

# **AMITY SCHOOL OF COMMUNICATION**

## **FLEXILEARN**

-Freedom to design your degree



## **PROGRAMME STRUCTURES**

**2020**

**AMITY UNIVERSITY HARYANA**

**GURUGRAM**

# 13798 B.A.-J&MC (Total Credits-150)

## Programme Structure-2020

### FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2151	Print Media – Reporting & Editing	2	-	2	3
JRN2101	Fundamentals of Advertising	2	1	-	3
JRN2102	Computer Applications – I	2	1	-	3
JRN2103	Fundamentals of Radio Journalism	2	-	2	3
<b>Concentration Electives</b>					<b>3</b>
JRN2104	Introduction to Visual Communication	2	-	2	3
JRN2105	Introduction to Culture & Society	2	1	-	3
JRN2130	Readings in Media	-	-	-	2
JRN2132	Project (with Presentation & Evaluation)	-	-	-	3
JRN2133	Workshop / Certification (Discipline Specific) (1 Credit per workshop)	-	-	-	1
JRN2134	Study Abroad	-	-	-	3
JRN2136	Media Production Portfolio	-	-	-	3
<b>Open Electives</b>					<b>7*+3</b>
LAN2151	Foreign Language-I *	3	-	-	3
LAN2152	French-I				
LAN2153	German-I				
LAN2154	Spanish-I				
LAN2155	Russian-I				
LAN2156	Chinese-I				
LAN2157	Portuguese-I				
LAN2158	Korean-I				
LAN2159	Japanese-I				
LAN2159	Hindi-I **				
CSS2151	Effective Listening *	1	-	-	1
BEH2151	Understanding Self for Effectiveness*	1	-	-	1
ENV2151	Environmental Studies-I*	2	-	-	2
	Minor Track Course (Flexi)	-	-	-	3
<b>TOTAL</b>					<b>25</b>

\*\* Hindi as Foreign Language for Foreign National Students

## SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2251	Basic Photography	2	-	2	3
JRN2201	Understanding Mass Communication	2	1	-	3
JRN2202	Print Media – Specialized Reporting & Feature Writing	2	-	2	3
JRN2207	Electronic Communication	2	-	2	3
<b>Concentration Electives</b>					<b>3</b>
JRN2203	Print Media Design & Production	1	-	2	2
JRN2204	Advertising Principles & Practice	2	-	2	3
JRN2205	Computer Applications-II	2	-	2	3
JRN2206	Indian Political System	2	-	-	2
JRN2230	Readings in Media	-	-	-	2
JRN2232	Project (with Presentation & Evaluation)	-	-	-	3
JRN2233	Workshop / Certification (Discipline Specific) 1 Credit per Workshop	-	-	-	1
JRN2234	Study Abroad				3
JRN2236	Media Production Portfolio	-	-	-	3
<b>Open Electives</b>					<b>*7+3</b>
LAN2251	Foreign Language-II*	3	-	-	3
LAN2252	French-II				
LAN2253	German-II				
LAN2254	Spanish-II				
LAN2255	Russian-II				
LAN2256	Chinese-II				
LAN2257	Portuguese-II				
LAN2258	Korean-II				
LAN2259	Japanese-II				
LAN2259	Hindi-II				
CSS2251	Presentation Skills *	1	-	-	1
BEH2251	Problem Solving and Creative Thinking*	1	-	-	1
ENV2251	Environmental Studies-II*	2	-	-	2
	Minor Track Course (Flexi)	-	-	-	3
<b>TOTAL</b>					<b>25</b>

