

**SANKALCHANDPATELUNIVERSITY,
VISNAGAR**

**Faculty of Mass Communication &
Journalism**



**Structure, Teaching Scheme and Syllabus of
Bachelor of Arts (Journalism & Mass
Communication)**

Program Code: JM101

with effect from: 2024-25

COURSE LEARNING OUTCOME

Programme Name: B.A. Journalism & Mass Communication Program Outcome (PO):

[PO.1] The program will make the learners responsible citizens sensitive to human issues.

[PO.2] The program will transform the learners into highly informed multi-tasking media professionals.

[PO.3] The program will enhance the core competencies required to meet the skills of the journalism profession.

[PO.4] The program will impart required skills and knowledge to the learners for working as journalists in Print / Electronic / digital media.

[PO.5] The program will enable the learners to establish their own start-ups on various digital platforms.

[PO.6] The program will throw broad light on how to develop indigenous media research methods for upcoming scholars.

[PO.7] The program will groom the learners for working as marketing managers and public relation officers.

[PO.8] Ethics: To work ethically in all areas of industry related to Media, Journalism & Communication.

[PO.9] The program will be in silence of confidence to work as able communicators such as Faculty.

[PO.10] The program will allow overarching into allied fields such as film studies, animation and graphics.

Program Specific Outcome (PSO): -

[PSO.1] The program results in imparting an all roundness to be able to attain a successful career option globally not only as journalist but also as PRO, Media Planner, Film appreciator or media faculty.

[PSO.2] The program empowers the students to the contemporary industrial realities of allied fields.

Credits and Course Type Distribution (Semester wise)

Semester	MJ	MN	MDC	SEC	AEC	VAC/ IKS	INT/ OJT	RP / DESRT	TOTAL CREDITS
I	8	4	4	2	2	2	-	-	22
II	8	4	4	2	2	2	-	-	22
III	12	-	4	2	2	2	-	-	22
IV	12	4	-	2	2	2	-	-	22
V	12	8	-	2	-	-	-	-	22
VI	12	4	-	-	2	-	4	-	22
VII	12	4	-	-	-	-	-	6	22
VIII	12	4	-	-	-	-	-	6	22
TOTAL	88	32	12	10	10	8	4	12	176

Program Name: Bachelor of Arts (Journalism & Mass Communication)

Abbreviation Name: B.A. (J& MC)

Semester: I

Program Code: JM101

With effect from: 2024-25

[illegible]

Faculty of Mass Communication & Journalism

Program Name: Bachelor of Arts (Journalism & Mass Communication)

Program Code: JM101

Abbreviation Name: B.A. (J& MC)

With effect from: 2024-25

Semester: II[illegible]

[illegible]

[illegible]

Faculty of Mass Communication & Journalism

Program Name: Bachelor of Arts (Journalism & Mass Communication)

Abbreviation Name: B.A. (J&MC)

Semester: VI

Program Code: JM101

With effect from: 2024-25

[illegible]

**Semester: VIII**[illegible]