

Manipal Institute of Communication, MAHE, Manipal BA (Media and Communication) Course Outline

Semester	Subject Code	Description	Credits
SEMESTER I			
I	BMC 1101	English Language & Literature - I	4
I	BMC 1103	Human Communication & Presentation Skills	4
I	BMC 1105	Reporting & Writing	4
I	BMC 1107	Fundamentals of Internet and New Media	4
I	BMC 1111A	Environmental Science	4
I	BMC1109	Modern World History	4
SEMESTER II			
II	BMC 1202	English Language & Literature-II	4
II	BMC 1204T	Editing and Design	4
II	BMC 1206	Information Society	4
II	BMC 1208	Media Laws and Ethics	4
II	BMC 1210	Computer Graphics for Media	4
	BMC 1212	Mandatoy Learning Courses - Semester II	
II	BMC 1212A	Constitution of India	4
II	BMC 1212B	Understanding Social Media	4
SEMESTER III			
III	BMC 2301	Visual Communication and Photography	4
III	BMC 2303	Introduction to Radio	4
III	BMC 2305	Advertising and Public Relations	4
III	BMC 2307	Media Project I - AM PLUS	4
	BMC 2309	Electives - Semeter III	
III	BMC 2309A	Sports Journalism	4
III	BMC 2309B	Copywriting Basics	4
III	BMC 2309C	2D Animation	4
III	BMC 2309D	Scripting for Broadcast Media	4
III	BMC 2309E	Introduction to Economics	4
III	BMC 2311	Mandatoy Learning Courses - Semester III	
III	BMC 2311A	Language I - French	4
III	BMC 2311B	Language I - German	4
III	BMC 2311C	Language I - Hindi	4
III	BMC 2311D	Language I - Kannada	4
SEMESTER IV			
IV	BMC 2402	Introduction to Film	4
IV	BMC 2404	Basics of Video Production	4
IV	BMC 2406	Media Psychology	4
IV	BMC 2408	Media Project II	4

IV	BMC 2410	Electives - Semeter IV	
IV	BMC 2410A	Art and Entertainment Journalism	4
IV	BMC 2410B	Public Relations: Principles and Practice	4
IV	BMC 2410C	3D Modelling and Texturing	4
IV	BMC 2410D	Broadcast Journalism	4
IV	BMC 2410E	Business and Financial Journalism	4
IV	BMC 2412	Mandatory Learning Courses - Semester IV	
IV	BMC 2412A	Language II - French	4
IV	BMC 2412B	Language II - German	4
IV	BMC 2412C	Language II - Hindia	4
IV	BMC 2412D	Language II - Kannada	4
SEMESTER V			
V	BMC 3501	Introduction to Political Science	4
V	BMC 3503	Media Research	4
V	BMC 3505	Media and Society	4
V	BMC 3507	Media and Contemporary Affairs	4
V	BMC 3509	Electives - Semester V	
V	BMC 3509A	Online Journalism	4
V	BMC 3549B	Intergrated Marketing Communications	4
V	BMC 3509C	3D Animation, Lighting and Rendering	4
V	BMC 3509D	Sound for Moving Images	4
V	BMC 3509E	Defence Communications	4
V	BMC 3509F	Event Management	4
Mandatory Learning Course - Semester V			
V	BMC 3511	Media Organisation and Organisational Behaviour	4
SEMESTER VI			
VI	BMC 3602	International Relations	4
VI	BMC 3604	Development Communications	4
VI	BMC 3606	Internship	4
VI	BMC 3608	Media Project III	4
VI	BMC 3610	Elective SEMESTER VI (1)	
VI	BMC 3610A	Magazine Journalism	4
VI	BMC 3610B	Corporate Communication	4
VI	BMC 3610C	Character Animation and Rigging	4
VI	BMC 3610D	Video Editing and Compositing	4
VI	BMC 3611E	Radio Production	
VI	BMC 3612	Elective - SEMESTER VI (2)	
VI	BMC 3612A	Photojournalism	4
VI	BMC 3612B	Advertising Campaign Planning and Execution	4

VI	BMC 3612C	Compositing for Visual Effects	4
VI	BMC 3612D	Creative Video for Advertising	4
VI	BMC 3612E	Media Seminar Series	4