**SUMMER INTERNSHIP-I  
THIRD SEMESTER**

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2351	TV Journalism	2	-	2	3
JRN2301	Basics of Research-I	2	-	2	3
JRN2302	News & Contemporary Issues	1	-	2	2
JRN2303	Digital Photography	2	-	2	3
JRN2304	Public Relations	2	1	-	3
JRN2335	Summer Internship Evaluation-I	-	-	-	3
<b>Concentration Electives</b>					<b>3</b>
JRN2305	Computer Graphics, Animation & Sound	1	-	4	3
JRN2306	Media Planning & Buying	2	1	-	3
JRN2307	Development Communication	2	-	-	2
JRN2332	Project (with Presentation & Evaluation)	-	-	-	3
JRN2333	Workshop / Certification (Discipline Specific) <b>(1 Credit per Workshop)</b>	-	-	-	1
JRN2334	Study Abroad	-	-	-	3
JRN2336	Media Production Portfolio	-	-	-	3
<b>Open Electives</b>					<b>4*+3</b>
LAN2351	Foreign Language-III* French-III	2	-	-	2
LAN2352	German-III				
LAN2353	Spanish-III				
LAN2354	Russian-III				
LAN2355	Chinese-III				
LAN2356	Portuguese-III				
LAN2357	Korean-III				
LAN2358	Japanese-III				
LAN2359	Hindi-III				
CSS2351	Reading & Comprehension *	1	-	-	1
BEH2351	Group Dynamics and Team Building*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	<b>3</b>
<b>TOTAL</b>					<b>27</b>

## FOURTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN2451	TV Production and Presentation	2	-	2	3
JRN2401	Film Theory & Practice-I	2	-	2	3
JRN2402	Corporate Communication & Event Management	2	-	2	3
JRN2403	Media Management	2	-	-	2
JRN2404	Web Designing	1	-	2	2
<b>Concentration Electives</b>					<b>3</b>
JRN2405	Basics of Research-II	2	-	2	3
JRN2406	Advertising Design	2	-	2	3
JRN2407	Brand Management	2	-	-	2
JRN2432	Project (with Presentation & Evaluation)	-	-	-	3
JRN2433	Workshop / Certification (Discipline Specific) (1 Credit per workshop)	-	-	-	1
JRN2434	Study Abroad	-	-	-	3
JRN2436	Media Production Portfolio	-	-	-	3
<b>Open Electives</b>					<b>4*+3</b>
LAN2451	Foreign Language – IV*	2	-	-	2
LAN2452	French-IV				
LAN2453	German-IV				
LAN2454	Spanish-IV				
LAN2455	Russian-IV				
LAN2456	Chinese-IV				
LAN2457	Portuguese-IV				
LAN2458	Korean-IV				
LAN2459	Japanese-IV				
LAN2459	Hindi-IV				
CSS2451	Corporate Communication *	1	-	-	1
BEH2451	Stress and Coping Strategies*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
<b>TOTAL</b>					<b>23</b>

**SUMMER INTERNSHIP -II  
FIFTH SEMESTER**

<b>Course Code</b>	<b>Course Title</b>	<b>Lectures (L) Hours per week</b>	<b>Tutorial (T) Hours per week</b>	<b>Practical (P) Hours per week</b>	<b>Total Credits</b>
JRN2551	New Media	2	1	-	3
JRN2501	Film Theory and Practice - II	2	-	2	3
JRN2502	National & International Issues & Affairs	1	-	2	2
JRN2535	Summer Internship Evaluation-II	-	-	-	6
<b>Concentration Electives</b>					<b>3</b>
JRN2503	Event Management-II	2	-	2	3
JRN2504	Multimedia	2	-	2	3
JRN2505	Advanced Research	2	-	-	2
JRN2532	Project (With Presentation & Evaluation)	-	-	-	3
JRN2533	Workshop / Certification (Discipline specific) <b>(1 credit per Workshop)</b>	-	-	-	1
JRN2534	Study Abroad	-	-	-	3
JRN2536	Media Production Portfolio	-	-	-	3
<b>Open Electives</b>					<b>4*+3</b>
LAN2551	Foreign Language–V*	2	-	-	2
LAN2552	French-V				
LAN2553	German-V				
LAN2554	Spanish-V				
LAN2555	Russian-V				
LAN2556	Chinese-V				
LAN2557	Portuguese-V				
LAN2558	Korean-V				
LAN2559	Japanese-V				
LAN2559	Hindi-V				
CSS2551	Employability Skills *	1	-	-	1
BEH2551	Individual ,Society and Nations*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	<b>3</b>
<b>TOTAL</b>					<b>24</b>

## SIXTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/ Self Study Hours per week	Total Credits
JRN2601	<b>Professional Project (Specialization: (Any one))</b> <ul style="list-style-type: none"> <li>• Print</li> <li>• Advertising</li> <li>• Public Relations &amp; Events</li> <li>• Photography</li> <li>• Electronic Communication</li> </ul>	1	-	16	9
JRN2637	Internship/Dissertation	-	-	-	9
<b>Concentration Electives</b>					<b>3</b>
JRN2602	Media Analysis	3	-	-	3
JRN2630	Readings in Media	-	-	-	2
JRN2632	Project (With Presentation & Evaluation)	-	-	-	3
JRN2633	Workshop / Certification (Discipline Specific) * 1 credit per workshop	-	-	-	1
JRN2636	Media Production Portfolio	-	-	-	3
<b>Open Electives</b>					<b>*2+3</b>
CSS2651	Workplace Communication *	1	-	-	1
BEH2651	Interpersonal Communication and Relationship Management*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	<b>3</b>
<b>TOTAL</b>					<b>26</b>

# 13493 B.Sc.-Animation & Visual Graphics (Total Credits-150)

## Programme Structure-2020

### FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
ANI2151	Basics of Sketching & Drawing	2	-	2	3
ANI2101	Typography	2	-	2	3
ANI2102	Computer Applications	2	-	2	3
ANI2103	Introduction to Multimedia and its Application	2		2	3
<b>Concentration Electives</b>					<b>3</b>
ANI2104	Art History	2	1	-	3
ANI2105	Introduction to Visual Communication	2	-	2	3
ANI2132	Project (with Presentation & Evaluation)	-	-	-	3
ANI2133	Workshop / Certification (Discipline Specific) (1 credit per workshop)	-	-	-	1
ANI2134	Study Abroad	-	-	-	3
<b>Open Electives</b>					<b>*7+3</b>
LAN2151	Foreign Language- I*	3	-	-	3
LAN2152	French-I				
LAN2153	German-I				
LAN2154	Spanish-I				
LAN2155	Russian-I				
LAN2156	Chinese-I				
LAN2157	Portuguese-I				
LAN2158	Korean-I				
LAN2159	Japanese-I				
LAN2159	Hindi-I **				
ENV2151	Environmental Studies-I*	2	-	-	2
CSS2151	Effective Listening*	1	-	-	1
BEH2151	Understanding Self for Effectiveness*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
<b>TOTAL</b>					<b>25</b>

\*\* Hindi as Foreign Language for Foreign National Students



## SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
ANI2251	Basics of HTML	2	-	2	3
ANI2201	Digital Photography	1	-	2	2
ANI2202	Web Design	1	1	2	3
ANI2203	Computer Lab on 2D animation	1	-	4	3
ANI2204	Creating Animation	1	-	2	2
ANI2205	Foundation course in Classical Animation	1	-	2	2
<b>Concentration Electives</b>					<b>3</b>
ANI2206	Action Analysis	1	1	2	3
ANI2207	Location Research for Animation	1	1	2	3
ANI2208	Principle of Screen Design	1	1	2	3
ANI2232	Project (With Presentation & Evaluation)	-	-	-	3
ANI2233	Workshop / Certification (Discipline Specific) (1 credit per workshop)	-	-	-	1
ANI2234	Study Abroad	-	-	-	3
<b>Open Electives</b>					<b>7*+3</b>
LAN2251	Foreign Language-II* French-II	3	-	-	3
LAN2252	German-II				
LAN2253	Spanish-II				
LAN2254	Russian-II				
LAN2255	Chinese-II				
LAN2256	Portuguese-II				
LAN2257	Korean-II				
LAN2258	Japanese-II				
LAN2259	Hindi-II				
CSS2251	Presentation Skills *	1	-	-	1
ENV2251	Environmental Studies-II*	2	-	-	2
BEH2251	Problem Solving and Creative Thinking*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
<b>TOTAL</b>					<b>28</b>

