

**RASTRASANT TUKADOJI MAHARAJ  
NAGPUR UNIVERSITY  
NAGPUR**



**FACULTY OF INTERDISCIPLINARY  
STUDIES**

**HEME AND SYLLABUS FOR  
BACHELOR OF ARTS  
(MASS COMMUNICATION)**

**Four Year Degree with Choice Based Credit System**

**2024 – 2025**

**Board of Studies**

**B.A. Mass Communication**

**Course structure with effect from 2024-25 onwards**

**Four Year Bachelor of Mass Communication Degree  
with Honours/Honours with Research as per NEP 2020**

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# **Four Year Bachelor of Mass Communication Directions and Examination Scheme**

**Scheme of Examination for Four Year Bachelor of Mass Communication Program  
from Academic Session 2024-25**

***As approved by all the Boards of Studies in the Faculty of Interdisciplinary Studies  
in their meetings held on 19<sup>th</sup> May 2023***

***As approved by all the Boards of Studies in the Faculty of Interdisciplinary Studies  
in their meetings held on 2<sup>nd</sup> June 2023***

***Placed before the Faculty of Interdisciplinary Studies for consideration and  
approval in its meeting scheduled on 27<sup>th</sup> June 2024***

## **1. Details of Eligibility for BA Mass Communication (BAMC) Semester I Examination**

- a. In case of **BA Mass Communication (BAMC) Semester-I** Examination the candidate should have passed 12<sup>th</sup> Standard Examination of the Maharashtra State Board of Secondary and Higher Secondary Education/CBSE/ICSE, with English at Higher or Lower level and any Modern Indian Language at higher or lower level or an examination recognized as equivalent thereto in such subjects and with such standards of attainments as may be prescribed;

**OR**

- b. 12<sup>th</sup> Standard Examination of Maharashtra State Board of Secondary and Higher Secondary and offering Education in Vocational Stream with one language only with any three science subjects comprised in the faculty of Science OR any other examination recognized as equivalent thereto in such subjects and with such standards of attainments as may be prescribed by Minimum Competency Vocational Courses (MCVC).

## **2. Types of Courses**

A student admitted to this program is required to undergo and successfully complete the following types of courses as mentioned in the scheme of examination:

**Table 1: Types of Courses and Choice for Selection**

SN	Course Type	Choice for Selection
1.	Major (Core) Subject	A student is required to select her/his 'MAJOR' subject from amongst the provided in this scheme of examination before filling the examination form for 1 <sup>st</sup> Semester. Change of major subject shall not be permitted after the examination form is submitted. Major subject comprises Mandatory and Elective Course.
2.	Minor Subject	A student is required to select her/his 'MINOR' subject from amongst the choices provided in this scheme of examination or any other degree program offered by the university in any other faculty before filling the examination form for 3 <sup>rd</sup> Semester. Change of minor subject shall not be permitted after the examination form for 3 <sup>rd</sup> Semester is submitted.
3.	Open Elective Course (OE)	A student is required to select an 'OPEN ELECTIVE' from the 'Open Elective Basket' of any program offered by the university in any faculty before filling the examination form for the semester concerned. Such an 'OPEN ELECTIVE' cannot be selected from the subjects chosen by a student as 'Major' and 'Minor' subjects.
4.	Vocational Skill Course (VSC)	A student is required to successfully complete the 'VOCATIONAL SKILL COURSE' as mentioned in this scheme of examination. This course must be a course corresponding to the 'MAJOR' and/or MINOR subject selected by a student.
5.	Skill Enhancement Course (SEC)	A student is required to select a 'SKILL ENHANCEMENT COURSE' from the basket provided by the university for this purpose. A student is allowed to earn credits for 'SKILL ENHANCEMENT COURSE' by successfully completing online courses of equivalent credits from SWAYAM/NPTEL learning platforms or from other Higher Education Institutions affiliated to RTM Nagpur University provided they are approved by the competent authority of RTM Nagpur University or the courses from Sector Skill Council. However, this needs to be informed by the student to the college before commencement of the semester and an application for transfer of credits is required to be made by the student.
6.	Ability Enhancement Course (AEC)	A student is required to undergo and successfully complete the 'ABILITY ENHANCEMENT COURSE' as mentioned in this scheme of examination.
7.	Indian Knowledge System Course (IKS)	A student is required to undergo and successfully complete the 'INDIAN KNOWLEDGE SYSTEM COURSE' as mentioned in this scheme of examination.



