

**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**

**Model curriculum structure for 4-year B.Sc in Media Science, MAKAUT WB**

<b>Sem</b>	<b>Major (Offline)</b>	<b>Minor (Blended Mode)</b>	<b>Inter Disciplinary (Offline)</b>	<b>Ability Enhancement (Offline)</b>	<b>Skill Enhancement (Online /Sessional)</b>	<b>Common Value added Course (SESSIONAL)</b>	<b>TOTAL CREDITS</b>
I	1. FYBMS 101: Introduction to Media & Mass Communication: Folk to Digital (Credits: 4 Theory, 1 Tutorial) 2. FYBMS 102: Introduction to Media Technology (Credits: 3 Theory) 3. FYBMS 191: Introduction to Media Technology - Practical (Credits: 2 Practical)	(1 sub x 3 credits)  Principles Of Management	Any one from GE baskets Basket A or D (3 credits)	AEC 101-English and Professional Communication	SEC 101- Life Skills & Personality Development (2 credits)	CVA 181- Yoga/ Health & Wellness/ Sports (2 credits)	<b>22</b>
II	1. FYBMS 103: Still Photography & Videography - I (Credits: 3 Theory) 2. FYBMS 192: Still Photography & Videography - I Practical (Credits: 2 Practical) 3. FYBMS 104: Introduction to Journalism (Credits: 3 Theory) 4. FYBMS 193: Introduction to Journalism - Practical (Credits: 2 Practical)	(1 sub x 3 credits)  Organization Behaviour/Business Ethics & Corporate Governance	Any one from GE baskets Basket B or E (3 credits)	AEC 102- Modern Indian Languages and Literature (2 credits)	SEC 102- IT Skills (2 credits)	CVA 182- Critical Thinking / NSS/ Mental Health/ Environmental Studies (2 credits)	<b>22</b>
III	1. FYBMS 201: Broadcast Media-TV & Radio I (Credits: 3 Theory) 2. FYBMS 291: Broadcast Media-	(1 sub x 4 credits)  Principles of Marketing/Business &	Any one from GE baskets Basket C or F(3 credits)	AEC 201- The Constitution, Human Rights and Law (2	SEC 201- Understanding basics of Cyber Security (2 credits)		<b>21</b>

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	TV & Radio I Practical (Credits: 2 Practical) 3. FYBMS 202: Integrated Marketing Communication - I (Credits: 4 Theory, 1 Tutorial)	Sustainability		credits)			
IV	1. FYBMS 203: Film Theory & Practice - I (Credits: 3 Theory) 2. FYBMS 292: Film Theory & Practice – I Practical (Credits: 2 Practical) 3. FYBMS 204: Still Photography & Videography - II (Credits: 2 Theory) 4. FYBMS 293: Still Photography & Videography - II Practical (Credits: 2 Practical) 5. FYBMS 205: Writing Across Media (Credits: 3 Theory, 1 Tutorial)	Human resource management /Corporate Social Responsibility (CSR) (4 credits)  Sales and distribution management /E-Commerce (4 credits)		AEC 202A Society Culture and Human Behavior  (2 credits)			<b>23</b>
V	1. FYBMS 301: Print & New Media (Credits: 3 Theory) 2. FYBMS 391: Print & New Media Practical (Credits: 2 Practical) 3. FYBMS 302: Film Theory & Practice - II (Credits: 3 Theory) 4. FYBMS 392: Film Theory & Practice – II Practical (Credits: 2 Practical)	Financial management (4 credits)  Entrepreneurship (4 credits)			FYBMS 380 Internship (4 credits)		<b>22</b>

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VI	<ol style="list-style-type: none"> <li>1. FYBMS 303: Broadcast Media: Television &amp; Radio II (Credits: 3 Theory)</li> <li>2. FYBMS 393: Broadcast Media: Television &amp; Radio II Practical (Credits: 2 Practical)</li> <li>3. FYBMS 304: Integrated Marketing Communication - II (Credits: 3)</li> <li>4. FYBMS 394: Integrated Marketing Communication – II Practical (Credits: 2 Practical)</li> <li>5. FYBMS 305: Media Laws &amp; Ethics (Credits: 3 Theory, 1 Tutorial)</li> </ol>	<p align="center">Customer relationship management (4 credits)</p> <p align="center">Career planning and management/Managing Workplace Diversity (4 credits)</p>					<b>22</b>
VII	<p>Students need to choose one specialization from the given 5 options. On the chosen specialization students will continue in 7 &amp; 8 semester and will do Project Papers. (Specialization Options:</p> <ol style="list-style-type: none"> <li>A. Journalism Across Media</li> <li>B. Audio-Visual Production: TV, Radio &amp; New Media</li> <li>C. Film Making</li> <li>D. Integrated Marketing Communication</li> <li>E. Photography</li> </ol>	<p align="center">Consumer behaviour / Exploring Business Opportunity (4 credits)</p> <p align="center">Strategic management/ Intellectual Property Rights (4 credits)</p>					<b>22</b>

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	<ol style="list-style-type: none"> <li>1. FYBMS 401R: Communication Research &amp; Methodology (Credits: 3 Theory, 1 Tutorial; applicable for students opting for Honours with Research Track)</li> <li>2. FYBMS 401H: Media Research &amp; Analytics (Credits: 3 Theory, 1 Tutorial; applicable for students opting for Honours without Research Track)</li> <li>3. FYBMS 491 A/B/C/D/E: Specialization Project I (Credits: 5 Practical)</li> <li>4. FYBMS 492A/B/C/D/E: Specialization Project II (Credits: 5 Practical)</li> </ol>						
VIII	<p>Students need to do projects on the same specialization chosen in the 7 semester.</p> <ol style="list-style-type: none"> <li>1. FYBMS 493A/B/C/D/E: Advance Specialization Project I (Credits: 5 Practical)</li> <li>2. FYBMS 494A/B/C/D/E: Advance Specialization Project IV (Credits: 5 Practical)</li> </ol>				<p align="center">FYBMS 480R Research project 12 credits FYBMS 480H Capstone Project/Industry Project/Internship (Credits 12)</p>		<b>22</b>

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					applicable for students opting for Honours without Research Track)		
	<b>19 sub - 91 credits</b>	<b>11 sub – 42 credits</b>	<b>3 sub – 09 credits</b>	<b>4 sub – 08 credits</b>	<b>3 sub &amp; Int &amp; Proj - 22 credits</b>	<b>2 sub – 4 credits</b>	<b>176</b>

**Note: The MINOR courses shall be applicable as per the Common MINOR (Management) of MAKAUT**