## SUMMER PROJECT-I

### THIRD SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
ANI2351	Introduction to 3D	1	-	4	3
ANI2301	Lighting and Rendering	1	-	4	3
ANI2302	Rigging and Animation	1	-	4	3
ANI2303	Particles and Dynamics	1	-	4	3
ANI2304	Production Pipeline	1	-	2	2
ANI2335	Summer Project Evaluation-I	-	-	-	3
<b>Concentration Electives</b>					<b>3</b>
ANI2306	3-D Quadrupe Animation	1	1	2	3
ANI2332	Project (With Presentation & Evaluation)	-	-	-	3
ANI2333	Workshop / Certification (Discipline Specific) ( 1 credit per workshop)	-	-	-	1
ANI2334	Study Abroad	-	-	-	3
<b>Open Electives</b>					<b>4*+3</b>
LAN2351	Foreign Language-III* French-III	2	-	-	2
LAN2352	German-III				
LAN2353	Spanish-III				
LAN2354	Russian-III				
LAN2355	Chinese-III				
LAN2356	Portuguese-III				
LAN2357	Korean-III				
LAN2358	Japanese-III				
LAN2359	Hindi-III				
CSS2351	Reading & Comprehension *	1	-	-	1
BEH2351	Group Dynamics and Team Building*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	<b>3</b>
<b>TOTAL</b>					<b>27</b>

### FOURTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
ANI2451	Maya Fundamentals	1	-	4	3
ANI2401	Lighting and Rendering in Maya	1	-	4	3

ANI2402	Rigging and Animation in Maya	1	-	4	3
ANI2403	Particles and Dynamics in Maya	1	-	4	3
<b>Concentration Electives</b>					<b>3</b>
ANI2404	Stop Motion	1	-	4	3
ANI2432	Project (With Presentation & Evaluation)	-	-	-	3
ANI2433	Workshop / Certification (Discipline Specific) (1 credit per workshop)	-	-	-	1
ANI2434	Study Abroad	-	-	-	3
<b>Open Electives</b>					<b>4*+3</b>
LAN2451	Foreign Language- IV* French-IV	2	-	-	2
LAN2452	German- IV				
LAN2453	Spanish- IV				
LAN2454	Russian- IV				
LAN2455	Chinese- IV				
LAN2456	Portuguese- IV				
LAN2457	Korean-IV				
LAN2458	Japanese-IV				
LAN2459	Hindi-IV				
CSS2451	Corporate Communication *	1	-	-	1
BEH2451	Stress and Coping Strategies*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	3
<b>TOTAL</b>					<b>22</b>

## SUMMER PROJECT-II

## FIFTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
ANI2551	Digital Editing	1	-	4	3
ANI2501	Digital Composting	1	-	4	3
ANI2502	Sound Editing	1	-	4	3
ANI2535	Summer Project Evaluation-II	-	-	-	6
<b>Concentration Electives</b>					<b>3</b>
ANI2503	Animation Postproduction	1	-	4	3
ANI2504	Video: Introduction & Advanced	1	-	4	3
ANI2532	Project (With Presentation & Evaluation)	-	-	-	3
ANI2533	Workshop / Certification (Discipline Specific) (1 credit per workshop)	-	-	-	1
ANI2534	Study Abroad	-	-	-	3

<b>Open Electives</b>					<b>4*+3</b>
LAN2551	Foreign Language-V*	2	-	-	2
LAN2552	French-V				
LAN2553	German-V				
LAN2554	Spanish-V				
LAN2555	Russian-V				
LAN2556	Chinese-V				
LAN2557	Portuguese-V				
LAN2558	Korean-V				
LAN2559	Japanese-V				
LAN2559	Hindi-V				
CSS2551	Employability Skills *	1	-	-	1
BEH2551	Individual ,Society and Nations*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	<b>3</b>
	<b>TOTAL</b>				<b>25</b>

