

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

**(Formerly known as West Bengal University of Technology)**

**Syllabus of *B.Sc. in Media Science***

**Effective from academic session 2023-2024**

**AIM**

Aim of the program is to create skilled professionals in Media Science with high level of technical expertise, creativity, sensitivity towards art, ethical behaviour and commitment towards development of the society.

**OBJECTIVES or PROGRAM EDUCATIONAL OBJECTIVES (PEO)**

1. Graduates of Media Science will be able to excel in Media industry.
2. Graduates of Media Science will be able to excel in Higher education in Media Science.
3. Graduates of Media Science will be able to be innovators and entrepreneurs in Media Science and allied fields.
4. Graduates of Media Science will be responsible citizen of the society and contribute to the development of society through ethical behaviour and ethical practice of their profession.

**PROGRAM OUTCOMES (PO)**

Media Science graduates on completion of the program will be able to:

1. Apply Media knowledge: Apply the knowledge of Media Science fundamentals to the solution of complex animation and media problems.
2. Problem analysis: Identify, formulate, review research literature and analyse complex Media Science problems and decision-making models.
3. Design/develop solutions: Design solutions for Media Science problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety and the cultural, societal and environmental considerations.
4. Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data and synthesis of the information to provide valid conclusions.

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5. Use Modern tools: Create, select and apply appropriate techniques, resources, and modern media tools including prediction and modelling to complex animation activities with an understanding of the limitations.
6. Be responsible towards society: Apply reasoning informed by the contextual knowledge to assess cultural issues and the consequent responsibilities relevant to the professional practice.
7. Maintain Environment and sustainability: Understand the impact of the professional animation and film impacts in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.
8. Practice Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the educational practice.
9. Excel in Individual and team work: Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.
10. Excel in Communication: Communicate effectively on complex filmmaking and animation activities with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions
11. Apply Project management and finance concepts: Demonstrate knowledge and understanding of the media and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
12. Practise Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological and social changes.

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**Semester 1**

Sl. No.	Type of Paper	Paper Name	Paper Code	Contact Period Per Week			Total Hours	Credits
				L	P	T		
<b>Theory</b>								
1.	Major (M1)	Introduction to Media & Mass Communication: Folk to Digital	FYBMS 101	4		1	75	5
2.	Major (M2)	Introduction to Media Technology	FYBMS 102	3			45	3
<b>Practical</b>								
1.	Major (MP1)	Introduction to Media Technology – Practical	FYBMS 191		2		50	2
<b>Minor (management)</b>								
1.		As per MAKAUT syllabus						3
<b>Inter Disciplinary</b>								
1.		From GE Basket A/D						3
<b>Ability Enhancement (Blended)</b>								
1.		English and Professional Communication	AECC 101				30	2
<b>Skill Enhancement (Sessional)</b>								
1.		Life Skills	SEC 181				60	2
<b>Common Value Added (Sessional)</b>								
1.		Physical Fitness, Wellness and Yoga	VAC 181				60	2

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**Semester 2**

Sl. No.	Type of Paper	Paper Name	Paper Code	Contact Period Per Week			Total Hours	Credits
				L	P	T		
<b>Theory</b>								
1.	Major (M3)	Basics of Still Photography & Videography	FYBMS 201	3			45	3
2.	Major (M4)	Introduction to Journalism	FYBMS 202	3			45	3
<b>Practical</b>								
1.	Major (MP2)	Basics of Still Photography & Videography - Practical	FYBMS 291		2		50	2
2.	Major (MP3)	Introduction to Journalism – Practical	FYBMS 292		2		50	2
<b>Minor (management)</b>								
1.		As per MAKAUT syllabus						3
<b>Inter Disciplinary</b>								
1.		From GE Basket B/E						3
<b>Ability Enhancement (Blended)</b>								
1.		Modern Indian Languages and Literature	AECC 201				30	2
<b>Skill Enhancement (Sessional)</b>								
1.		IT Tools	SEC 281				60	2
<b>Common Value Added (Sessional)</b>								
1.		Environmental Education	VAC 281				60	2

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**Semester 3**

Sl. No.	Type of Paper	Paper Name	Paper Code	Contact Period Per Week			Total Hours	Credits
				L	P	T		
<b>Theory</b>								
1.	Major (M5)	Basics of Broadcast Media- TV & Radio	FYBMS 301	3			45	3
2.	Major (M6)	Basics of Integrated Marketing Communication	FYBMS 302	4		1	75	5
<b>Practical</b>								
1.	Major (MP4)	Basics of Broadcast Media- TV & Radio - Practical	FYBMS 391		2		50	2
<b>Minor (management)</b>								
1.		As per MAKAUT syllabus						4
<b>Inter Disciplinary</b>								
1.		From GE Basket C/F						3
<b>Ability Enhancement (Blended)</b>								
1.		Universal Human Values	AECC 301				30	2
<b>Skill Enhancement (Sessional)</b>								
1.		Leveraging Social Media	SEC 381				60	2