8.	Value Education Course (VEC)	A student is required to undergo and successfully complete the 'VALUE EDUCATION COURSE' as mentioned in this scheme of examination.
9.	Co-Curricular Course (CC)	A student is required to select a 'Co-Curricular Course' as mentioned in this scheme of examination. This course must be completed at the Higher Education Institute (HEI) where the student has taken admission and transfer of credit is not permissible for this type of course.
10.	Field Project (FP)/ On the Job Training (OJT) /Community Engagement Project (CEP) / Research Project (RP)	A student is required to undergo and successfully complete this course as mentioned in the scheme of examination under the guidance of a supervisor/mentor assigned by the HEI. This course must be corresponding to the 'MAJOR.' This course must be completed at the HEI where the student has taken admission and transfer of credit is not permissible for this type of course.

### 3. Duration of the Program, Student Progression Path and Provisions for Multiple Exit

Duration of the **BAMC** Program shall be FOUR years with the provision for multiple exits as mentioned here:

#### Multiple Exit:

Students will have the flexibility to enter a program in odd semesters and exit a program after the successful completion of even semesters as per their future career needs: a. A student can exit the program after successful completion of semesters I & II having earned requisite number of credits as mentioned in the scheme of examination and additional 'NSQF\* Course or Internship' with 4 credits. Such a student shall be eligible for the award of '**Certificate in Mass Communication**' by the University.

OR a student can continue the program in 2<sup>nd</sup> year.

b. A student can exit the program after successful completion of semesters I, II, III, & IV having earned requisite number of credits as mentioned in the scheme of examination and additional 'NSQF\* Course or Internship' with 4 credits. Such a student shall be eligible for the award of '**Diploma in Mass Communication**' by the University.

OR a student can continue the program in 3<sup>rd</sup> year.

c. A student can exit the program after successful completion of semesters I, II, III, IV, V & VI having earned the requisite number of credits as mentioned in the scheme of examination. Such a student shall be eligible for the award of 'Three Year Bachelor of Mass Communication degree by the University.

OR a student can continue the program in 4<sup>th</sup> year for either HONOURS or RESEARCH degree.

d. A student, on successful completion of all the 8 semesters and having earned requisite number of credits as mentioned in the scheme of examination shall be eligible for the award of either 'Bachelor of Mass

Communication (Honours) Degree with Major and Minor' OR 'Bachelor of Mass Communication (Research) Degree with Major and Minor'.

**Table 2:** Eligibility for Award of Certificate/Diploma/Degree/Honours or Research Degree

Levels	Qualification Title	Additional Credits to be Earned	Credit Earned	Sem.	Year
4.5	UG Certificate in Mass Communication OR Continue with Major	4 (NSQF* Course or Internship)	40	2	1
5.0	UG Diploma in (Major & Minor) OR Continue with Major	4 (NSQF* Course or Internship)	84	4	2
5.5	Three Year Bachelor's Degree in Mass Communication OR Continue with Major & Minor	Not Required	124	6	3
6.0	Bachelor's Degree in Mass Communication (Honors/Research) with Major and Minor	Not Required	164	8	4

\*NSQF: National Skill Qualification Framework or the skill courses prescribed by the RTMNU.