## SIXTH SEMESTER

<b>Course Code</b>	<b>Course Title</b>	<b>Lectures (L) Hours per week</b>	<b>Tutorial (T) Hours per week</b>	<b>Practical (P)/ Self Study Hours per week</b>	<b>Total Credits</b>
ANI2601	<b>Professional Project</b> Specialization: (Any one) <ul style="list-style-type: none"> <li>• Creating Animation-2D</li> <li>• 3D Animation</li> <li>• Composting</li> <li>• Lighting and Rendering</li> </ul>	1	-	16	9
ANI2637	Internship/Dissertation	-	-	-	9
	<b>Open Electives</b>				<b>2*+3</b>
CSS2651	Workplace Communication *	1	-	-	1
BEH2651	Interpersonal Communication and Relationship Management*	1	-	-	1
	Minor Track Course (Flexi)	-	-	-	<b>3</b>
	<b>TOTAL</b>				<b>23</b>

### \*Compulsory

Students produce short projects as experiments in concepts, style or technology. Students may either work in 2D, 3D or Gaming according to their inclination prerequisites, or, with consent of the Faculty, they may work in any medium appropriate to their experience and resources. While producing their own work, students also serve as production planning team and production crew for all other projects.

**\*\* Courses open to other departments as open electives will have a cap of 20 students only. These students will have to appear for an aptitude test before being offered the minor in ASCO**

## 13800 M.A.-JMC (Total Credits-100)

### Programme Structure-2020

#### FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN4101	Introduction to Mass Communication	2	1	-	3
JRN4102	Print Journalism - Reporting & Editing	1	1	2	3
JRN4103	Media Arts - I: Radio & TV	2	-	2	3
JRN4104	Advertising : Concepts & Principles	2	1	-	3
JRN4105	Introduction to Photography	2	-	2	3
JRN4106	Design Software	2	-	2	3
JRN4107	History, Culture & Society	2	1	-	3
<b>Open Electives</b>					<b>5</b>
CSS4151	Basics of Communication	1	-	-	1
BEH4151	Self Development & Interpersonal Skills	1	-	-	1
LAN4151	Foreign Business Language-I	3	-	-	3
LAN4152	French-I				
LAN4153	German-I				
LAN4154	Spanish-I				
LAN4155	Russian-I				
LAN4156	Chinese-I				
LAN4157	Portuguese-I				
LAN4158	Korean-I				
LAN4159	Japanese-I				
	Hindi-I **				
<b>TOTAL</b>					<b>26</b>

\*\* Hindi as Foreign Language for Foreign National Students

#### SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN4201	Advertising Planning & Strategy	2	1	-	3
JRN4202	Print Design & Visualization	2	-	2	3
JRN4203	Specialized Reporting & Feature Writing	2	-	2	3
JRN4204	Media Arts - II: Radio & TV	2	-	2	3

JRN4206	Public Relation & Corporate Communication	2	1	-	3
JRN4207	Advanced Photography	2	-	2	3
JRN4209	Media Planning & Brand Management	2	1	-	3
JRN4231	Term Paper-I	-	-	-	1
<b>Open Electives</b>					<b>5</b>
CSS4251	Corporate Communication	1	-	-	1
BEH4251	Behavioural Communication & Relationship Management	1	-	-	1
LAN4251	Foreign Business Language-II French-II	3	-	-	3
LAN4252	German-II				
LAN4253	Spanish-II				
LAN4254	Russian-II				
LAN4255	Chinese-II				
LAN4256	Portuguese-II				
LAN4257	Korean-II				
LAN4258	Japanese-II				
LAN4259	Hindi-II				
<b>TOTAL</b>					<b>27</b>

