

Level	Sem.	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulative Credits
		Mandatory (DSC 1 and DSC 2)	Electives							
4.5	I	Mass Communication (03) Landmark Events of the World and India-A Mass Media Approach (03)	---	---	Introduction to Sociology (02) Foundation Course-I (02)	VSC: Introduction to Computers (02) SEC: Media Economics (02)	AEC: Media Communication I / Hindi / Marathi / Gujarati / Sanskrit / French (02) VEC: Environmental Studies I (02) IKS: (02)	CC: NSS, NCC, Sports, Cultural, Yoga, Music, Performing Arts, DLLE (02)	22	44 (UG Certificate)
	II	Media Psychology Political Concepts and Indian Political System (03+03 = 06)	---	Introduction to Literature (02)	Introduction to Human Rights (02) Foundation Course-II (02)	VSC: Principles of Marketing (02) SEC: Principles of Management (02) (Value Education and Soft Skills) (Value Education and Soft Skills)	AEC: Media Communication II / Hindi / Marathi / Gujarati / Sanskrit / French (02) VEC: Environmental Studies II (02) IKS: ----	CC: NSS, NCC, Sports, Cultural, Yoga, Music, Performing Arts, DLLE (02)	22	
	Credits	6	0	2	4	4	4	2		
	Cum Cr.	12	----	02	08	08	10	4	44	

*** Exit Option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF Course/Internship or Continue with Major and Minor**

NAGINDAS KHANDWALA COLLEGE OF COMMERCE, ARTS & MANAGEMENT STUDIES

Programme: Bachelor of Arts in Multi Media and Mass Communication

Academic Year: 2025-26

Curriculum Framework of Second Year under NEP

Level	Sem.	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cr	Cumulative Credits
		Mandatory (DSC 1 & DSC 2)	Electives							
5.0	III	Understanding Cinema (03) Introduction to Public Relations (03) Creative Writing (02)		Cultural Studies and Media Practices (03) Media Studies (03)	Design thinking/ Personal Financial Planning/ Advance MS Office with AI/ Generative AI tools and Prompt Engineering/ Stock Market and Automation	Information Technology in Media Management-I	AEC: Hindi/ Marathi/ Gujarati (02)	Co-Curricular Courses (02)	22	88 (UG Diploma)
	Credits	8		6	2	2	2	2		
	IV	Introduction to Advertising (03) Introduction to Journalism (03) Photography (02)		Organisational Behaviour (03) Film Appreciation (03)	Design thinking/ Personal Financial Planning/ Advance MS Office with AI/ Generative AI tools and Prompt Engineering/ Stock Market and Automation	Information Technology in Media Management – II	AEC: Hindi/ Marathi/ Gujarati (02)	Co-Curricular Courses (02)	22	
	Credits	8		6	2	2	2	2		
	2 nd year	16	0	12	4	4	4	4	44	
	Cum Cr.	28	----	14	12	12	14	08	88	

*** Exit Option:** Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF Course/Internship or Continue with Major and Minor

NAGINDAS KHANDWALA COLLEGE OF COMMERCE, ARTS & MANAGEMENT STUDIES

Programme: Bachelor of Arts in Multi Media and Mass Communication

Academic Year: 2025-26

Curriculum Framework of Third Year (Advertising) under NEP

Level	Sem.	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulative Credits
		Mandatory (DSC 1, 2 & DSC 3)	Electives							
5.5	V	Copywriting (04) Brand Building (04) Soft Skills For Media Professionals (03)	Inclusive Advertising Practices (04)	Mass Media Research (03)	----	VSC (Any One of the Following) 1-Data Visualisation 2-Event Accounting 3-Mobile Photography 4- Branding Yourself 5- Visual Merchandising (02)	----	FP/CEP/Holistic Skill Development for Career Readiness (02)	22	132 (UG Degree)
	Credits	11	4	3	0	2	0	2		
	VI	Legal Environment and Advertising Ethics (04) Ad Design (04) Contemporary Issues- (03)	Media Planning and Buying (04)	Story Telling- A Media Tool - (03)	----	----	----	OJT/Internship/Project Work (04)	22	
	Credits	11	4	3	0	0	0	4		
	Total credits in 3rd year	22	8	6	0	2	0	6	44	
	Cum Cr.	12 +16+22 =50	8	2 +12 +6=20	8+4=12	8 +4 +2 =14	10+4 =14	4 +4 + 6=14	132	

* Exit Option: Award of UG Degree in Major with 120-132 credits or Continue with Major and Minor

[FP = Field Project; CEP = Community Engagement and Service; OJT = On Job Training – Internship/Apprenticeship]

NAGINDAS KHANDWALA COLLEGE OF COMMERCE, ARTS & MANAGEMENT STUDIES

Programme: Bachelor of Arts in Multi Media and Mass Communication

Academic Year: 2025-26

Curriculum Framework of Third Year (Journalism) under NEP

Level	Sem.	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Credits	Cumulative Credits
		Mandatory (DSC 1, 2 & DSC 3)	Electives							
5.5	V	Reporting (04) Global and New Media (04) Soft Skills For Media Professionals (03)	Indian Regional Journalism (04)	Mass Media Research (03)	----	VSC (Any one of the following) 1-Data Visualisation 2-Event Accounting 3-Mobile Photography 4- Branding Yourself 5- Visual Merchandising (02)	----	FP/CEP/Holistic Skill Development for Career Readiness (02)	22	132 (UG Degree)
	Credits	11	4	3	0	2	0	2		
	VI	Press Laws and Ethics (04) Newspaper and Magazine Making (04) Contemporary Issues (03)	Business & Life Style Journalism (04)	Story Telling- A Media Tool - (03)	----	----	----	OJT/Internship/Project Work (04)	22	
	Credits	11	4	3	0	0	0	4		
	Total credits in 3rd year	22	8	6	0	2	0	6	44	
	Cum Cr.	12 +16+22 =50	8	2 +12 +6=20	8+4=12	8 +4 +2 =14	10+4 =14	4 +4 + 6=14	132	

* Exit Option: Award of UG Degree in Major with 120-132 credits or Continue with Major and Minor VSC
(Any One of the Following)

[FP = Field Project; CEP = Community Engagement and Service; OJT = On Job Training – Internship/Apprenticeship]