#### 4. Re-entry or Lateral Entry

- Students, opting for exit at any level, will have the option to re-enter the programme from where they had left off, in the same or in a different higher education institution within THREE years of exit and complete the degree programme within the stipulated maximum period of SEVEN years from the date of admission to first year.
- Re-entry at various levels for lateral entrants in academic programmes shall be based on the earned and valid credits as deposited and accumulated in the Academic Bank of Credits (ABC) through Registered Higher Education Institutions (RHEI) and proficiency test records.
- Lateral entry into the programme of study leading to the UG Diploma / Three Year UG Degree / Four Year Bachelor's Degree with Honours/Research will be based on the validation of prior learning outcomes achieved and subject to availability of seats based on intake capacity.

### 5. Minor Subjects:

All HEIs affiliated to the University for offering BAMC Program may offer all/any of the subjects given. It is mandatory for the students to choose only one Minor subject which obviously will be other than the Major subject she/he has already chosen. Once the Minor subject is chosen, it is mandatory for a student to pursue all the courses from the basket of that Minor only.

6. All HEIs affiliated to the University offering BAMC. Program are required to display the list of 'Major' and 'Minor' subjects offered on the Notice Board as well as on the website of HEI to make students aware about the availability of subjects. Moreover, HEIs are expected to define and display the 'Standard Operating Procedure' for their faculty members and students to facilitate the process of selecting 'Major' and 'Minor' subjects.

### 8. Teaching and Examination Schemes:

Teaching and Examination Schemes (of eight semesters) and Syllabus of Semester I & II for all BAMC subjects is appended herewith.

### 9. GRADE Conversion Table and Computation of SGPA & CGPA

Table 3: Grade Conversion Table (Theory)

SN	Letter Grade	Grade Point	Mark Range	Performance
1	O	9.00 - 10.00	90 - 100	Outstanding
2	A+	8.00 - < 9.00	80 - < 90	Excellent
3	A	7.00 - < 8.00	70 - < 80	Very Good
4	B+	6.00 - < 7.00	60 - < 70	Good
5	B	5.50 - < 6.00	55 - < 60	Above Average
6	C	5.00 - < 5.50	50 - < 55	Average
7	P	4.00 - < 5.00	40 - < 50	Pass
8	F	Below 4	Below 40	Fail
9	AB	0	-	Absent



Table 4: Grade Conversion Table (Practical)				
SN	Letter Grade	Grade Point	Mark Range	Performance
1	O	9.00 - 10.00	90 - 100	Outstanding
2	A+	8.00 - < 9.00	80 - < 90	Excellent
3	A	7.00 - < 8.00	70 - < 80	Very Good
4	B+	6.00 - < 7.00	60 - < 70	Good
5	B	5.50 - < 6.00	55 - < 60	Above Average
6	P	5.00 - < 5.50	50 - < 55	Pass
7	F	Below 5	Below 50	Fail
8	AB	0	-	Absent

#### Computation of SGPA & CGPA:

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

i. The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e

$$SGPA (S_i) = \sum (C_i \times G_i) / \sum C_i$$

where  $C_i$  is the number of credits of the  $i$ th course and  $G_i$  is the grade point scored by the student in the  $i$ th course.

ii. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \sum (C_i \times S_i) / \sum C_i$$

where  $S_i$  is the SGPA of the  $i$ th semester and  $C_i$  is the total number of credits in that semester.

iii. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

iv. CGPA to Percentage (%) conversion formula:

$$\text{Percentage (\%)} = (CGPA) \times 10$$

#### 10. General Guidelines:

- a. The baskets of Open Elective Courses, Skill Enhancement Courses and Minor Courses being common will be available by the university

### 11. Credit Specifications:

- a. Theory/Tutorial Courses: One hour/credit/week (a minimum of 15 hours of teaching per credit is required in a semester.
- b. Laboratory/Performance Based Courses: A minimum of 30 hours in laboratory or Performance Based activities is required in a semester. Performance based activities include Studio activities, Workshop based activities, Internship, Apprenticeship, Field based learning, community engagement learning, etc.
- c. Each semester will consist of at least 15 weeks of Academic Work equivalent to 90 actual teaching days.