### SUMMER INTERNSHIP THIRD SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN4301	Media Arts-III: Film	2	-	2	3
JRN4304	Media Laws & Ethics	2	1	-	3
JRN4305	Development Communication	2	-	2	3
JRN4306	Digital Media Production	1	-	4	3
JRN4307	Mass Media & Industry	2	1	-	3
JRN4331	Term Paper-II	-	-	-	1
JRN4335	Summer Internship Evaluation	-	-	-	6
<b>Open Electives</b>					<b>4</b>
CSS4351	Interpersonal Communication	1	-	-	1
BEH4351	Leading Through Teams	1	-	-	1
LAN4351	Foreign Business Language-III French-III	2	-	-	2
LAN4352	German-III				
LAN4353	Spanish-III				
LAN4354	Russian-III				
LAN4355	Chinese-III				
LAN4356	Portuguese-III				
LAN4357	Korean-III				
LAN4358	Japanese-III				
LAN4359	Hindi-III				
<b>TOTAL</b>					<b>26</b>

## FOURTH SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/ Self Study Hours per week	Total Credits
JRN4401	<b>Professional Project Specialization (Any one)</b> <ul style="list-style-type: none"> <li>• Radio</li> <li>• Television</li> <li>• Print</li> <li>• Advertising</li> <li>• Public Relations</li> <li>• Photography</li> </ul>	1	-	10	6
JRN4402	Media Arts - IV: Cyber Media	2	-	2	3
JRN4403	Media Analysis	3	1	-	4
JRN4437	Dissertation	-	-	-	6
<b>Open Electives</b>					<b>2</b>
CSS4451	Cross Cultural Communication	1	-	-	1
BEH4451	Professional Excellence	1	-	-	1
<b>TOTAL</b>					<b>21</b>

# 13347 Post Graduate Diploma in Journalism & Mass Communication (Total Credits-55)

## Programme Structure-2020

### FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN3101	Introduction to Mass Communication	2	1	-	3
JRN3102	Print Journalism - Reporting & Editing	1	1	2	3
JRN3103	Media Arts - I: Radio & TV	2	-	2	3
JRN3104	Advertising : Concepts & Principles	2	1	-	3
JRN3105	Introduction to Photography	2	-	2	3
JRN3106	Design Software	2	-	2	3
JRN3107	History, Culture & Society	2	1	-	3
<b>Open Electives</b>					<b>5</b>
CSS3151	Basics of Communication	1	-	-	1
BEH3151	Self Development& Interpersonal Skills	1	-	-	1
LAN3151	Foreign Business Language-I French-I	3	-	-	3
LAN3152	German-I				
LAN3153	Spanish-I				
LAN3154	Russian-I				
LAN3155	Chinese-I				
LAN3156	Portuguese-I				
LAN3157	Korean-I				
LAN3158	Japanese-I				
LAN3159	Hindi-I **				
<b>TOTAL</b>					<b>26</b>

\*\* Hindi as Foreign Language for Foreign National Students

### SECOND SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN3201	Advertising Planning & Strategy	2	1	-	3
JRN3202	Print Design & Visualization	2	-	2	3
JRN3203	Specialized Reporting & Feature Writing	2	-	2	3
JRN3204	Media Arts - II: Radio & TV	2	-	2	3
JRN3206	Public Relation & Corporate Communication	2	1	-	3



JRN3207	Advanced Photography	2	-	2	3
JRN3209	Media Planning & Brand Management	2	1	-	3
JRN3232	Project	-	-	-	3
<b>Open Electives</b>					<b>5</b>
CSS3251	Corporate Communication	1	-	-	1
BEH3251	Behavioral Communication & Relationship Management	1	-	-	1
LAN3251	Foreign Business Language-II	3	-	-	3
LAN3252	French-II				
LAN3253	German-II				
LAN3254	Spanish-II				
LAN3255	Russian-II				
LAN3256	Chinese-II				
LAN3257	Portuguese-II				
LAN3258	Korean-II				
LAN3259	Japanese-II				
LAN3259	Hindi-II				
<b>TOTAL</b>					<b>29</b>