 | Television News Reporting | 1 | 0 | 2 | 40 | 60 | 100 | 2 | Minor |
| 5 | BMJ37204 | Audio-graphy and Podcast | 1 | 0 | 2 | 40 | 60 | 100 | 2 | Minor |
| 6 | BMJ30001 | Legacies of Indian Education | 3 | 0 | 0 | 40 | 60 | 100 | 3 | IC |
| 7 | AEC09001 | Communicative English Lab | 0 | 0 | 4 | 40 | 60 | 100 | 2 | AEC |
| 8 | BMJ30002 | Soft Skills | 3 | 0 | 0 | 40 | 60 | 100 | 3 | SEC |
| TOTAL | | | 14 | 0 | 12 | 320 | 480 | 800 | 20 | |



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Semester IV

| Sl. No | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|--|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIA | ESE | | | |
| 1 | BMJ47106 | Introduction to Advertising | 2 | 0 | 4 | 40 | 60 | 100 | 4 | Major |
| 2 | BMJ40107 | Media Literacy | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 3 | BMJ40108 | Security, Défense Issues and Media | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 4 | BMJ40109 | Corporate Communications | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 5 | BMJ40205 | Indian Theatre | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| 6 | AEC00006 | Modern Indian Language A. Hindi B. Bengali C. Alternative English | 2 | 0 | 0 | 40 | 60 | 100 | 2 | AEC |
| TOTAL | | | 18 | 0 | 4 | 240 | 360 | 600 | 20 | |

Semester V

| Sl. No | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|---------------------------------------|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIA | ESE | | | |
| 1 | BMJ50110 | Introduction to Films and Documentary | 3 | 1 | 0 | 40 | 60 | 100 | 4 | Major |
| 2 | BMJ57111 | Editing for Films | 1 | 0 | 4 | 40 | 60 | 100 | 3 | Major |
| 3 | BMJ50112 | Media, Gender and Human Rights | 3 | 1 | 0 | 40 | 60 | 100 | 4 | Major |
| 4 | BMJ50113 | Media Laws and Ethics | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 5 | BMJ50206 | Environmental Communication | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| 6 | BMJ58001 | Project | 0 | 0 | 0 | 40 | 60 | 100 | 2 | IAPC |
| TOTAL | | | 14 | 2 | 4 | 240 | 360 | 600 | 20 | |

Semester VI

| Sl. No | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|--------------------------------------|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIA | ESE | | | |
| 1 | BMJ60114 | Development Communication & Advocacy | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 2 | BMJ60115 | Marketing Communications | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 3 | BMJ60116 | Lifestyle and Sports Journalism | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 4 | BMJ60117 | Digital Journalism | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 5 | BMJ60207 | Digital Marketing | 3 | 1 | 0 | 40 | 60 | 100 | 4 | Minor |
| TOTAL | | | 19 | 1 | 0 | 200 | 300 | 500 | 20 | |



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Semester VII

| Sl. No | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|---------------------------------------|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIA | ESE | | | |
| 1 | BMJ77118 | Advertising Film Making | 2 | 0 | 4 | 40 | 60 | 100 | 4 | Major |
| 2 | BMJ70119 | Business Journalism | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 3 | BMJ70120 | Communication Research | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 4 | BMJ70121 | Multi- Media Content Creation | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 5 | BMJ70122 | Data Journalism | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 6 | BMJ70208 | Personal & Image Brand Communications | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| TOTAL | | | 18 | 0 | 4 | 240 | 360 | 600 | 20 | |

Semester VIII

| Sl. No | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|--------------------------------|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIA | ESE | | | |
| 1 | BMJ80123H | Media Management | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 2 | BMJ80124H | Digital Branding and Promotion | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 3 | BMJ80125H | Folk Media | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 4 | BMJ80126H | International Communication | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 5 | BMJ80209H | Content Marketing | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| TOTAL | | | 20 | 0 | 0 | 200 | 300 | 500 | 20 | |