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Semester 4

Sl. No.	Type of Paper	Paper Name	Paper Code	Contact Period Per Week			Total Hours	Credits
				L	P	T		
<b>Theory</b>								
1.	Major (M7)	Basics of Film Theory & Practice	FYBMS 401	3			45	3
2.	Major (M8)	Advanced Still Photography & Videography	FYBMS 402	2			30	2
3.	Major (M9)	Writing Across Media	FYBMS403	3		1	60	4
<b>Practical</b>								
1.	Major (MP5)	Basics of Film Theory & Practice - Practical	FYBMS 491		2		50	2
2.	Major (MP6)	Advanced Still Photography & Videography - Practical	FYBMS 492		2		50	2
<b>Minor (management)</b>								
1.		As per MAKAUT syllabus						4
2.		As per MAKAUT syllabus						4
<b>Ability Enhancement (Blended)</b>								
1.		Appreciation of Indian Literature Or Constitution of India and Human Rights	AECC 401A/401B				30	2

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**Semester 5**

Sl. No.	Type of Paper	Paper Name	Paper Code	Contact Period Per Week			Total Hours	Credits
				L	P	T		
<b>Theory</b>								
1.	Major (M10)	Print & New Media	FYBMS 501	3			45	3
2.	Major (M11)	Advanced Film Theory & Practice	FYBMS 502	3			45	3
<b>Practical</b>								
1.	Major (MP7)	Print & New Media - Practical	FYBMS 591		2		50	2
2.	Major (MP8)	Advanced Film Theory & Practice - Practical	FYBMS 592		2		50	2
<b>Minor (management)</b>								
1.		As per MAKAUT syllabus						4
2.		As per MAKAUT syllabus						4
<b>Skill Enhancement (Sessional)</b>								
1.		Internship: Internship to be started after exam of 4th sem (sem break) and completed within 5th sem (weekends)	SEC 581					4

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**Semester 6**

Sl. No.	Type of Paper	Paper Name	Paper Code	Contact Period Per Week			Total Hours	Credits
				L	P	T		
<b>Theory</b>								
1.	Major (M12)	Advanced Broadcast Media: Television & Radio	FYBMS 601	3			45	3
2.	Major (M13)	Advanced Integrated Marketing Communication	FYBMS 602	3			45	3
3.	Major (M14)	Media Laws & Ethics	FYBMS 603	3		1	60	4
<b>Practical</b>								
1.	Major (MP9)	Advanced Broadcast Media: Television & Radio - Practical	FYBMS 691		2		50	2
2.	Major (MP10)	Advanced Integrated Marketing Communication – Practical	FYBMS 692		2		50	2
<b>Minor (management)</b>								
1.		As per MAKAUT syllabus						4
2.		As per MAKAUT syllabus						4



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**Semester 7**

**Suggested specialization/elective papers:**

**Student needs to choose one specialization/elective to continue in 7<sup>th</sup> & 8<sup>th</sup> semester**

**A: Journalism Across Media**

**B: AV Production – TV, Radio & New Media**

**C: Film Making**

**D: Integrated Marketing Communication**

**E: Photography**

Sl. No.	Type of Paper	Paper Name	Paper Code	Contact Period Per Week			Total Hours	Credits
				L	P	T		
<b>Theory</b>								
1.	Major (M15)	Communication Research & Methodology/ Media Research & Analytics	FYBMS 701R/FYBMS 701H	3		1	60	4
2.	Major (M16)	Development Communication	FYBMS 702	4		1	75	5
<b>Practical</b>								
1.	Major (MP11)	Specialization Project 1	FYBMS 791 A/B/C/D/E		5		125	5
<b>Minor (management)</b>								
1.		As per MAKAUT syllabus						4
2.		As per MAKAUT syllabus						4

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**Note: BMS 701R: Communication Research & Methodology (Credits: 4; applicable for students opting for Honours with Research Track)**

**BMS 701H: Media Research & Analytics (Credits: 4; applicable for students opting for Honours without Research Track)**

**Semester 8**

Sl. No.	Type of Paper	Paper Name	Paper Code	Contact Period Per Week			Total Hours	Credits
				L	P	T		
<b>Practical</b>								
1.	Major (MP12)	Advanced Specialization Project 1	FYBMS 891 A/B/C/D/E		5		125	5
2.	Major (MP13)	Advanced Specialization Project 2	FYBMS 892 A/B/C/D/E		5		125	5
<b>Skill Enhancement (Sessional)</b>								
1.		Capstone/Research Project	FYBFDC881/ FYBFDR881					12