

**BA (Honours) / BA (Honours with Research) in Media & Communication**  
Four Years Undergraduate Degree Program  
Manipal Institute of Communication  
Manipal Academy of Higher Education, Manipal

Year	BA (H) MC FIRST SEMESTER							BA (H) MC SECOND SEMESTER						
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C		
I	BAMC1101	Communicative English & World Literature - I	3	0	0	3	BAMC1201	Communicative English & World Literature - II	3	0	0	3		
	BAMC1102	Human Communication in the Media Age	2	1	0	3	BAMC1202	Media Laws & Ethics	3	0	0	3		
	BAMC1104	Presentation Skills	0	0	4	2	BAMC1203	Art of Photography	0	0	6	3		
	BAMC1105	Introduction to Visual Communication	2	0	2	3	BAMC1205	Digital Media Design	1	0	4	3		
	BAMC1106	Modern World History	3	0	0	3	BAMC1206	Media & Society	2	0	0	2		
	BAMC1107	Reporting and Writing	3	0	2	4	BAMC1207	Digital Literacy	0	0	2	1		
	BAMCXXXX	Mandatory Learning Course	2	0	0	2	BAMCXXXX	Mandatory Learning Course	2	0	0	2		
							GDDM1201	Media Strategy & Audience Engagement	3	0	0	3		
<b>Total Contact Hours (L + T + P)</b>			<b>24</b>				<b>Total Contact Hours (L + T + P)</b>			<b>26</b>				
<b>BA (H) MC THIRD SEMESTER</b>							<b>BA (H) MC FOURTH SEMESTER</b>							
II	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C		
	BAMC2301	Economics For Media	2	0	0	2	BAMC2401	Media Psychology	3	0	0	3		
	BAMC2302	Visual Storytelling: Video & Sound	2	0	4	4	BAMC2402	Introduction to Film	3	1	0	4		
	BAMC2303	Advertising & Public Relations	3	1	0	4	BAMC2403	Radio Production	1	0	4	3		
	BAMC2304	Media Project - I	*	*	*	2	BAMC2404	Essentials for Digital Marketing	2	1	0	3		
	GDDM2301	UI/UX Design for Digital Media	0	1	4	3	BAMC2405	Media Entrepreneurship	1	0	2	2		
	BAMCXXXX	Language-I	0	0	4	2	BAMCXXXX	Language-II	0	0	4	2		
	BAMCXXXX	Major-Elective I	3	*	*	3	BAMCXXXX	Major Elective-II	3	*	*	3		
<b>Total Contact Hours (L + T + P)</b>			<b>24</b>				<b>Total Contact Hours (L + T + P)</b>			<b>25</b>				

Year	BA (H) MC FIFTH SEMESTER							BA (H) MC SIXTH SEMESTER						
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C		
III	BAMC3501	Introduction to Political Science	2	1	0	3	BAMC3601	International Relations	3	0	0	3		
	BAMC3502	Media Management	3	1	0	4	BAMC3602	Development, Social Change, and Communication	3	1	0	4		
	BAMC3503	Video Production Techniques	1	0	6	4	BAMC3603	Summer Internship I	0	0	0	2		
	BAMC3504	Media Research: Methods & Inquiry	3	1	0	4	BAMC3604	Critical Thinking	2	0	0	2		
	BAMC3505	Media & Contemporary Affairs	2	0	0	2	BAMC3605	AI in Media & Communication	0	0	6	3		
	BAMCXXX	Major Elective - III	*	*	4	3	BAMCXXX	Major Elective- IV	*	1	4	3		
							BAMCXXX	Major Elective -V	*	1	4	3		
Total Contact Hours (L + T + P)			24				Total Contact Hours (L + T+ P)			25				
	BA (H) MC SEVENTH SEMESTER							BA (H) MC EIGHTH SEMESTER						
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C		
IV	BAMC4701	Communication Theory & Practice	3	1	0	4	BAMC4801	Capstone Project	*	2	*	12		
	BAMC4702	Theatre & Folk Art Traditions	2	0	4	4	BAMCXXX	Major Elective- VII	2	*	4	4		
	BAMC4703	Basics of Public Policy	3	1	0	4	BAMCXXX	Major Elective- VIII	3	1	0	4		
	BAMC4704	Defence & Strategic Communication	3	1	0	4								
	BAMC4705	Creative Portfolio	*	2	*	4								
	Total Contact Hours (L + T + P)			20				Total Contact Hours (L + T + P)			12			

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Year	BA (H)(R) MC SEVENTH SEMESTER							BA (H)(R) MC EIGHTH SEMESTER						
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C		
IV	BAMC4701	Communication Theory & Practice	3	1	0	4	BAMC4802	Research Report & Viva	*	2	*	12		
	BAMC4706	Research Methods	3	1	0	4	BAMCXXX	Major Elective- VII	2	*	4	4		
	BAMC4707	Academic Writing	3	1	0	4	BAMCXXX	Major Elective- VIII	3	1	0	4		
	BAMC4708	Research Proposal & protocol	0	0	4	2								
	BAMCXXX	Project (Practice School) / Summer Internship II	*	*	*	2								
	BAMCXXX	Major Elective- VI	2	*	4	4								
Total Contact Hours (L + T + P)			22				Total Contact Hours (L + T+ P)			12				