

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

Sem	Major (Offline)	Minor (Blended Mode)	Inter Disciplinary (Offline)	Ability Enhancement (Offline)	Skill Enhancement (Online /Sessional)	Common Value added Course (SESSIONAL)	TOTAL CREDITS
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)	English and Professional Communication	Life Skills & Personality Development (2 credits)	Yoga/ Health & Wellness/ Sports (2 credits)	22
II	1. FYBMS 201: Still Photography & Videography - I (Credits: 3 Theory) 2. FYBMS 291: Still Photography & Videography - I Practical (Credits: 2 Practical) 3. FYBMS 202: Introduction to Journalism (Credits: 3 Theory) 4. FYBMS 292: 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)	Modern Indian Languages and Literature (2 credits)	IT Skills (2 credits)	Critical Thinking / NSS/ Mental Health/ Environmental Studies (2 credits)	22
III	1. FYBMS 301: Broadcast Media-TV & Radio I (Credits: 3 Theory) 2. FYBMS 391: Broadcast Media-	(1 sub x 4 credits) Principles of Marketing/Business	Any one from GE baskets Basket C or	The Constitution, Human Rights and Law (2	Understanding basics of Cyber Security (2 credits)		21

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	TV & Radio I Practical (Credits: 2 Practical) 3. FYBMS 302: Integrated Marketing Communication - I (Credits: 5)	Business & Sustainability	F(3 credits)	3 credits			
IV	1. FYBMS 401: Film Theory & Practice - I (Credits: 3 Theory) 2. FYBMS 491: Film Theory & Practice – I Practical (Credits: 2 Practical) 3. FYBMS 402: Still Photography & Videography - II (Credits: 2 Theory) 4. FYBMS 492: Still Photography & Videography - II Practical (Credits: 2 Practical) 5. FYBMS 403: Writing Across Media (Credits: 4)	Human resource management /Corporate Social Responsibility (CSR) (4 credits) Sales and distribution management /E-Commerce (4 credits)			Society Culture and Human Behavior (2 credits)		23
V	1. FYBMS 501: Print & New Media (Credits: 3 Theory) 2. FYBMS 591: Print & New Media Practical (Credits: 2 Practical) 3. FYBMS 502: Film Theory & Practice - II (Credits: 3 Theory) 4. FYBMS 592: Film Theory & Practice – II Practical (Credits: 2 Practical)	Financial management (4 credits) Entrepreneurship (4 credits)			FYBMS 581 Internship (4 credits)		22

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VI	<ol style="list-style-type: none"> 1. FYBMS 601: Broadcast Media: Television & Radio II (Credits: 3 Theory) 2. FYBMS 691: Broadcast Media: Television & Radio II Practical (Credits: 2 Practical) 3. FYBMS 602: Integrated Marketing Communication - II (Credits: 3) 4. FYBMS 692: Integrated Marketing Communication – II Practical (Credits: 2 Practical) 5. FYBMS 603: Media Laws & Ethics (Credits: 4) 	<p align="center">Customer relationship management (4 credits)</p> <p align="center">Career planning and management/Managing Workplace Diversity (4 credits)</p>					22
VII	<p>Students need to choose one specialization from the given 5 options. On the chosen specialization students will continue in 7 & 8 semester and will do Project Papers. (Specialization Options:</p> <ol style="list-style-type: none"> A. Journalism Across Media B. Audio-Visual Production: TV, Radio & New Media C. Film Making D. Integrated Marketing Communication E. Photography 	<p align="center">Consumer behaviour / Exploring Business Opportunity (4 credits)</p> <p align="center">Strategic management/ Intellectual Property Rights (4 credits)</p>					22

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	<p>1. FYBMS 701R: Communication Research & Methodology (Credits: 4; applicable for students opting for Honours with Research Track)/ FYBMS 701H: Media Research & Analytics (Credits: 4; applicable for students opting for Honours without Research Track)</p> <p>2. FYBMS 791 A/B/C/D/E: Specialization Project I (Credits: 5 Practical)</p> <p>3. FYBMS 792A/B/C/D/E: Specialization Project II (Credits: 5 Practical)</p>					
VIII	<p>Students need to do projects on the same specialization chosen in the 7 semester.</p> <p>1. FYBMS 891A/B/C/D/E: Advance Specialization Project I (Credits: 5 Practical)</p> <p>2. FYBMS 892A/B/C/D/E: Advance Specialization Project IV (Credits: 5 Practical)</p>				<p>FYBMS 481R Research project 12 credits</p> <p>FYBMS 481H Capstone Project/Industry Project/Internship (Credits 12) applicable for</p>	22

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					students opting for Honours without Research Track)		
	19 sub - 91 credits	11 sub – 42 credits	3 sub – 09 credits	4 sub – 08 credits	3 sub & Int & Proj - 22 credits	2 sub – 4 credits	176

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