### 12. Assessment

- The Assessment Plan will consist of Continuous Internal Evaluation (CIE) and Semester End Examination (SEE) for each course/subject taken together.
- For all the courses under all programs (subjects), semester examinations will be conducted at RTM Nagpur University level

**Table 5: CIE Assessment Plan**

		<b>4 Credit Subject</b>	<b>2 Credit Subject</b>
1a	Attendance of the student during a particular semester	05 Marks	02 Marks
1b	An assignment (min. two) based on curriculum to be assessed by the teacher concerned	05 Marks	02 Marks
1c	Subject wise class test (min. two) or activities conducted by the teacher concerned with proper rubrics.	10 Marks	06 Marks
	<b>Continuous Internal Evaluation (CIE) marks/course</b>	<b>20</b>	<b>10</b>

- Expected classroom activities shall consist of the following: (a) Group Discussion (b) Seminars (c) PowerPoint Presentations (d) Elocution (e) Debate (f) Role Play (g) Case Studies (h) Educational Games. The teacher is expected to undertake a minimum of four of the aforesaid activities.
- The CIE marks will be communicated to the University at the end of each semester, but before the semester end examinations / as instructed by the university. These marks will be considered for the declaration of the results.
- The record of internal marks, evaluation & results should be maintained for a min. period of three year by the respective institute/college for verification by the competent authority.



### 13. Standard of Passing

The scope of the course, percentage of passing in Theory and Project and Internal Assessment will be governed as per following rules:

(i) In order to pass the Bachelor of Mass Communication (BAMC.) 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> Semester Examinations, an examinee shall obtain not less than 40 % (Grade 4) marks in each theory course/paper, taking CIE & SEE together. Whereas, for practical/performance-based examination an examinee shall obtain not less than 50 % (Grade 5) marks in each practical, taking CIE & SEE together.

(ii) An examinee who is unsuccessful at the examination shall be eligible for admission to the subsequent examinations on payment of a fee prescribed for the examination together with the conditions of the ordinance in force from time to time.

### 14. Abbreviations Used:

CIE: Continuous Internal Evaluation SEE: Semester End Examination

OE: Generic/Open Electives, VSEC: Vocational Skills & Skill Enhancement Courses, VSC: Vocational Skill Courses, SEC: Skill Enhancement Courses, AEC: Ability Enhancement Courses, IKS: Indian Knowledge Systems, VEC: Value Education Courses, OJT: On Job Training (Internship/Apprenticeship), FP: Field Project, CEP: Community Engagement & Service, CC: Co-curricular Courses, RM: Research Methodology, RP: Research Project

### 15. Provision for Transfer of Credits

A guideline 'Transfer of Credits' issued by the University will be applicable to the students of BAMC Program from the date of its issuance.

**NOTE: This scheme of teaching and examination for Bachelor of Mass Communication shall be effective from the academic session 2024-25 and a comprehensive direction for other regulations in this connection shall be soon issued by the University.**

### 16. Absorption Scheme

#### **Absorption Scheme for BA Mass Communication 2024-25 onwards**

The students of the course immediately preceding the course under this direction shall be given a chance to appear for three more consecutive examinations according to BAMC in CBCS 2022-23 syllabus and regulations under Direction 06 of 2015. However, students who had taken admission in the session 2024-25 shall be governed by a new NEP 2020 pattern syllabus and course structure provided that: The candidate passed in First Year BAMC in CBCS 2022-23 pattern would be eligible for Third Semester 2025-26 onwards (Student has to fulfil required credits as per NEP 2020 syllabus). The candidate passed in Second Year BAMC CBCS 2022-23 pattern would be eligible for Fifth Semester 2026-27 onwards (Student has to fulfil required credits as per NEP 2020 syllabus).

