

**Maulana Abul Kalam Azad University of Technology, West Bengal**

*(Formerly West Bengal University of Technology)*

**Syllabus for B. Sc. In Media Science & Tech**

**(Effective for Academic Session 2019-2020)**

**COURSE STRUCTURE**

**1<sup>ST</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER I</b>							
<b>Theory</b>							
1	BMS(N)101	Introduction to Media	3	0	0	3	3
2	BMS(N)102	Language Practice	3	0	0	3	3
3	BMS(N)103	Writing for Media	3	0	0	3	3
4	BMS(N)104	Laws & Ethics of Media	3	0	0	3	3
<b>Practical</b>							
1	BMS(N)191	Web Content Creation	0	0	2	2	2
2	BMS(N)192	Film Diary	3	1	0	4	4
3	BMS(N)193	Internship	0	0	2	2	2
<b>Total</b>			<b>20</b>				
<b>SEMESTER II</b>							
<b>Theory</b>							
1	BMS(N)201	Introduction to Public Relations	3	1	0	4	4
2	BMS(N)202	Advertising, PR & Events	3	1	0	4	4
3	BMS(N)203	Integrated Marketing Communication: PR & Corporate Communication	3	1	0	4	4
4	BMS(N)204	Writing for PR: Award entry, Stringer Engagement, Campaign Story	3	1	0	4	4
<b>Practical</b>							
1	BMS(N) 291	PR & Events: Lab	0	0	2	2	2
2	BMS(N)292	Internship	0	0	2	2	2
<b>Total</b>			<b>20</b>				

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**2<sup>ND</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER III</b>							
<b>Theory</b>							
1	BMS(N)301	Introduction to Advertising	3	1	0	4	4
2	BMS(N)302	Visual Design: Aesthetics & Applications	3	1	0	4	4
3	BMS(N)303	Advertising, PR and Events	3	1	0	4	4
4	BMS(N)304	Integrated Marketing Communication: Marketing and Advertising	3	1	0	4	4
<b>Practical</b>							
1	BMS(N)391	Ad Design Lab (Design Page Layout)	0	0	2	2	2
2	BMS(N)392	Internship	0	0	2	2	2
<b>Total</b>			<b>20</b>				
<b>SEMESTER IV</b>							
<b>Theory</b>							
1	BMS(N)401	Entrepreneurship in Media	3	1	0	4	4
2	BMS(N)402	Brand & Branding	3	0	0	3	3
3	BMS(N)403	Media Management	3	0	0	3	3
4	BMS(N)404	Digital Marketing	3	0	0	3	3
5	BMS(N)405	Fundamentals of Marketing	3	0	0	3	3
<b>Practical</b>							
1	BMS(N)491	Project: Marketing Mix	0	2	0	2	2
2	BMS(N)492	Internship	0	0	2	2	2
<b>Total</b>			<b>20</b>				

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**3<sup>RD</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER V</b>							
<b>Theory</b>							
1	BMS(N)501	Electronic Media – Planning & Production	3	1	0	4	4
2	BMS(N)502	Advanced Television Studies	3	1	0	4	4
3	BMS(N)503	Study of Media Scene in India ( Radio, TV & New Media)	3	1	0	4	4
<b>Practical</b>							
1	BMS(N)591	Electronic Media: Planning (LAB)	2	0	2	4	4
2	BMS(N)592	Advanced Television Studies (LAB)	2	0	1	3	3
3	BMS(N)593	Internship	0	0	1	1	1
<b>Total</b>			<b>20</b>				
<b>SEMESTER VI</b>							
<b>Project</b>							
<b>Theory</b>							
1	BMS (N) 601	How to Read a Film?	2	1	0	3	3
2	BMS (N) 602	Film & Television: Theory & Practice	3	0	0	3	3
3	BMS (N) 603	Film Production - Direction & Screenplay Writing, Cinematography, Editing, Sound Design	3	1	0	4	4
4	BMS (N) 604	Film in Digital Era	2	1	0	3	3
5	BMS (N) 605	Introduction to Photography	2	1	0	3	3
<b>Practical</b>							
1	BMS (N) 691	Film Making - Lab	0	0	2	2	2
2	BMS (N) 692	Photography - Lab	0	0	2	2	2
<b>Total</b>			<b>24</b>				

Total credits in the Program: 120 credits

Honours degree requirements: Additional 16 credits from MOOCS of the MOOCS basket