

COURSE UNITS OFFERED FOR THE BACHELOR OF ARTS IN MASS MEDIA AND COMMUNICATION (BAMMC)

UNIT CODE	UNIT NAME
	YEAR ONE SEMESTER ONE
BUCU001	Communication Skills
BJL1101	Language skills in Journalism
BJL1111	Introduction to Print & Broadcast Media
BJL1104	Introduction to Public Relations
BJL1105	History of Mass Communication
	YEAR ONE SEMESTER TWO
BUCU002	Computer Applications
BUCU005	HIV/AIDs and Drug Abuse
BJL1211	News Writing & Reporting
BJL1202	Theories & Models of Mass Communication
BJL1204	Public Speaking
	YEAR TWO SEMESTER ONE
BJL2102	Business Writing & Reporting
BJL2103	Development Journalism
BJL2104	Feature Writing
BJL2106	Mass Media & the Society
BJL2116	Media Law and Ethics
	YEAR TWO SEMESTER TWO
BJL2201	Advertising
BJL2204	Principles & Practice of Photojournalism
BJL2205	Psychology in Mass Communication
BJL2206	Sociology of Communication
BJL2207	Sports Journalism
	YEAR THREE SEMESTER ONE
	CORE UNITS
BJL3101	Magazine Writing & Publishing
BJL3119	Gender, Culture & Communication
BJL2108	Peace Journalism
	PRINT MEDIA SPECIALIZATION UNITS
BJL3104	Editing ,Layout & Design
BJL3120	Newspaper Production & Management
	ELECTRONIC MEDIA SPECIALIZATION UNITS
BJL3105	Drama & Documentary Production
BJL3106	Electronic News Gathering & Reporting
	PUBLIC RELATIONS SPECIALIZATION UNITS
BJL3107	Corporate Communication
BJL3108	PR and Diplomacy

	ADVERTISING SPECIALIZATION UNITS
BJL3110	Commercial Writing
BJL3112	Advertising & promotion
	YEAR THREE SEMESTER TWO
	CORE UNITS
BJL3201	Communication Research
BJL3204	Radio Production
BJL3203	Online Journalism
	PRINT MEDIA SPECIALIZATION UNITS
BJL3205	Freelance & Specialized Writing
BLA3201	Translation & Interpretation
	ELECTRONIC MEDIA SPECIALIZATION UNITS
BJL3206	Editing for Electronic Media
BJL3207	Film Production
	PUBLIC RELATIONS SPECIALIZATION UNITS
BJL3208	Lobbying & Advocacy
BJL3209	Public Relations Writing
	ADVERTISING SPECIALIZATION UNITS
BJL3210	Brand Management
BJL3211	Copywriting & Design
	YEAR FOUR SEMESTER ONE
	CORE UNITS
BJL4101	Investigative Journalism
BJL4118	Political & Parliamentary Reporting
BJL4119	TV Production
	PRINT MEDIA SPECIALIZATION UNITS
BJL4103	Literary Appreciation
BJL4104	Graphic Communication
BIT4116	Information Communication Technology
	ELECTRONIC MEDIA SPECIALIZATION UNITS
BJL4105	Sound Production and Techniques
BIT4116	Information Communication Technology
BJL4206	Graphics for Visual Communication
	PUBLIC RELATIONS SPECIALIZATION UNITS
BJL4107	Campaign, Planning & Control
BJL4108	Audience Analysis
BED4227	Negotiation & Conflict Management
BJL 4109	PR, Society & Culture
	ADVERTISING SPECIALIZATION UNITS
BJL4110	Advertising Media strategy & tactics

BJL4120	Communication and Advertising
BJL4104	Graphic Communication
	YEAR FOUR SEMESTER TWO
	CORE UNITS
SBCU002	Research Project
BJL4201	Media House Management
BJL4202	Environmental Journalism
	PRINT MEDIA SPECIALIZATION UNITS
BJL4204	Desktop Publishing
BJL 4209	Column & Editorial Writing
	ELECTRONIC MEDIA SPECIALIZATION UNITS
BJL4207	Community Media
BJL4208	Writing & Production
	PUBLIC RELATIONS SPECIALIZATION UNITS
BJL4104	Graphic Communication
BLA3201	Translation and Interpretation
	ADVERTISING SPECIALIZATION UNITS
BJL4104/BJL4206	Graphic Communication/ Graphics for Visual Communication
BJL4211	Managing Advertising Campaign
COMPULSORY(After Fourth Year, Second Semester)	
SBCU003	Industrial Attachment