**Model Question Paper Format**  
**4 Credit Subject**

**Time: 3 Hrs**

**Max marks: 80**

- Note:** 1. All questions are compulsory  
2. Each question carries equal marks

- Q1. Answer any two of the following descriptive questions. (8x2=16)**  
a) Unit I  
b) Unit I  
c) Unit II  
d) Unit II
- Q2. Answer any two of the following descriptive questions. (8x2=16)**  
a) Unit III  
b) Unit III  
c) Unit IV  
d) Unit IV
- Q3 Answer short answers any four of the following questions. (4x4=16)**  
a) Unit I  
b) Unit I  
c) Unit II  
d) Unit II  
e) Unit III  
f) Unit IV
- Q.4. Answer short answers any four of the following questions. (4x4=16)**  
a) Unit I  
b) Unit II  
c) Unit III  
d) Unit III  
e) Unit IV  
f) Unit IV
- Q.5. Answer very short answers any four of the following questions. (2x8=16)**  
a) Unit I  
b) Unit I  
c) Unit II  
d) Unit II  
e) Unit III  
f) Unit III  
g) Unit IV  
h) Unit IV

**Model Question Paper Format**

**2 Credit Subject**

**Time: 3 Hrs**

**Max marks: 40**

**Note: 1. All questions are compulsory**

**Q1. Answer any two of the following descriptive questions. (8x2=16)**

- a) Unit I
- b) Unit II
- c) Unit III
- d) Unit IV

**Q2. Answer any four of the following descriptive questions. (4x4=16)**

- a) Unit I
- b) Unit I
- c) Unit II
- d) Unit II
- e) Unit III
- f) Unit III
- g) Unit IV
- h) Unit IV

**Q.3. Answer very short answers any four of the following questions. (2x4=8)**

- a) Unit I
- b) Unit I
- c) Unit II
- d) Unit II
- e) Unit III
- f) Unit III
- g) Unit IV
- h) Unit IV



**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**  
**Faculty of Interdisciplinary Studies**  
**Credit Framework for 3 & 4 Years B.A. Mass Communication Program**

Level	Semester	Major		Minor	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/ Sem.	Degree/ Cum. Cr.
		Mandatory	Electives							
4.5	I	4 Credit Practical	-	-	University Basket 2 + 2 Credits	VSC- 2 Credits SEC- 2 credits	University Basket AEC- VEC- IKS- 2+2+2	CC - 2 Credits	20 Credits	UG Certificate 40 Cr
	II	4 Credit Practical	-	Media & Society - 2 Credits	University Basket 2 + 2 Credits	VSC- 2 Credits SEC- 2 credits	University Basket AEC- VEC- 2+2	CC- 2 Credits	20 Credits	
	Cum Cr.	8		2	8	4+4	4+4+2	4	40	
<b>Exit option : "Award of UG Certificate "Certificate in Mass Communication" with 40 Credits and an additional 4 credits NSQF course/Internship OR Continue with Major and Minor</b>										
5.0	III	4 Credit + 4 Credit	-	4 Credit	University Basket 2 Credits	VSC – 2 Credits	AEC: 2 Credits	FP: 2 Credits CC: 2 Credits	22 Credits	UG Diploma 84 Cr
	IV	4 Credit + 4 Credit	-	4 Credit	University Basket 2 Credits	SEC – 2 credits	AEC: 2 Credits	CEP: 2 Credits CC: 2 Credits	22 Credits	
	Cum Cr.	24		10	12	6+6	8+4+2	8+4	84	
<b>Exit option "Award of UG Diploma "Diploma in Mass Communication" with 84 Credits and an additional 4 credits NSQF course/Internship OR Continue with Major and Minor</b>										
5.5	V	4 Credit + 4 Credit	4 Credits	4 Credit	-	VSC – 2 Credits		FP/CE P : 2 Credits	20 Credits	UG Degree 124 Cr
	VI	4 Credit + 4 Credit	4 Credits	4 Credit	-	-		OJT : 4 Credits	20 Credits	
	Cum Cr.	40	8	18	12	8+6	8+4+2	8+6+4	124	
<b>Exit option "Award of UG Degree "Degree in Mass Communication" with 124 Credits.</b>										
6.0	VII	4 Credit + 4 Credit + 4 Credit	4 Credits	RM 4	-	-	-	-	20 Credits	UG Honours Degree 184 Cr
	VIII	4 Credit + 4 Credit + 4 Credit	4 Credits	-	-	-	-	OJT : 4 Credits	20 Credits	
	Cum Cr.	64	16	18+4	12	8+6	8+4+2	8+6+8	164	
<b>Exit option "Award of Four Years UG Honours Degree "Honours Degree in Mass Communication" with 164 Credits.</b>										
6.0	VII	4 Credit + 4 Credit	4 Credits	RM 4	-	-	-	RP : 4 Credits	20 Credits	UG Research Degree 184 Cr
	VIII	4 Credit + 4 Credit	4 Credits	-	-	-	-	RP : 8 Credits	20 Credits	
	Cum Cr.	56	16	18+4	12	8+6	8+4+2	8+6+4+ 12	164	
<b>Exit option "Award of Four Years UG Honours With Research Degree "Honours with Research Degree in Mass Communication" with 164 Credits.</b>										

# Semester I

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P			Max Marks		Total Marks	Min Marks
							External	Internal		
Major Subject										
1	I	FMC-101	4		4	4	80	20	100	40
Open Elective										
2	II	OE-IP-102	2		2	2	40	10	50	20
3	III	OE-IA-103	2		2	2	40	10	50	20
VOCATIONAL SKILL COURSES (VSC)										
4	IV	VSC-EC-I-104	2		2	2	40	10	50	20
OR										
		VSC-WES-I-105	2		2	2	40	10	50	20
SKILL ENHANCEMENT COURSES (SEC)										
5	V	SEC-SMVP-106	2		2	2	40	10	50	20
OR										
		SEC-VOS-107	2		2	2	40	10	50	20
ABILITY ENHANCEMENT COURSES (AEC)										
6	VI	AEC-PSS-108	2		2	2	40	10	50	20
OR										
		AEC-CT-109	2		2	2	40	10	50	20
VALUE EDUCATION COURSES (VEC)										
7	VII	VEC-SMM-110	2		2	2	40	10	50	20
OR										
		VEC-EC-110	2		2	2	40	10	50	20
INDIAN KNOWLEDGE SYSTEM (IKS)										
8	VIII	IKS-ITOC-112	2		2	2	40	10	50	20
OR										
		IKS-IFM-113	2		2	2	40	10	50	20
CO-CURRICULAR COURSES (CC) As per University Directions										
9	IX					2			50	20
Total										
						20			500	200

## Semester II

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme				
			T	P				Max Marks		Total Marks	Min Marks
								External	Internal		
Major Subject											
1	I	HMM-201	4		4	4	80	20	100	40	
Minor subject											
2	II	MS-202	2		2	2	40	10	50	20	
Open Elective											
3	II	OE-MJNM-203	2		2	2	40	10	50	20	
3	III	OE-CW-204	2		2	2	40	10	50	20	
VOCATIONAL SKILL COURSES (VSC)											
4	IV	VSC-EC-II-205	2		2	2	40	10	50	20	
OR											
		VSC-CW-206	2		2	2	40	10	50	20	
SKILL ENHANCEMENT COURSES (SEC)											
5	V	SEC-FA-207	2		2	2	40	10	50	20	
OR											
		SEC-CC-208	2		2	2	40	10	50	20	
ABILITY ENHANCEMENT COURSES (AEC)											
6	VI	AEC-SM-209	2		2	2	40	10	50	20	
OR											
		AEC-PPS-210	2		2	2	40	10	50	20	
VALUE EDUCATION COURSES (VEC)											
7	VII	VEC-FNFC-211	2		2	2	40	10	50	20	
OR											
		VEC-SECI-210	2		2	2	40	10	50	20	
CO-CURRICULAR COURSES (CC) As per University Directions											
9	IX					2			50	20	
Total											
						20			500	200	